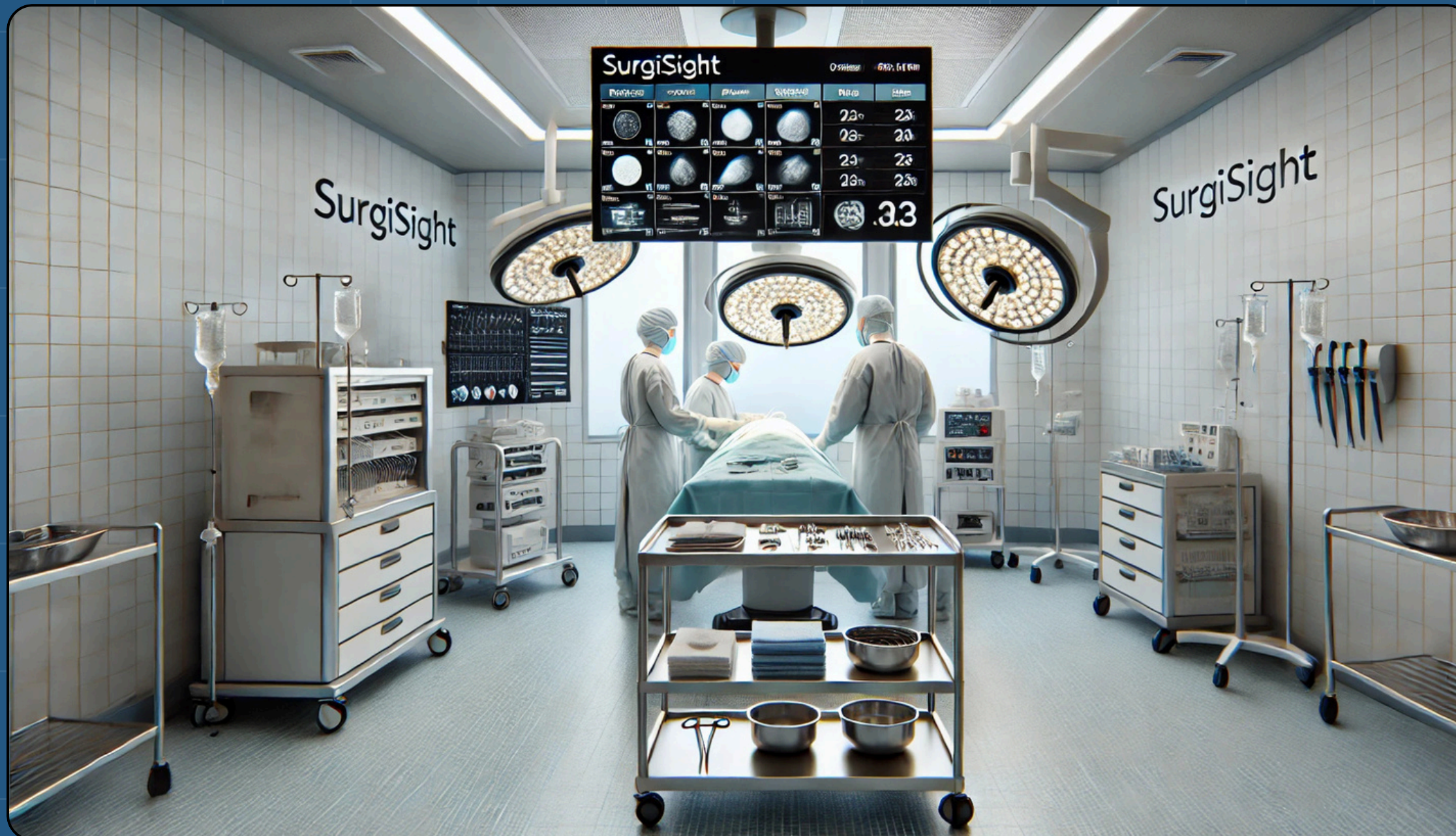


SurgiSight

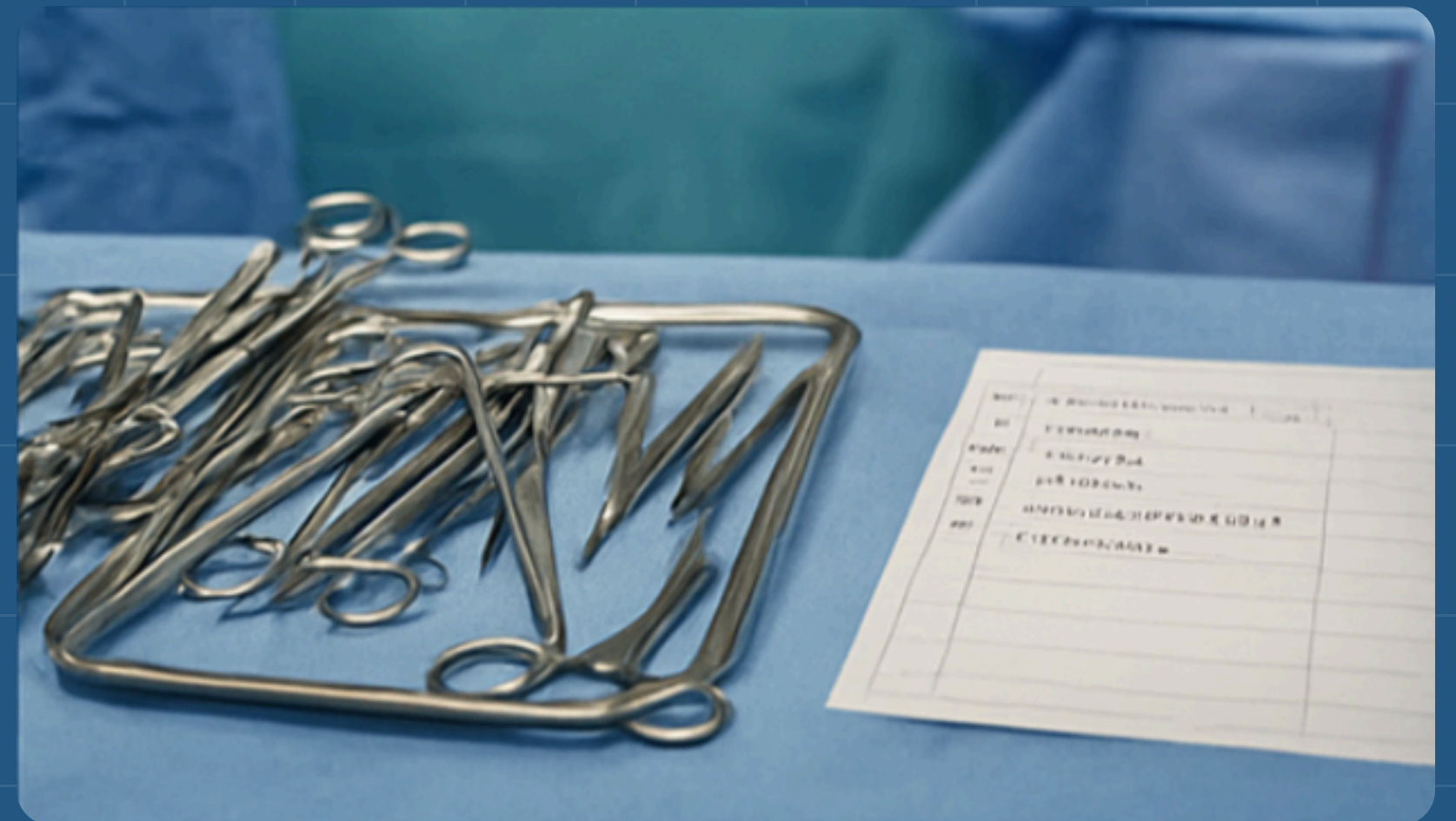


Team 14:
Dinis Felgueiras 102857
Hugo Teixeira 102490
Luís Artur Santos 103537
Matilde Sardinha 99531
Miguel Ferreira 113289
José Pedro Rodrigues 113234

Problem

Critical Challenges in the Operating Room

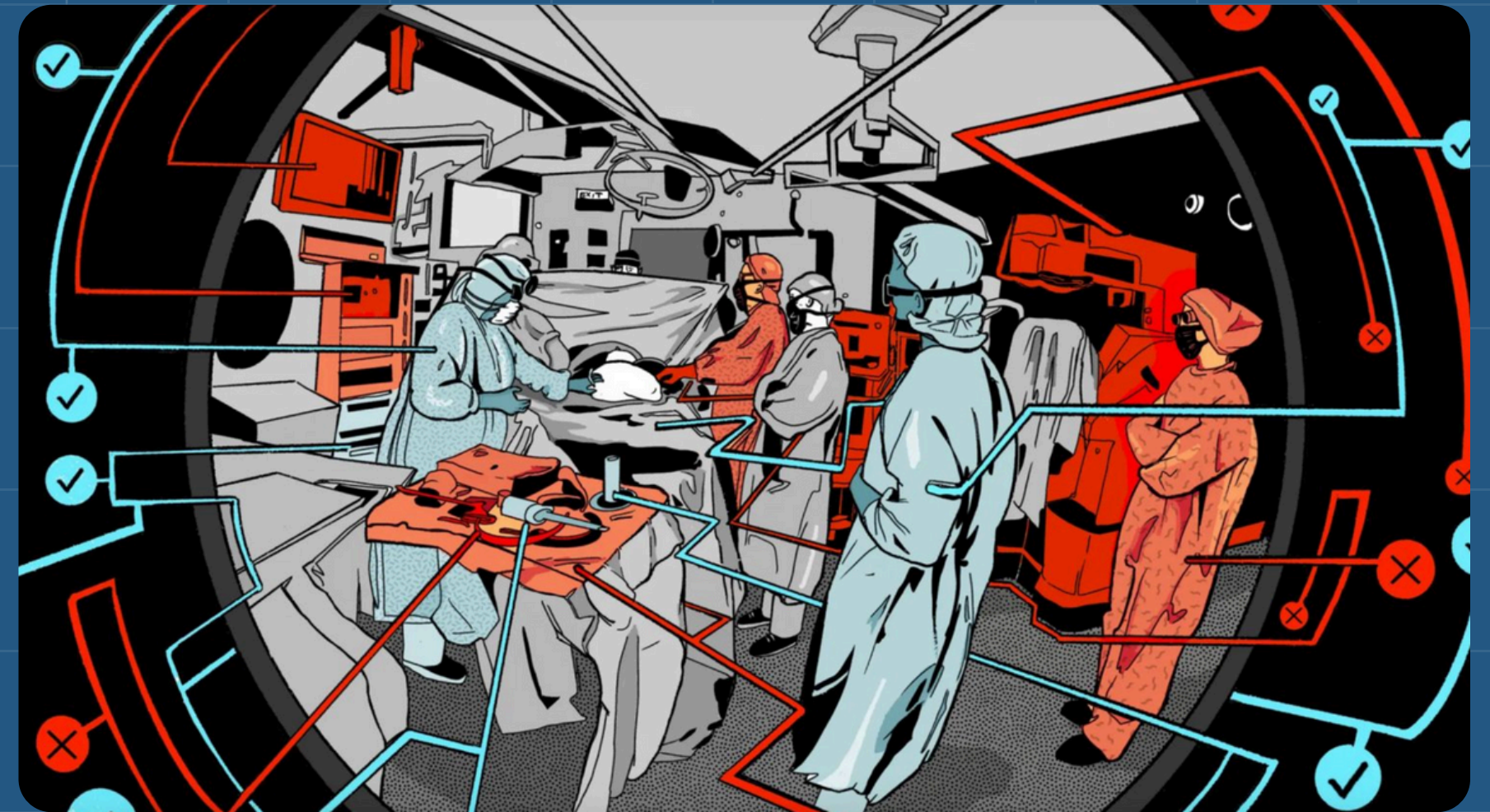
- Manual tracking of tools is error-prone
- Risk of retained surgical instruments
- Lack of real-time visibility on object usage
- Increased surgery duration and cost
- Compliance with protocols is difficult



Solution

Critical Challenges in the Operating Room

- Real-time object detection
- Tracks tool usage and locations
- Alerts for missing or misplaced instruments
- Dashboard for live inventory visibility
- Helps reduce errors, saves time



Value proposition

Improve Surgery Times

Reduce Human Error

Improve Surgical
Preparation

Avoid unnecessary
material loss

Savings estimation - United Kingdom Statistics

2.5% of all surgeries are cancelled

10% of cancellations are a consequence of delays
due to equipment availability.



500 million € lost

~1M€ paid yearly to patients due to human error

Market & Competition

Who are we selling to?

- Hospitals and surgical centers.
- Healthcare Technology Integrators.
- Facility managers.

Competition

The logo for Explorer Surgical, featuring the word "EXPLORER" in a large, blue, sans-serif font with a blue circular graphic element around the "O", and the word "SURGICAL" in a smaller, blue, sans-serif font below it.The logo for Theator, featuring the word "theator" in a bold, lowercase, black, sans-serif font.The logo for CareSyntax, featuring the word "caresyntax" in a lowercase, black, sans-serif font, with a stylized curly brace symbol to the left of the "c".

Marketing & Sales

GET

- Direct Sales to Healthcare Providers
- Healthcare Technology Integrators
- Industry Events & Medical Conferences
- Digital Channels
- Pilot / Trial Programs

KEEP

- Technical Support / Uptime Guarantees
- Clinical Validation & Reporting
- User Feedback Loops

GROW

- Expansion Sales
- Premium Analytics Modules
- Professional Services

Market Validation



Market Validation - Hypothesis



Market & Adoption

Hospitals will be willing to invest in this product



Market & Adoption

First launch a simpler solution to monitor the material cart and evolve from there

Technology & Integration

Take advantage of the QR codes already existing on the materials



Product Value & Impact

Using our technology can save relevant surgery time



Team Members



Dinis Felgueiras



Hugo Teixeira



Luís Artur Santos



Matilde Sardinha



Miguel Ferreira



José Pedro Rodrigues

Cost Structure

Fixed Costs

Salaries

Infrastructure

Office

Certifications

Platform Hosting

Variable Costs

Installation and
Support

Cloud Processing Costs

Hardware per OR

Cost Structure

General

Company Name	SurgiSight
Currency	EUR
Area unit	m2

Revenue

Customer acquisition cost (CAC)	3000	EUR
Percentage of paying users (PPU)	80%	
Monthly average revenue per user (ARPU)	1000	EUR
Monthly average revenue per paying user (ARPPU)	1500	EUR
First asset sale per paying user (ASPPU)	15000	EUR
Periodic next asset sales per paying user (PASPPU)	2000	EUR
Periodicity of next asset sales	12	months
Monthly Churn Rate (CR)	2%	
Direct asset sales	80%	
Channel margin for indirect asset sales	20%	

COGS - Costs of Goods Sold

Monthly direct costs per active user	50	EUR
Monthly direct costs per paying user	200	EUR
Asset sale gross margin	60%	

SG&A - Selling, General & Administrative costs

Average Monthly Employee Cost	2500	EUR
Area for 5 employees	35	m2
Monthly office rent with services	25	EUR/m2
Monthly professional services (accounts, law, etc.)	800	EUR/10empl
Monthly tech support and software licenses	100	EUR/empl
Monthly insurance	50	EUR/empl
Monthly communications	30	EUR/empl
Monthly IP costs	200	EUR

Capex

Furniture for 5 employees	2000	EUR
Servers, printers and network equip for 10 empl	4000	EUR
Computer for new employee	1500	EUR
Mobile phone for new employee	0	EUR

Valuation

Revenue multiplier	5	x
Expected IRR	35%	

Cost Structure

Results

Month

Ending Cash Balance **1116111** EUR

Totals

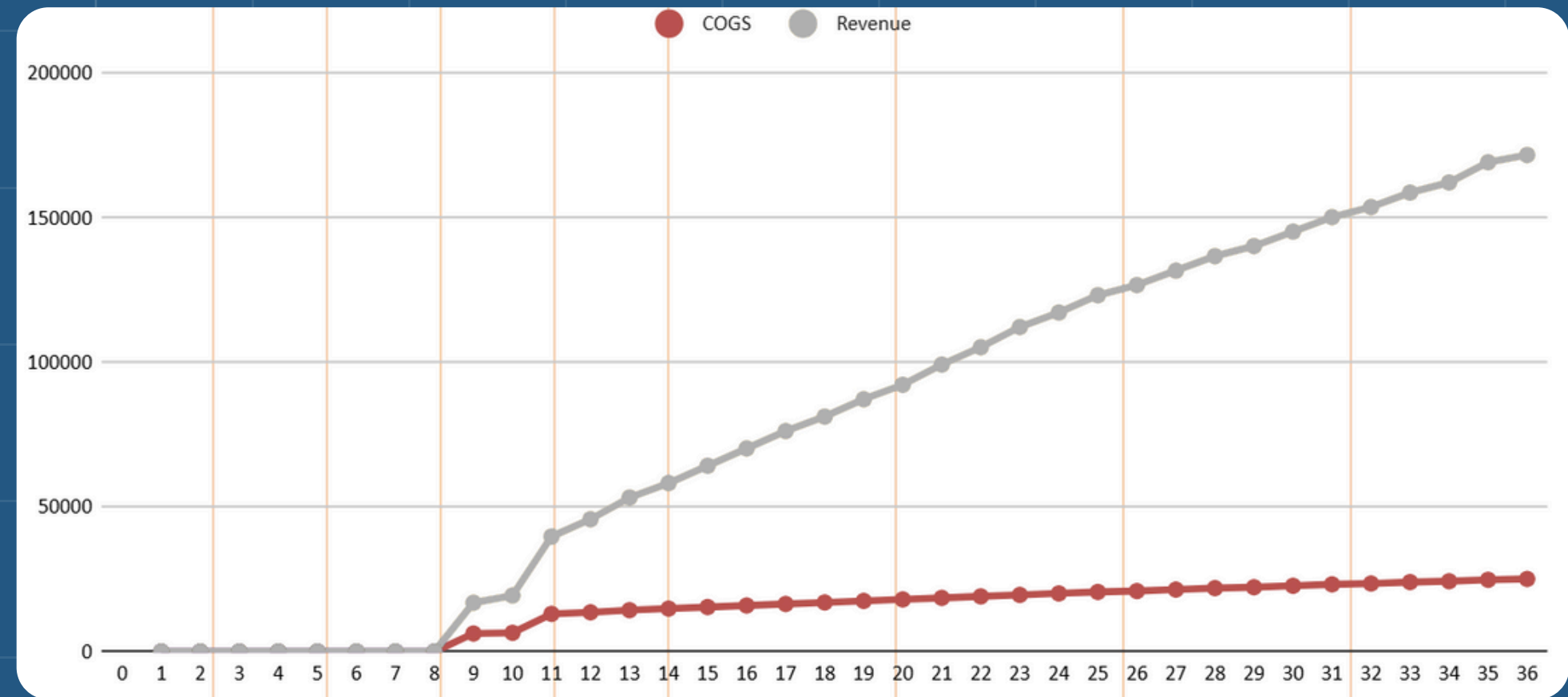
Investment	322000	EUR
Marketing	250000	EUR
New Users	80	
Revenue	2910100	EUR

Metrics

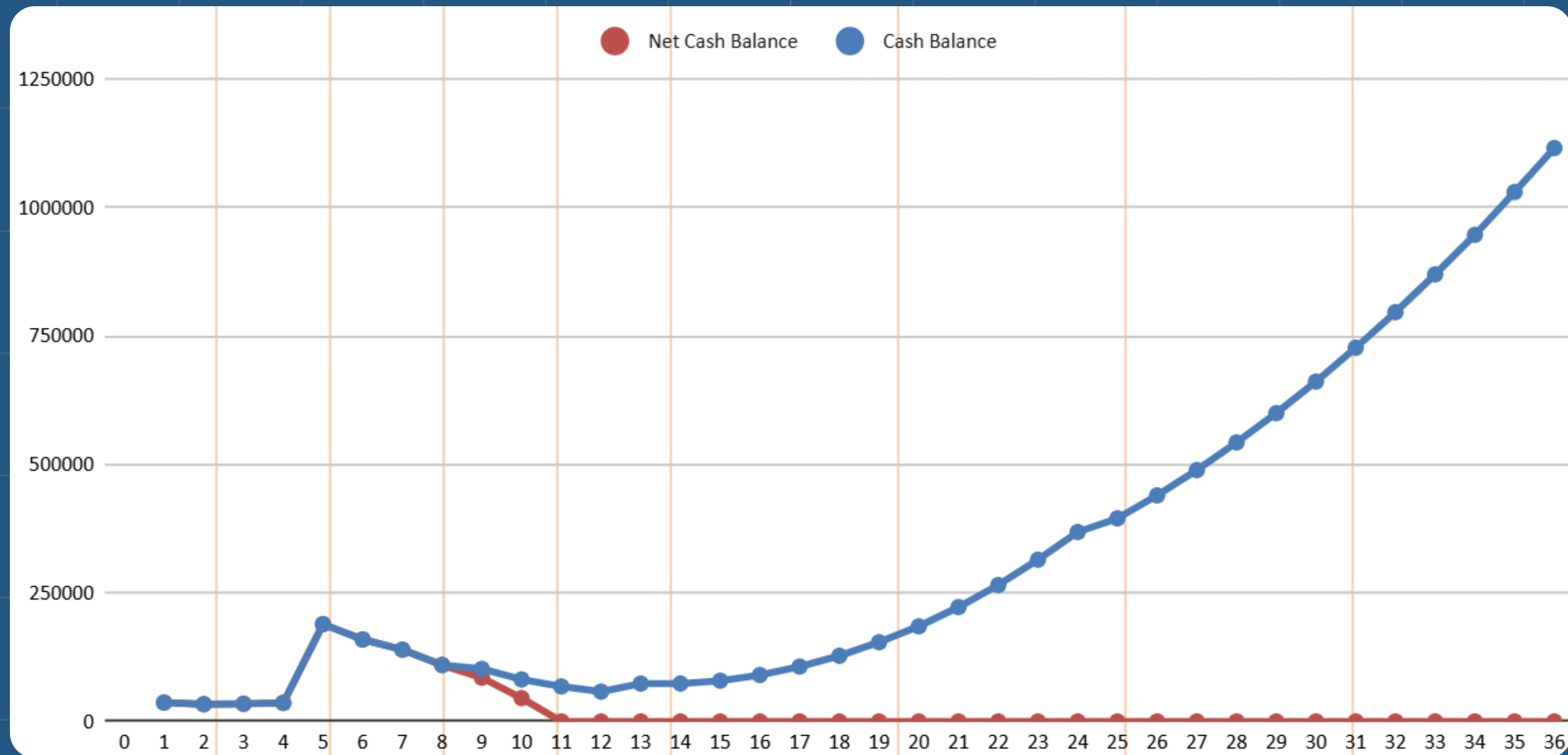
CAC	3125	EUR
Average revenue per user (ARPU)	36376	EUR
Churn	2%	
Estimated Exit Value (in year 3)	8853000	EUR

Cost Structure

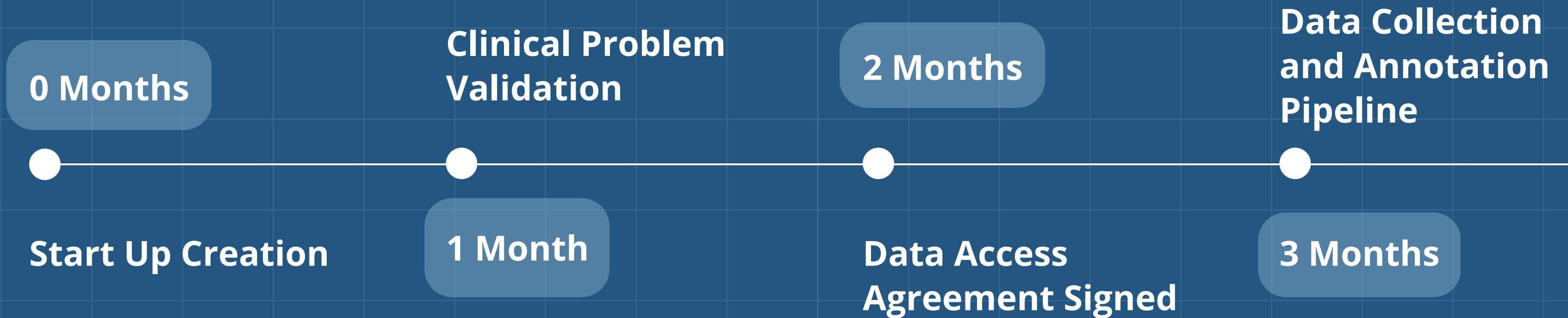
- Selling the software as a one-time purchase or subscription model.
- Avoid the responsibility of owning the camera system to avoid all the certifications needed.
- Use already installed cameras (and add some more)



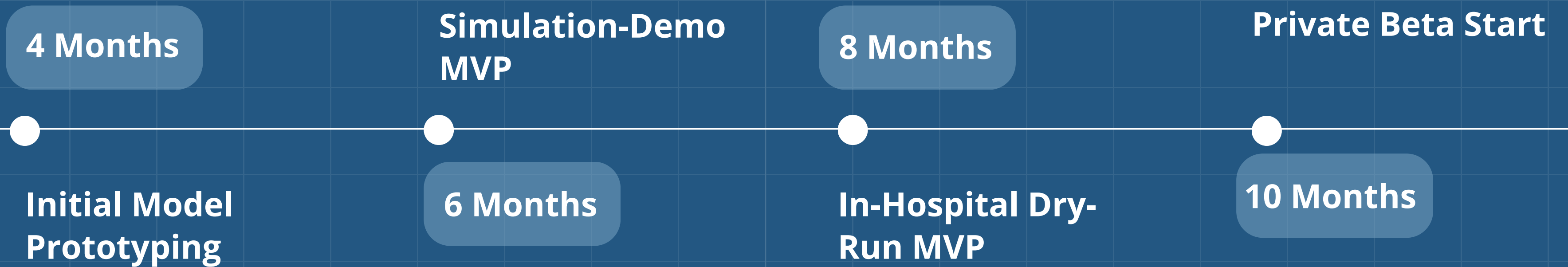
Cost Structure



Milestones:



Milestones:



Milestones:

12 Months

Functional
Product v1.0

Functional
Product v2.0

24 Months

36 Months

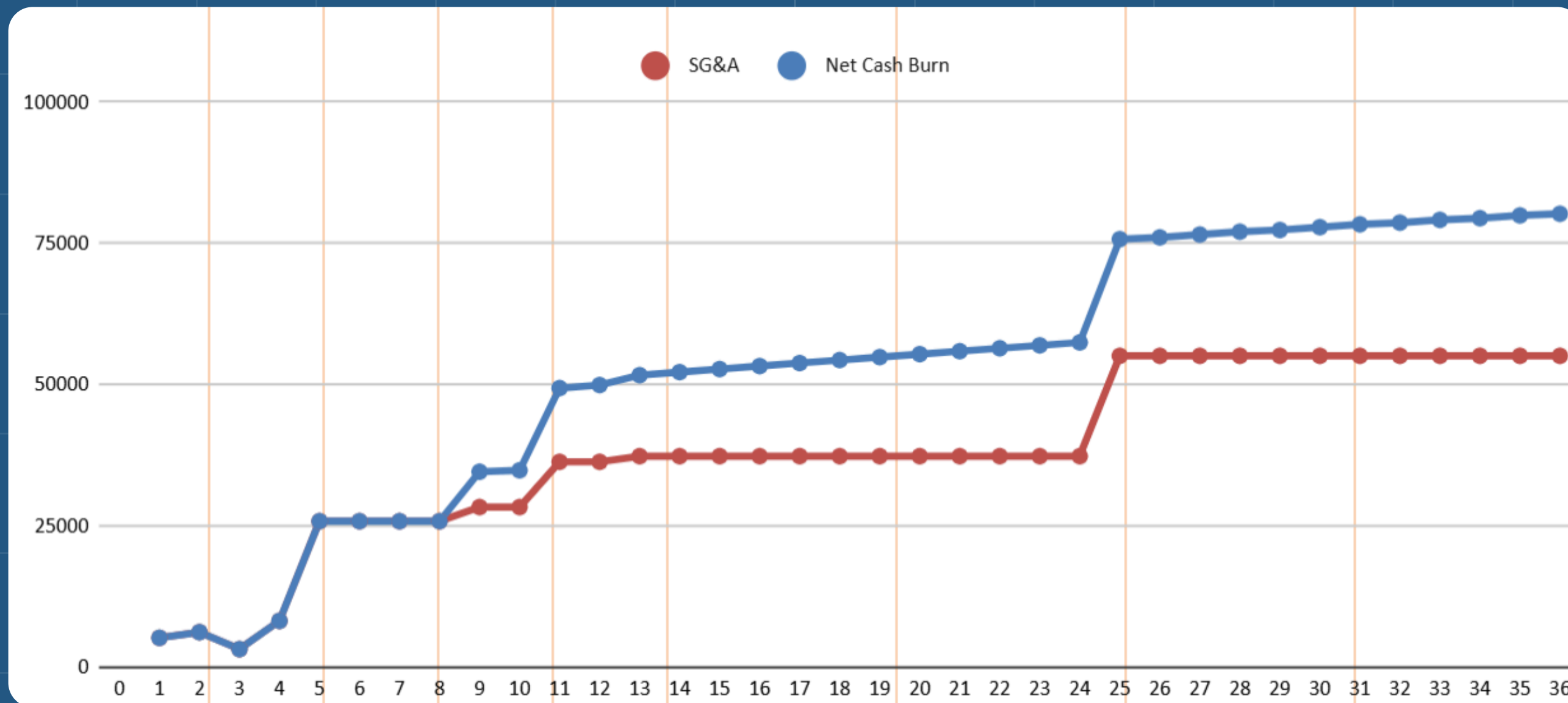
Functional
Product v3.0

**Faster surgeries
Less complications**

Questions and Comments



Cost Structure



Cost Structure

M	Milestone	Staff	Mkt/m	Add. Serv.	Add. Capex	Invest
0	Startup Creation	0	0	5000	8000	50000
1	Clinical Problem Validation	0	0	6000	2000	5000
2	Data Access Agreement Signed	0	0	3000	1000	5000
3	Data Collection & Annotation Pipeline	0	0	8000	5000	15000
4	Initial Model Prototyping	6	0	7000	4000	200000
6	Simulation-Demo MVP	6	0	7000	4000	10000
8	In-Hospital Dry-Run MVP	6	1500	8000	5000	15000
10	Private Beta Start	6	9500	8000	6000	2000
12	Functional Product v1.0	6	9500	9000	6000	20000
24	Functional Product v2.0	12	9500	9000	6000	0
36	Functional Product v3.0	20	9500	9000	6000	0