



Market Entry Strategy

OUTLINE

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Why AI Cancer Diagnosis

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Indian Med-tech Companies

Part 3 Market Entry Plan

Indian Consulting Company

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AI, Cultural Clashes & Market Entry

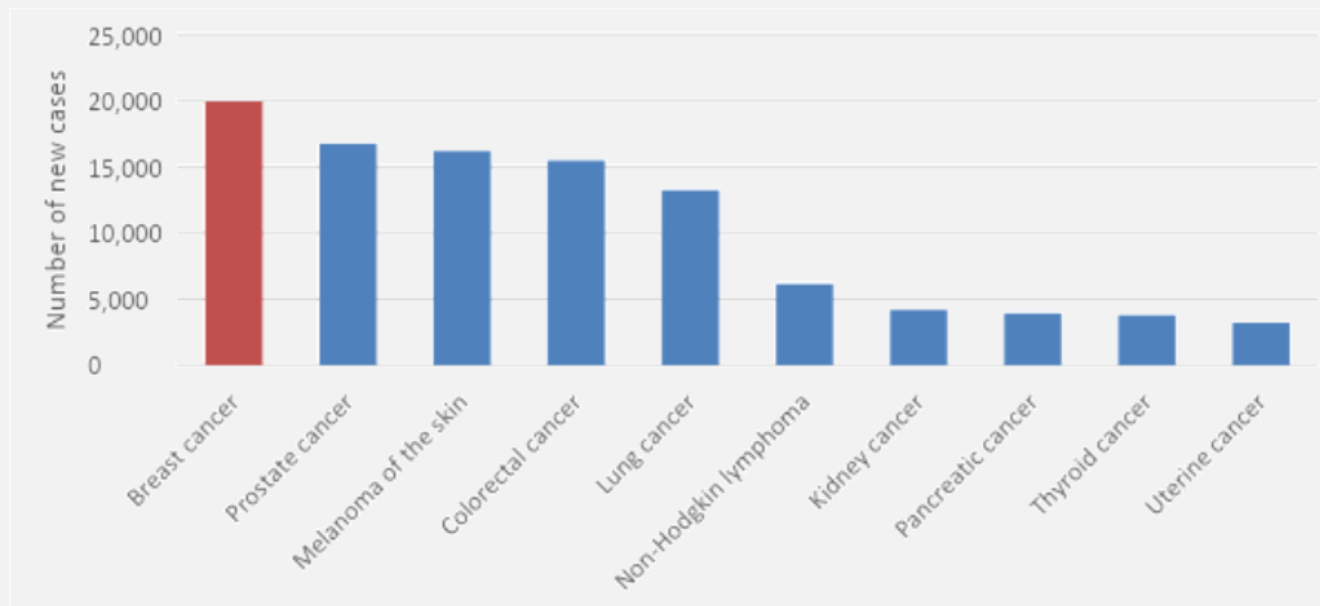


Why AI Cancer Diagnosis

AI Cancer Diagnosis – Large Potential Market Size

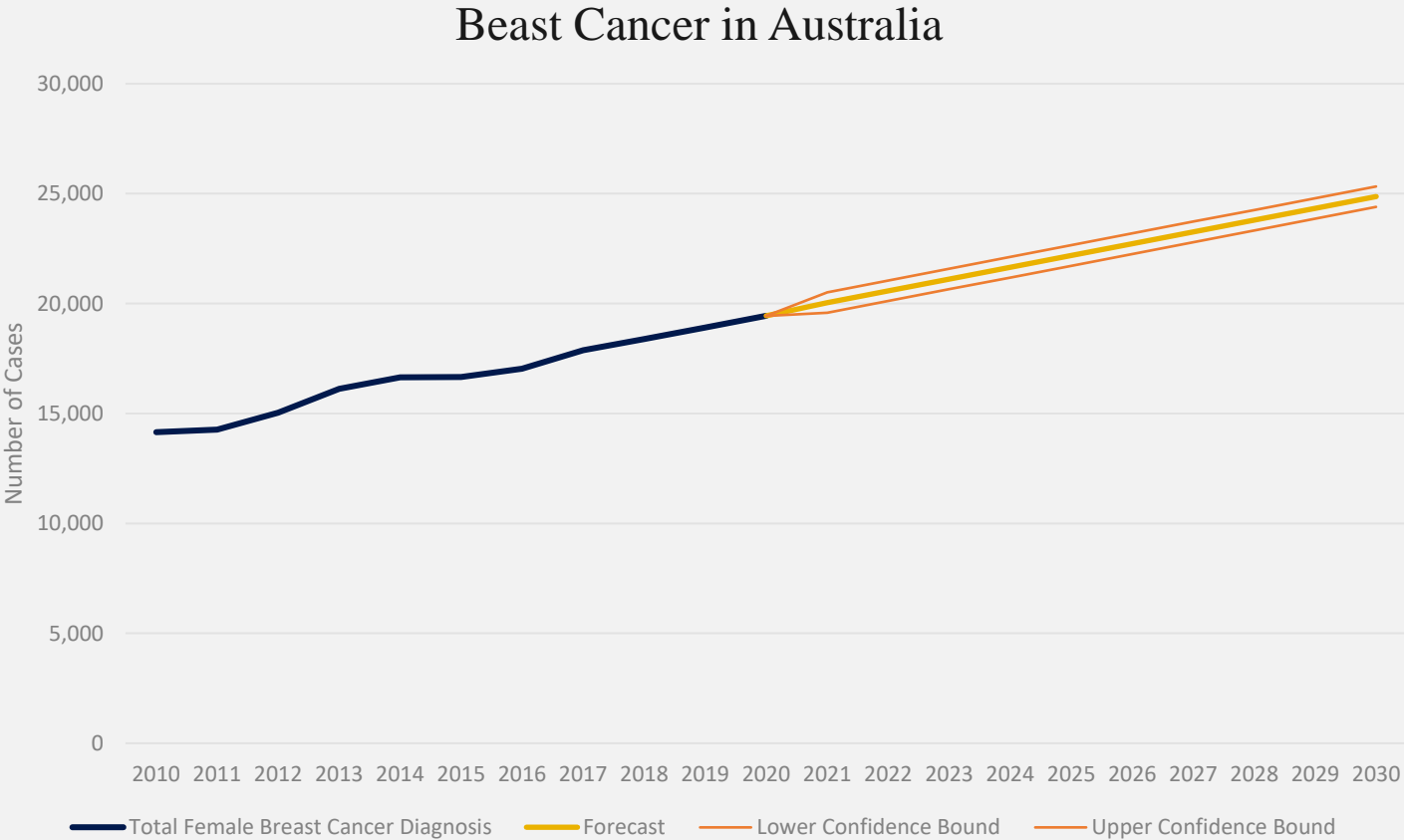
Estimated number of new cases of breast cancer diagnosed in 2020

19,974 =  **167 males** + 
19,807 females



(Cancer Australia, 2020)

AI Cancer Diagnosis – Expected Growth

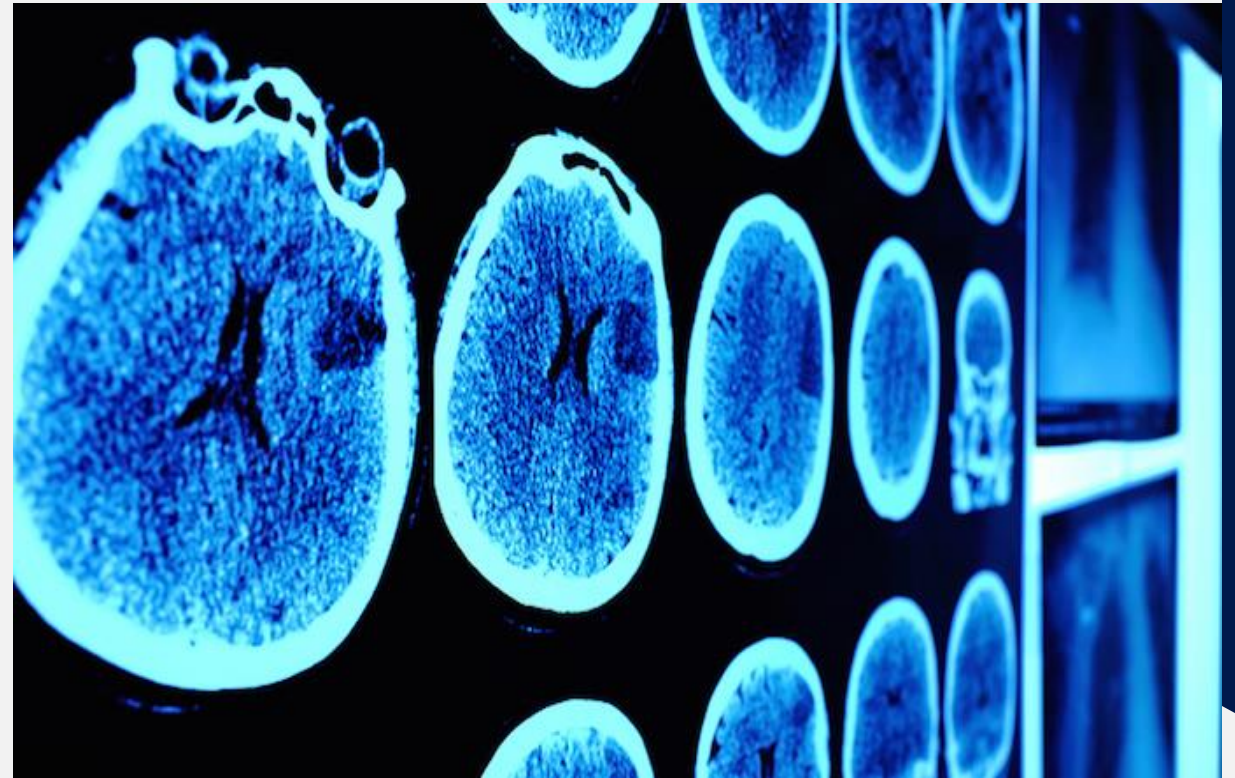


(AIHW, 2020)

AI Cancer Diagnosis – Importance

Early Detection

- More than **80%** of cancer deaths are entirely preventable if detected early (Perez, 2019)
- If a patient is diagnosed early, the chance of survival increases exponentially



AI Improves Diagnosis Accuracy

92%

AI

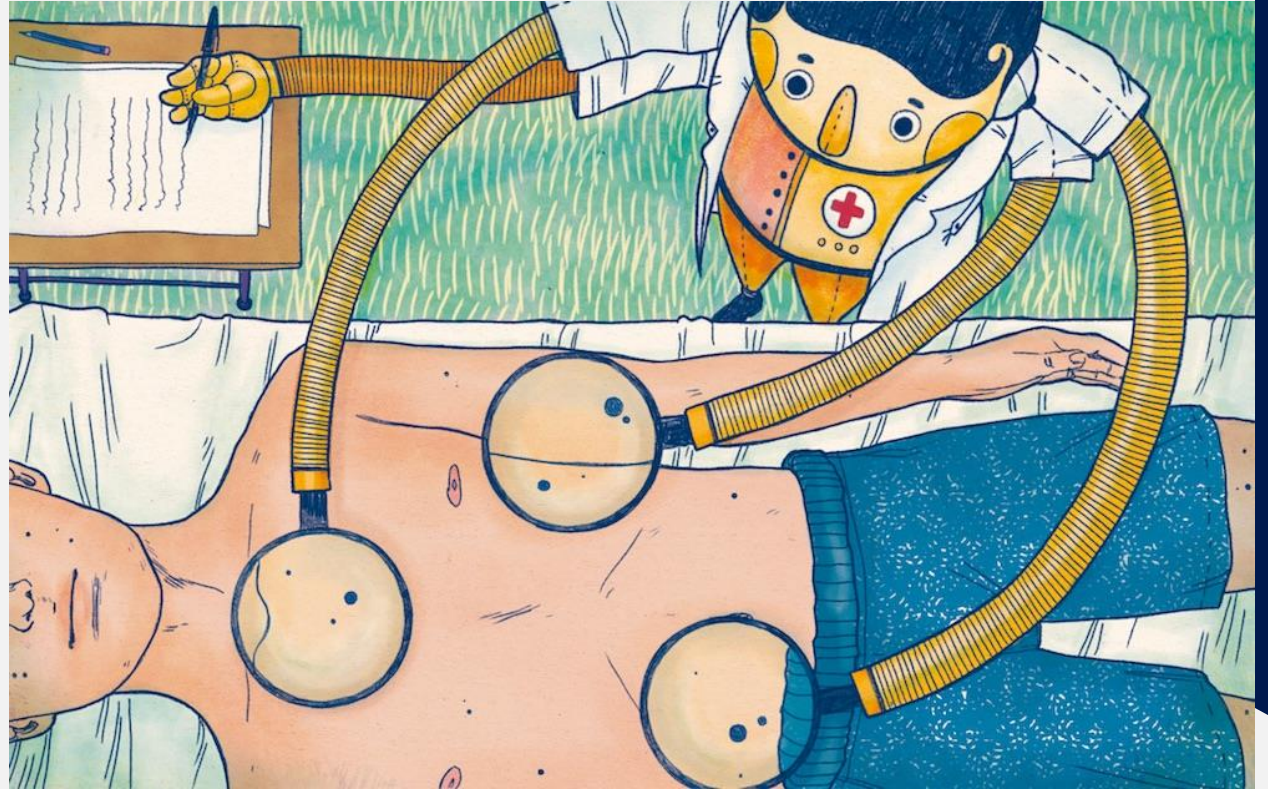
96%

Human

99.5%

AI + Human

(Medica, 2016)



Australia Government Support

\$19 million

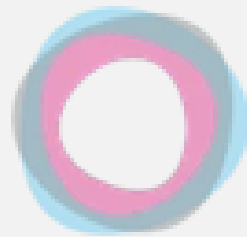
Investment in AI health research projects including breast cancer screening (Department of Health, 2020)





Indian Med-tech Companies

(Potential Targets)



UE LifeSciences

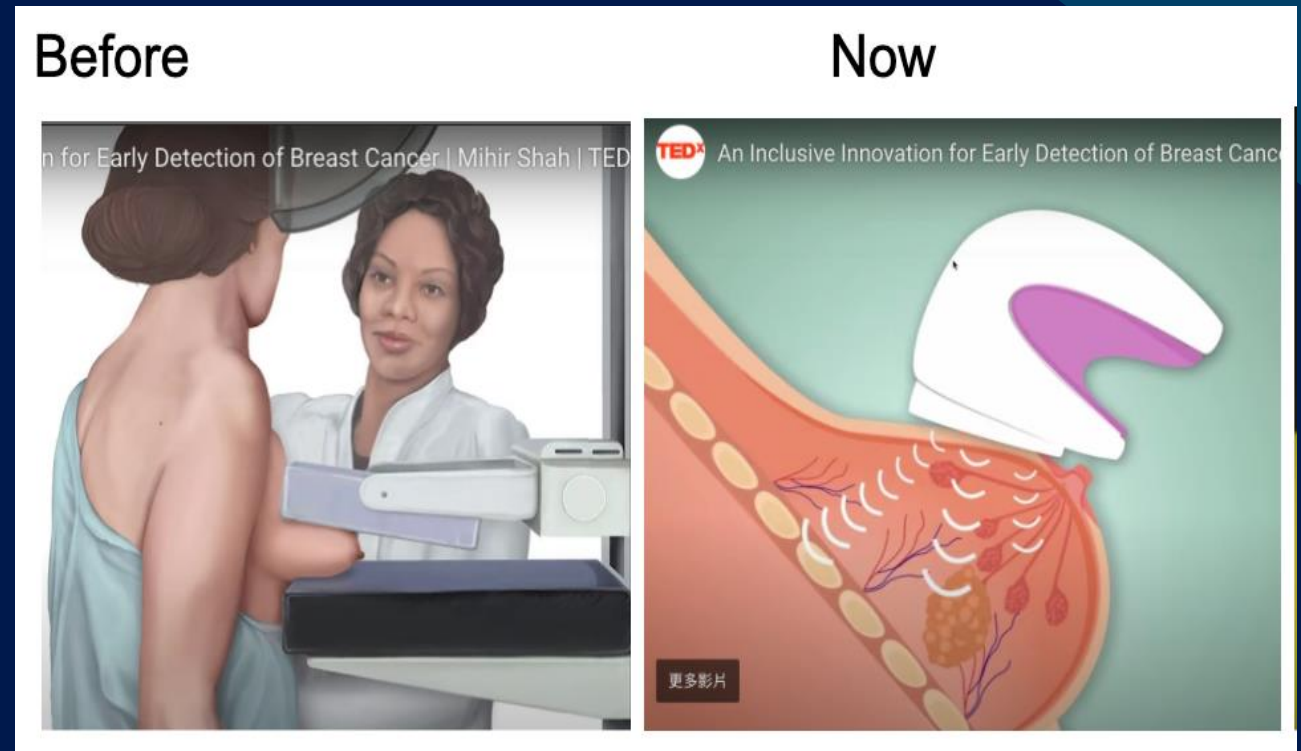
Target #1

UE LifeSciences

Target 1 - UE LifeSciences

Value Proposition

- Provide an accessible, affordable, and accurate product to help detect breast cancer in the early stage



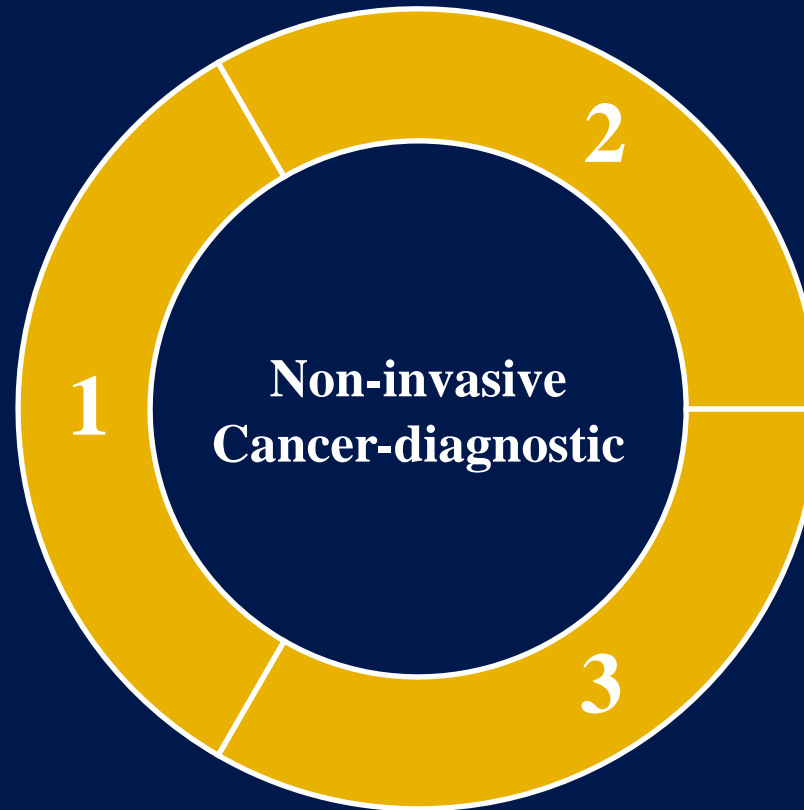
(TEDx Talks, 2019)

Target 1 - UE LifeSciences



Partnership

Researchers
Clinicians
Companies partner



Cost

Research
Manufacture
Distribution



Revenue

Product sale
Screening service

Target 1 - UE LifeSciences

Why them?

- **83-86%** sensitivity
- **88-94%** specificity
- Near **90%** accuracy rate
- Certifications in USA, Europe, India, Mexico, Thailand, Malaysia, Philippines, Indonesia, Vietnam, Kenya

(iBreastExam, 2020)



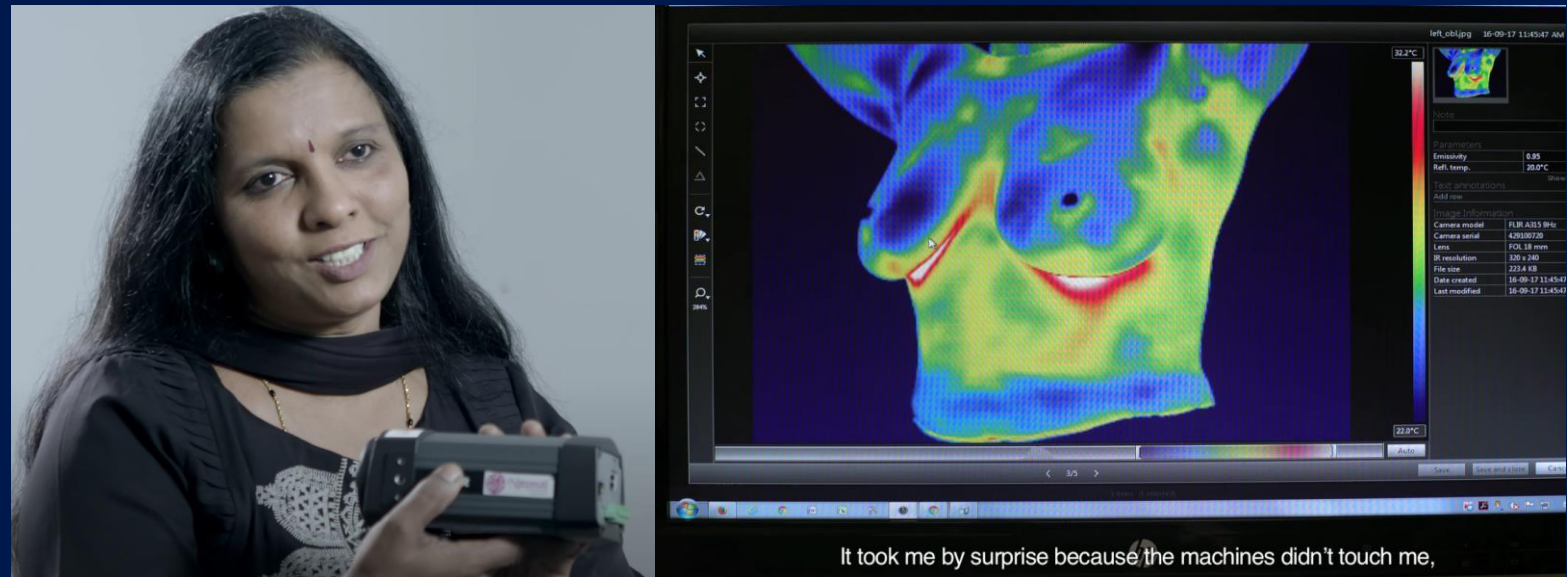
Target #2

Niramai

Target 2 - Niramai

Value Proposition

- Provide low cost, radiation free, non-touch, not painful service to detect breast cancer at an earlier stage

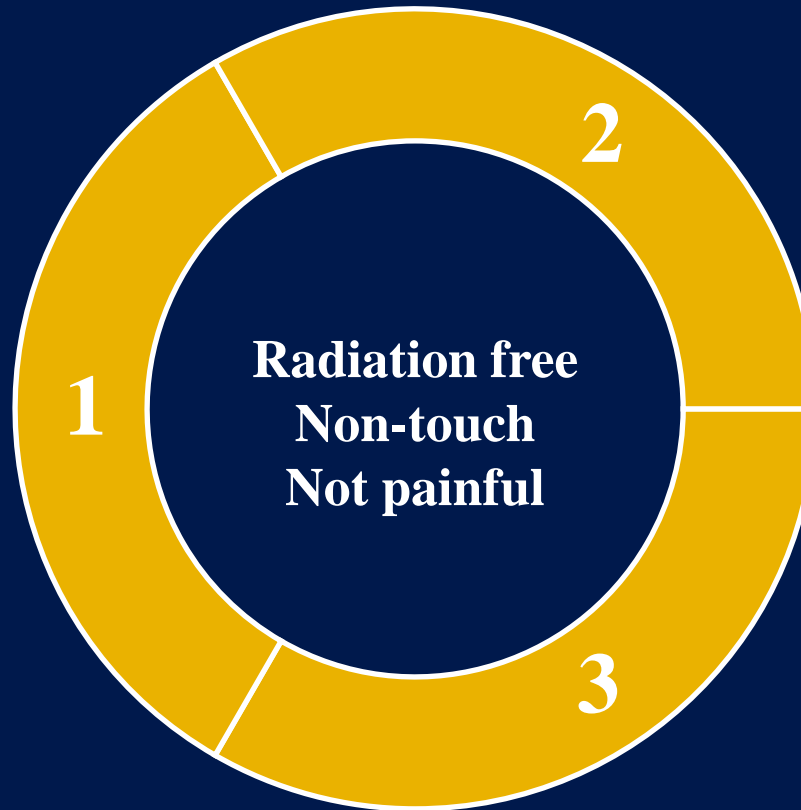


Target 2 - Niramai



Cost

Research
Equipment maintenance



Partnership

Researchers
Clinics
Technicians (assist breast
screening)



Revenue

Screening service

Target 2 - Niramai

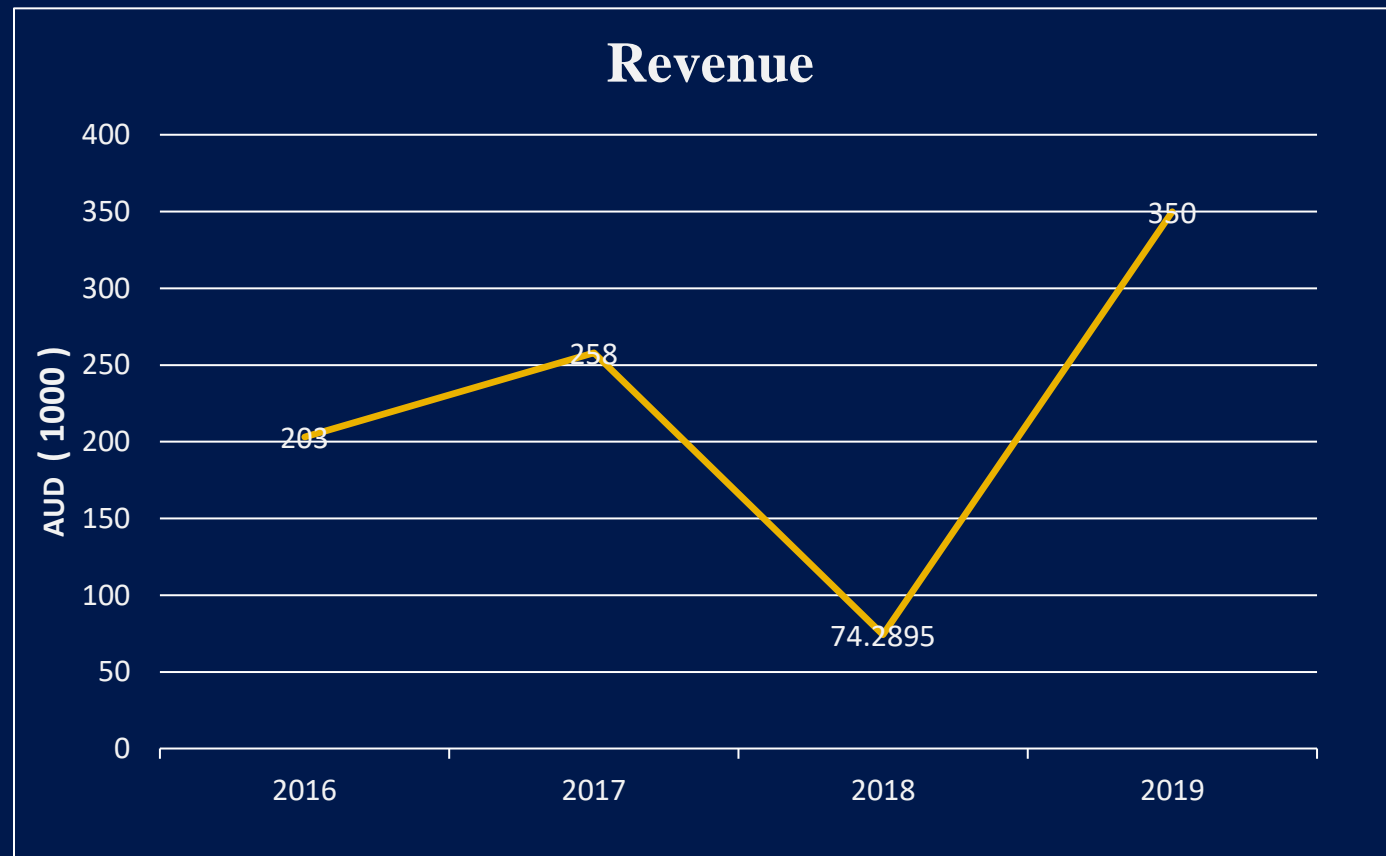
Why them?

- Over **90%** sensitivity in all trials
- **27%** higher accuracy rate than traditional mammography
- Less error and more objective measurements
- Able to detect cancer lesions as small as 4 mm with no palpable lumps

(Thermalytix , 2020)

Target 2 - Niramai

Finance



(Rosemary, 2020)



Target #3

Perfint

Target 3 - Perfint



Value Proposition

- Together with Physicians, improve quality of life of those fighting Cancer and Pain while Bringing innovative advances to the field of Image Guided Therapies



Justification

- Performance
- Customer Focus
- Integrity
- Innovation

(Perfint, 2020)

Target 3 - Perfint

MAXO



ROBIO EX



NAVIOS



(Perfint, 2020)

Target 3 - Perfint

- Raised a total of **\$29.6 million** in funding over 6 rounds
- Funded by **3 investors**
- Latest funding was raised on Dec 20, 2016 from a Series E round by Norwest Venture Partners
- MAXOS is an US FDA 510 (k) approved device



Target #4

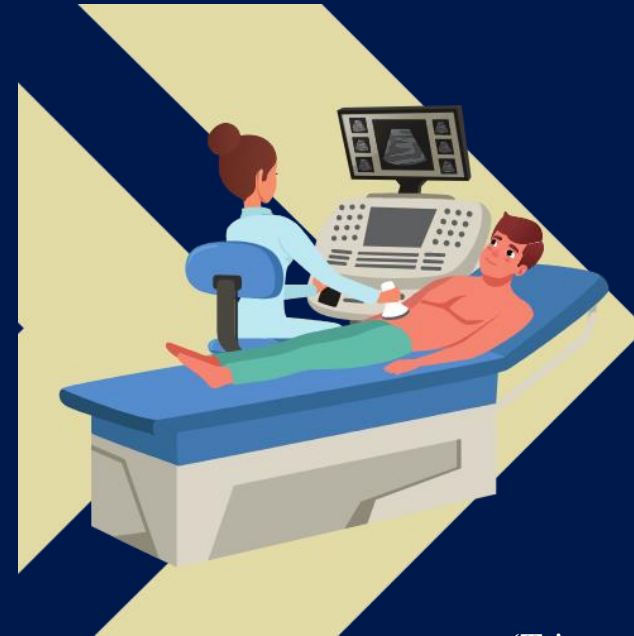
Tricog

Target 4 - Tricog

InstaECG



InstaECHO



(Tricog, 2020)

Target 4- Tricog



Value Proposition

- Empowering doctors to save lives by providing world-class cardiac care through cutting edge hardware, advanced AI and medical experts



Justification

- India: **3,000+** ECG diagnosis points in various clinics, hospitals and diagnostic centers
- South East Asia/Africa: **1,000** ECG diagnosis points in **12** countries
- Tricog's Advanced AI database contains **200+** unique cardiovascular conditions

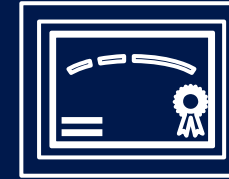
(Tricog, 2020)

Target 4- Tricog



Finance

- Raised **\$10.5 million** in the Series B funding round
- Inventus Capital and Blume Ventures are existing investors
- Winner in the Top Innovator category at The ET Startup Awards 2019



Certification

- InstaECG – India's **First** Cardiologist Certified Instant ECG Solution
- InstaECHO – Registered Doctor certified
- Recently received emergency US FDA clearance for use during the pandemic

(The Economic Times, 2020)



Indian Consulting Company

(Potential Target)



Target
GenesisCrest

GenesisCrest

- Founded by Pradeep Singh in 2018
- Leading service provider working on:
 - Expert R & D
 - Clinical, regulatory, market research services & medical device
 - Pharma and healthcare product manufacturers

(GenesisCrest, 2020)

GenesisCrest

An inhouse team of associates

- Product development consulting and strategic consulting and research
- Medical devices, diagnostics and pharmaceuticals



(GenesisCrest, 2020)



Effective Marketing Strategies

Marketing Strategies



- Utilize the networks that GenesisCrest had
- Join the Start-up Organization in India and the Indian Angel Network
- Place Google and other social media ads (Facebook and LinkedIn)

(Rosen, 2012)





Risk Analysis

AI, Cultural Clashes &
Market Entry

AI Risk Analysis (in Australia)

- Legal Risk and Responsibility Issues
(O'Reilly, 2019)
- Substitution Risk Issues
("BreastScreen Australia", 2020)
(Martin, Markhvida, Hallegatte, & Walsh, 2020)

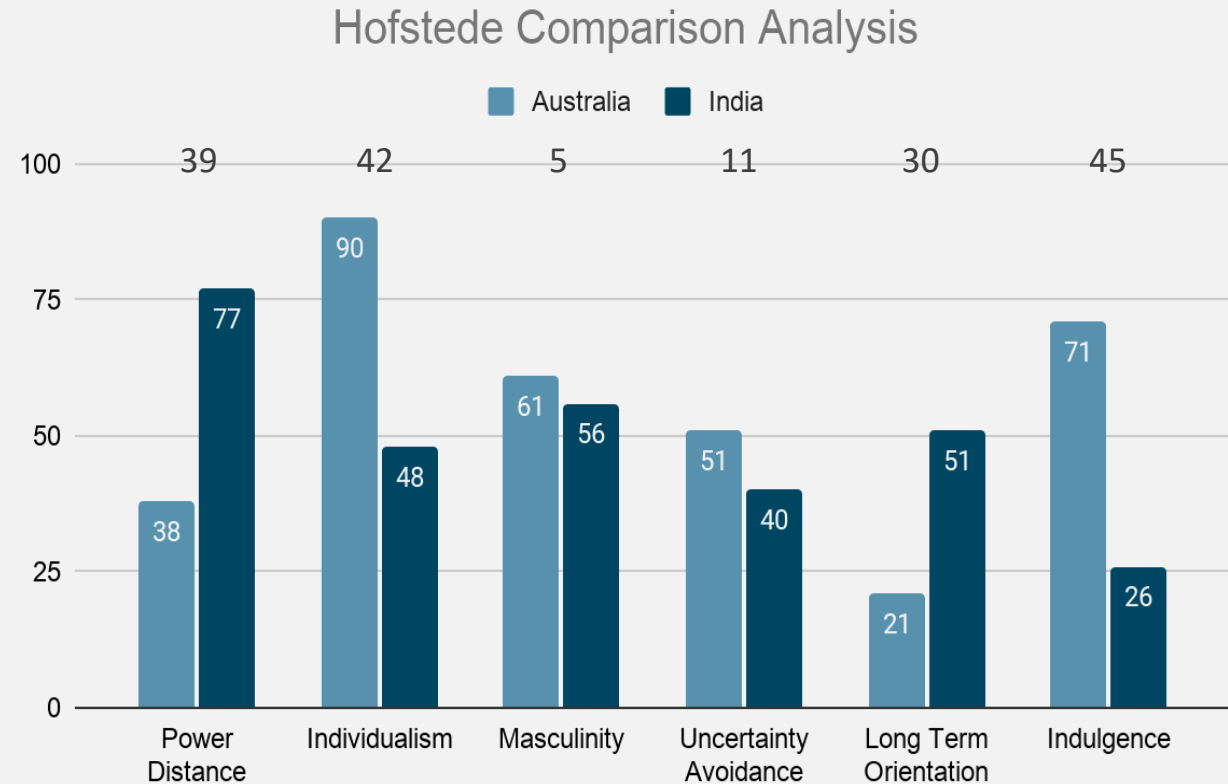


Cultural Clash Risk Analysis

- High Risk of Cultural Clash

(Hofstede Insights, 2020)

Meaning of the difference of the score
More than 30 points: High risk
5 to 15 points: Moderate risk
0 to 5 points: Low risk



Indian Market Entry Risk Analysis

(MBG's Specific Risks)

- Issues with Rapid Due Diligence Process
- Online Seminars and Communication Issues
- Target Companies Financial Issue





Thanks for Listening

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Appendix

Contact Information

Company/ Association	GenesisCrest (consulting company)	UE Lifesciences	Niramai	Perfint Healthcare	Tricog	Startups Association of India	Indian Angel Network
URL	https://genesiscrest.com/	https://www.uelifesciences.com/	https://www.niramai.com/	http://www.perfinthealthcare.com/	https://www.tricog.com/	http://startupassociation.in/	https://www.indianangelnetwork.com/
Facebook	N/A	https://www.facebook.com/breastexam	https://www.facebook.com/niramaianalytix	N/A	https://www.facebook.com/tricog/	https://www.facebook.com/startupsassociationofindia/	https://p.facebook.com/indianangelnetwork/
Linkedin	https://www.linkedin.com/company/genesiscrest/	https://www.linkedin.com/company/ue-lifesciences-inc/	https://www.linkedin.com/company/niramai-health-analytix/	https://www.linkedin.com/company/perfint-healthcare-pvt-ltd/about/	https://in.linkedin.com/company/tricog-health	https://www.linkedin.com/company/startupassociationindia/	https://www.linkedin.com/company/indian-angel-network/?originalSubdomain=in
Twitter	https://twitter.com/genesiscrest	https://twitter.com/UELifesciences	https://twitter.com/niramaianalytix	https://twitter.com/perfinttech?lang=en	https://twitter.com/tricoghealth?lang=en	https://twitter.com/AssocSai	https://twitter.com/ianetwork?lang=en
Founder/Manager	Pradeep Baghel (Consultant)	Mihir Shah	Geetha Manjunath	Nandakumar Subburaman	Charit Bhograj	Siddhant Tejpal	Ajai Chowdhry and Harish S. Mehta
Founder's/Manager's Linkedin	https://www.linkedin.com/in/pradeep-s-baghel/	https://www.linkedin.com/in/meetmihir/	https://www.linkedin.com/in/geetha-manjunath-82b8058/	https://www.linkedin.com/in/snandhu2/	https://in.linkedin.com/in/charit-bhograj-a13b2a5a	https://www.linkedin.com/in/siddhant-tejpal/	https://www.linkedin.com/in/padmajuruparel/
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