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In sixty seconds, Rewrite your health

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Proposal Background



Asia Pacific Youth Exchange Program in CAMBODIA

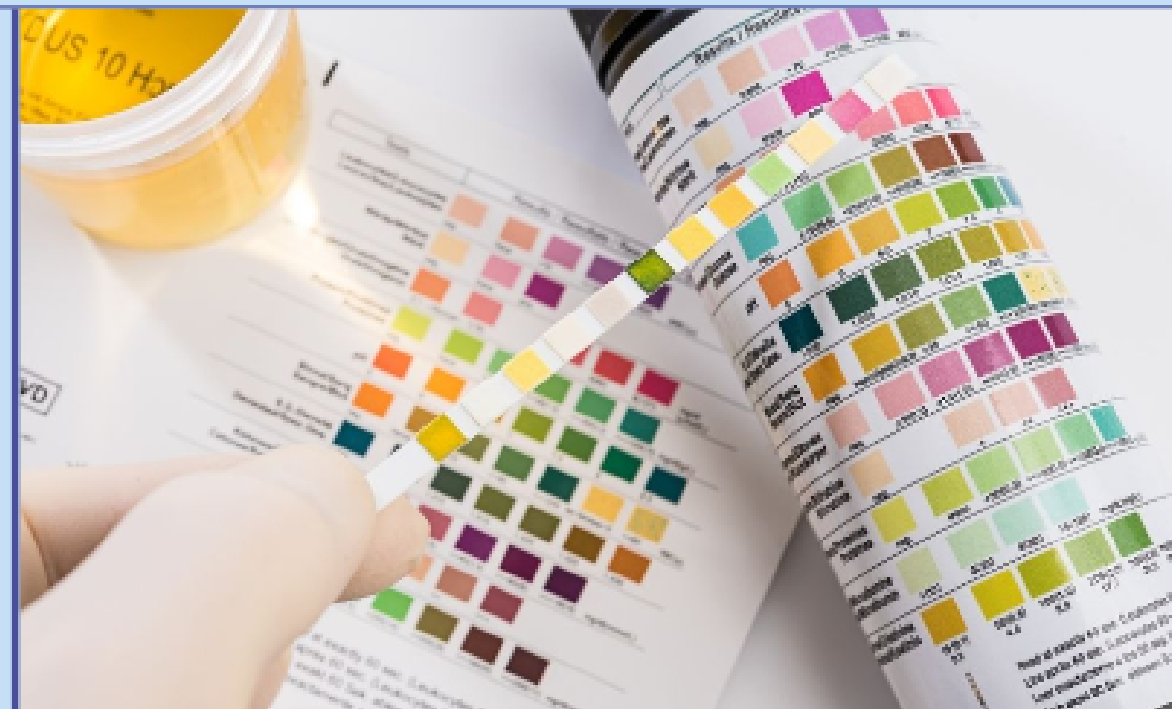
- Tackled a small clinic's challenge
- marketing problems & low awareness of public health
- Project to raise HEALTH AWARENESS

Proposal Background

#2. GIVING OUT FREE URINE TEST PAPERS

Easy, fast way to check your health

Urine Test Paper –
check the problems of
kidney, diabetes, liver,
bladder, dehydration, etc



10

Different component

\$ 0.11

Cost of each paper

60 sec

Fast result

730 days

Long expiration date

Project Proposal in APYE

- “Partnership with Pharmacies”
- Paper Medicine Bag ad
- Distributing **Urine Test Strips**

Urine Test Strips

- Easy & Fast way to check health
- \$0.11 – cheap
- 60 sec – fast result

**Would there be
an easier way to
check Urine Test Results?**



App Proposal – UROSCAN

Urine test strip analyze service



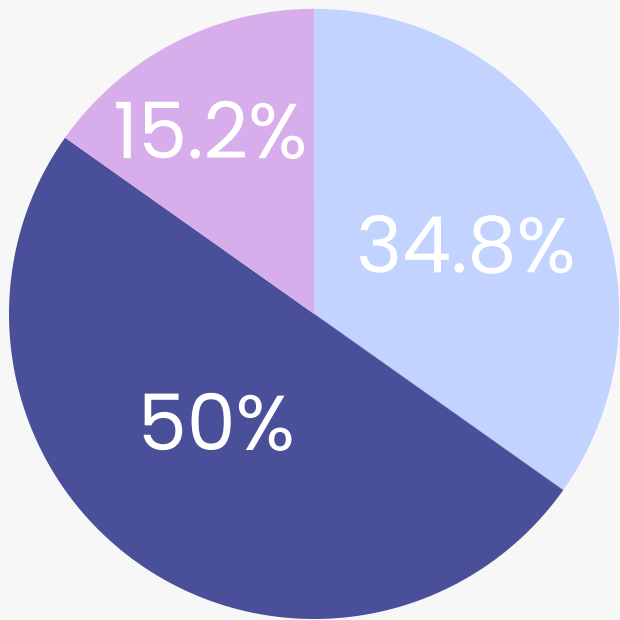
1. Analyze the results of scanned urine test strip
2. Pharmacy locator service
3. Diet and Fitness recommendation service

Cambodia Healthcare System Background

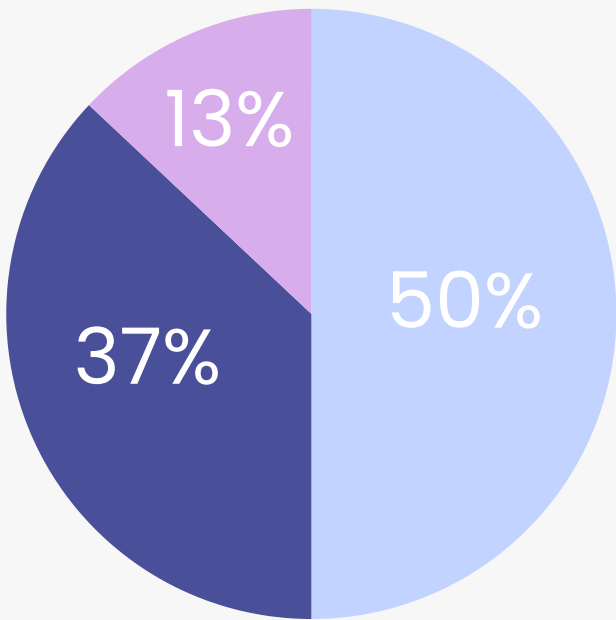
LOW AWARENESS OF
PUBLIC HEALTH

Primary Data 1 –
Health Awareness
50 Cambodian Youth Participants

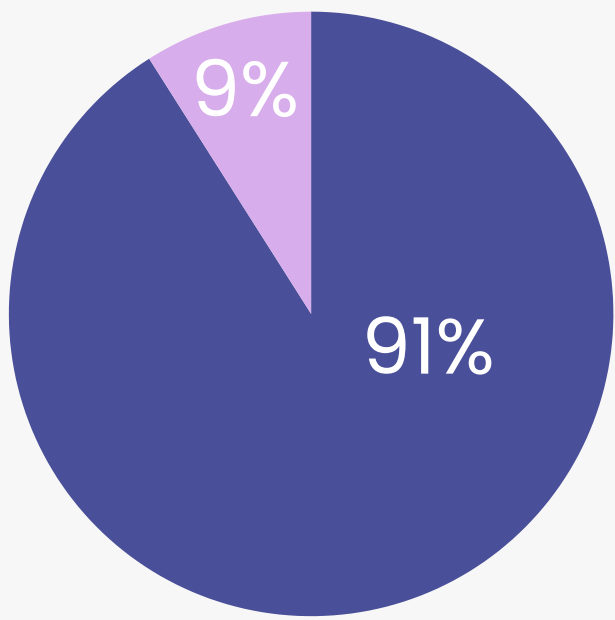
HEAVY METAL
ACCUMULATION



HERBICIDE
PESTICIDE



IMPORTANCE



YES NO DON'T KNOW

Cambodia Healthcare System Background

LOW AWARENESS OF
PUBLIC HEALTH

Primary Data 2 –
Healthcare Status

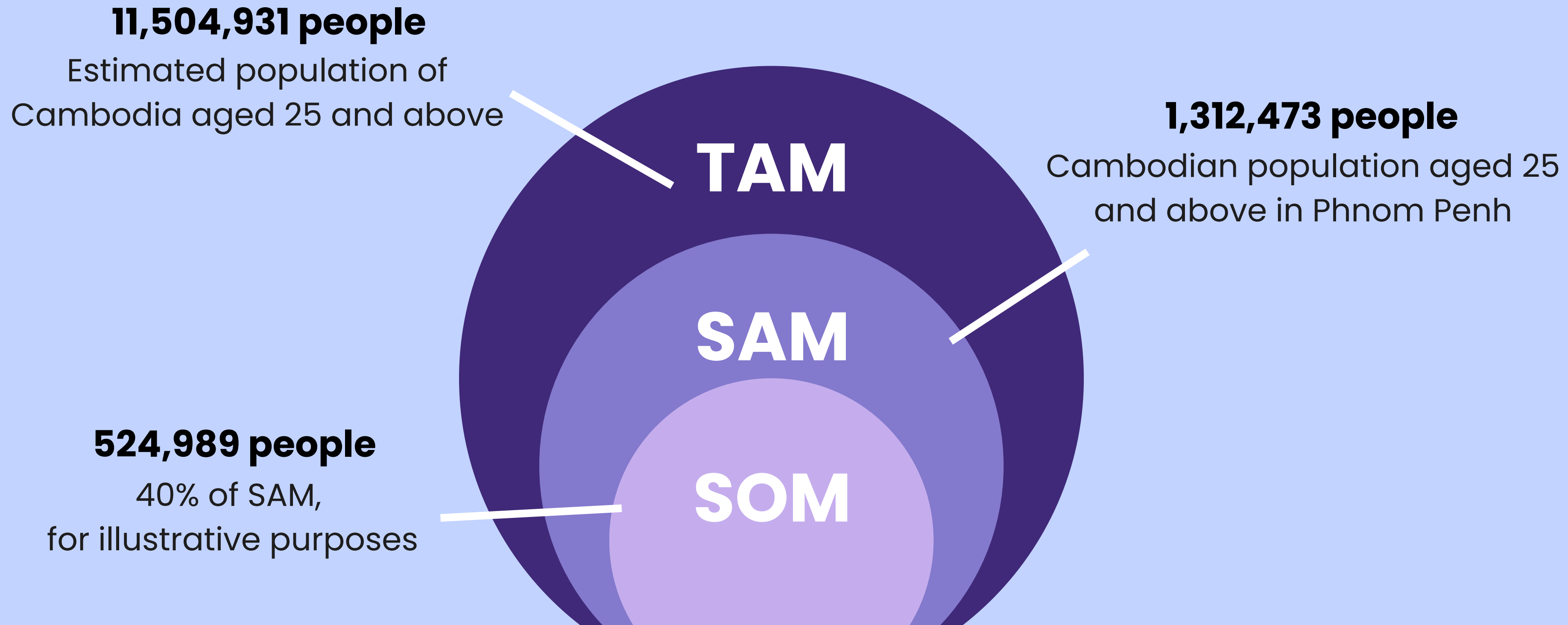
Cambodian Locals



- Cambodians go to pharmacies when symptoms are not severe
- Low trust in doctors
- Low rate of health insurance & regular checkups
- Low life expectancy – 70
 - diabetes, heart attack, stroke, high blood pressure

Target Analysis


Realistically attainable market size
through our app UROSCAN



IN SIXTY SECONDS, REWRITE YOUR HEALTH

Potential user count

524 Thousand people



Improving Access to Healthcare Services and
Strengthening Disease Prevention and Management

SWOT Analysis

- Free Urine Test Strips
- Fast testing
- Dietary & Exercise Recommendations
- Information on locations of Hospitals & Pharmacies
- High Accuracy

S

- Revenue generation challenges
-> introduce paid services later
- Limited numbers of test items due to insufficient capital

W

- Increasing Interest in Healthcare
- Low Health Awareness among the Cambodian population
- Significant growth in the Cambodian medical device kit

O

T

- Concerns regarding local NGO cooperation
- Increase in Cambodian medical volunteer teams supporting urine tests

Profit Plans



Watch
ADVERTISEMENT
VIDEO to check
results analysis

Collaboration
with the NGOs



Profit plan – Collaboration with an NGO



Doctors Without Borders



Goodpeople International



**UNDP
Cambodia**

For US

- Raising Initial Capital
- Assistance in Entering the Local Market in Cambodia

For NGOs

- Providing Health Analysis Results of App Users to NGOs
- Assistance in further specifying business plans

Our Values

3 GOOD HEALTH AND WELL-BEING

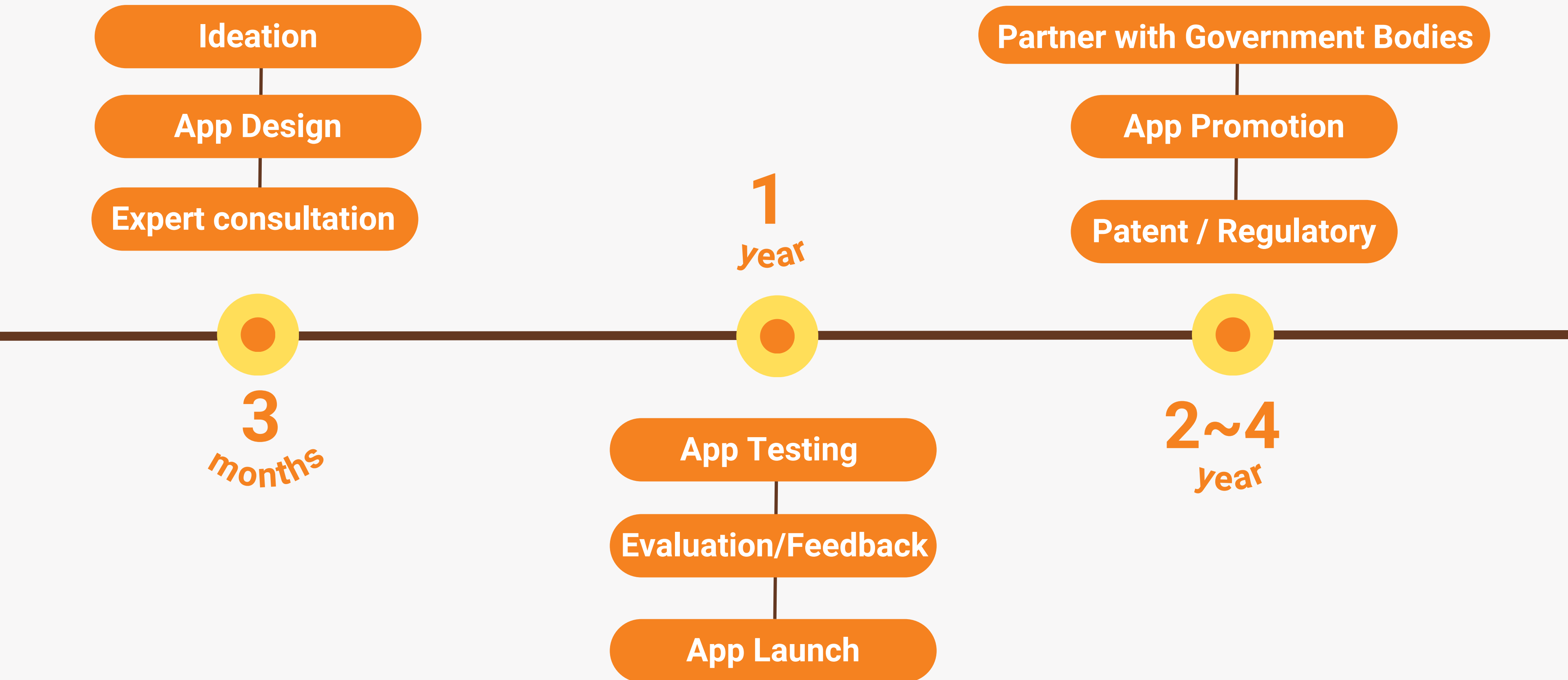


01 Providing Assistance for Color Blindness

02 Improve Healthcare System &
Raise Public Health Awareness

03 Self Health-Checking System

Roadmap



About Us



Insun Jung
Life science
Biotechnology



Eunwoo Kim
Business



Joungmin Lee
Electrical Engineering



Hong Cheng
Telecommunication
and electronic
Engineering

Thank you!

Eunwoo Kim, Insun Jung, Joungmin Lee and Hong Cheng
