

MAGE.HEALTH

Pitch deck

Problem –

Patients do not have an easy way to store and access their medical records and share their medical history with new doctors.

Our Vision –

A secure platform for managing and sharing medical records which puts patients in control of their data.

Strength in numbers.

97%

of patients with chronic illnesses have this problem

68%

of patients feel existing solutions don't meet their needs

100%

of my friends & family thought it was a great idea.



Market size

\$4B

TOTAL
AVAILABLE MARKET

TAM

\$250M

SERVICEABLE
AVAILABLE MARKET

SAM

\$15M

SERVICEABLE
OBTAINABLE MARKET

SOM



Features

SCAN TO 'CHECK OUT'

SHARE MEDICAL
HISTORY

IMMUNISATION AND
INSURANCE
CERTIFICATION

ONLINE APPOINTMENTS

BABY HEALTH

We partner with hospitals to integrate our system into their software such that they display a QR code for the patient to scan after an appointment.

It benefits the hospital in a way that, in turn, they can access the patients' data and granted history to save time inputting and asking. Easy transfer of patients from facility to facility

SCAN TO 'CHECK OUT'

SHARE MEDICAL
HISTORY

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BABY HEALTH

The app generates a QR code to display at a doctor's appointment granting access to selected history as chosen by the patient.

Access expires after a set time limit.



SCAN TO 'CHECK OUT'

SHARE MEDICAL
HISTORY

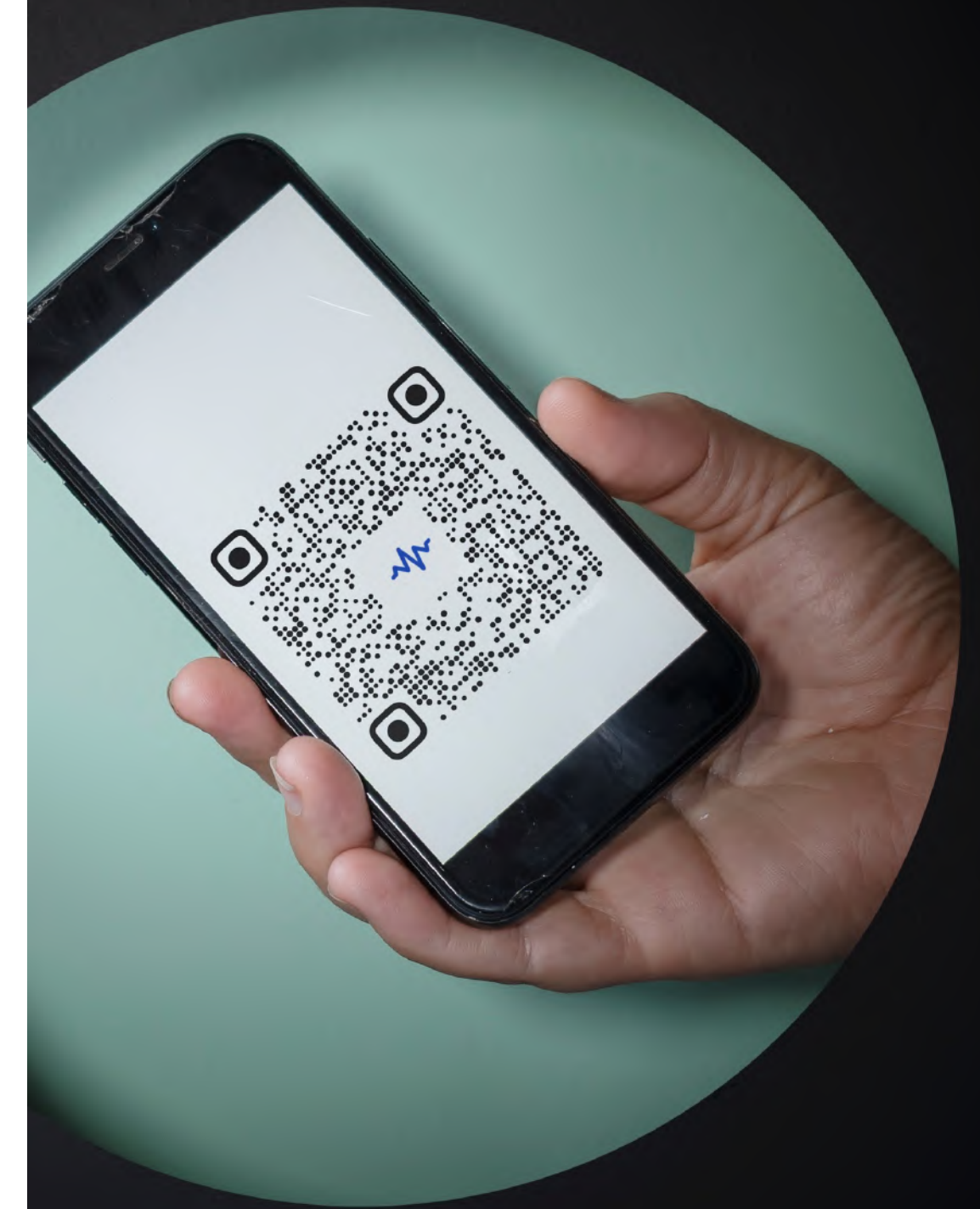
**IMMUNISATION AND
INSURANCE
CERTIFICATION**

ONLINE APPOINTMENTS

BABY HEALTH

We verify a patient's vaccination records and insurance cards, such that they can be granted passage/care at the airport/hospital

For patients who get vaccination at the partner hospitals, the verification would be automatic



SCAN TO 'CHECK OUT'

SHARE MEDICAL
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BABY HEALTH

For doctor appointments which do not require physical presence, the patient can consult with a vetted doctor on an internet call and pay for the service without contact

SCAN TO 'CHECK OUT'

SHARE MEDICAL
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BABY HEALTH

Babies' health is heavily monitored and scheduled; vaccinations, weight charts, we are digitalising the process.

People have an incentive to keep records with the app to receive customized insurance plans.



Product

Patient's data

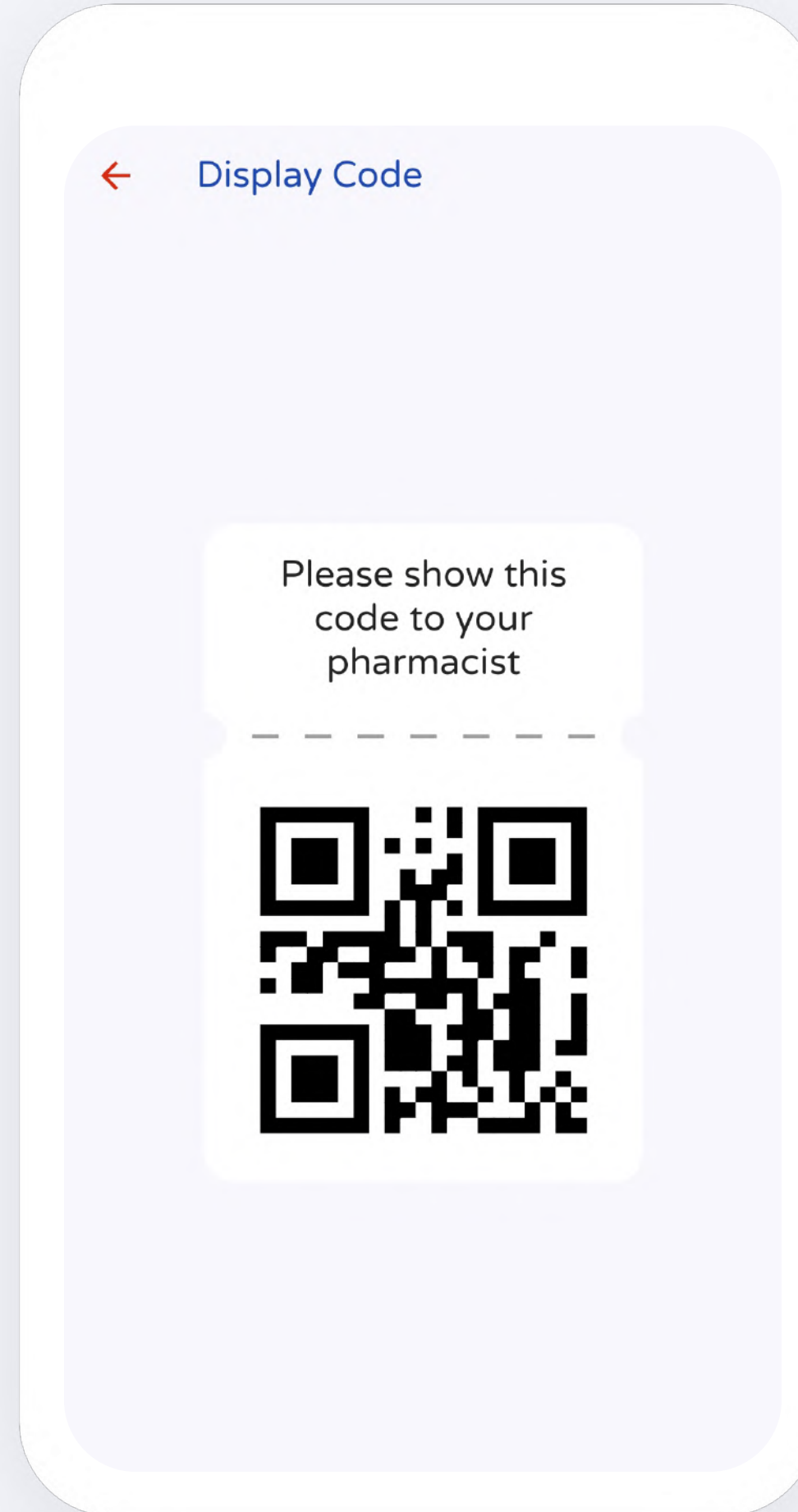
The image shows a mobile application interface for a patient named Mellisa Mukisa. At the top, there is a profile section with a circular profile picture, the name 'Mellisa Mukisa', and a red '+' icon with the text 'Add a profile'. To the right of the name is a QR code icon. Below the profile is a 'BioData' section containing three rows of data: '56 kg' with a scale icon, '1.6m' with a height icon, and '3(B)+' with a blood pressure icon. Underneath are three columns: 'Allergies' (Casseine, Vitamin C), 'Intolerance' (Lactose), and 'Diseases' (Asthma, Cancer). A red 'Full BioData' link with a QR code icon is at the bottom of this section. The 'Latest Appointment' section shows 'Dr. John Doe' with a dropdown arrow, 'Sep 19th, 10:00 AM' with a calendar icon, and 'Mengo Memorial' with a location pin icon. Below the appointment are 'Share' and 'Remind me' buttons. The 'Medication' section lists 'Ibuprofen Max 2 x 50mg' and 'Asthma inhaler 2 times', each with a 12:00PM reminder button. At the bottom is a navigation bar with a home button (highlighted in blue), a calendar icon, and a first aid kit icon.

Medical records

Online appointments

**Sharing past
diagnosis with
new doctor**

**Getting results
from hospital
after an
appointment**



**Sharing a
prescription with
your pharmacist**

**Verifying
vaccination/
insurance at the
airport/ hospital**

Competitive landscape

EASY TO USE

INEFFICIENT

EFFICIENT

●
One Record
• Poor Security
• Takes long

●
Mage
• Instant
• Security and Control
• Extra features

●
HealthVault
• Focuses on hospital

●
MTBC PHR
• Patient has to input data

DIFFICULT TO USE

Go-To-Market Strategy



How we make money

- Paid features
- Sell medical insurance
- Telemedicine



Thank you