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PROJECT №1880
HEALTH ANALYTICS PLATFORM (ISRAEL)

REQUIRED AMOUNT OF INVESTMENTS:
$4 000 000

ATTRACTED INVESTMENTS:
$9 500 000

RESEARCH GRANT:
$2 000 000

ANNUAL NET PROFIT:
$7 050 000

RETURN ON INVESTMENT CAPITAL:
23%

Our social networks

Location: Israel

Description: The founder's company offers a wearable-based B2B predictive and personalized health analytics platform designed to enhance the care of frail seniors and patients with degenerative neurological diseases. By leveraging proprietary and validated AI analytics, the company processes physiological and motion signals from off-the-shelf wearables, utilizing existing cellular infrastructure. This technology allows the company to detect and predict falls, health deterioration, and disease progression, leading to more precise medical interventions, improved patient outcomes, and increased eficiency for providers and payers.

The company attracted **$9.5 million** in investments and a **$2 million** research grant, which was spent on developing solutions for managing fall risks in seniors and for continuous triage of Multiple Sclerosis patients.

Company's cloud-based predictive analytics platform, developed with Tel-Aviv Medical Center, focuses on Neurodynamic and Fall risk management. **It addresses two key areas:**

1. **Long-term care, rehab, and home care:** The company offers targeted care to reduce falls and allocate resources to patients in need. With validated commercial results, the company is ready to scale. In 2019, the Centers for Medicare and Medicaid Services implemented Remote Patient Monitoring. The technology is licensed and is currently being deployed with major elderly service providers in India.
2. **Neurodegenerative disease management:** Initially targeting Parkinson's and Multiple Sclerosis, with plans to expand into early Dementia detection and lifestyle/medication intervention.

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Target geography for business expansion:

Key selection criteria of the target markets are clinical studies environment, forecasted 2030 disease scale and the need to better balance the burden of Alzheimer's disease and related dementia (ADRD) which is projected to disproportionally impact low-middle-income countries (LMICs) with over 60% of patients). Therefore, company's business expansion priorities will be:

- US with 8.5M patients and around 34M at risk
- India with 11M patients and around 45M at risk
- UK with 1.1M patients and around 5M at risk

About Founders:

Co-Founder and CEO has an extensive background in research and development, having led advanced technology projects in the Israel Air Force. He co-founded the company to leverage his expertise in technology and management to improve senior care through innovative health monitoring solutions.

Co-Founder & Medical Informatics Advisor has 20 years of experience in healthcare and data science. She has significantly contributed to medical informatics. She has previously led the development of Israel's first medical data science institute and now focuses on implementing data-driven solutions at the company to improve patient care and outcomes

Required amount of investment: $4 000 000

NAME	AMOUNT, $
3 sites clinical study and validation of early Dementia detection	2 500 000
Multiple Sclerosis solution deployment under the Roche-Genentech Innovation challenge partnership	1 000 000
Marketing and channel relationship in US and India	500 000
Total	**4 000 000**

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Income data for a year:

NAME	AMOUNT, $
Elderly Fall Risk channel software licensing (2028)	15 000 000
Multiple Sclerosis (MS) deployment software licenses (2028)	5 000 000
Total	**20 000 000**

Expenses data for a year:

NAME	AMOUNT, $
Research and development	1 000 000
Clinical Studies, including wearables and cloud cost - 12 months	9 450 000
Channel marketing	1 200 000
General, Administrative and Office expenses	1 300 000
Total	**12 950 000**

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- Annual profit: **$20 000 000**
- Annual expenses: = **$12 950 000**
- Annual net profit: $20 000 000 – $12 950 000 = **$7 050 000**
- Return on investment capital:

$$\textbf{ROI} = \frac{\text{Net profit}}{\text{Investment amount}} \times \text{Investor's share} \times 100\% = \textbf{23\%}$$

DISTRIBUTION OF SHARES:

20% - Investor, **80%** - Founders - before additional investment round

13% - Investor, **87%** - Founders - after additional investment round

Additional marketing expansion funding in 2027 may dilute the **20%** shareholding by **1/3.** Assuming the **$4M investors** do not participate, their shareholding would be reduced to **13%**, resulting in a **23% ROI**.

In a more optimistic scenario, if the dilution is hedged to **1/5**, the **20%** shareholding would be reduced to 16%. This would yield a **28% ROI**.