

Smart Pill Dispenser



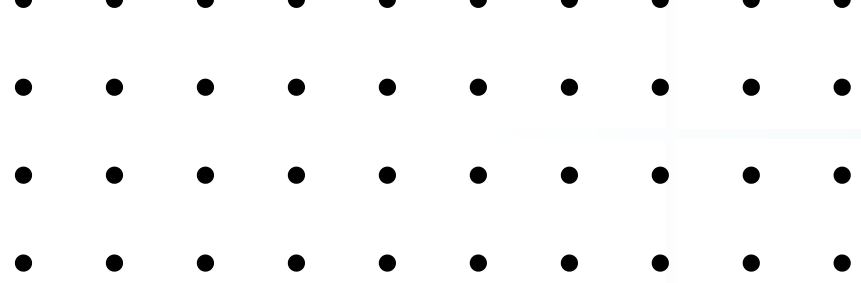
Medify

MAKING YOUR MEDICATIONS ROUTINE SIMPLER



TEAM PRESENTATION





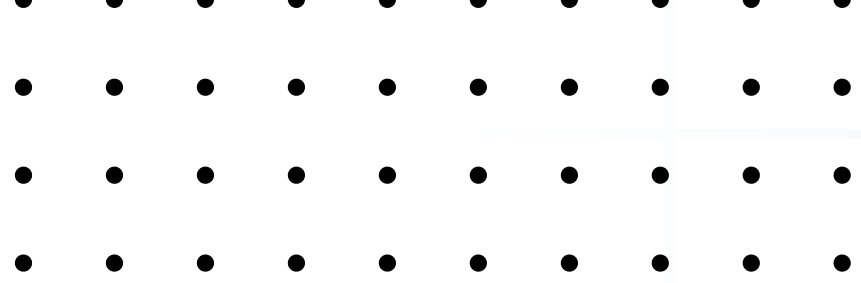
Miguel Dias

HARDWARE DEPT.



Guilherme
Fustiga

- Prototype Design
- Prototype Assembly
- Low-Level Programming



Marco Curto

SOFTWARE DEPT.



Rodrigo
Sereno

- App Development
- Database
- High-Level Programming



Tito Pereira

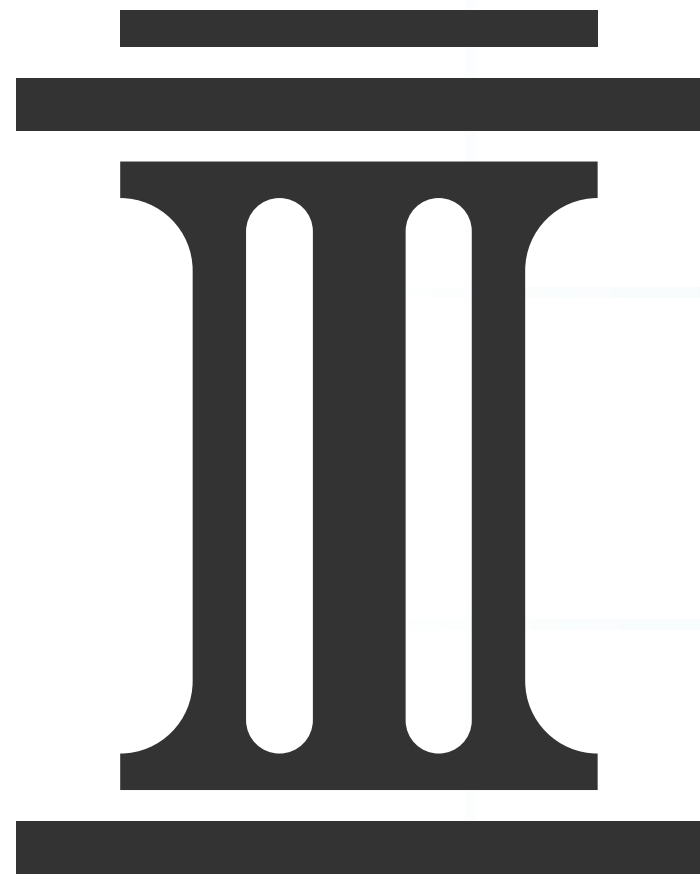
MANAGER

- Business Manager
- Project Overseer
- Problem Finder & Solver

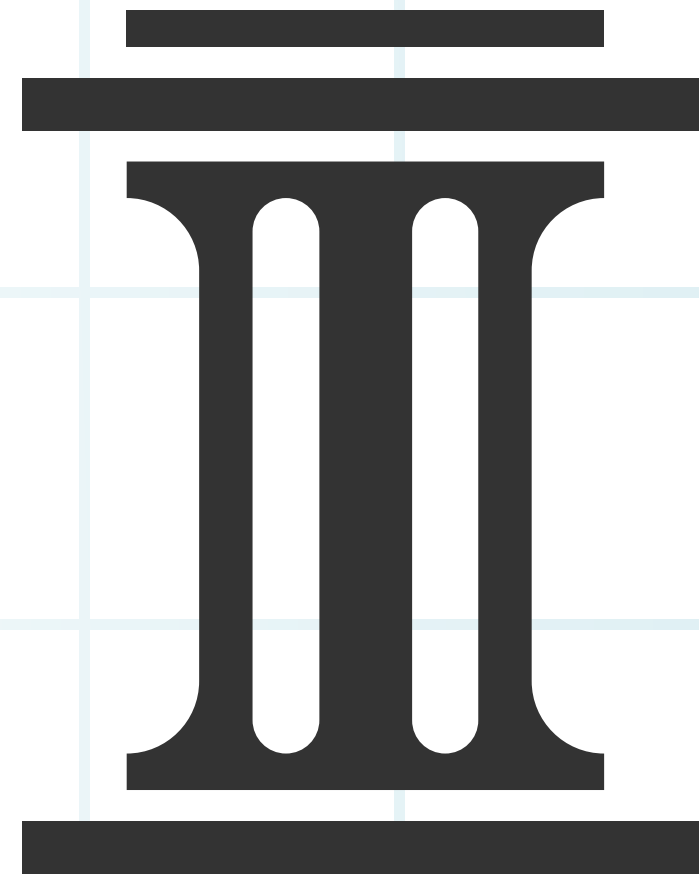
PROBLEM

Two key Challenges related to taking Medication

Forget Taking
Medication



Taking Wrong
Doses



MARKET

**+2.5
million**

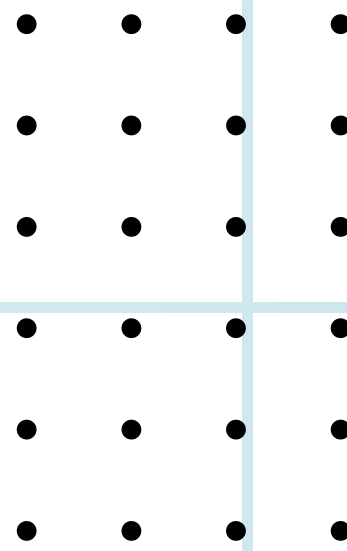
Number of people
above 65 years in
Portugal in 2023
(INE)

86.8%

People over 65
years who reported
use of prescribed
pills in Portugal, in
2019 (Eurostat)

73.9%

People over 75 years
who are taking more
than 5 pills daily in
Portugal in 2020
(OCDE)



COMPETITORS

COMPETITORS



Smart Dispenser
(Wellness Pharmacy)



MedaCube



Hero Medication
Dispenser

PRODUCT

SMART PILL DISPENSER

Up to 12 different pills (base model)

Always gives the right dosage

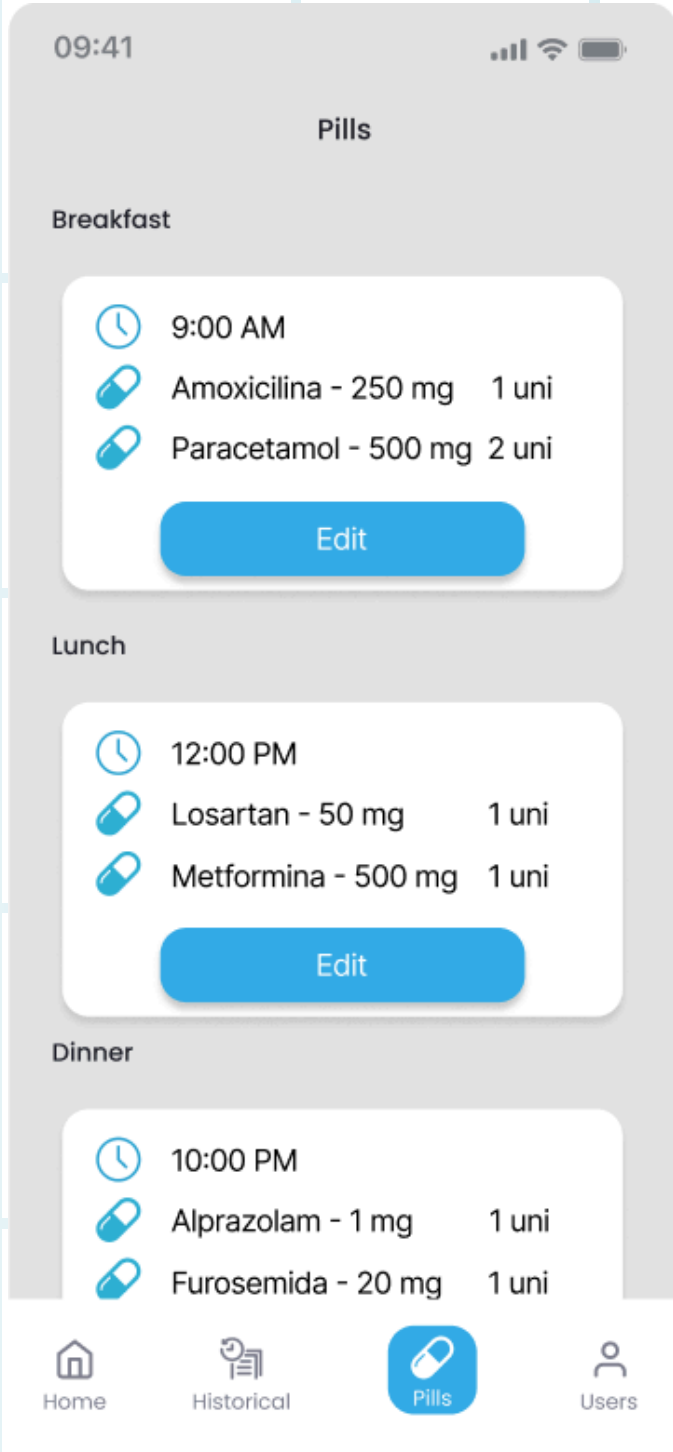
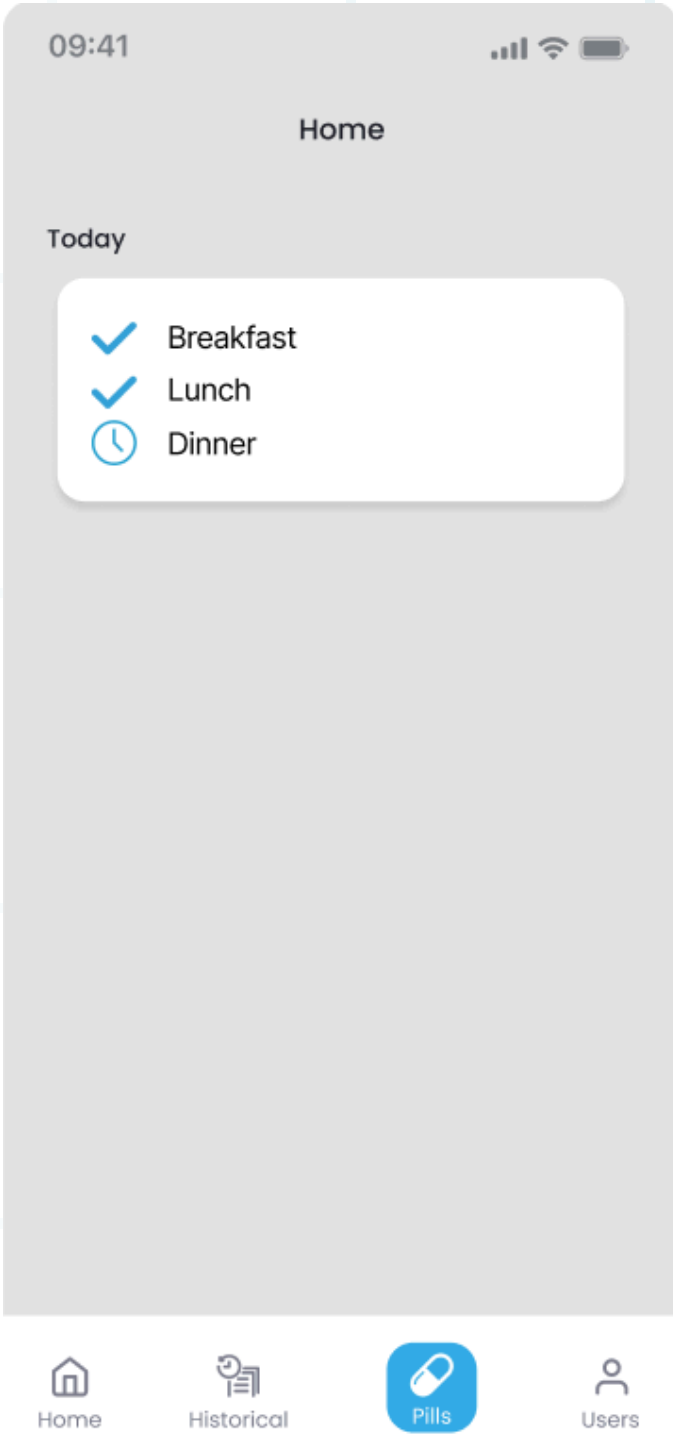
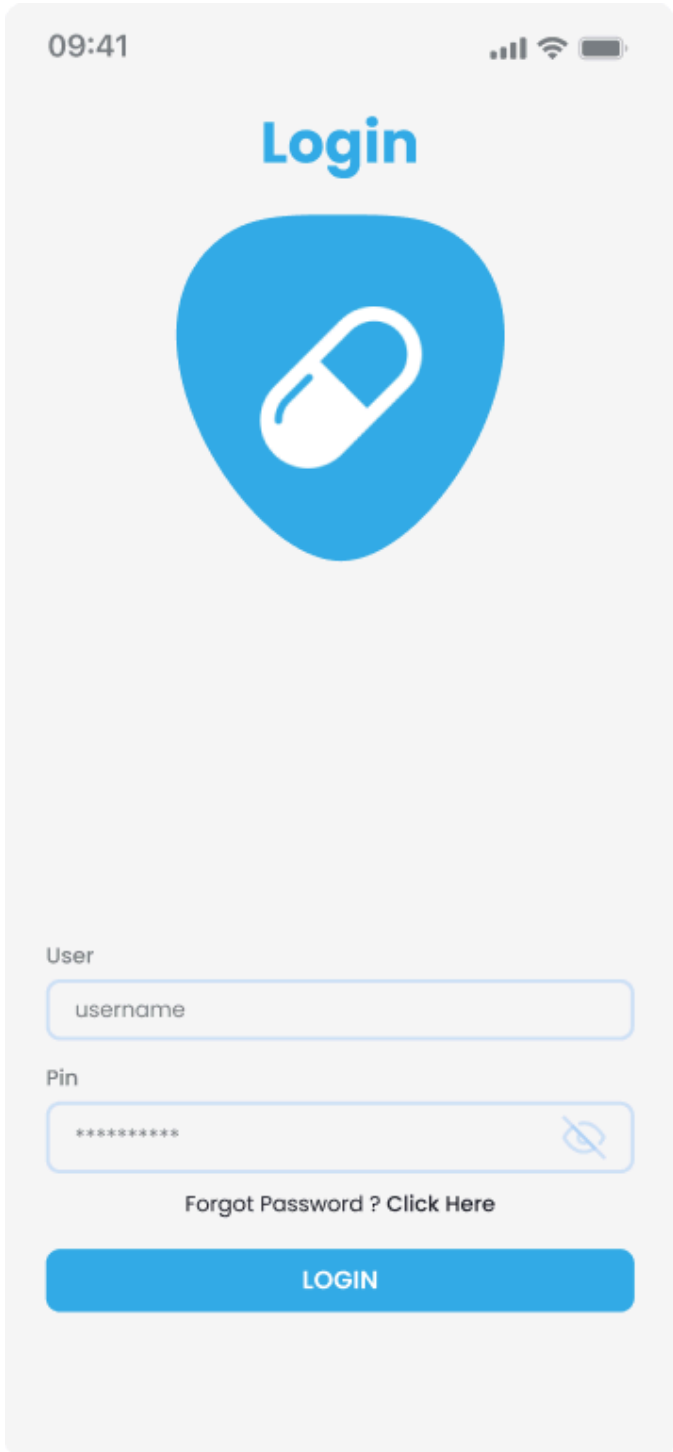
Configurable alarm

Taken Medicine History

Simple to Configure



APP



BUSINESS MODEL

KEY PARTNERS



- Pharmacies / Parapharmacies - maintenance assistance;
- Big Pharma Labs - sealed pill boxes compatible with our machine;
- Ministry of Health - possible product co-participation, reducing price paid by the customers

KEY ACTIVITIES



- Development and production of the machine;
- Development of the app;
- Distribution of the product;

KEY RESOURCES



- Factories, to build the product;
- Web-servers, to host app;
- Certified technicians, to do maintenance at homes;

VALUE PROPOSITIONS



- Automate the process of selecting the medications that a person has to take on a daily basis;
- Avoiding forgetfulness, misdosing and errors;
- Send alerts when the time is due;
- History of pill consumption by the patient.

CUSTOMER RELATIONSHIP



- Dedicated personal assistance;
- 24/7 technical support;
- App updates, adding new features;

CHANNELS



- Online store;
- Pharmacies;
- Parapharmacies;

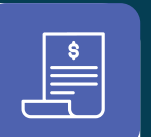
CUSTOMER SEGMENTS



- Elderly people and medicated people (Private use)
- Nursing Homes (Business orientated)

COST STRUCTURE

- Production costs;
- Web Server maintenance;
- Employees salaries;
- Online Marketing;



REVENUE STREAM

- One time purchase of machine;
- Subscription plan;



COST STRUCTURE

Bill of materials

- 3D Printing: €30
 - DC Motors (x12): €1.50 each → €18
 - ESP32 Smart Display (3.2"): €15
 - Button: €3
 - Buzzer: €1.50
 - Power Adapter (Transformer): €10
 - Male Power Connector: €3
 - Wires & Miscellaneous Components: €15
- Total: 95,50€**

Infrastructure

Website + APP hosting - 1000€/year

Marketing

Meta and Google ads - 250€/month

Staff

0-11 months: 2 employees;
11-17 months: 3 employees;
17-36 months: 5 employees;
Cost per employee: ~2500€/month



REVENUE STREAMS

Main Revenue

Machine Retail Price = 250€

-6% VAT(PT-IVA)

Revenue = 235€

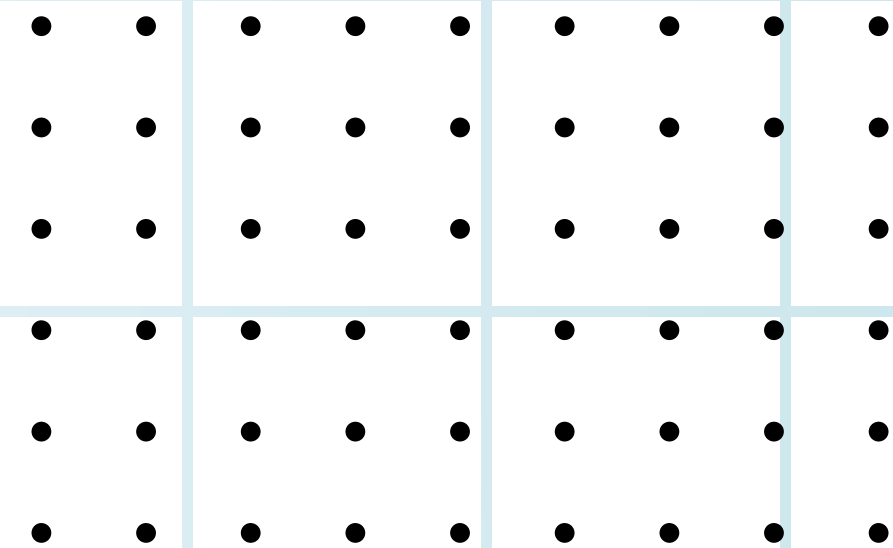
-95.50€

Profit= 139,5€ (146% profit margin)

Secondary Revenue

Subscription Plan + Maintenance/Cleaning Fee

5€



INTERVIEWS

Across multiple interviews we prove that:

People find our solution useful;

Our price point is accordant to the public sentiment;

There is a market to our solution.



THANK YOU