

Investment Opportunity: <ul style="list-style-type: none">• Raised €200k as an Angel Round, with 2m € post-money valuation.• Raising €1.5m as a Seed Round to cover 18 months, starting September 2018.	Mission: HeartWatch was founded with the vision of bringing about a new era of contactless health monitoring, readily available to anyone worldwide. Inspired by our own experiences with losing family members to undetected cardiorespiratory diseases, we have developed a solution that can be easily deployed in nursing homes and other long-term care facilities as well as in home care settings.
Use of Proceeds: <ul style="list-style-type: none">• Starting paid Pilot in Casa del Respiro, a Nursing Home north of Italy, April 2018, on 20-40 patients.• Clinical trial research driven in San Raffaele Hospital starting April 2018.• Strategic partnership with camera manufacturers, and system integrators under discussion.• CE Medical Certification level IIa, due Q4 2018.	The Problem: In Long Term Care settings, patients are difficultly kept at check. They have the intrinsic need of being monitored continuously but don't want to feel like they are because often they are affected by dementia, or other neurodegenerative diseases. Moreover, caregivers are not enough, especially during the night, to cover the demand and current tools are very invasive.
Current Status: <ul style="list-style-type: none">• Development of HeartWatch Camera prototype in order to validate it over our first Pilot, in Respitalia.• Development of a Dashboard to report the patient's health condition to the caregiver, in real-time.	The Solution: HeartWatch is a contactless solution for continuous monitoring of patients' health status. It uses a combination of advanced facial recognition, signal processing and intelligent machine learning analytics to detect early signs of cardiac and respiratory problems in order to provide life-saving pre-emptive care.
IP Status: <ul style="list-style-type: none">• A patent is being filed with the Politecnico of Milan, for exclusive use by HeartWatch.• The trademark has been published.	Business Model: The go-to-market plan will be to focus on the B2B direct sales to LTC facilities in the initial target countries (Italy, Germany, UK, France and Switzerland), providing and installing suitable cameras, along with a subscription per patient for our analysis service. We will then expand to sell to the rest of the EU-15 countries through strategic partnership (cameras manufacturers), and in parallel to this the B2C subscription sales for home care will be deployed following a similar geographical pattern.
Contact information: <p>Guido Magrin, CEO & Co-Founder guidom@heartwatch.io Via Stradivari 4, Milan, Italy www.heartwatch.io</p>	Market Opportunity: Currently, considering the total area of EU15 countries plus Switzerland there are more than 3M people in institutions and 7M at home who receive Long Term Care. The total addressable market was \$221 billion in 2015 and it is expected to be \$405 billion in 2030. Moreover, in the US there are about 3M people in institutions and 5M people at home, with a market of \$154 billion in 2015, expected to reach \$315 billion in 2030.

Competition: There is a number of new competing solutions, meant to replace traditional monitoring technologies. According to more than 40 interviews in Nursing Homes across Italy and Switzerland, it has been reported that medical wearable technologies are not accepted by patients for long-term monitoring. In the realm of contactless technologies, these are our main competitors:

- [Neteera](#) is a startup that uses radar to monitor vitals. Their proprietary technology is very expensive and doesn't allow to identify patients.
- [ContinUse Biometrics](#) is another startup that, similarly to [Neteera](#), uses radar technology to monitor vital signals. They also developed their own hardware, which is intrinsically limited to basic vitals detection.
- [OxeHealth](#) is the closest to **HeartWatch**. They use cameras to monitor patients, but their software is supposedly difficult to scale. Moreover, they are currently focused on jails rather than clinics, as a security software, rather than purely healthcare.

Execution Team:

- Guido Magrin (CEO & Co-Founder): computer engineer with more than four years of experience in startups and entrepreneurship
- Luca Iozzia (CTO & Co-Founder): biomedical engineering PhD. He developed the core of **HeartWatch** technology
- Roberto Salamina (CMO & Co-Founder): biomedical engineer with experience as Business Developer for a French company in Italy
- Maria Tirindelli (Biosignal Analyst): biomedical engineer focused on the software improvement in terms of signal and image processing
- Francesco Lana (Full-Stack Engineer): focused on improving the software interface and integration with online and offline platforms
- Abdallah Zeggada (Computer Vision Engineer): PhD in robotics and with previous experience in deep learning and computer vision
- Alice Ravizza (Regulatory Affairs consultant): medically certify our software and obtain ISO 13485 quality certification

Advisors:

- Domenico Cianflone - *Director of Cardiological Rehabilitation Department at San Raffaele Hospital, Medical Advisor*
- Stefano Benussi - *Director of the Cardiac Ablation program at the University Hospital in Zurich, Medical Advisor*
- Riccardo Barbieri - *professor of biomedical engineering at Politecnico di Milano and MIT Boston, Scientific Advisor*
- Enrico Deluchi - *Former Managing Director of Canon Italy, Business Advisor*
- Paolo Padovani - *Medical sales & Distribution at Biomed, Business Advisor*
- Luca Munari - *Healthcare Executive and CEO at Respitalia, Healthcare business Advisor*
- Massimo Lucchina - *Head of Innovation & Strategy at Samsung Electronics, Business Advisor*
- Angelo Prete - *Board Member at Teraloop and Ganapali, Financial Advisor and Investor*
- Gianfranco Mottola - *Board Member at P101, Financial Advisor*