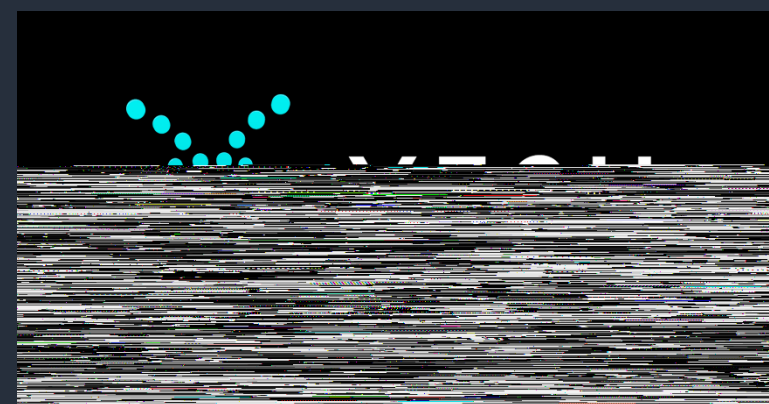


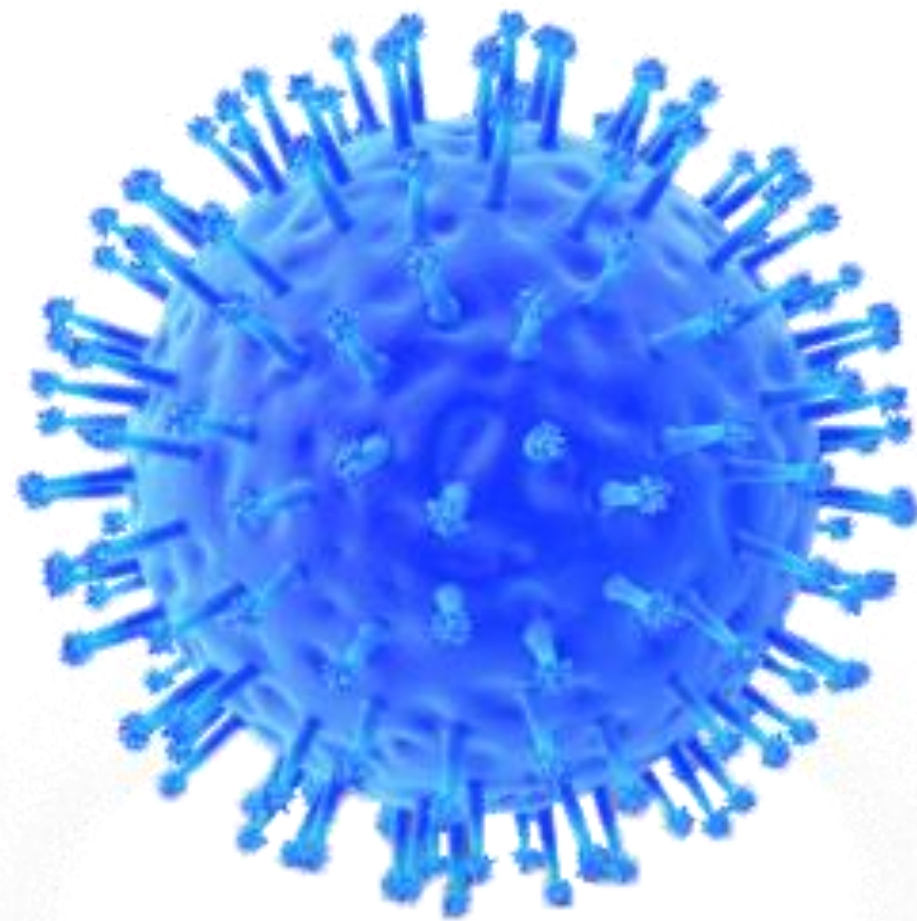


AI BASED MOBILE ASSISTANT FOR FLU

Yusuf Yesil,M.D.
Yesil Science



PROBLEM



Influenza patients has :

- Unconscious antibiotic use
 - . Increased antibiotic resistance
 - . Antibiotic-associated diarrhea (probiotics)
- Unnecessary hospital admissions
 - . Disruptions in health care
 - . Disruptions in triage
 - . Financial losses

SOLUTION

What is pharyngitis?

Pharyngitis is inflammation of the pharynx, which is in the back of the throat. It's most often referred to simply as "sore throat." Pharyngitis can also cause scratchiness in the throat and difficulty swallowing.

According to the [American Osteopathic Association](#) (AOA), pharyngitis-induced sore throat is one of the most common reasons for doctor visits. More cases of pharyngitis occur during the colder months of the year. It's also one of the most common reasons why people stay home from work. In order to properly treat a sore throat, it's important to identify its cause. Pharyngitis may be caused by bacterial or viral infections.

Causes of pharyngitis

There are numerous viral and bacterial agents that can cause pharyngitis. They include:

- [measles](#)
- adenovirus, which is one of the causes of the [common cold](#)
- [chickenpox](#)
- [croup](#), which is a childhood illness distinguished by a barking cough
- [whooping cough](#)
- group A *streptococcus*

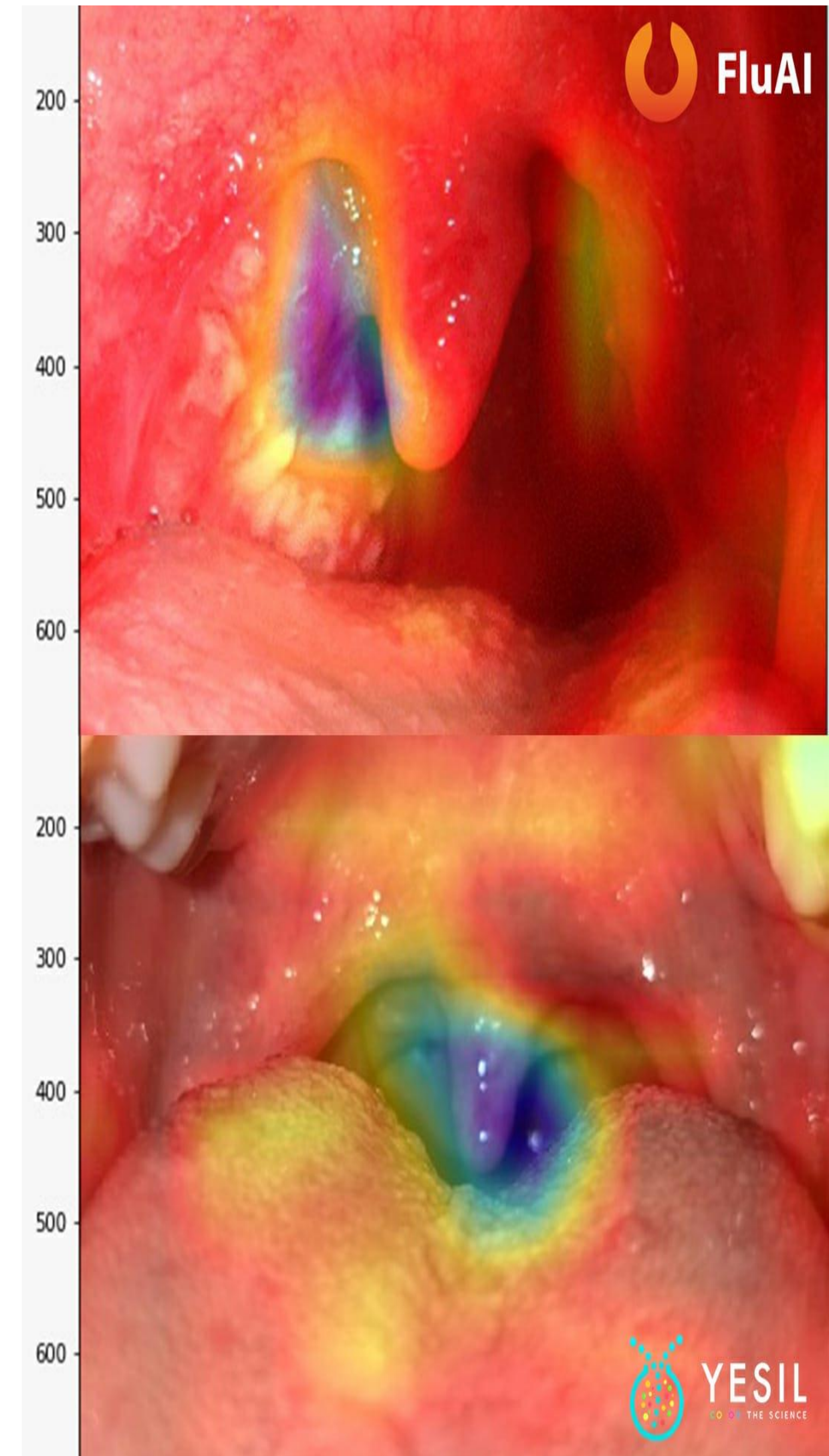
Viruses are the most common cause of sore throats. Pharyngitis is most commonly caused by viral infections such as the common cold, [influenza](#), or [mononucleosis](#). Viral infections don't respond to antibiotics, and treatment is only necessary to help relieve symptoms.

Classic

FluAI

SOLUTION

AI Based mobile personal flu assistant offering personalized diagnostic treatment recommendations based on throat appearance and symptoms of patients with flu.



VALUE PROPOSITION

- **Technological Scope**

Deep Learning based

Complex algorithms for image and symptom analysis

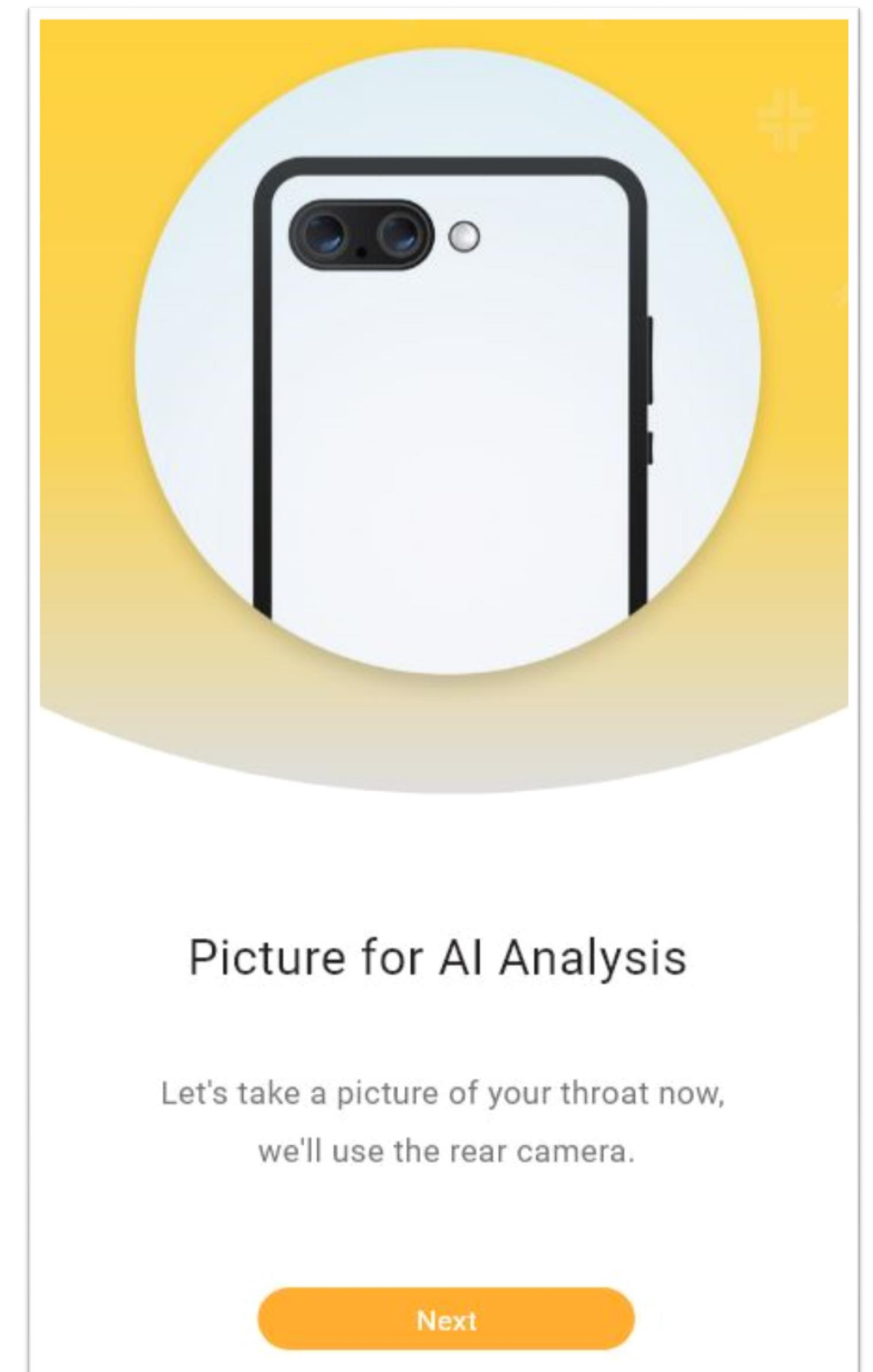
- **Value Proposition**

AI based personal suggestions

Precision diagnose and treatment suggestions

Fast and easy to use

Accessible



MARKET

Customer Segment : Users of smartphone that are suffered from flu symptoms (+5 years)

Market Size : 6-7 million people suffered influenza at US 2018-2019

Every year across the globe, there are an estimated 1 billion cases, of which 3 to 5 million are severe cases, resulting in 290 000 to 650 000 influenza-related respiratory deaths.*

1 Billion
cases every year

6-7 M
people in
US

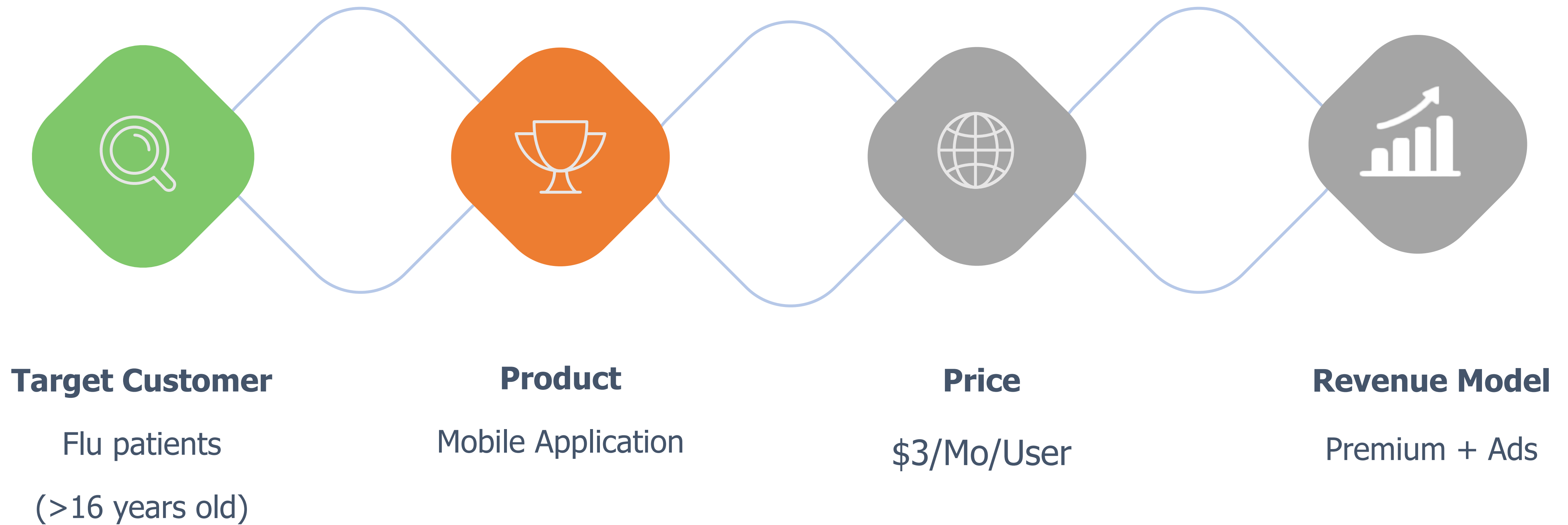


REVENUE

Premium Membership	Q1 / 2020	2020	2021	2022
Estimated Number of Users	200K	500K	1M	3M
Estimated Number of Costumer Purchasing Premium	4K	10K	20K	60K
Estimated Number of Costumer Purchasing One Analysis	5K	20K	40K	120K
Estimated Average Product Price For Premium	\$4 / Month	\$4 / Month	\$7 / Month	\$10 / Month
Estimated Average Product Price For One Analysis	\$1 / Month	\$1 / Month	\$2 / Month	\$3 / Month
Estimated Add Annual Revenue	\$ 120K	\$ 540K	\$ 1M	\$ 3.5M
Estimated Total Annual Revenue	\$ 370K	\$ 1.25M	\$ 3.6M	\$ 15M
Estimated Cost	\$ 50K	\$ 150K	\$ 500K	\$ 3M

BUSINESS MODEL

B2C



TIMELINE

2019

Prototype

Go live

2020

Reach to 500K user

Add 3 different disease module

2021

Personal general health AI assistant

Integration with augmented reality (AR)

2019

2020

2021

COMPETITIVE ANALYSIS



FluAI

Common Cold

Flu Near You

Cold or Flu ?

Symptom Review	✓	✓	✓	✓
Solution Suggestion	✓	✓	✓	X
Customized Suggestions	✓	X	X	X
AI Based	✓	X	X	X
Mobile	✓	✓	X	X
Continuous Tracking	✓	X	X	X

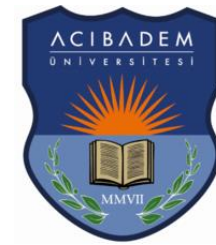
TEAM



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Hakan Hakyemez
Full Stack Developer



Omer Ozgur
AI Developer



ADVISOR BOARD



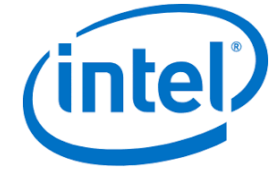
Melih Bulut
MD
Pediatric Surgeon



MEDICANA



Afsar Akal
Ex-Director
IBM Watson



Bulent Bingul
General Manager
Medibook



Aykut Ibrism
Co-founder
Kodluyoruz



KODLUYORUZ

FORD OTOSAN

AKBANK



**EUROASIAN
STARTUP
AWARDS**

Candidate at :

«Best AI/ML Startups» Category
«Best Newcomer Turkey» Category



YESIL
COLOR THE SCIENCE

Thank you...

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