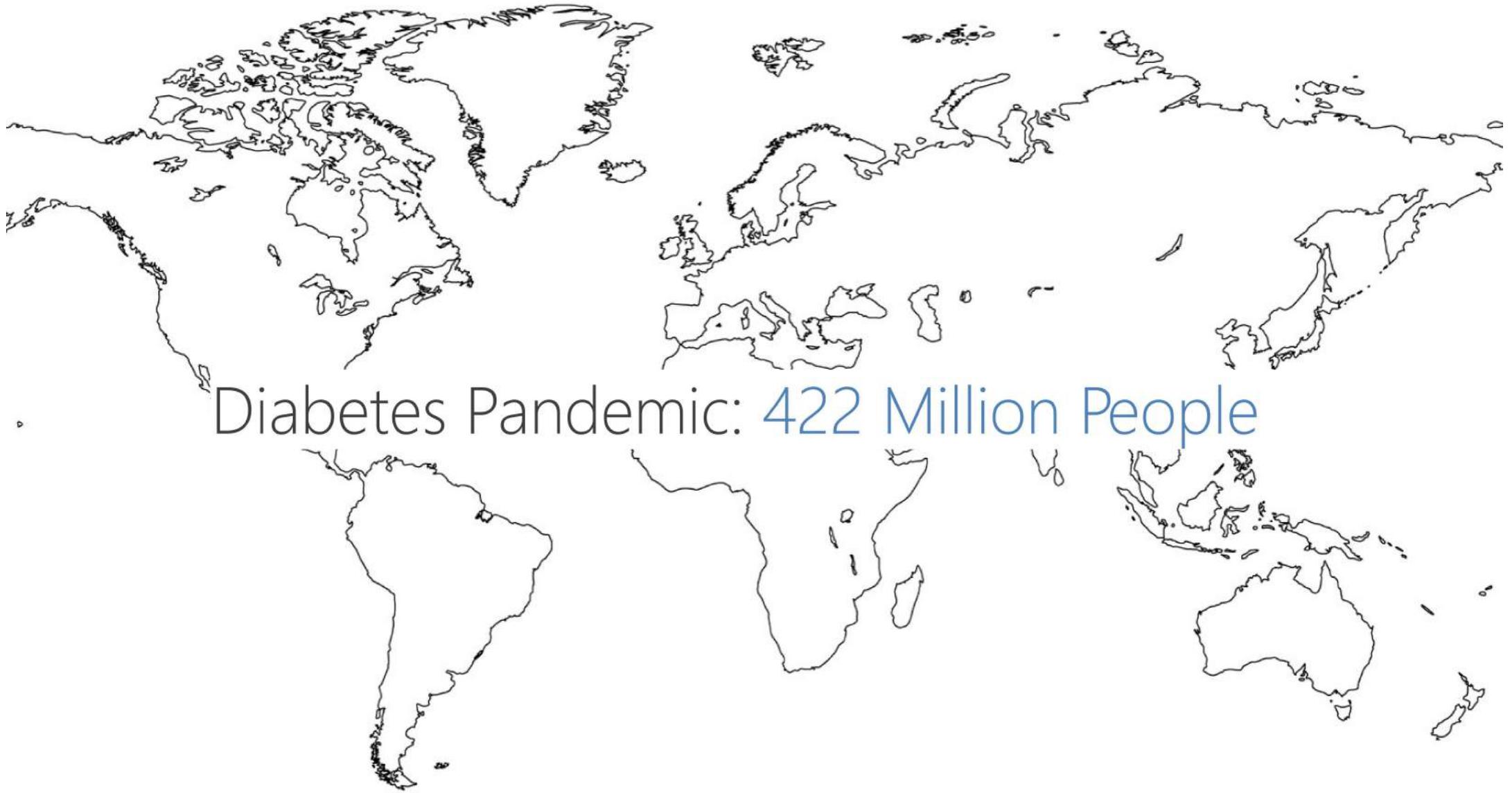


GluCase

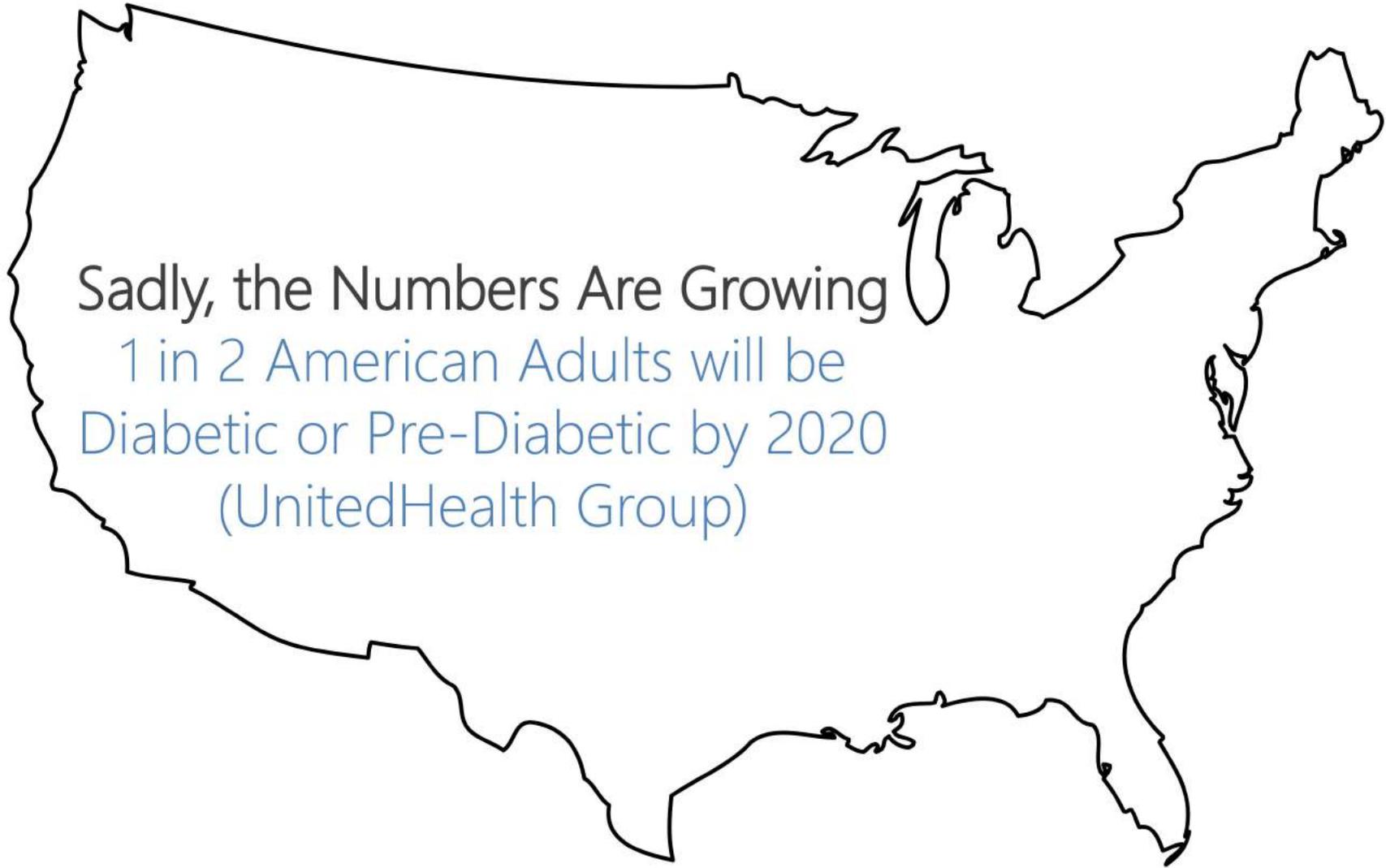
by

AkibaH

Smartphone Case Diabetes Management System



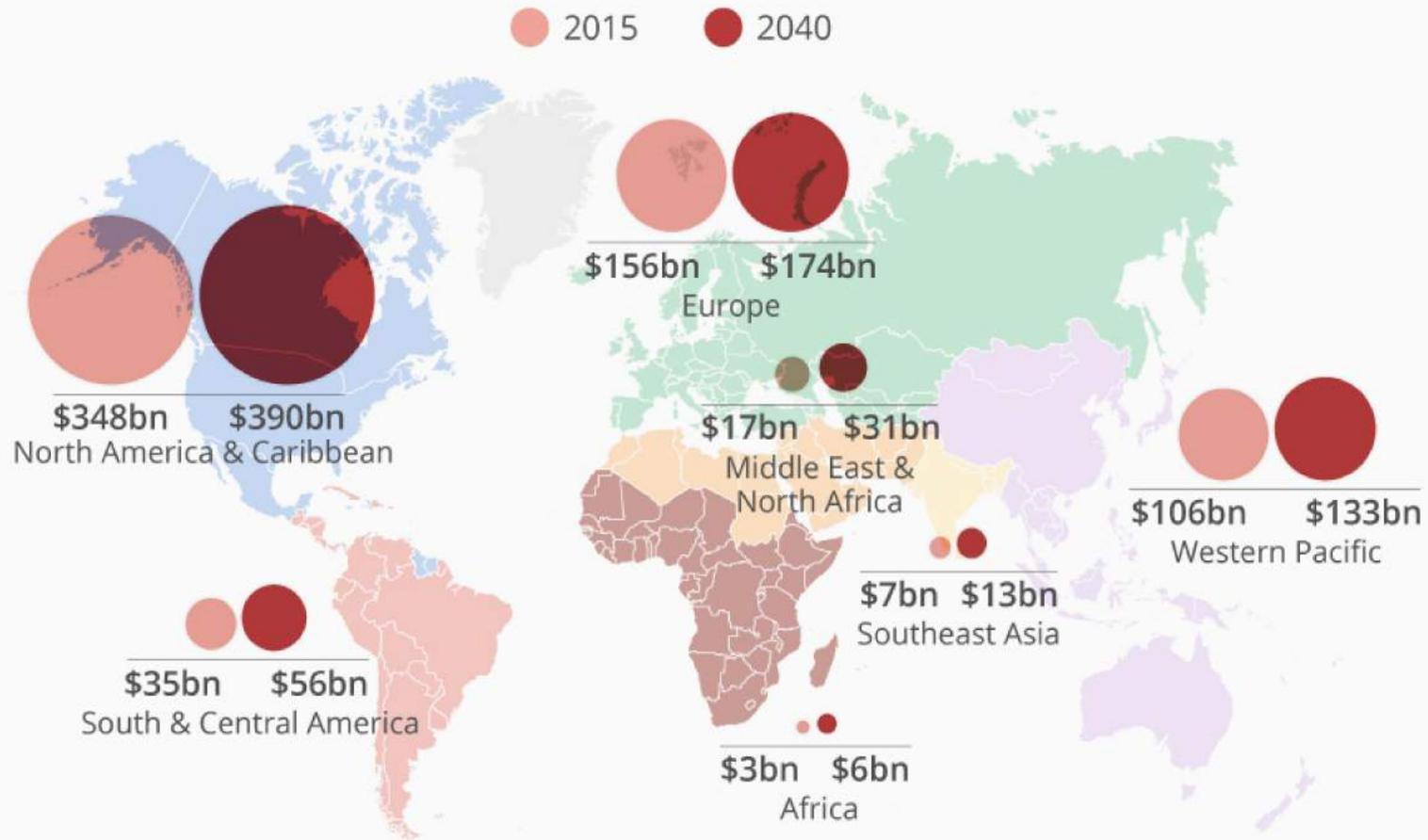
Diabetes Pandemic: 422 Million People



Sadly, the Numbers Are Growing  
1 in 2 American Adults will be  
Diabetic or Pre-Diabetic by 2020  
(UnitedHealth Group)

# The Global Cost Of Diabetes

Worldwide healthcare expenditure due to diabetes in 2015 and 2040, by region\*



Problem

# “State-of-the-art Technology”



Bulky & Unintuitive Devices are the Worst!

Solution

# GluCase: Mobile Phone Embedded Meter, App, Cloud-based Patient Management & Coaching



Integrating healthcare management with most tethered device in history

# GluCase Cloud-based Patient Management

The screenshot displays the GluCase patient management interface for a patient named Ranbir. The interface is organized into several sections:

- Header:** Shows the patient's name, provider name, and a search bar.
- Left Sidebar:** Contains navigation options like Timeline, Charts, and Conversations.
- Program Stage 3:** A progress indicator at the top of the main content area.
- Check in call:** A notification card with a "Check in call" title and a "Discuss progress of active care plan goals..." message. It includes buttons for "Begin Call", "Send Message", and "Dismiss".
- CARE PLAN:** A section with tabs for "HEART FAILURE", "NUTRITIONAL CONCERNS", and "PAIN". It lists various goals and their completion status:
  - Taking Medication:** Complete (100%)
  - Monitoring:** 3 of 5
  - Phase 3: Healthy Eating, Being Active, and Problem Solving:** 1 of 2
    - Healthy eating:** Assigned to: Gideon, Completed: 4/19/2017 (with a green checkmark)
    - Being active:** Assigned to: Gideon, Due Date: 5/19/2017 (with a checkmark)
- Timeline:** A list of recent events with timestamps and descriptions:
  - MAY 28 4:00 pm: Ranbir uploaded a new weight - 234 lbs
  - 2:21 pm: Emily sent an SMS
  - 11:38 am: Ranbir left a voice recording for Emily
  - MAY 26 5:32 pm: Emily filled a Heart Failure Assessment for Ranbir
  - MAY 25 1:00 pm: Ranbir uploaded a new weight - 231 lbs
  - 11:38 am: Gideon called Ranbir (25 minutes)
- PERSONAL INFO:** A table with fields for Height (69 inches), Weight (234 pounds), Smokes (No), Gender (Male), Language (English), and Birthday (Jul 4, 1979).
- QUICK NOTES:** A section for notes, including a note about the patient's next appointment and preferences.
- CARE TEAM:** A section showing the care team members.
- PRESCRIPTIONS:** A table with columns for Drug, Dosage, and Date:

Drug	Dosage	Date
Januvia	Once after every meal three times a day	01/01/17
Oxamide	Once daily	03/24/17
- DIAGNOSIS:** A list of diagnoses:
  - Diabetes T2 (diagnosed 01/01/2013)
  - Pulmonary disease (diagnosed 01/01/2017)
- INSURANCE:** A section with fields for Carrier (Blue Shield of California), Subscriber (Ranbir Singh), GROUP # (W0090321), and Effective date (03/01/2016).

- 360-degree view of patient: The patient profile consolidates every single interaction with the patient into one convenient location. With filters and prioritization, care teams can quickly understand the context of the patient in front of them, vital when panel sizes are large and time is short. For effective programs, it is vital to communicate with patients using the methods they are most comfortable with. GluCase is designed to natively support two-way SMS, email, fax, telephone, in-app message, and video chat.\*

\*The coaching and patient management system is a third-party integration from our partners at Welkin Health.

2018 1st Gen. Ready (Quick to Market) | Building Long-Term 2nd Gen.



*(Click Phone for Demo)*

Both generations built with significant IP and proprietary design protection

# Intellectual Property

- Key Patents Filed and Granted
- Secured Proprietary Design
- Significant Protection
- 3 Issued Trademarks

# Benefiting Patients, Providers, and Payers!

Better Compliance → A1C Reduction (lower blood sugar)

A1C Reduction → Healthier Patients (Big \$ Saved)



Studies show our technology results in an annual \$3,000 reduction in care costs per person

Perfect for on-the-go,  
daily diabetes management



# Business Model

## Adopting Razor Blade Business Model with Testing Strips

- Base Subscription (\$29/month)
  - ✓ GluCase + Test Strip Supply + App/Dashboard
    - ✓ Annual Recurring Revenue: \$348 Per Customer
    - ✓ Customer LTV: \$1044 (20% Churn Rate)
- Premium Coaching Subscription (\$59/month)
  - ✓ GluCase + Test Strip Supply + App/Dashboard
  - ✓ Coaching from Certified Diabetes Educators
    - ✓ Annual Recurring Revenue: \$708 Per Customer
    - ✓ Customer LTV: \$2124 (20% Churn Rate)

# Go-To-Market

- **Gross Profit Margin:** In year one, we project a margin of 36%. By year three, the margin increases to 52%.
- **COGS:** \$30 per GluCase Meter; \$7.50/50 test strips (1 month supply);  
Optional Premium: \$22/person for outsourced professional coaching
- **Production:** AkibaH has contracted out the entire manufacturing process of the glucose meter and test strips (via AgaMatrix), manufactures the plastic case in Korea, and will manage inventory processing and shipment for digital orders as well as retail logistics.
- **Distribution:** Customers can order at physician practices and/or order online. The monthly supplies will be sent directly to the customer via a model similar to the Dollar Shave Club.
  - B2C – Physician’s Office, E-commerce/DTC, and Retail via OtterBox Channels
  - B2B – Big Payers and Providers (Blue Cross Blue Shield, UnitedHealthcare, Aetna et al.)

# Competition

	Physician Dashboard	Real-Time Communication	Wireless	Discreet	No Pouch or Dongle Required
	✓	✓	✓	✓	✓
	✓	✓	✓		
<b>iHealth</b>	✓	✓	✓		
<i>glooko</i>	✓		✓		

- What we can't do: GluCase does not sync with other meters

# Partnership with #1 Case in N. America

Built for **OTTERBOX**  
uniVERSE

**uniVERSE**  
CASE SYSTEM

Expand your phone's  
features with  
swappable modules

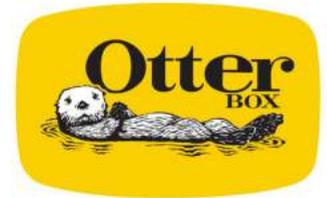
Ultra-slim design

Drop protection

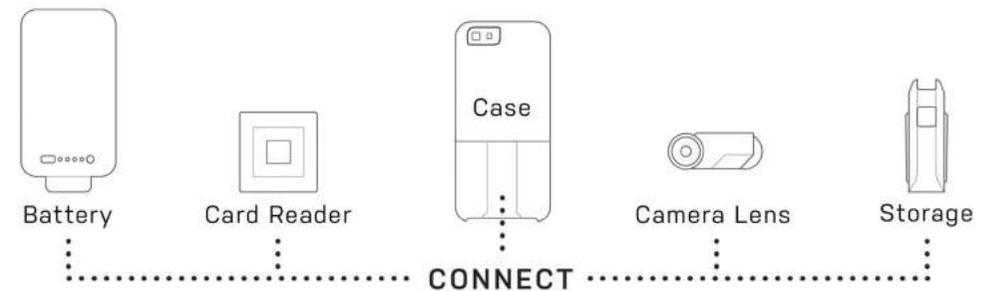
Easy installation



**uniVERSE**  
CASE SYSTEM



One case. Endless possibilities.



GluCase leverages OtterBox's brand, distribution, and versatility

# Team



Fathi

CEO/Founder

MPA, Entrepreneurship  
B.S. Industrial Eng. & Econ



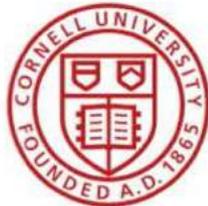
UNITED STATES  
PATENT AND TRADEMARK OFFICE



Paul

Lead Engineer

M.S. Systems Eng.  
B.S. Mech. Eng.



Larry

Chief Strategist

Executive MBA  
B.S. Pharmacy



Haroon

Business Development

MBA  
BA/MSc Economics



JOHNSON  
Cornell University



# Advisory Board



Mark Clements, PhD/MD

- Medical Director, Pediatric Clinical Research, Children's Mercy Hospital, Kansas City
- Asst. Prof. Pediatric Endocrinology, UMissouri



Balazs Bodai, MD/FACS

- Clinical Prof. of Surgery, UC Davis
- Raised \$85M for cancer research
- Cong. Gold Medal nominee
- Currently advocating for lifestyle issues in chronic diseases



Dipu Ganguly

- 25+ years med device dev.
- C-level serial entrepreneur
- Original developer of the BladderScanner (\$100M+ revenue)
- IP expert, 9 Patents
- M.S., BioMed Eng. & E.E.

# Exit Strategy: M&A or IPO



# Seed Stage

\$500,000 Raised



**techstars**



**Sprint**<sup>®</sup>



**JUMPSTART**

FOUNDRY

# Appendix

Fathi Abdelsalam  
CEO & Founder  
San Jose, California  
fathi@akibah.com  
650.441.5280

# Forecast

Year (% of SAM)	2019 (0.2%)	2020 (0.8%)	2021 (1.5%)	2022 (2.5%)
Total Customers	45K	155K	295K	511K
Revenue	\$7.5M	\$38.8M	\$92.7M	\$170.8M
Revenue/User	\$156	\$232	\$288	\$304
Net revenue adjustments	\$510K	\$2.9M	\$7.6M	\$15.3M
Cost of Sales	\$4.8M	\$17.3M	\$33.8M	\$56.1M
Other Costs	\$1.4M	\$3.0M	\$4.8M	\$7.3M
Headcount	13	15	21	23
EBITDA	\$0.8M	\$16.0M	\$46.5M	\$92.0M

**These are only predictions and cannot be guaranteed.**

# In The Press

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FAST COMPANY

SLASH GEAR

BUSINESS INSIDER

**VentureBeat**

THE WALL STREET JOURNAL

*"So long as you have the case, you no longer have to worry about clunky meters and cables, test supply packs, or log books."  
- Digital Trends*



*"If you get the case, you still have to draw blood, but now you don't have to take up valuable briefcase real-estate with a bulky kit."  
- Yahoo Lifestyle UK*

YAHOO!

*"In fact, the device combines with your wearables and other smart devices to give you a better picture of your health."  
- Cool Wearable*



The Market Wants GluCase!

### Indiegogo 血糖値が測れるスマホ用ケース「GluCase」--糖尿病患者のSMBGに

佐藤 2015/11/30 17:38

いいね! 233 ツイート 23 Pocket 81 G+ 9

印刷 メール 保存 クリップ

PR | 売り手市場の海外駐在員求人とはキャリアアップの大チャンス！—ハイクラス求人特集

糖尿病は手術や薬で簡単に治せる病でなく、適切な治療を受けつつ気長に生活を見直さなければならない。治療で重要なのは血糖コントロールだが、血糖値の変化は人によって大きく異なる。

そこで、患者自ら測定キットで血糖値を測り、食事や運動などの生活パターンをチェックする血糖自己測定（SMBG）が治療過程で採用されることもある。SMBG自体は簡単だが、専用の採血用の針や測定器などが必要で、外出や旅行の際には面倒だ。

そんな悩みを解消するSMBGキット「GluCase」が、クラウドファンディング「Indiegogo」に登場した。



血糖自己測定ができるスマホ用ケース（出典：Indiegogo）

## GluCase, el glucómetro integrado carcasa de su celular inteligente

Dicembre 2.2015



GluCase es un nuevo gadget que además de proteger los dispositivos móviles

JUEVES 19 DE NOVIEMBRE DE 2015

## "GluCase" la carcasa que mide el azúcar que tienes en la sangre

Una compañía de investigación decidió integrar un glucómetro, o medidor de glucosa, a una carcasa para smartphone y así creó "GluCase", hoy en plena campaña de financiación en Indiegogo.

A primera vista, parece una carcasa para celular común y corriente, pero cuenta con una pequeña lanceta en la parte inferior, para realizar la punzada y obtener la muestra de sangre.



## GluCase es la carcasa que mide el azúcar en sangre

18 NOVEMBER, 2015



Actualidad Gadget. Esta carcasa tiene no tiene el único objetivo de proteger tu iPhone, de hecho su intención principal es la de hacer la vida de los diabéticos más fácil a través de la unión de los glucómetros y los teléfonos inteligentes. Esta carcasa parece una carcasa normal y corriente, pero no lo es, incorpora un medidor de glucosa en sangre, que trabaja al mismo tiempo con una aplicación descargada desde la AppStore para almacenar e interpretar los datos que recoge el glucómetro incluido en este accesorio adaptable a nuestro iPhone. Sin duda este accesorio será bienvenido por gran parte de la comunidad de diabéticos a lo largo del año.

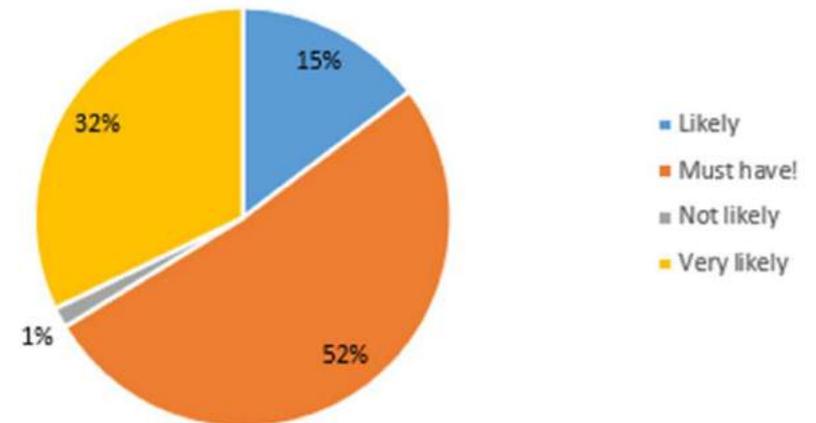
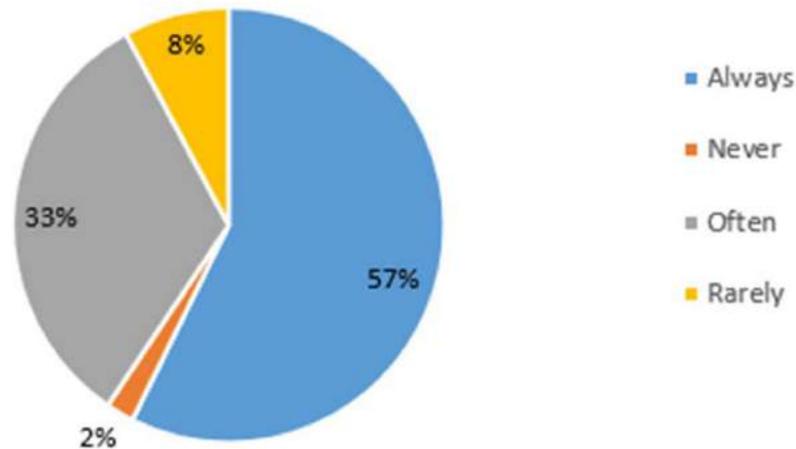
# The World Wants GluCase!

# Customer Discovery

AkibaH reached out to over 300 physicians and individuals with diabetes garnering interest from potential customers. Survey and interview data were then analyzed to better inform design/development as well as lend greater insight into the most appropriate marketing channels and messaging strategies.

# People Love GluCase!

How often do you find carrying your testing kit inconvenient?



How likely would you be to purchase a device like GluCase?

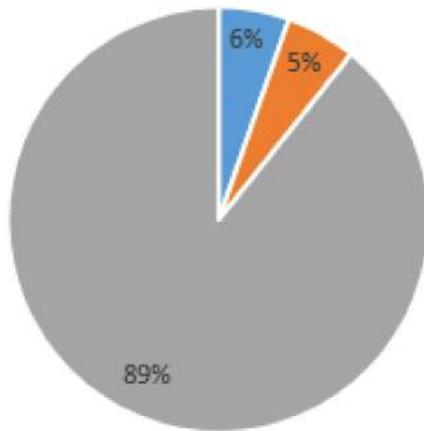


"People with diabetes want to be compliant/adherent, but they are just as busy as anyone else, so they will like anything that makes it easier to fit diabetes self-management into the rest of their day. This [GluCase] is a brilliant tool to make it happen."

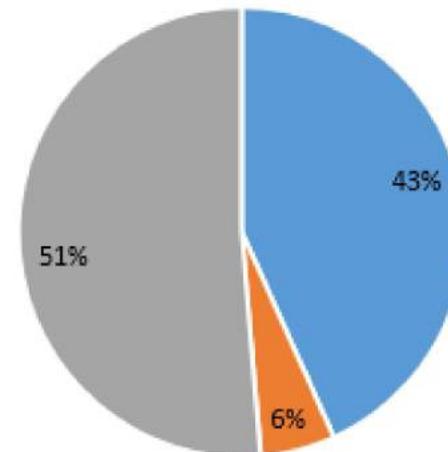
- Zoe Heineman, T1D & Diabetes Commercialization Guru

# Physicians Love GluCase!

Would a physician dashboard like AkibaH's improve patient outcomes?



- No
- Not applicable
- Yes



- Impactful
- Not impactful
- Significantly impactful

Potential impact GluCase would have on improving compliance.



"AkibaH has created not only a product that you can hold in your hand and touch and feel but also an application on the mobile phone that connects to a web service that has what I think are some very sophisticated tools to support the patient's self management and to support their data sharing with their healthcare providers." - Dr. Mark Clements, Endocrinologist

# Testimonials



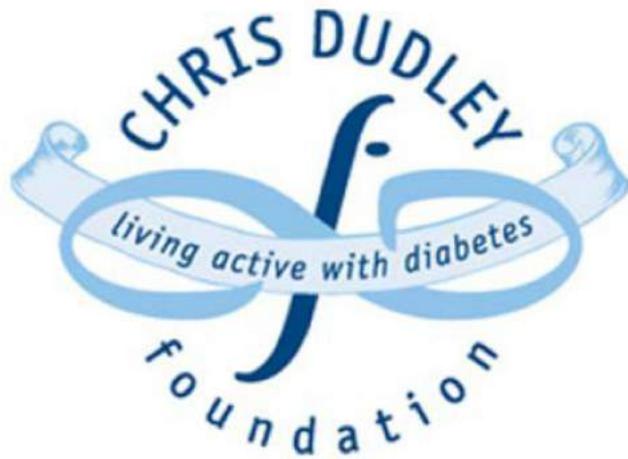
# Larry Ellingson



"GluCase will go a long way toward enhancing convenience and compliance for people with diabetes, which in turn will improve outcomes which is the goal consistent with our health care providers and payers." - Larry Ellingson

Former Chairman of the ADA & Leader of Diabetes at Eli Lilly

# Strategic Athlete Endorsement



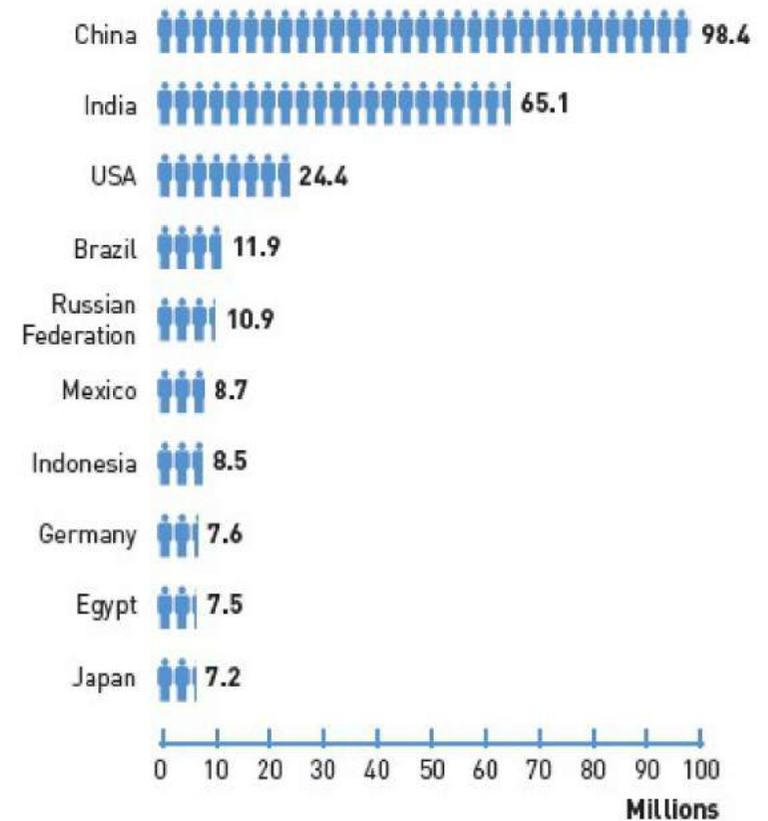
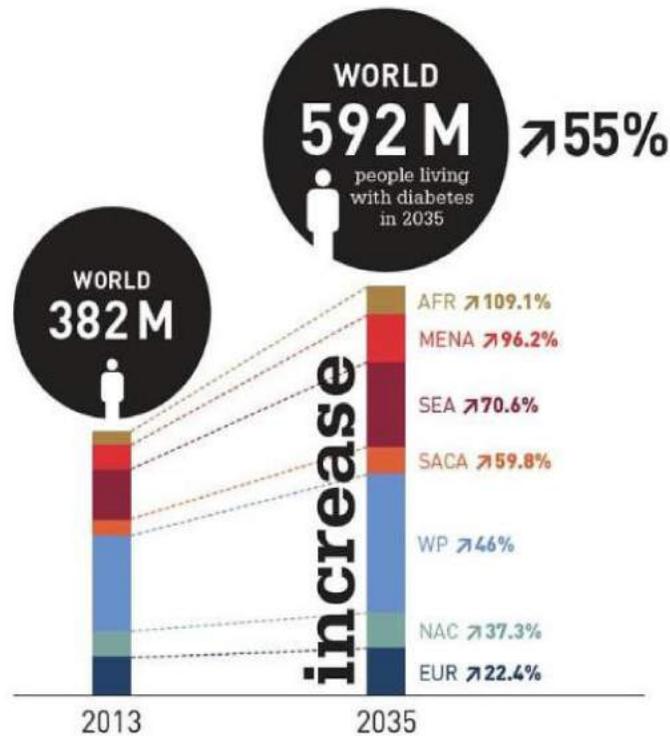
*"With mobile health technology such as GluCase, people are positioned more than ever before to take charge of their own health, on their own terms. That's what great technology and entrepreneurship always does. It liberates."*

*- Chris Dudley  
(Former NBA Star w/ T1D)*



# Global Diabetes Trends

Global health expenditure due to diabetes (20-79 years)





Future Application: Cholesterol  
Taking on Cardiovascular Disease

# Where will you go with AkibaH?

*Akiba Haiozi* is a Swahili proverb that means “a person with foresight will always know prosperity.” We believe we can give people the foresight to understand how their everyday decisions affect their greatest asset in the long term—their health.