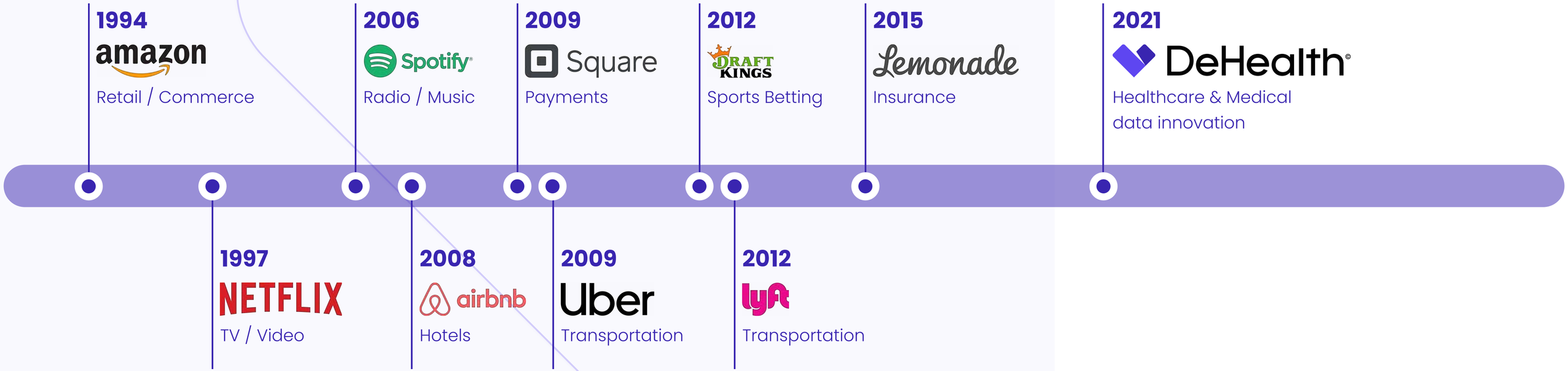

DeHealth©
New Era of Web 3.0
Medical Data Economy

The time for digitalization of healthcare and implementation the health data economy



What we do

DeHealth (Decentralized Healthcare) is a pioneer of MedFi and Web 3.0 in healthcare. **DeHealth** is a brand and international association of companies with its HQ in the UK and research centers in Israel, the US, Ukraine and New Zealand.

About DeHealth App & DHLT Network

DeHealth App & DHLT Network

DeHealth App — AI & Medical Data-Based Mobile App. This is a decentralized application (dApp) that allows users to securely and autonomously store their medical data in one storage, share, manage and monetize it using the DHLT token. Users sell their anonymized data and meanwhile support their health.

DHLT Network is a decentralized storage for health data and digital assets, data oracles protocol and incentive layer. DHLT Network is like YouTube, Filecoin or Spotify, but only for health data.

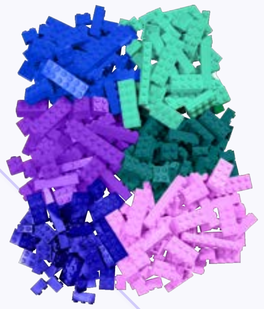
DeHealth Mission

DeHealth mission consists in making healthcare more efficient by building the Web 3.0 platform for medical data. It ensures equal access to healthcare for all people, regardless of country of residence or income level.

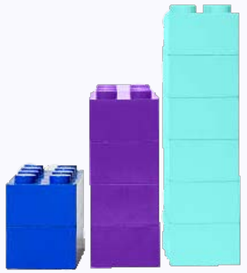
Why Choose DeHealth?

- Users are appropriately rewarded for selling their anonymous & depersonalized data.
- Users have all their vital health info stored securely, in a single digital system.
- Data Buyers receive the information they need to make their product or service better.
- Data Buyers receive verified medical information from real people whose identity is verified by KYC.
- Data Suppliers receive a fee each time User's medical information from them is sold.

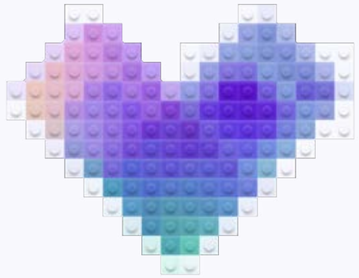
Data



Sorted

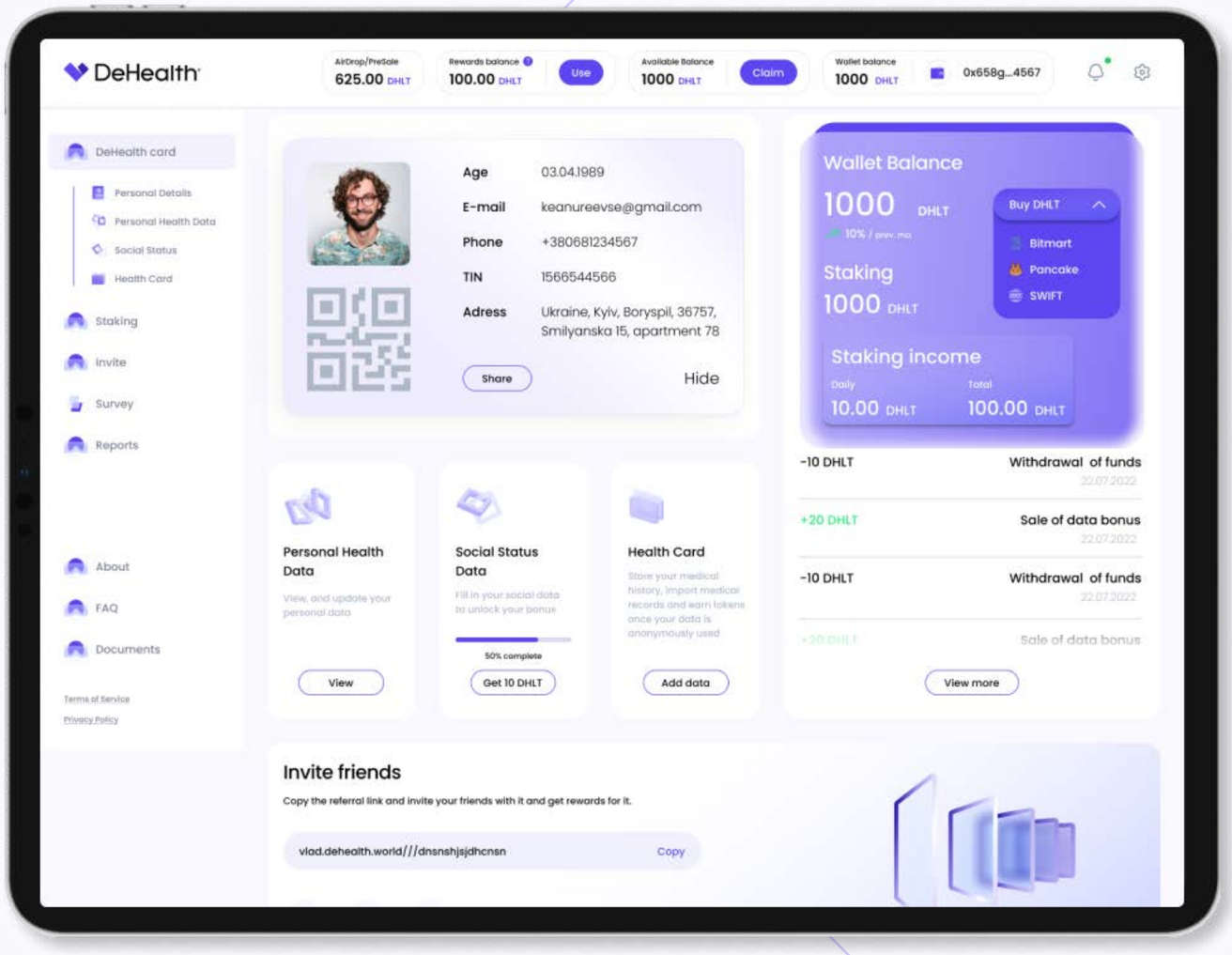


Presented Visually



Explained with a story

HOW DEHEALTH WORKS

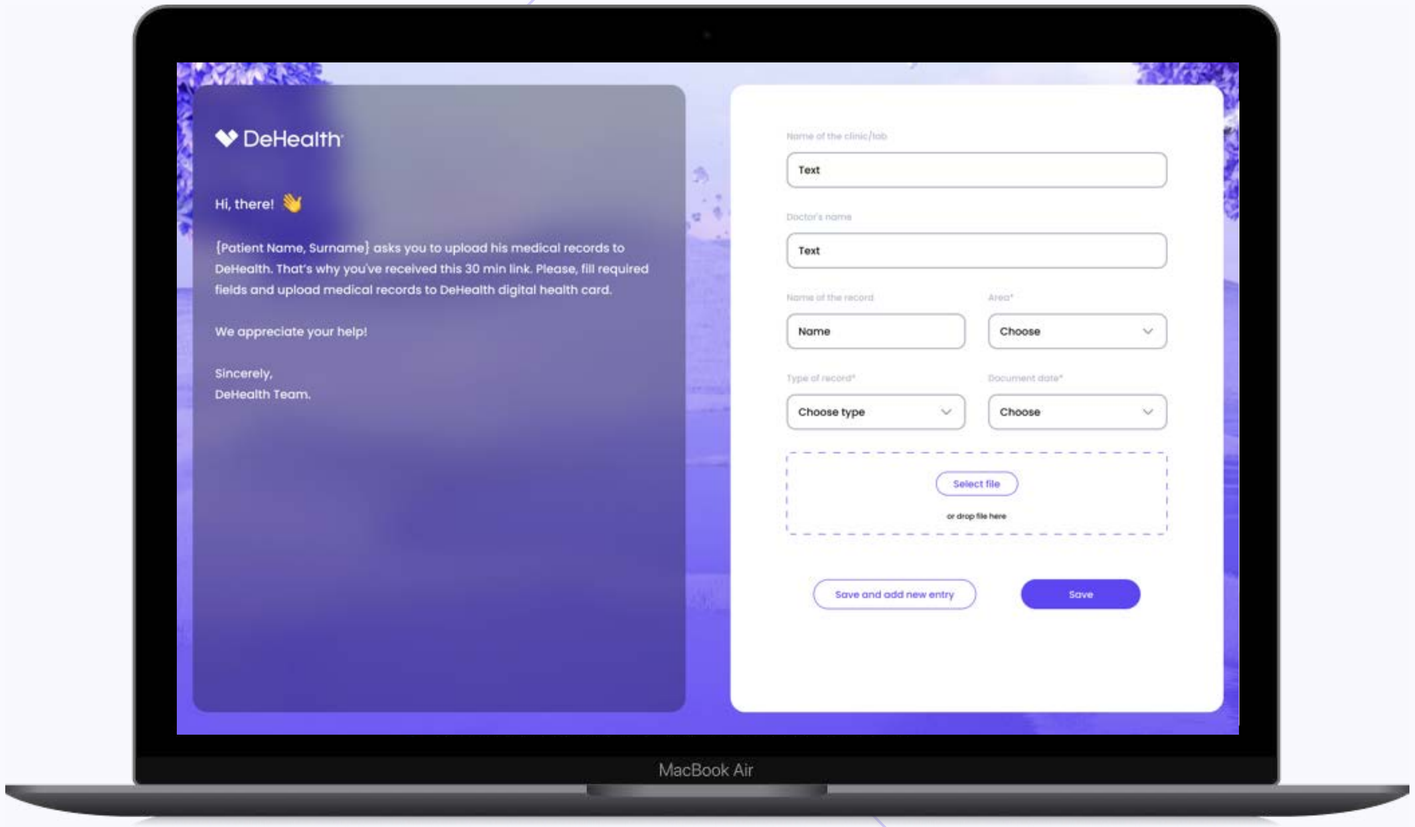


DeHealth acts as a middleman between individuals (Data Owners) and entities (Data Buyers) collecting a service fee. Medical Data Suppliers (clinics, labs, doctors, etc.) can upload patient's medical data directly to the platform in a few clicks.

Every time a person's de-identified medical data is sold, they receive rewards in the form of DHLT tokens while DeHealth and Medical Data Suppliers receive a service fee.

Clinical and health data from people (Data Owners) is de-identified daily and brought together in an unprecedented data platform (data lake/bank) to enable research on all health conditions.

DEHEALTH HEALTHCARE “DROPBOX”



Working on API integration between DeHealth and clinics, we got an insight. We came up with a technology to which users can “vacuum up” validated medical data directly from medical labs and clinics.

This enables quick access to medical data, their efficient & convenient copying and sharing, and disposal of information with doctors, clinics & medical institutions.

DeHealth centralizes medical data into one system by utilizing a uniform cross-platform information system. This system records the data from different sources into one platform, which the user may share seamlessly with verified medical professionals.

MEDICAL DATA DEHEALTH DAPP STAKEHOLDERS

Problems & How DeHealth solves them

Users (Data Owners)

Any individual that has passed an identification on the dApp

Challenges

- Users don't have ownership of their data
- Patients do not benefit from the sale of their personal medical information
- Hard to store and keep track of the medical history

Data Buyers

Pharmaceutical & Bioscience companies
Universities & Institutions
DTXs -Labs - VCs

Challenges

- Fake data and weak provenance, low data quality, and manual data verification requirement
- Low standardisation increases data cost
- Delays in request processing

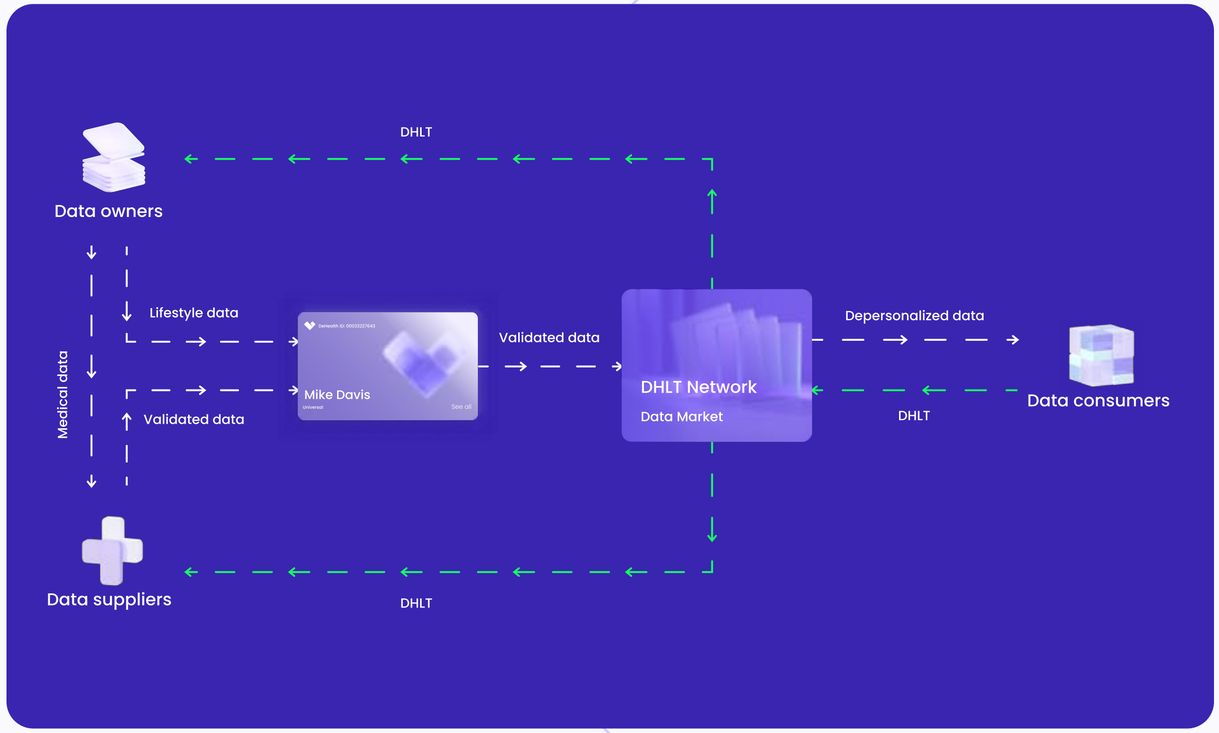
Data Suppliers

Health Research Pharma
Health Retailers & DTXs - Government
Universities - Hospitals & Labs

Challenges

- Duplicative health data is fractured across different stores and endpoints.
- Sharing and receiving information from patients is unnecessarily overcomplicated.
- Doctor-patient evaluations are backlogged due to documentation complexities.

HOW DATA FLOWS



NOVARTIS

We design our data structure and approach to quality and data collection applying the experience of the leading pharma company Novartis. We engaged as an advisor a former top executive from Novartis Philippe Gerwill.

- DHLT Network is a private EVM-based blockchain with a Proof-of-Authority consensus mechanism.
- The Data Owner (User) interacts with the Network through the dApp front-end.
- Medical data is uploaded either manually by the user or synchronized from partner clinics and labs.
- Data is stored between external servers and the DHLT Network.
- DHLT Network (Data Market) connects Data Owners and Data Buyers in a private blockchain environment, making sure that depersonalized data is validated and has a reliable provenance.
- Once a Data Buyer submits the data request form, the AI matches it to the corresponding data pool. The Buyer will have to pay a certain amount in DHLT in order to gain access to that consolidated data set.

Learn more about why it's safe to store user's health data in the DeHealth App and how we protect it in our article.

Read

Security standards

DeHealth ensures safe storage of user data and its depersonalized distribution only with the consent of the owner.

DeHealth works according to such global security standards:

Health Insurance Portability and Accountability

California Consumer Privacy Act

Hacken cybersecurity

ISO 27001 standart

Payment Card Industry Data Security Standard

American Institute of Certified Public Accountants

General Data Protection Regulation

DHLT TOKEN

DHLT is the native token that supports the DHLT Network. With DHLT, anyone can upload and store their medical data, receive and host digital information, and sell their anonymized data. DHLT tokens are used to pay for services inside the DeHealth App, and as an economic incentive, to secure long-term storage of health data and its constant supply.

To demonstrate that DeHealth is secure and increase user confidence, Hacken, a leading security consulting company focusing on blockchain security, conducted a smart contract code review and security analysis report.

DHLT functions

- Ensuring the possibility of downloading medical data for further monetization
- Maximisation of income from the sale of medical data
- Payment for the purchase of medical data
- Burning, Farming
- Trade
- Max supply: 1 billion DHLT

DEHEALTH BUSINESS MODEL

Marketplace Model + Subscription

DeHealth is a Subscription-Based App that runs by a marketplace model.

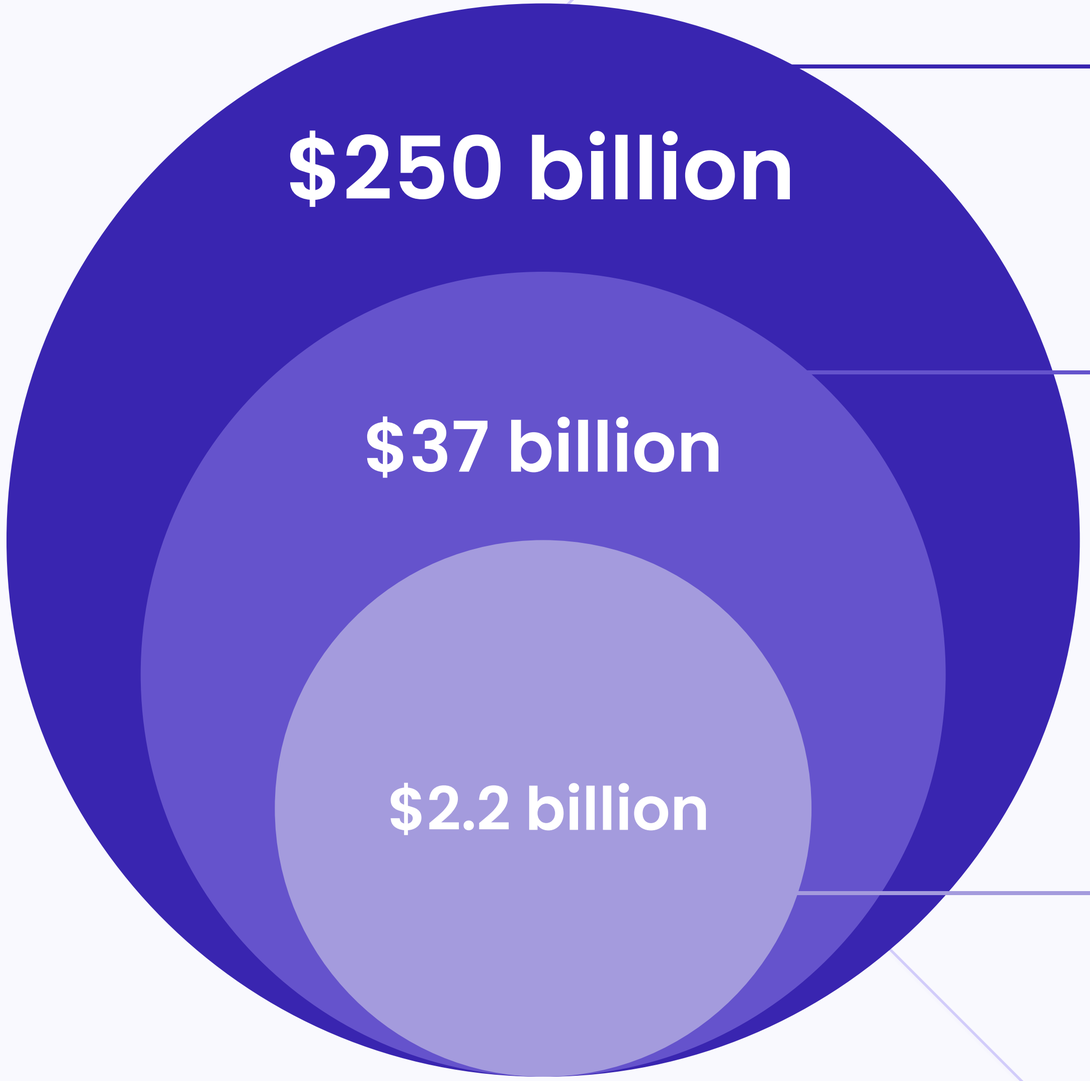
- DeHealth acts as a middleman between people (Data Owners) and entities (Data Buyers) collecting a service fee.
- Premium model, with the annual subscription to Premium to User dApp averaging at 100 DHLT.

Income distribution

Here is how we distribute income when we help people to sell their medical data:

- 50% - All Users who provided medical data
- 20% - Medical Data Suppliers
- 30% - DeHealth service fee
  DeHealth burns 10% of all DHLT tokens it receives as service fees.

TAM, SAM, SOM: GLOBAL DIGITAL HEALTH

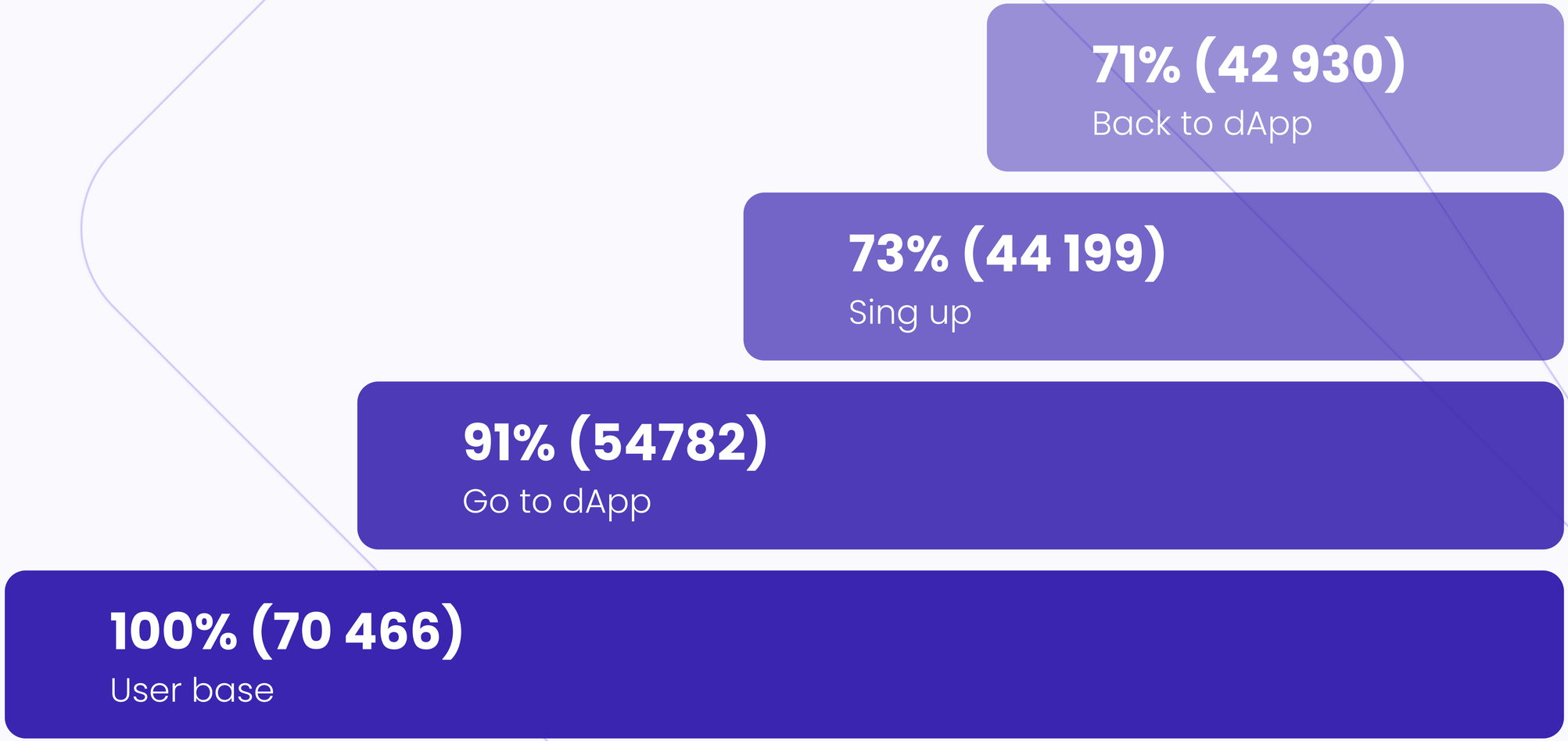


TAM (Total Addressable Market)
Global Digital Health market is expected to reach $551 billion by 2027.

SAM (Serviceable Addressable Market)
We've taken a 25% share of the Ukrainian market in 2 years: more than 34,000 doctors and 3,200,000+ patients trust ASKEP DeHealth Web 2.0 digital ecosystem for healthcare.
As a demonstration of our ability to infiltrate and capture the local market.

SOM (Serviceable & Obtainable Market)
$740M over 2 years and $2.2B over 4 years.

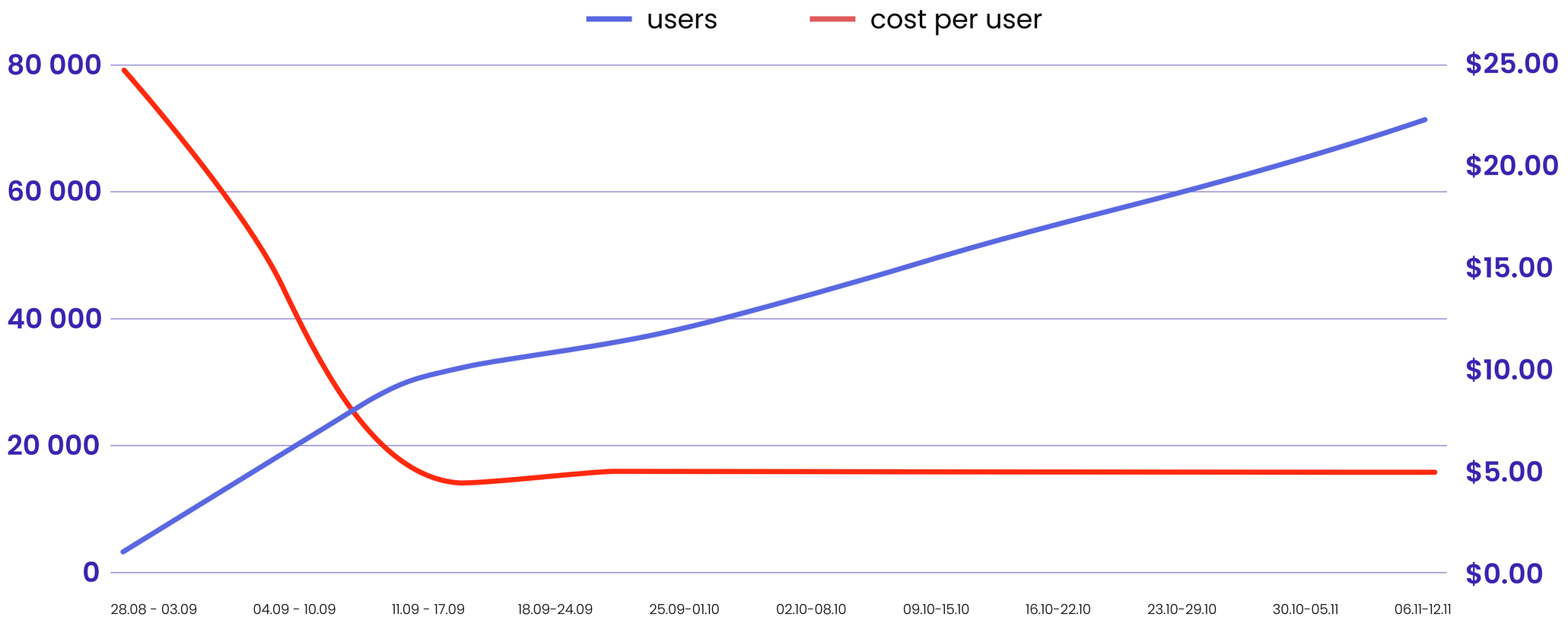
CUSTOMER TRACTION. LIFECYCLE METRICS



CUSTOMER METRICS OVERVIEW

DeHealth users come from **80 countries,** with most users from:

1. Indonesia 2.Bangladesh 3. India 4. Ukraine 5. Turkey 6. Nigeria 7. Vietnam 8. US 9. Singapore



CUSTOMER ACQUISITION METRICS

IN **DEHEALTH** ECOSYSTEM TOKEN SERVES AS AN ECONOMIC INSENTIVE TO TRACK & UPLOAD INDIVIDUAL'S HEALTH METRICS

CVR 30%

The conversion from leads to users since the dApp launch

AirDrop CPA

User acquisition cost for:

- the 1st 10,000 dApp users — $25
- the 1st 50,000 dApp users —$5

dApp CPA

As an incentive users now get 625 DHLT, which is about $5 per acquired user

DEHEALTH UNIT ECONOMY

USER DATA IS A CORE UNIT OF DEHEALTH ECONOMY			
Items	**200K Users**	**1M Users**	**Definition**
Total number of users who share their medical data	200 000	1 000 000	Total number of users
Medical Data Users selling their data on marketplace (%)	14,2%	30%	Pessimistic hypothesis taking into consideration the economy of the developing countries.
Users selling their data on marketplace (#)	28 400	300 000	The number of users selling their data is a growth point, and it's our strategy to increase this share through product mechanics and improvements, gamification & incentives constantly.
Average market price of 1 complete medical card	$35	$35	Average market price of 1 fully completed medical card, while a single medical record can go for up to $1,000.
Annual turnover from selling the data	$23 856 000	$252 000 000	The numbers are based on providing the infrastructure & opportunity to sell 2 data sets of 1 user to the buyer at least once a month. **Our goal as a company is to make 4-8 sales per month so this number will grow.**
Annual income from selling the data	$7 156 800	$75 600 000	NET annual actual earnings of the DeHealth during 12 months

*To ensure transparency, scalability and speed, all transactions made in DHLT tokens that have exchange liquidity.

CLIENTS FOR DEHEALTH DATA

UNDER NEGOTIATION

At the moment we're negotiating and establishing soft commitments with pharma and wellness companies, such as Novartis, NovoNordisk, AstraZeneca, Johnson & Johnson, Bayer, L'Oreal, Medicana.

POTENTIAL CLIENTS & INDUSTRIES

- manufacturers of vitamins and minerals
- biotech companies
- beauty companies
- anti-aging companies
- clinics and medical laboratories
- manufacturers of medical equipment
- manufacturers of lifestyle clothing and gadgets
- superfood manufacturers
- scientists and data scientists
- universities

USER GROWTH & ACQUISITION COST FORECAST

OUR CURRENT GOAL

1,000,000

users by the end of Q4 2023

$2,314,000 to acquire them*

*This does not include technical infrastructure, payment of contractors, support, etc.

GROWTH

70 000 users

First 10 000 - cost $25

Next 60 000 - cost $5

Stage 1

170 000 users

+ 100 000

Cost $5 per user

Q1 2023

Stage 2

530 000 users

+ 400 000

Cost $2,3 per user

Q3 2023

Engaging medical data using
API integrations with Data Suppliers

Start of monetization

Stage 3

1 000 000 users

+ 430 000

Cost $0,8 per user

Q4 2023

Stage 4

USER GROWTH FORECAST

NEXT OBJECTIVE

50,000,000

users by the end of 2025

We’ve estimated the number of users to be acquired to expand the data base and attract new data customers.

50 000 000 users
Q4 2025
Stage 8

30 000 000 users
Q2 2025
Stage 7

5 000 000 users
Q3 2024
Stage 6

2 000 000 users
Q1 2024
Stage 5

SEED ROUND

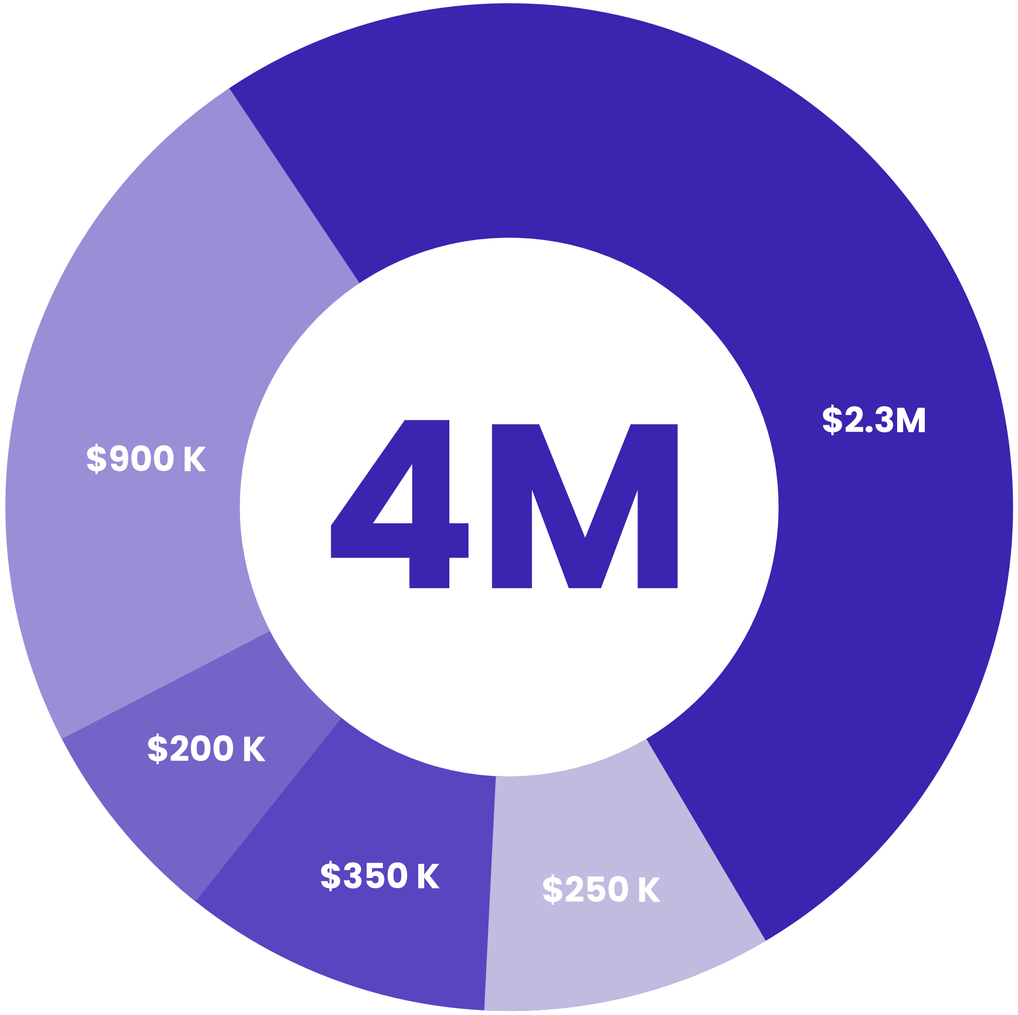
$2.3M
Attracting and onboarding
1M new users to the dApp

$900K
Technical development
and support of the dApp

$200K
Legal & partnership cost

$350K
Integrating enterprise clients

$250K
Team



FOLLOWING THE SEED ROUND

We estimated that a round of $4M is necessary to cover the period until the end of Q4 2023 to collect 1 million valid & approved users and their data to carry out all the technical developments for this purpose.

Moreover, we will collect users' personal, lifestyle, and medical data, attract partnerships, integrate with clinics and other applications, and finally - get the first income.

Planned markets in 2023

- Turkey
- France
- UK
- Mexico
- India
- Indonesia
- Nigeria
- Guinea
- Vietnam
- Singapore

DEHEALTH COMPETITIVE ADVANTAGE

THERE'S NO DIRECT COMPETITION TO THE SOLUTION DEHEALTH OFFERS

COMPANIES OPERATING IN A SIMILAR MARKET:

Immunify.Life

refluus

lifebit

medibloc

Google Health

THIS IS WHAT SETS OUR SOLUTION APART

TECHNOLOGY

- With DeHealth Dropbox users can "vacuum-up" their validated medical data (not require complex API integrations, save money & time). Not necessary to "stand on DeHealth" as many competitors do.
- With DeHealth ID users can collect & share their data.
- Users control their and clients' data with the user-friendly app and Web3 to receive high-quality and complete datasets.
- AI solution by ex-Google in CA with the high level of cyber security.

360 HEALTH ECONOMY APPROACH

- Health token as an economic incentive to monitor health regularly thus promoting preventive healthcare.
- Users are involved in the data economy and their health with token gamification and partner programs.
- Legal framework allows users to be owners of their data and beneficiaries of their sales. Users can receive royalties from selling their data.

PEOPLE: TEAM + COMMUNITY

- Web3, BigData, Cybersecurity, and HealthCare world-class comprehensive expertise in DeHealth.
- A strong community from San Francisco to Tokyo, from London to Beijing, from Paris to Sydney supports the missions and products of DeHealth.

EXAMPLES OF ROUNDS OF SIMILAR COMPANIES AT THE SEED STAGE

ALTOS

2021, January — raised **$3 B** on seed round - Source

doc.ai

2019, October — raised **$25 M** on seed round - Source

MENDEL

2019, November — raised **$7,4 M** on seed rounds - Source

ocean

2022, May — raised **$5 M** on seed round - Source

enlitic

2014, October — raised **$5 M** on seed round - Source

babylon

2015, September — raised **£4.6 M** on seed round - Source

dina

2017, May — raised **$4 M** on seed round - Source

lifebit

2018, July — raised **$3 M** on seed round - Source

CARECAR

2021, April — raised **$3 M** on seed round - Source

nference

2016, January — raised **$3 M** on seed round - Source

Partners

Technical partners

Chainlink

HACKEN

polygon

Ambisafe

Powered by mastercard VISA

Governmental partners

MINISTRY OF HEALTH OF UKRAINE

CYBER POLICE
NATIONAL POLICE OF UKRAINE

Crypto partners

BitMart

CYBERFI

scaleswap

Business partners

ICC

DRAPER UNIVERSITY

INN MIND

STRATEX

GIST Global Innovation through Science and Technology

eHealth Consortium

Advisors

Philippe Gerwill

Advisor

linkedin

Digitalization Humanist, Futurist and an Innovation KOL with 30 years in the specialty chemicals and pharmaceutical industry at Novartis, Lonza and Ciba.

AllThingsConnected

NOVARTIS

Lonza

WISeKey

Ralf P.Gerteis

Advisor

linkedin

Co-Founder & CEO of Scaleswap, the next generation IDO launchpad. As a Blockchain Advisor is dedicated to empowering DeHealth with deep knowledge of blockchain and navigating the project in the most disruptive technology.

scaleswap

NOVARTIS

fusion. CONSULTING

Johan Olsson

Advisor

linkedin

Transaction-driven entrepreneur. As Advisor facilitates partnerships with VCs as well as guides overall business development strategy, in particular — in terms of AI adoption and enhancement.

blue zebra

MSC

Myron B. Rabij

Advisor

linkedin

Seasoned corporate attorney at Wachtel Missry in New York City, formerly head of energy at Dentons in Kyiv. With a stellar reputation, for more than 28 years, Myron has a significant experience in advising on various cross-border deal issues and in aspects of international arbitration.

DHC DAVIDOFF HUTCHER & CITRON LLP

大成 DENTONS

Viacheslav Kovalevskyi

AI CTO & Advisor

linkedin

Sr. Eng. Manager at Facebook focusing on PyTorch. Ex-Google, who has created a sub-department within the GCP Cloud AI org from scratch where he oversaw many Deep Learning projects. Teaching Java courses and developing his own teaching methods that got implemented in his own startup.

Google

facebook

All of us have a childhood dream. Our dream is to prevent people from diseases and let them live long LIFE. I always liked the tales about youth and long life elixirs. One day me and my partner Denys Tsvaig dreamt of it together and decided to create our own "Elixir of Life" - DeHealth. We live in the 21st century and make this elixir out of the leading "IT-ingredients".

Denys Tsvaig

CEO & Co-Founder
President of National Cybersecurity Association

Anna Bondarenko

Managing Partner & Co-Founder
President of the International eHealth Consortium.

DeHealth Team composition

Total **19 team** members:

- 2 in France
- 5 in Ukraine
- 2 in Warsaw
- 1 in New Zealand
- 1 in Israel
- 3 in USA
- 2 in Switzerland
- 3 in UK

Contacts

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DeHealth website

DeHealth App