

Body InSight

Advanced Digital Multimedia
for Medical Practitioners

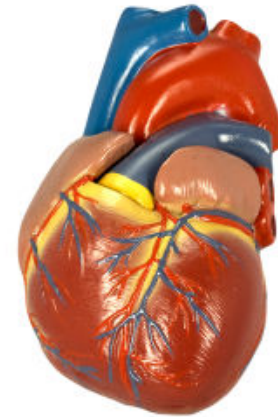
Problem: patients want detailed info

- Doctors sometimes have difficulty getting patients to agree to procedures
- Patients want to feel that they are giving truly **informed consent**
- Otherwise, doctors risk losing patients and wasting time



Problem: current media are ineffective or too expensive

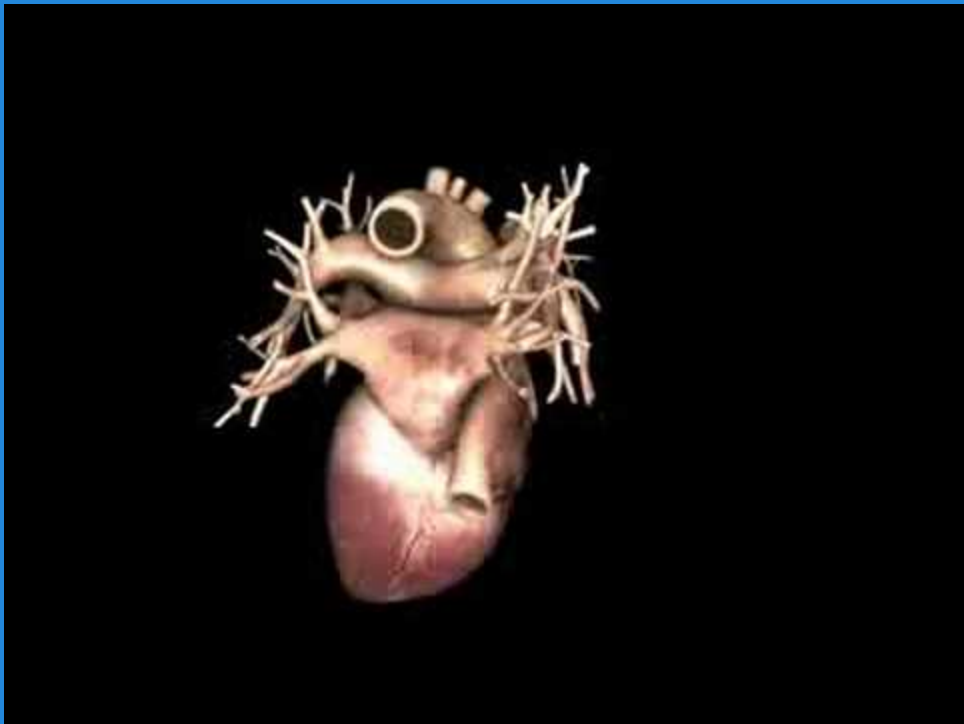
- Real-life 3D models and animations are crude and general
- 2D Illustrations are limited
- Dedicated medical modeling services are expensive



Solution: commission commercial 3D modelers

- Lots of experienced commercial modelers available
- Relatively cheap
- Our team has knowledge of computing and medicine to ensure efficient and reliable communication





Product & Service

- Highly customized 3D simulations
 - high resolution
 - interactive layers (zoom, rotation, transparency)
 - ready-made video playback
- Quick turnaround
- Separation of modelers and clients
 - proprietary **database**
 - proprietary **software** for running simulations

RWW

"Real Win Worth" Analysis

RWW > Real?

- Multimedia in presentations has never been as important as it's today
 - Researches: "Visual representation is more easy to recognize and memorize"
 - Innovative new ways to transfer knowledge
 - Impress audience

NEED

RWW > Real?

- Surgeons (private)
 - "doctor — patient" presentations
 - scientific presentations
- Professional medical associations
- Pharmaceutical companies (PR)
- Prestigious Universities

MARKET

RWW > Real?

COMPETING OFFERS

- Photo libraries
- PresentationPro (\$100-250) (templates, common objects)
- SoftAge Doctor's Presentation Tools (software)
- Probiomedical and Solid-Ideas (3-D animation and printing)
- Zygote.com (3-D anatomy animations for illustration)
- Global-Ability (presentation outsourcing)

RWW > Win?

- Hard to find such a solution for daily use
- Providing an easy-to-use interface
 - Describe the desired content in **medical terms**
 - Price quotes & delivery times instantly
 - Flexible 3-D content (+software) on time
 - Adjustments, feedback
- Team transforms medical specs into **technical specs**
- Outsource the task to professional 3-D modellers

Communication

RWW > Win?

- SW developers
 - Make and maintain player/exporter app
- Anatomists & health care professionals
 - Understanding medical specifications
- 3-D engineers
 - Working close together with anatomist team to create technical 3-D specifications

RWW > Worth?

- **SW development**
 - Simple app
 - Relying on industry-standard formats & technologies
- **Ordering interface**
 - Web-based or personal
- **Applying anatomists & 3-D engineers**
 - Key task: converting specifications
- **3rd-party modellers**
 - Contracting policy: Body InSight holds owner rights of the 3-D models
 - Incremental database of human body part models
 - Focus on adjustments of existing models

SWOT

"Strength, Weakness, Opportunities, Threats"
Analysis

SWOT - Strengths

- Team: doctors and modellers who understand both worlds (efficiency and reliability)
- Advanced product (high-res, custom, interactive 3D simulations)
- Cheaper than competitors (database, using commercial modellers)



SWOT - Weaknesses

- In the beginning:
 - need to figure out how to communicate with doctors and modelers as efficiently as possible
 - need to build up simulation database to have quick turnaround
- Need to develop new modelling software
 - high cost
- Market might be limited to high-end doctors



SWOT - Opportunities



- Target new markets:
 - pharmaceutical companies
 - medical associations
 - web developers
 - marketing
 - other countries
- Sell software to companies in non-medical fields
- App for touch-technology (iPad, smartphones)

SWOT - Threats

- Other modelling companies could move into our market
- Doctors might not want new technology
 - many will prefer traditional media (real 3D models, 2D illustrations)



Summary

- Advanced 3D simulation service
- Intimate knowledge of both fields
- Relatively cheap commissions
- Potentially huge and lucrative market
 - Doctors, pharmaceuticals, medical associations, education
 - Medicine in the U.S. is very profit oriented

Investment

- Investment needed:
 - Software: USD 100,000 over 3 years
 - Infrastructure: USD 125,000 over 3 years
 - Marketing: USD 40,000 over 3 years
 - Total: USD 265,000 over 3 years
- Market reach and return:
 - Hope to reach 6,000 / 600,000 doctors in the U.S.
 - USD 100 - 1000 per simulation (avg ~ 200), 100 - 500 sims in first year
 - Projected return: USD 100,000 - 500,000 in first 3 years