



Management Team



Mayank
(Co-Founder)

7+ years of experience in IoT, Sensor Design & Fabrication & Startups



Sami
(Co-Founder)

10+ years of experience in Finance, Private Equity & Startups



Abhai
(Head of Product)

4+ years of experience in IoT & Embedded Systems Design



Dr Rehan
(Chief Medical Officer)

4+ years of experience as General Practitioner in the UK



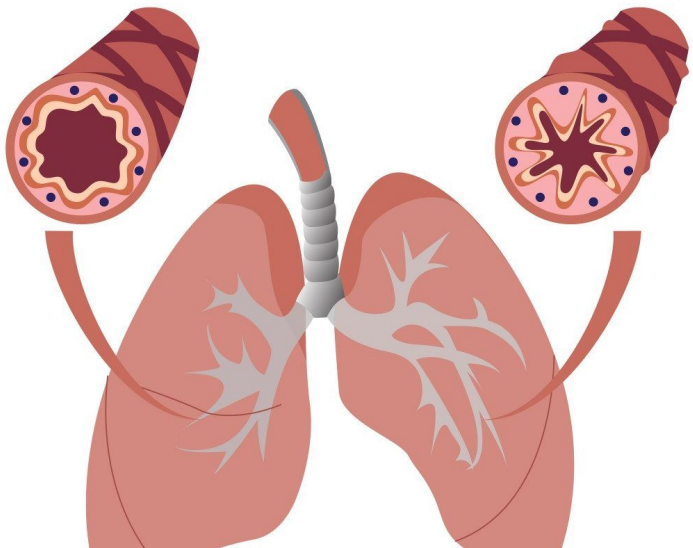
+2 Full Stack & UI/UX developer, Creative content developer

The Problem

People with lung issues are not motivated to perform lung exercises at home in the absence of doctors, nor do they effectively share their lung function information with their doctors.

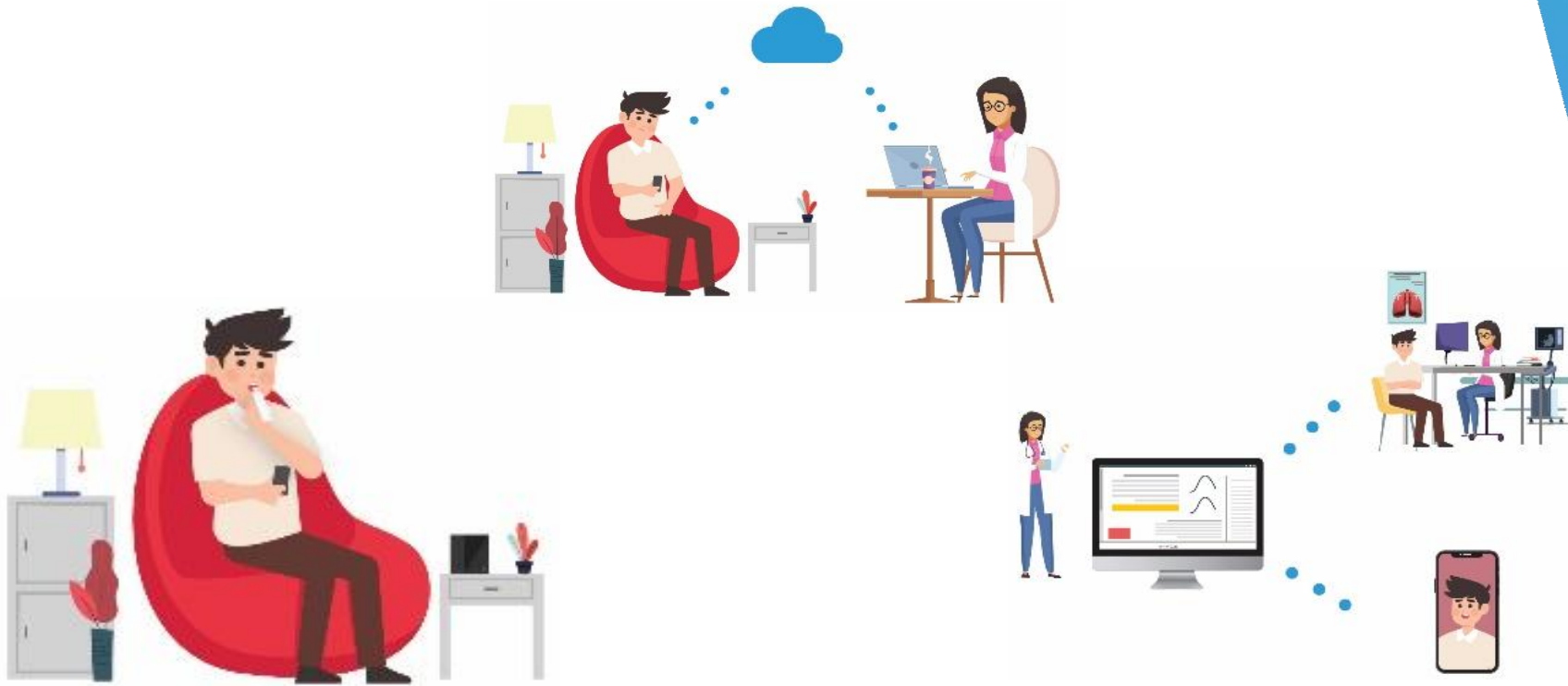
normal airways

asthmatic airways



The Solution

A simple mobile solution that motivates users to perform lung exercises, and provides doctors with data to manage and treat their patients effectively.

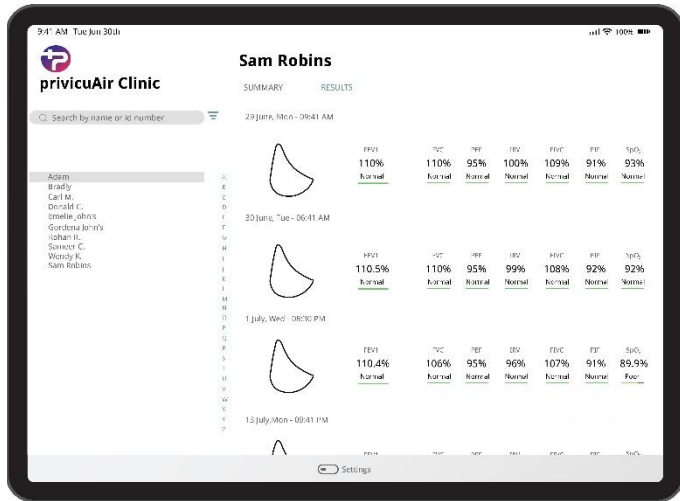




Our Product

Privicu Air is a digital spirometer that can instantly analyse your oxygen saturation level, as well as your exhalation and inhalation breathing patterns.

DOCTOR'S OFFICE

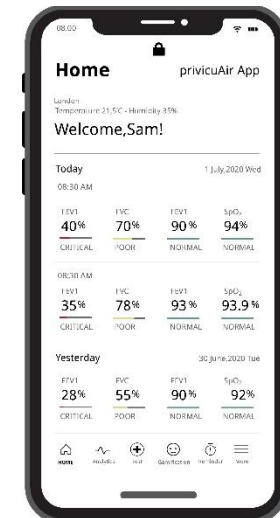


FOR DOCTORS

SPIROMETER



MOBILE APP



FOR PATIENTS

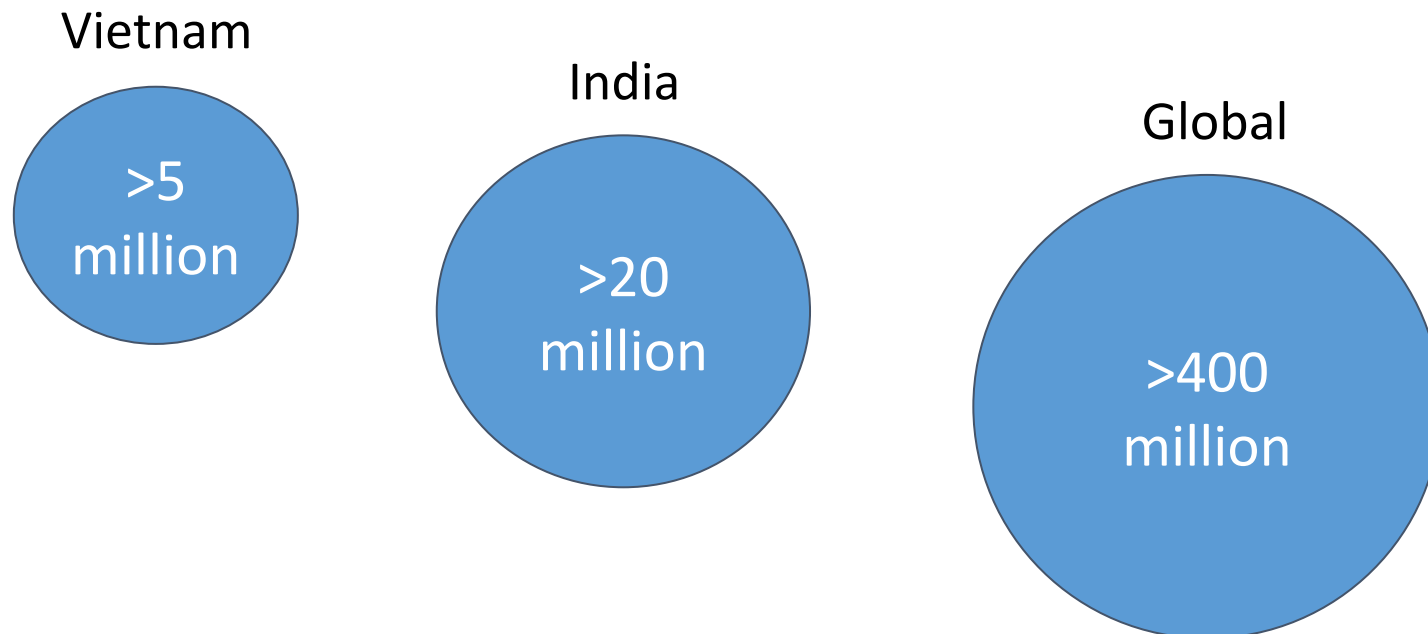


Market Size

The number of people with damaged lungs imposes an immense health burden worldwide.

In Thailand, 10-15% of children, and 3-7% of adults are affected by asthma.

In Thailand, an asthma patient faces a potential annual cost of more than US\$1000.





Customer Acquisition

NOV 2020 – DEC 2021

SEA & UK

Approach-1 (B-B)



Clinics



Hospitals

Approach-2 (B-B-C)



Insurance Companies

FUTURE GROWTH (JAN 2022- ONWARDS)

Worldwide expansion

- Sell to pharmacy chains in SEA, India, UK, USA
- Other use cases i.e. COPD, Cystic Fibrosis, Bronchitis

Revenue Model:

US\$99 for Privicu Air device + US\$6 per user per month for the app