



ENTERPRISE-WIDE SECURE PATIENT DATA INSIGHTS

COMPLETE TRANSPARENCY IN HEALTHCARE ON THE BLOCKCHAIN

AGGREGATOR OF THE WORLD'S PATIENT DATA

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Executive Summary

Medifakt is a project developed by

AKTHealth (www.akthealth.com), a Healthcare Consulting firm with capabilities in Clinical Research, Commercial Strategies, and Consulting &

Interakt (www.interakt.jp). A Blockchain-based Technology firm building multiple projects in the Decentralized space including CeFi, DeFi Exchanges, Dapps, and gaming. A combination of Functional and Technology experts in their respective fields form the core of this development.

Our Mission

Medifakt will aim to use Blockchain & advanced machine learning capabilities to support patient healthcare outcomes and provide a more secure and compliant operation.





Market Scenario

A patient concerned about their heart can now buy a watch that contains a medical-grade monitor, enabling the patient to detect arrhythmias. There are apps that can diagnose skin cancer, assess concussions, and even diagnose Parkinson's disease. There is significant medical data being generated minute by minute which needs to be transferred, stored, and analyzed at medical grade standards. Although health records and imaging are evolving to be electronic, they are still generally inaccessible and hard to manage. In addition, most health records are in a format that machines cannot read. Medifakt empowers future AI technology to, for example, provide automated medical evaluation and diagnosis from medical imagery and data provided through the network.

The Need



The shortage of doctors has resulted in the growth of technology providing services to telemedicine or remote care.



The manpower shortage and the need for technology have seen the consolidation of groups, for example, in the U.S. with the largest groups having over 1000 physicians on staff.



The volume of care has increased, providers are seeking the interpretation of images both by outsourced low-cost, distributed workers around the world as well as by artificial intelligence.



Patients are looking for second opinions or opportunities to get an evaluation of their conditions via a more secure, rapid, and cheaper methodology.





Problem



Just like when something is shipped around the world, the systems involved need to be able to communicate with one another



Many still rely on Legacy Systems & Manual Processes



Numerous Security Vulnerabilities & Single Points of Attack



High Cost and a Future without Change



Lack of Patient Trust in Sharing their Must Have Data



Blockchains must also be able to communicate but now operate in “Siloes” but must work together to gain global mass adoption that is needed for it to work successfully



<https://www.hipaajournal.com/most-patients-dont-trust-their-healthcare-providers-to-securely-store-pii-and-payment-information/>
<https://jme.bmj.com/content/48/1/3>

Solution



Interoperability (Communicating with the Blockchain and Siloed Blockchains communicating with one another)



Transparency (everyone can see, have “perfect information” and markets work like they are intended).



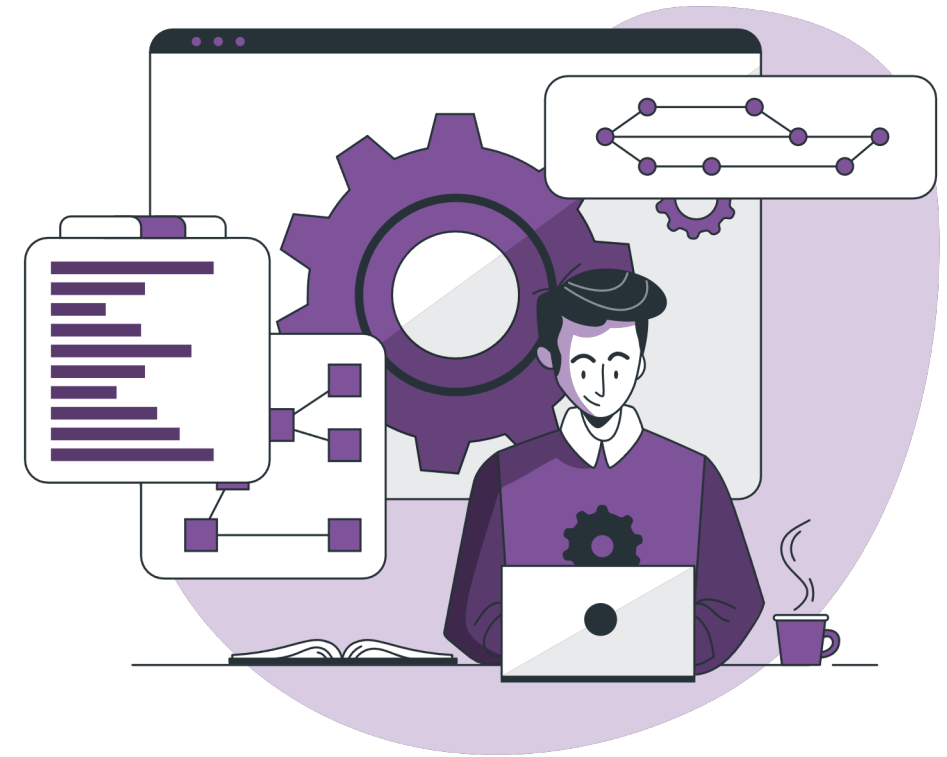
Clinical Decision-Making Support Dashboard (See all patient data in one place with insightful AI/ML powered insights allowing a 360 or Holistic Patient View)



Safe/Secure so Patients gain trust, overcoming the current barrier to sharing private data



Patients Incentivized (compensated with tokens to encourage sharing of personal data)



Our Key Modules



Real-World Data

DATA LAYER

- Electronic Medical Records
- Clinical Trials
- Patient Reported Outcomes
- Health Economics Data
- Healthcare App Data
- Drug Supply Chain Data



Analytics & Support

SERVICE LAYER

- Chatbots
- E-Patient Reported Outcomes
- Telemedicine
- Outcomes Research (HEOR)
- Clinical Analytics
- Marketplace



Insurance & Payments

ASSET LAYER

- Insurance Premium Calculation
- Payments at Hospitals
- Insurance Premium payments based on engagement (like validator - stake but through data)



Security, Audit & Compliance – SECURITY LAYER

- Governance
- Data Audits
- Compliance
-

Value Proposition

Cross-Chain Patient Data Aggregator with Identity Storage, authentication, and ownership on the substrate

HIPAA compliant solution securely enables all modes of digital health communication, including telehealth, chat, voice and permission-based data sharing.

Medifakt network gives custody of data to the Patients and create data interoperability, reduced operational costs, improved efficiencies and improved patient outcomes to the providers.



Incentivizing the Patients for their Data integration, creating transparency in calculating the health Insurance premiums

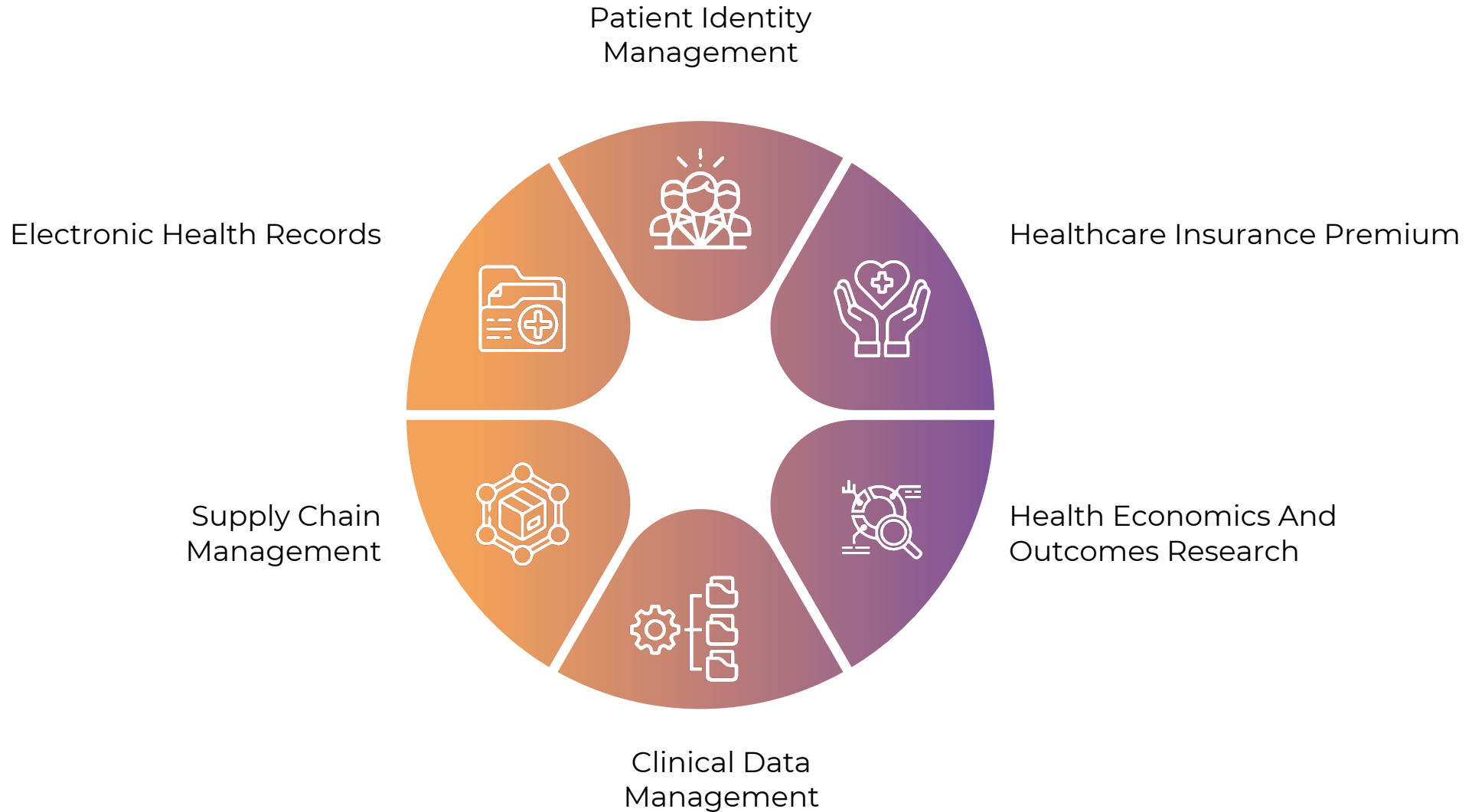
Solve the transparency in healthcare costs in drug development, payments, and insurance premiums.

Our Workflow

Medifakt will use a combination of IoT + Blockchain + AI, the combination of these technologies will enhance the security of the collected data through IoT devices. Feeding them to a decentralized network built on the Polkadot network.



Service Layer - Consumer Layer



Market Size

The United States remains the leader in this segment of global spending, representing nearly half of this spending. There are several segments within the imaging chain that account for this spend including acquisition and infrastructure to interpretation.

\$650B

As of 2012, the total healthcare cost is market to exceed 6.5 trillion US dollars with medical imaging representing 10% or 650 billion USD.

\$160B

The interpretation segment typically represents 25% of the overall spend and thus represents approximately 80 billion USD in the United States, and 160 billion USD worldwide.

\$113.1B

The global telemedicine market is expected to cost 113.1 billion USD by 2025, according to a report by Grand View Research, Inc.

Blockchain Healthcare Market Opportunities

Top 5 Global Growth Opportunities by Use Case



Medical Data Exchange Interoperability

Provides access to historical and real-time patient data on the blockchain.

Identify management using predefined user access rules for P2P networks.

Access control securely stores genomic and user-generated data.

Maintaining universal medical records and identities

\$18.5 B



Claims rulings and Request management

New product ventures like DAO-based peer-to-peer insurance.

Diversified markets.

Automation of underwriting and insurance policies.

Improvement of plaintiffs and beneficiaries KYC.

Automating claims processing.

Lower management costs

\$97.5 B



Integrity Of The Pharmaceutical Supply Chain and Remote Auditing

Origins of the pharmaceutical supply chain at the individual product/drug level.

Blockchain-based remote process auditing using verifiable sources of truth.

Improve pharmaceutical supply chain finance.

Increased visibility into marketing activities and medication adherence programs

\$200 B



Clinical Course and Population Health research

Managing IP and asset transactions on the blockchain.

Reduce results switching, data snooping, and selective reporting.

Faster compliance and approval.

Bilateral exchange and communication with all industry stakeholders

\$25.5 B



Cybersecurity and the Internet Of Medical Things (IoMT)

Encryption and permanent ledger of patient health data.

Medical device data integration and security to enable remote and home care.

Unique identifier of a medical device or asset on a blockchain shared ledger system that automates maintenance

\$5.2 B

Market Opportunity

Blockchain Technology In Healthcare Market

\$281 M

2020

52.1%

CAGR
(2021-27)

\$6,173 M

2027

Germany

>\$17.5 M

Market value (2020)

U.S.A

>\$1,912 M

Market value (2027)

Value (2020)

\$97 M

Healthcare
Providers Segment

>\$202 M

Public
Segment

**CAGR
(2021-27)**

59.3%

Private
Segment

<https://www.gminsights.com/industry-analysis/blockchain-technology-in-healthcare-market>

<https://www.globenewswire.com/news-release/2022/01/25/2372143/0/en/Blockchain-in-Healthcare-Market-to-Reach-1189-8-Million-by-2028-Increasing-Cases-of-Healthcare-Data-Breaches-to-Drive-the-Market-Growth-Exclusive-Report-by-Vantage-Market-Research.html>

<https://www.marketsandmarkets.com/Market-Reports/blockchain-technology-healthcare-market-109977720.html>

<https://www.globenewswire.com/news-release/2021/12/01/2343999/0/en/Blockchain-Technology-in-Healthcare-Market-revenue-to-cross-USD-6-1-Bn-by-2027-Global-Market-Insights-Inc.html>

<https://www.gminsights.com/industry-analysis/blockchain-technology-in-healthcare-market>

<https://www.mordorintelligence.com/industry-reports/blockchain-market-in-healthcare>

<https://www.prnewswire.com/news-releases/at-50-6-cagr-blockchain-technology-in-healthcare-market-to-hit-usd-513-1-million-to-2028--says-brandessence-market-research-301471334.html>

Go To Market Strategy



Run global marketing campaigns in select target markets, attracting patient/customers willing to share data



Target top 10 healthcare providers, Pharma, Payers in each of top 10 most developed countries



Work through hospital, insurance, pharmaceutical associations as a member/corporate sponsor



Target patients B2C through Corporate Digital Wellness Programs



Establish long term, win-win, sustainable partnerships with Healthcare Institutions, Big Pharma, Payers

Business Model



Big Pharma subscription fee to access all data on the blockchain



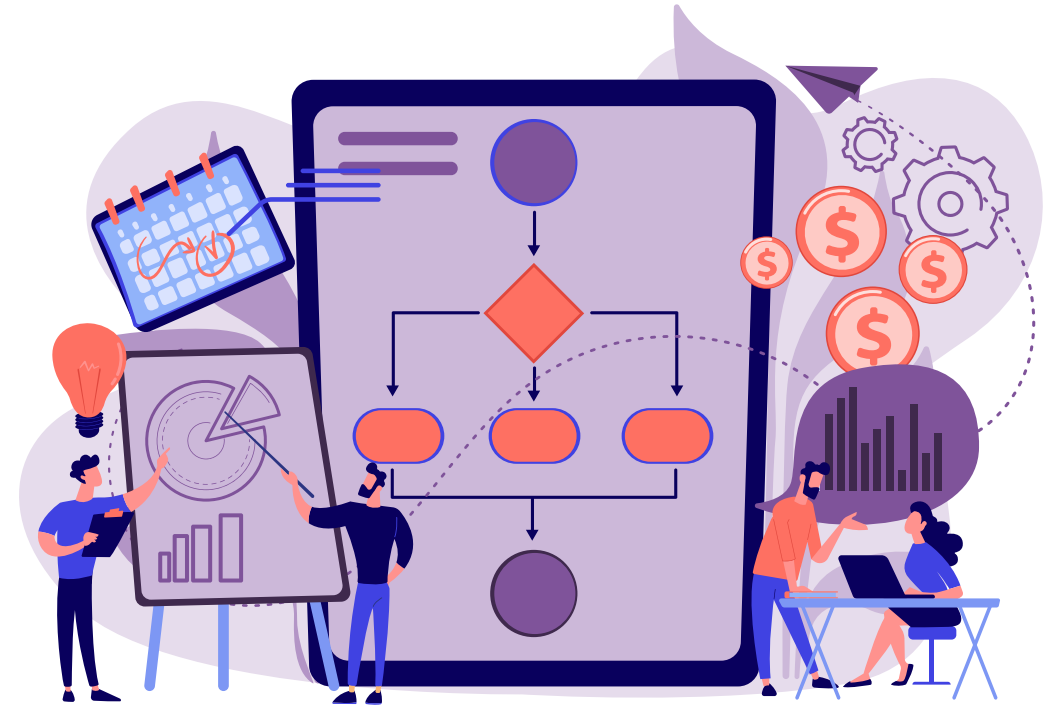
Hospital subscription fee to access all data on the blockchain



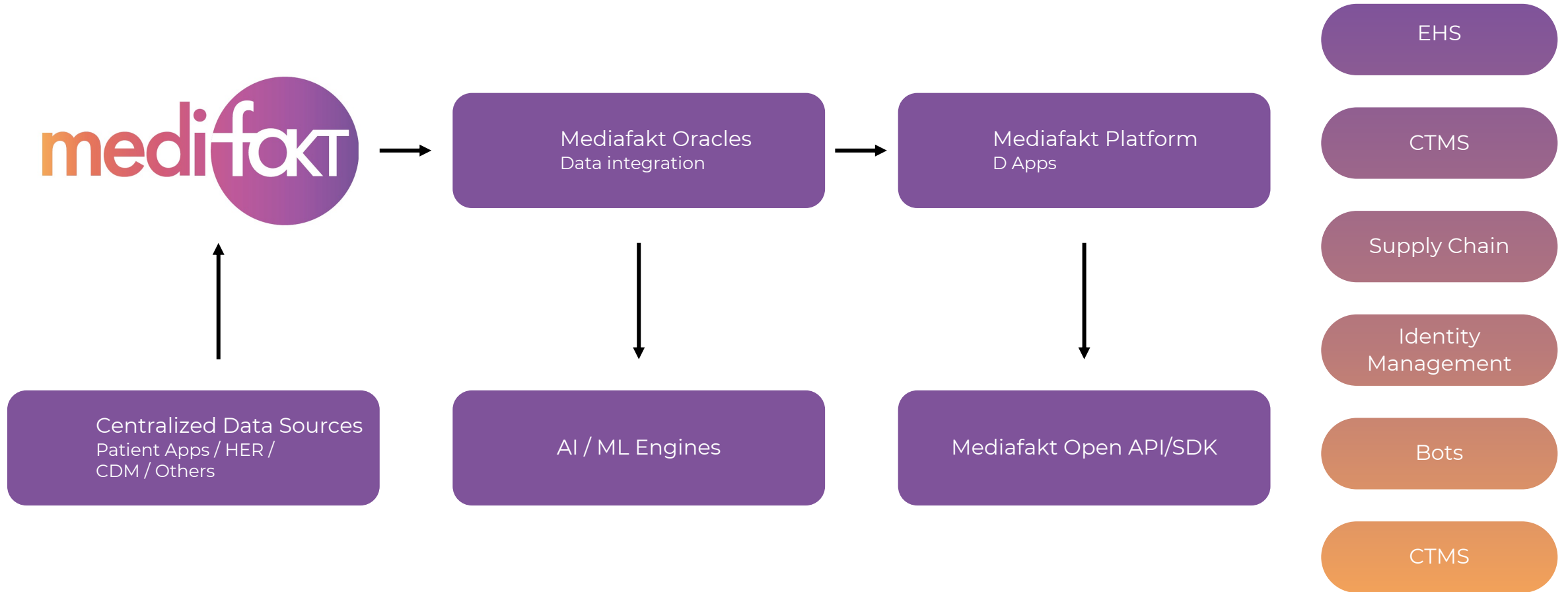
Payer subscription fee to access all data on the blockchain



Patient receives token payments for sharing data



System Architecture



Competitive Edge

Medifakt was established to apply revolutionary technology (Ai) across all visual-based medical specialties. We have assembled a team of physicians, medical imaging AI experts, blockchain experts, and healthcare industry leaders.

Over the past 4 years, Medifakt has developed and demonstrated repeated excellence in machine vision, deep learning, and algorithms for image recognition and diagnosis.

Our algorithms surpass the accuracy, specificity, and sensitivity of other available offerings on the market.

We have demonstrated our technology across various medical imaging applications. This more broad excellence allows Medifakt to develop algorithms that span across precision medicine including genetics, radionics, and other novel diagnostics.

Technology developed in the Medifakt labs currently is able to provide assistance to physicians in imaging. Such as Computed Tomography (CT), Magnetic resonance imaging (MRI), X-ray, Ultrasound, Mammography, Fundoscopy, Skin images, endoscopy, and Nuclear medicine. Applications include detecting breast cancer, diabetic retinopathy, lung nodules, reading chest X-rays, and detecting malaria.



Why Blockchain Technology ?



The blockchain keeps data in an encrypted ledger, which is distributed across redundant, replicated, and synchronized databases.



The decentralization of the data ensures security. With blockchain, each data block in the chain is encrypted via public cryptography. Which is unlocked with the use of private keys or passwords which are held by the patient in the Medifakt.



With the Medifakt blockchain, any healthcare provider or sponsor is able to access the patient's imaging data as the patient grants each access via their private key



Each time new data is obtained, the Medifakt validates the data and adds the data to the blockchain in chronological order with the blockchain ultimately comprising the patient's entire medical history.

Medifakt Token

Token Design

Medifakt token is an ERC20 token used for both payment and medical imaging data host/provider verification on the network. On a protocol level, nodes on the network will verify data storage transactions and any other transaction rules defined in the smart contract (e.g. run AI diagnoses). These nodes will then be rewarded in MEDNTWRK. MEDNTWRK will also be the payment used for telemedicine transactions and other medical services developed on the Medifakt.

Token Sale Logistics

The MEDIFAKT token creation process will be issued by Medifakt. Ltd., a UK based company, and will be organized around smart contracts running on Ethereum.

- ✓ Total token supply: 999 million
- ✓ Initial price: 1 FAKT Token = USDT 0.09
- ✓ Type: ERC-20 / BEP 20
- ✓ Minimum ETH purchase: None
- ✓ Pre-sale Tokens: 50M Tokens
- ✓ Pre-sale discount: 20%
- ✓ Whitelist: yes, start date TBA
- ✓ KYC: basic

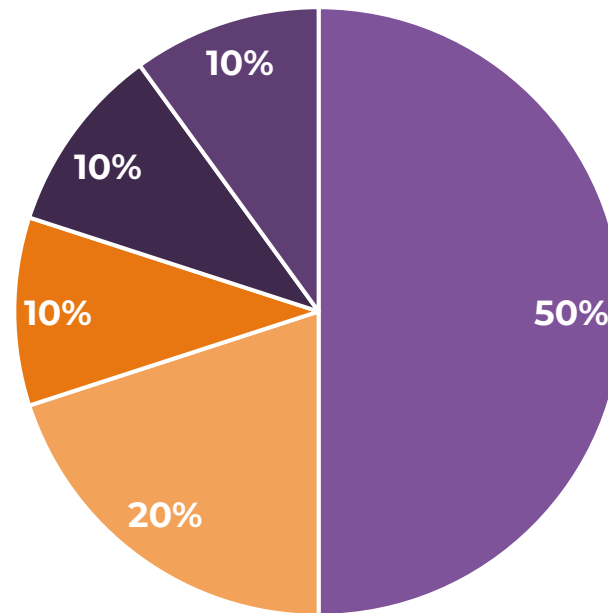
Lock-up Period



Partners and Advisors - 10% of tokens will have a 1 year vesting and 3 months cliff



Team and Founders - 3 years vesting with 6 months cliff



■ For Sale ■ Team & Founders ■ Advisors ■ Partners ■ Reserve Fund

The Ask



The intent of Medifakt is to raise the minimum needed funds to launch the network and platform (5.6M).

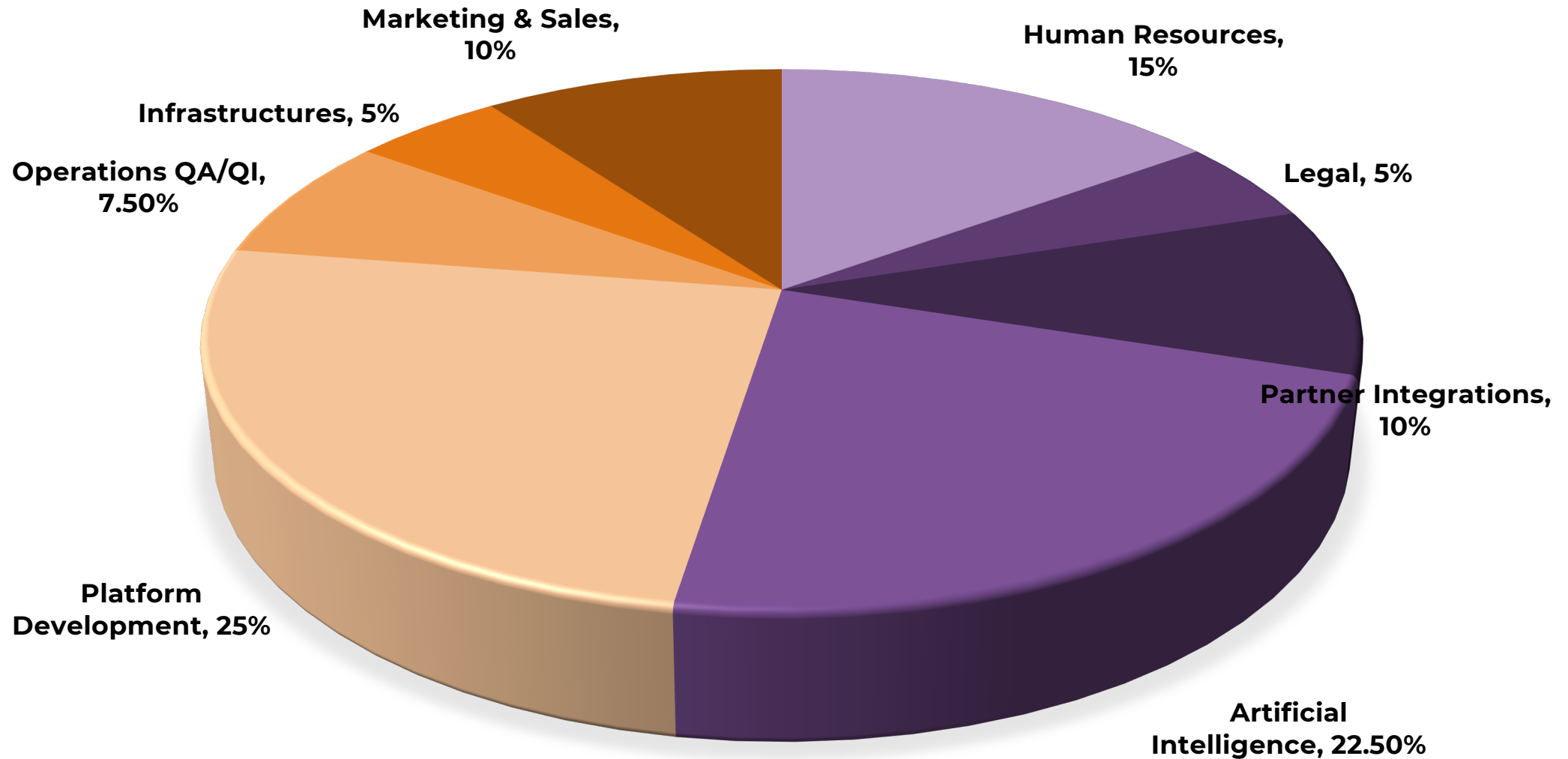


This fundraise provides the absolute minimum required to get to our 1 year milestones and continue to develop out the platform.

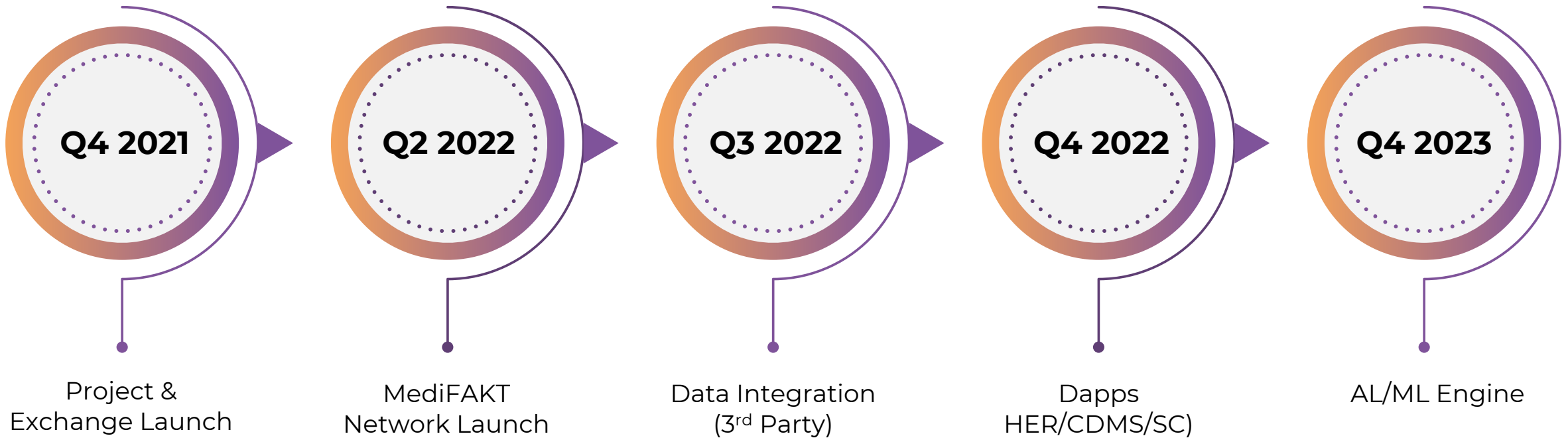


The remainder of the funds between the soft cap and the hard cap allows the company to scale larger faster as well as more efficiently.

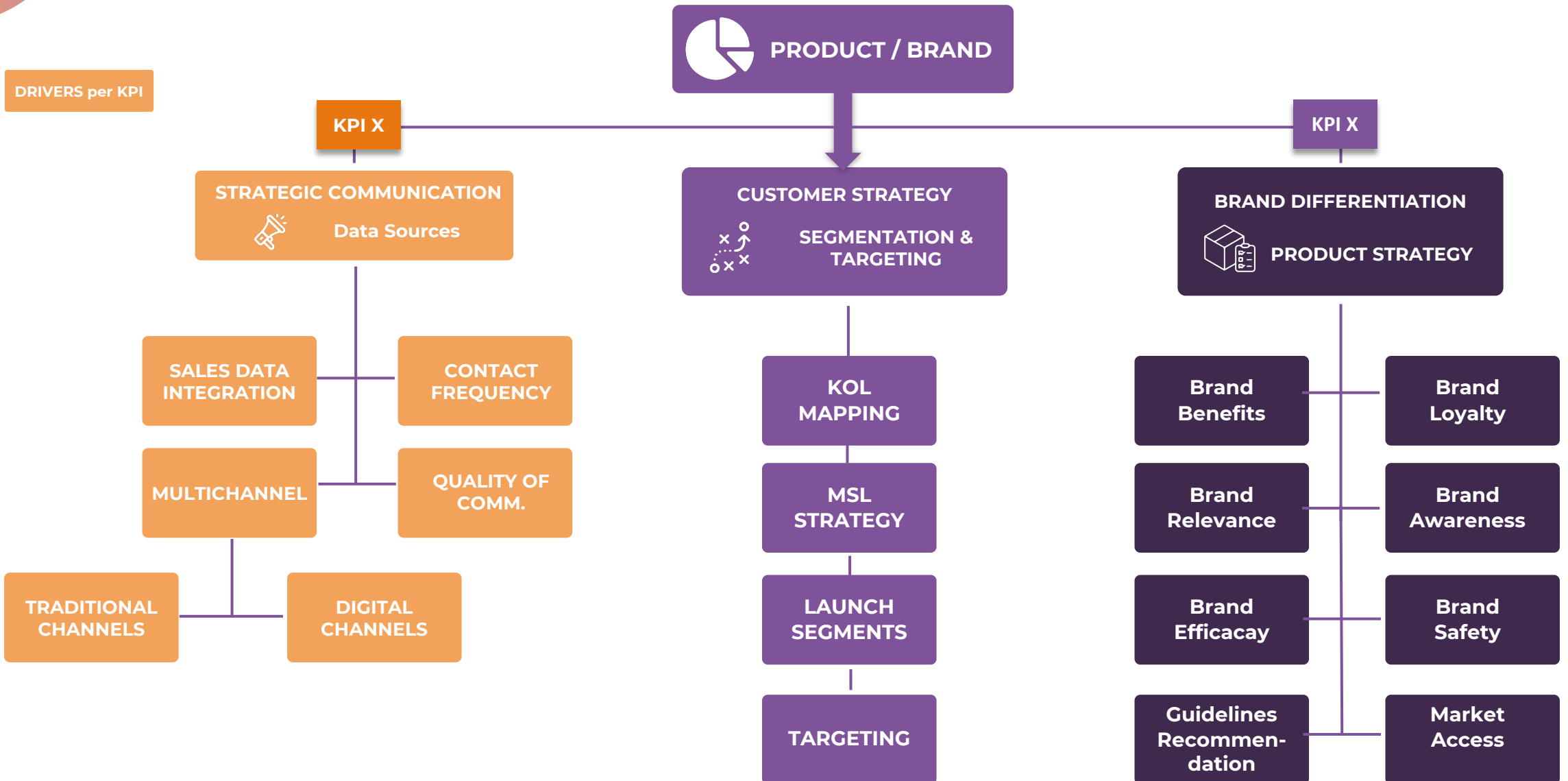
Funds Utilization



Roadmap



Sales Strategy



Growth Strategy

- ✓ Utility Token
- ✓ Crypto Token
- ✓ Decentralized medical data storage
- ✓ AI Algorithms
- ✓ Host verification
- ✓ Data encryption
- ✓ DICOM/HL7 Connectivity
- ✓ Host Selection
- ✓ Proof-of-Work Protocols



Marketing Strategy



Website / Appstore Optimization

- Focused Key Page Elements
- Localized website / app store pages
- Optimized Discoverability and conversions



Paid Advertising

- Smart Banners
- Traffic Acquisition
- Tailored Adds



Marketing

- Influencer
- Social Media
- Print Media
- Electronic Media



Referrals

- Reward Videos
- Invites
- Referral Codes
- Bragging Encouragement
- Demos and Free Trials

Validation

“

**Interoperability of
Blockchain is the Key
to Mass Adoption**

”



<https://www.finextra.com/blogposting/18972/block-chain-and-interoperability-key-to-mass-adoption>



<https://finance.yahoo.com/news/blockchain-interoperability-key-successful-projects-140034557.html>



How it Works

Scenario 1:



Scenario 2:



Competition



Humanscape believes that systematically organized information from a good number of patients can be a solution to unconquered diseases. PGHD takes up around 60% of total amount of health data. However, due to the lack of a solid platform where it can be collected and organized in, it only exists in fragmented form. We, Humanscape, aim to free all mankind from diseases by integrating PGHD into one source.



Medicalchain. Our aim is to put the patient in control of their medical data, giving them the power to share the single, most comprehensive version of their record, with every organization in their medical network. Fragmented, siloed patient records create inefficiencies and inaccuracies across the breadth of the healthcare system. Uses blockchain technology to securely manage health records for a collaborative, smart approach to healthcare.



MediBloc is creating a patient-centered health data ecosystem that can protect individual privacy and maximize the reliability of health data by developing 'Panacea', a high-performance blockchain optimized for health data exchange.



BioPassport Token Safely manage your health with Bio Passport, a telehealth platform that can remotely monitor personal health in the post-corona era, COVID-19, lung cancer and atopic test kits



Vision, Financials, Exit



Become the leader in aggregating all patient data globally



Raise 100K-200K to test market response



Potential Billion Dollar Unicorn Company within 5 years



Exit with sale to Google, Amazon, J&J, other major digital health provider or Big Pharma company

AKT Health

AKT Health is a healthcare and life sciences strategy consulting firm focused on improving customer relationships. Maximize brand and company revenue by making technology enablement. AKT Health partners with biopharmaceuticals, medical devices and healthcare systems to develop market-leading strategies for long-term top performance, growth and sustainability.

As a consulting partner at Certara, a global leader in clinical trial software, AKT Health has partnered with more than 120 companies with annual sales of US\$650,000 in India and US\$150,000 in annual sales at AKT Japan.



OUR KEY LIFE SCIENCE CLIENTS



Our Team

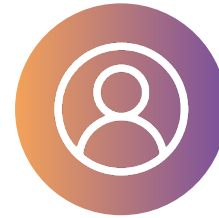
Medifakt has a leading team with a combination of medical expertise and technology expertise.



Vishal Warudkar
CEO, Medifakt



Rashmi Gurnani
CEO AKTHealth & CXO Chief
Experience Officer, (Medifakt)



Srikanth Enjamoori
CEO, Interakt & CIO, Medifakt



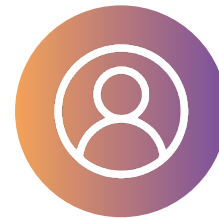
Aino Tsukamoto
CEO, Interakt Japan & CFO Chief
Financial Officer, (Medifakt)



Rajashekar
CTO (Chief Technology Officer)
Interakt & Medifakt



Amaresh Jana
CSO - Chief Security
Officer (Medifakt)



Mikiko Abe
CMO Chief Marketing
Officer, Medifakt



Aditya Tallapragada
CDO Chief Data
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Thank You.