Problem: patients want detailed info

- Doctors sometimes have difficulty getting patients to agree to procedures
- Patients want to feel that they are giving truly informed consent
- Otherwise, doctors risk losing patients and wasting time
Problem: current media are ineffective or too expensive

- Real-life 3D models and animations are crude and general
- 2D Illustrations are limited
- Dedicated medical modeling services are expensive
Solution: commission commercial 3D modelers

- Lots of experienced commercial modelers available
- Relatively cheap
- Our team has knowledge of computing and medicine to ensure efficient and reliable communication
Product & Service

● Highly customized 3D simulations
  ○ high resolution
  ○ interactive layers (zoom, rotation, transparency)
  ○ ready-made video playback

● Quick turnaround

● Separation of modelers and clients
  ○ proprietary database
  ○ proprietary software for running simulations
"Real Win Worth" Analysis
Multimedia in presentations has never been as important as it's today

- Researches: "Visual representation is more easy to recognize and memorize"
- Innovative new ways to transfer knowledge
- Impress audience

NEED
RWW > Real?

- Surgeons (private)
  - "doctor — patient" presentations
  - scientific presentations
- Professional medical associations
- Pharmaceutical companies (PR)
- Prestigious Universities

MARKET
COMPETING OFFERS

- Photo libraries
- PresentationPro ($100-250) (templates, common objects)
- SoftAge Doctor's Presentation Tools (software)
- Probiomedical and Solid-Ideas (3-D animation and printing)
- Zygote.com (3-D anatomy animations for illustration)
- Global-Ability (presentation outsourcing)
RWW > Win?

- Hard to find such a solution for daily use
- Providing an easy-to-use interface
  - Describe the desired content in **medical terms**
  - Price quotes & delivery times instantly
  - Flexible 3-D content (+software) on time
  - Adjustments, feedback
- Team transforms medical specs into **technical specs**
- Outsource the task to professional 3-D modellers

Communication
RWW > Win?

- SW developers
  - Make and maintain player/exporter app
- Anatomists & health care professionals
  - Understanding medical specifications
- 3-D engineers
  - Working close together with anatomist team to create technical 3-D specifications
RWW > Worth?

- **SW development**
  - Simple app
  - Relying on industry-standard formats & technologies

- **Ordering interface**
  - Web-based or personal

- **Applying anatomists & 3-D engineers**
  - Key task: converting specifications

- **3rd-party modellers**
  - Contracting policy: Body InSight holds owner rights of the 3-D models
  - Incremental database of human body part models
  - Focus on adjustments of existing models
"Strength, Weakness, Opportunities, Threats" Analysis
SWOT - Strengths

● Team: doctors and modellers who understand both worlds (efficiency and reliability)

● Advanced product (high-res, custom, interactive 3D simulations)

● Cheaper than competitors (database, using commercial modellers)
SWOT - Weaknesses

● In the beginning:
  ○ need to figure out how to communicate with doctors and modelers as efficiently as possible
  ○ need to build up simulation database to have quick turnaround

● Need to develop new modelling software
  ○ high cost

● Market might be limited to high-end doctors
SWOT - Opportunities

- Target new markets:
  - pharmaceutical companies
  - medical associations
  - web developers
  - marketing
  - other countries

- Sell software to companies in non-medical fields

- App for touch-technology (iPad, smartphones)
SWOT - Threats

● Other modelling companies could move into our market

● Doctors might not want new technology
  ○ many will prefer traditional media (real 3D models, 2D illustrations)
Summary

- Advanced 3D simulation service
- Intimate knowledge of both fields
- Relatively cheap commissions
- Potentially huge and lucrative market
  - Doctors, pharmaceuticals, medical associations, education
  - Medicine in the U.S. is very profit oriented
Investment

- **Investment needed:**
  - Software: USD 100,000 over 3 years
  - Infrastructure: USD 125,000 over 3 years
  - Marketing: USD 40,000 over 3 years
  - Total: USD 265,000 over 3 years

- **Market reach and return:**
  - Hope to reach 6,000 / 600,000 doctors in the U.S.
  - USD 100 - 1000 per simulation (avg ~ 200), 100 - 500 sims in first year
  - Projected return: USD 100,000 - 500,000 in first 3 years