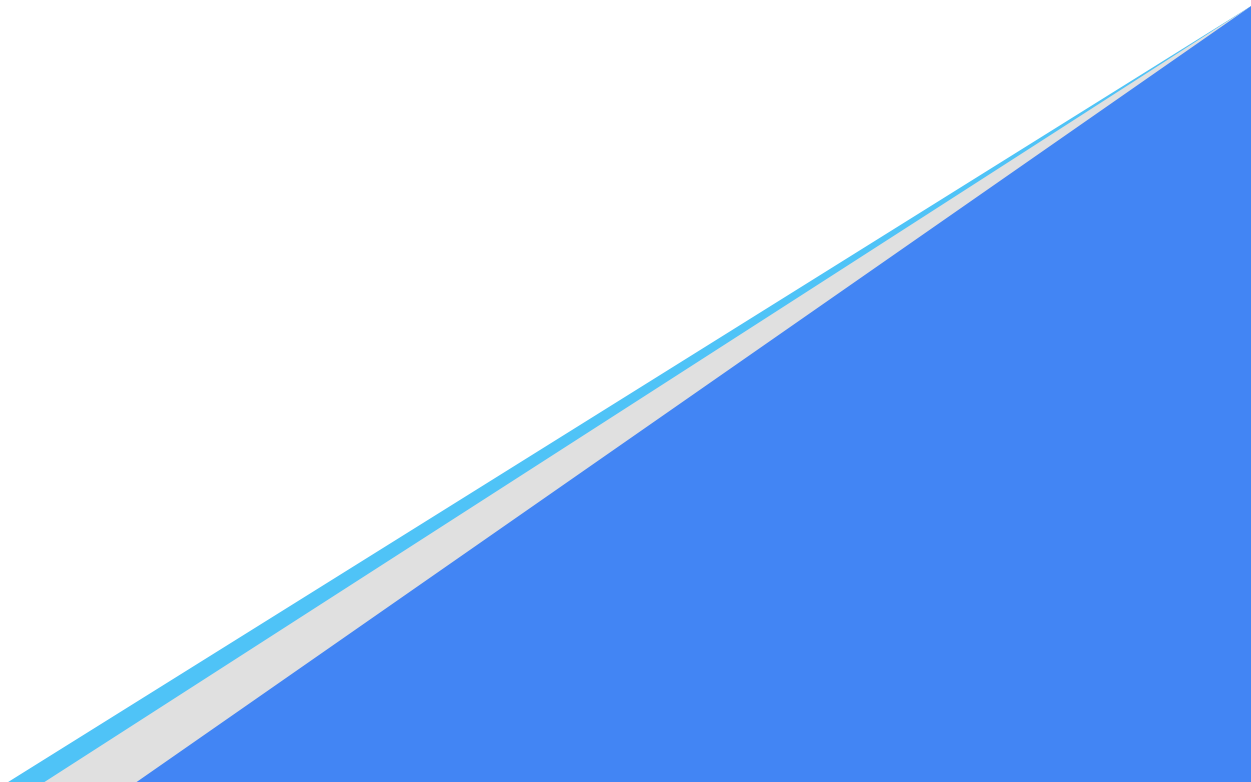


AIDA

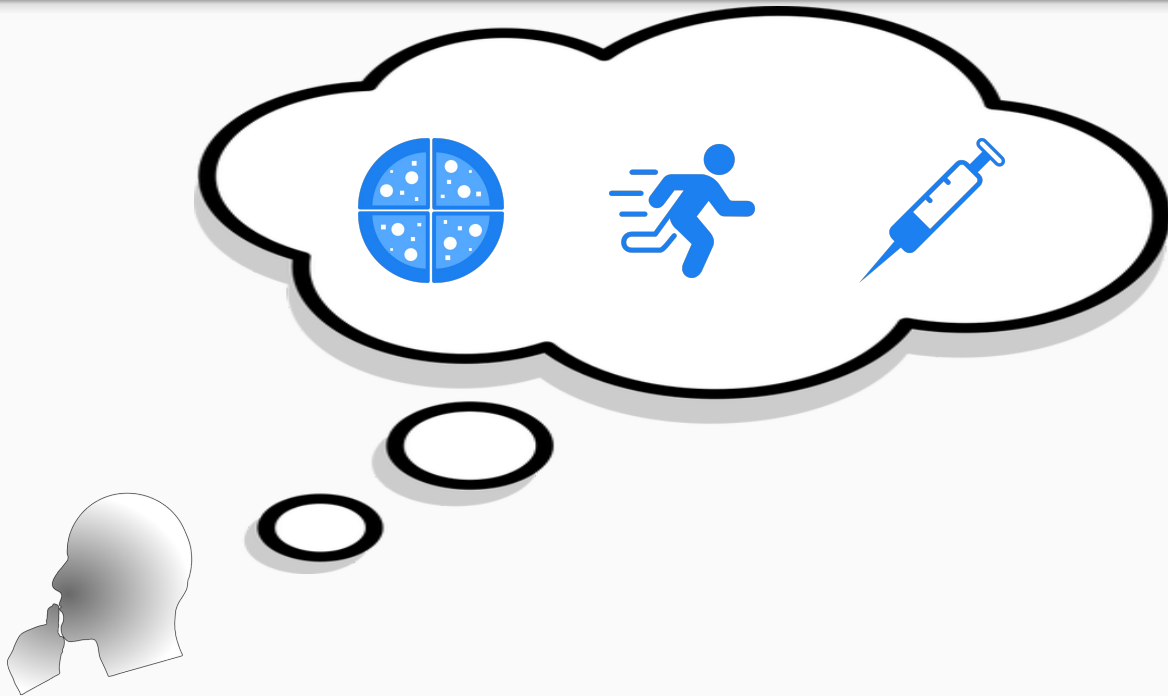


Problem

Type-1 diabetics need 5-6 injections of insulin per day in order to digest sugar in blood.

Every time the correct amount depends on several factors: type of food, its quantity, season, sport activities.

An inaccurate estimation might lead to suffering from paralysis, heart attack or blindness 30 years down the line.



Our Solution



AIDA (Artificial Intelligence for Diabetes) provides the right quantity of insulin at any moment depending on your own body parameters.

How it works

AIDA studies your metabolism by reading sugar level from glucose sensor and other biometric data from your smartwatch. Thanks to Machine Learning, the results are more customized and individual-centered.



Take a picture of your meals and insert its weight or scan the barcode for packaged food



Select a particular sport activity you're going to practise or something you do during your daily routine (ex: walking to work)



Read insulin needed

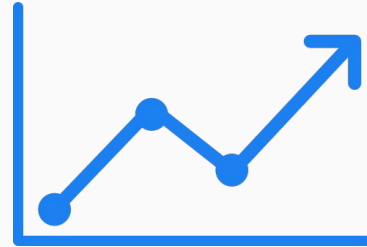
Market



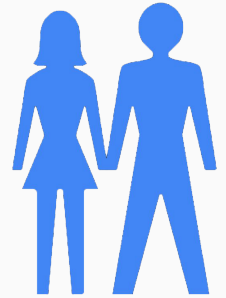
300K type-1
diabetics in
Italy¹



42.2 M
in the world²



+3.6%
per year



0-29 years

¹ Department of Health

² NHS UK

Competitors

	MySugr	BG Monitor Diabetes Pro	Glucose Buddy Diabetes Tracker	AIDA
Price	€2,99/month	€6,49 (once)	€5/month	€5,99/month
Compute needed insulin	YES	YES	YES	YES
Individual-tailored results?	NO	NO	NO	YES
Sport activities	NO	NO	YES	YES
Combines sport and diet datas?	NO	NO	NO	YES
Food database	NO	YES	YES	YES

Business Model

3

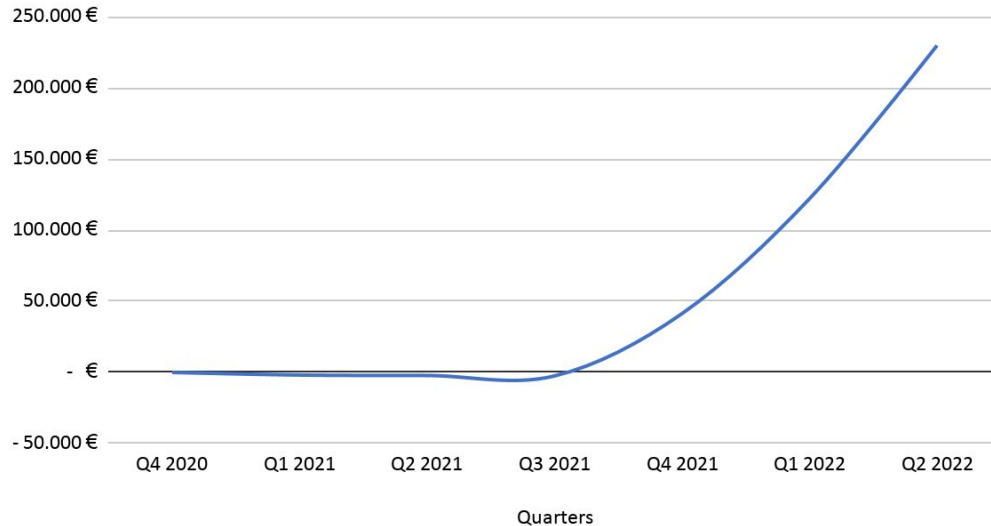
month
trial

€5.99

per month

Financials

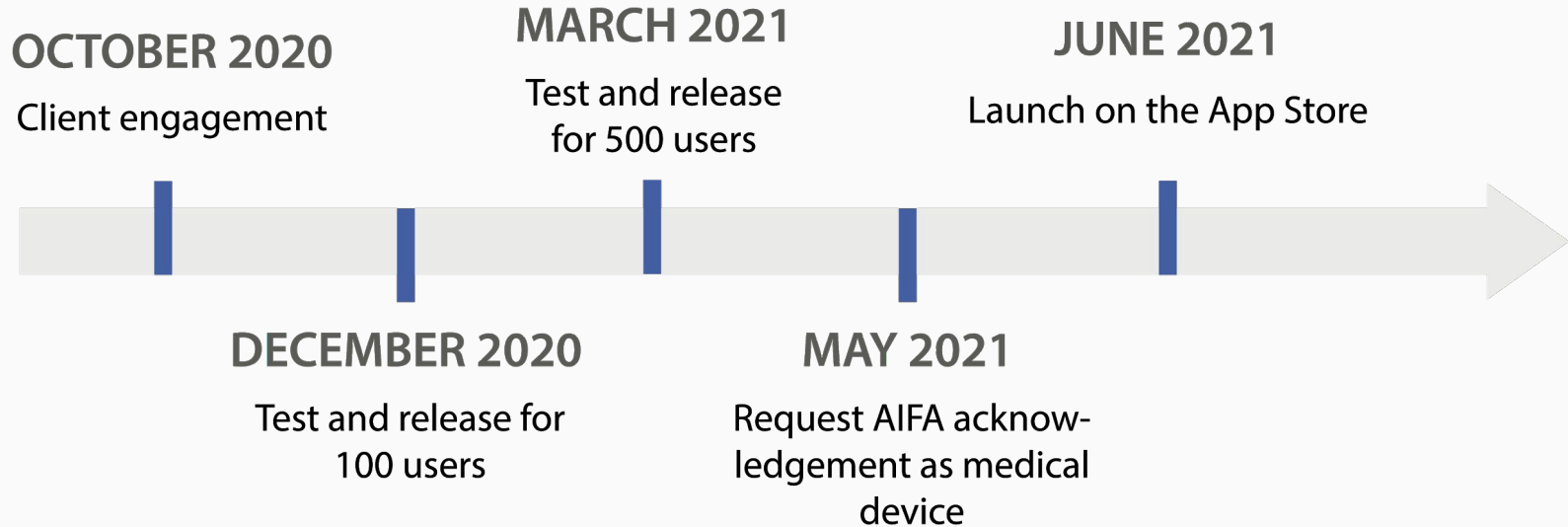
Cash Flow Analysis



For the first year before the market entry (06/'21), cost is estimated to be €2000 due to establishment of the company, development of the product and advertisement.

After first year from the launch in the market (06/'22), we estimate to have 6.000 subscriptions and €230.000 revenues.

Roadmap





Davide Angelini
Project Manager



Emanuele Abbate
Business Development



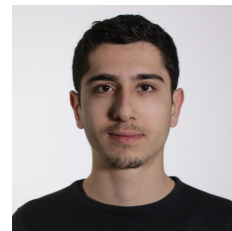
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PR



Gabriele Gennaro
Developer



Roberta Bruno
ML Developer



Paolo Grossi
IT Developer

AIDA

