Start Up 5

eLucid

Dr Farid Khan

‘Revolutionary mobile health technology’

eLucid mHealth Ltd is a registered UK company number 08719563
The Founders

Mr. Graham Howieson CEO
• > 22 patents and has commercialised new technology.
• 25 years expertise in pharmaceutical packaging
• Worked with many of the World's largest pharmaceutical companies.

Dr. Farid Khan CTO
• Expertise in industry in diagnostic/ drug screening including GSK.
• PhD in Protein folding from Cambridge University worked at University of Manchester
• Won multiple innovation awards and grants TSB, Wellcome Trust and Gates Foundation
• Shortlisted as ‘Promising New Technologist of the Year, 2013’ by BioNow.
The mHealth Market

Worldwide mobile health revenue and Global mobile health market opportunity by regions (US$ billion) and percentage of overall market, 2017

World-wide Mobile Health Revenue, 2013E-2017E

- 2013: 4.5
- 2014: 6.9
- 2015: 10.2
- 2016: 15.4
- 2017: 23.0

Total Market Size: US$ ~23 Billion

Source: GMSA report, Jan 2012

- USA/Canada, 6.5, 28%
- Latin America, 1.6, 7%
- Africa, 1.2, 5%
- Europe, 6.9, 30%
- Asia Pacific, 6.8, 30%

Source: PwC analysis
Avoidable Cost Due to Non-Adherence

Avoidable costs by disease, US$Bn

- Congestive heart failure: 1.8
- HIV: 105.4
- Osteoporosis: 44.0
- Hypertension: 24.6
- Diabetes: 24.6
- Hypercholesterolemia: 15.5

Avoidable costs by settings of care, US$Bn

- ER: 72.3
- Pharmacy: 23.2
- Outpatient: 5.1
- Hospital: 4.8

Source: IMI Institute for Health Informatics, June 2013
Commercial Opportunity

Market One:
Pharmaceutical sector in evaluation of new compounds in patients in **clinical trials**. Used in combination with 'companion diagnostics' with medication. Early adoption of eLucid's technology through sales of devices and services to pharma companies will allow significant, savings with estimated revenues of £40M within 4-5 years.

Market Two:
A parallel market using the same technology can be used to improve the efficiency of **healthcare providers** in delivering patient care. eLucid's is targeting the **NHS, care home providers** and **community pharmacies** as cost-saving healthcare solution providers. As the focus of pharmaceutical industry moves towards 'payment on results' of their medicines, this allows a further sales opportunity of £10-20M within 4-5 years.

Market Three:
With the launch of FMCG **diagnostic devices** for cancer and other long-term medical conditions from as little as £30 each. the potential growth for consumer goods could be **exponential** within a 5-7 year period.
eLucid’s solution

Solutions across the whole patient pathway and healthcare systems.
Wellness, prevention, diagnosis, treatment and monitoring, which require remote interventions with patients.

Module One
Remote Patient Monitoring

Module Two
Diagnostic Devices

Human Health

Module Three
Outcomes Research

ManxBioMed Annual Bio Business Conference 10th December 2013
Module One
Face and Dose Recognition
a new approach to improving adherence

Bottle Application Patent application
GB1014102.6

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Dose Recognition
Child Resistant Single Tablet Dispensing Bottle

Data retrieved by image recognition or Bluetooth

Recorded dose, Date and time capture, Location, reminders via SMS

Single tablet dispensed

Bottle Application Patent application GB1014102.6
Module Two
The Concept

Hospitals/ Clinics
Takes weeks/ months
And costly £300

Anywhere in the world
Takes 30 mins, costs £30

Healthcare chain:
1. Early Diagnosis by patient
   (big challenge-regulations)
2. Diagnosis
   by patient or healthcare professional
3. Clinical Trials
   efficacy of drugs using biomarkers
4. Outcomes Research

INTERVENTION

HIV/ AIDS-blood saliva, malaria-blood, cancers- blood in urine, PSA- prostate cancer, almost all disease....

ManxBioMed Annual Bio Business Conference 10th December 2013
Mobile Phone with USB/ battery connection LED device

Internacional Patent June 2013 WO 2013/093454GB 1121820.3. Analysis of Colorimetric or Fluorometric Test Assays
Investment

- eLucid is seeking to raise £800k in this funding round
- In return for up to 20% of the equity, giving a £4m pre-money valuation
- EIS relief will be sought
- Potential ROI of £50m within 4-5 years

Thank You!