

LifeDrop



Because every second counts

The Problem



Time-critical emergencies

CARDIAC ARREST

~30,000

estimated cases per year in Portugal

ANAPHYLAXIS

1,209

cases registered in a single year

ASTHMA

600K

people in Portugal living with asthma



Overwhelmed emergency system

- Emergency services chronically under-resourced
- Limited ambulance availability, especially at peak demand
- Urban traffic significantly delays response
- First responders cannot be everywhere at once



Traffic kills response time

- City traffic means ambulances often arrive late after a call is made. The critical first minutes are simply lost

-10%

Cardiac arrest survival chance lost per minute without defibrillation

Market & Customer Segments

Market Opportunity

112

SNS public hospitals in Portugal

131

Private hospitals in Portugal

1.6M

Emergency calls in 2025

CUSTOMER

SNS (Public Hospitals) + Private Hospitals (secondary)

Hospital boards, procurement teams and administrators who pay for installation and service contracts.

USER

INEM / Emergency Physicians, Patients, Bystanders

People who benefit from or use the delivered payload before INEM arrives.

Operational Partner

INEM/ 112, Fire Station

Local hub partners for deployment, logistics and territorial coverage

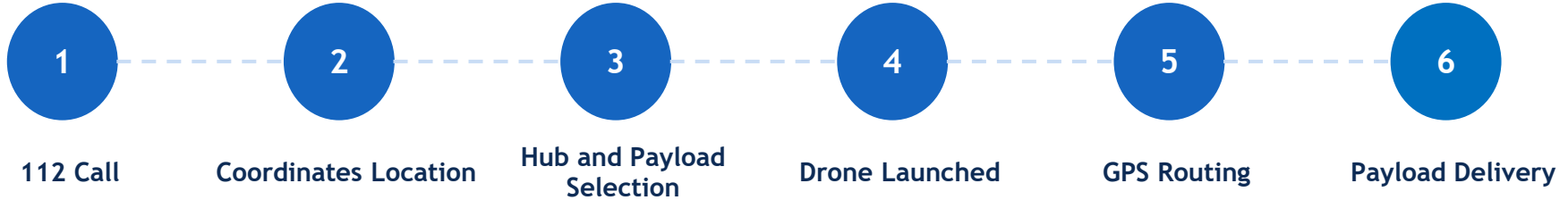
Influencers

Emergency physicians

Dispatchers and emergency physicians who operate and advocate for the system.

The Solution

LifeDrop is an emergency-response software platform connected to hospital-based drone hubs, automatically dispatching drones with critical medical payloads after a 112 emergency activation.



Speed

Faster response time than ambulances



Reliability

Drones are maintained, monitored and ready to dispatch 24/7



112-Integrated

Software connected to all hubs and integrated with emergency dispatch

Business Model

Revenue Model

Setup Fee (per hub)

120K/Hub

Drone Hub installation + LifeDrop platform integration

Monthly Subscription

20K/Hub/Month

SaaS platform + 24/7 monitoring + maintenance + SLA support

Key Fixed Costs

- Core operations team
- Cloud & software infrastructure
- ANAC certification, U-Space compliance & insurance

Key Variable Costs

- Field operations team
- Drones, maintenance & batteries
- Payload restocking

Considering 5 Hubs for Variable costs:

Monthly Fixed costs € 29,806

Monthly Variable costs € 16,360

Total monthly costs € 46,166

Monthly revenue € 100,000

Monthly Operating margin 53.83%

We Didn't Guess. We Tested.

68

Interviews conducted

17

Experiments made

15

Hypotheses validated

2

Hypotheses invalidated

KEY INSIGHTS FROM CUSTOMER DISCOVERY

95%

confirmed 112 integration is mandatory — no standalone operation accepted by any stakeholder

H13 — Validated

80%

of hospital administrators require a long-term partnership model with SLA and physician co-design

H9 — Validated

70%

of administrators prefer pilot-first onboarding before committing to public tender procurement

H7 — Validated

75%

Untrained bystanders are capable of using drone-delivered emergency devices

H6 — Validated

85%

Firefighters are a viable Customer Segment for LifeDrop

H15 — Invalidated

100%

Continuous operational readiness management is the most critical activity for ensuring LifeDrop's reliability in real emergencies.

H17 — Validated

Go-to-Market

1

Medical Conference

SPC, SPCI, INEM — clinical data, not demos

2

Physician Champion

Peer-to-peer endorsement triggers procurement

3

Controlled Pilot

4A

Public Tender

Evidence-based SNS procurement

4B

Direct B2B Sales

Direct negotiation with private hospitals

5

Long Term Contracts

Sign Long-Term contracts and expand to other hospitals

U-Space Regulation

EU U-Space framework creates a clear regulatory pathway for urban drone operations in Portugal via ANAC.

São João Porto Tender

€145K drone implementation tender confirms Portuguese healthcare is actively investing in drone tech.

The Team



Henrique Martins

*Previous autonomous drone project experience

Hustler & Business Planner

Idea Generator
Communicator



João Henriques

*Previous autonomous drone project experience

Hustler & Sales and Marketing

Problem Finder
Balloon Popper



Luís Almeida

*Previous autonomous drone project experience

Hacker & Engineer

Problem Solver
Executor



Dinis Silva

Hacker and Engineer

Problem Finder
Balloon Popper



Henrique Rodrigues

Finance & Operations

Hustler
Project Manager



João Rocha

Communicator & Puppy Shooter

Hipster
Designer

Financial Projections

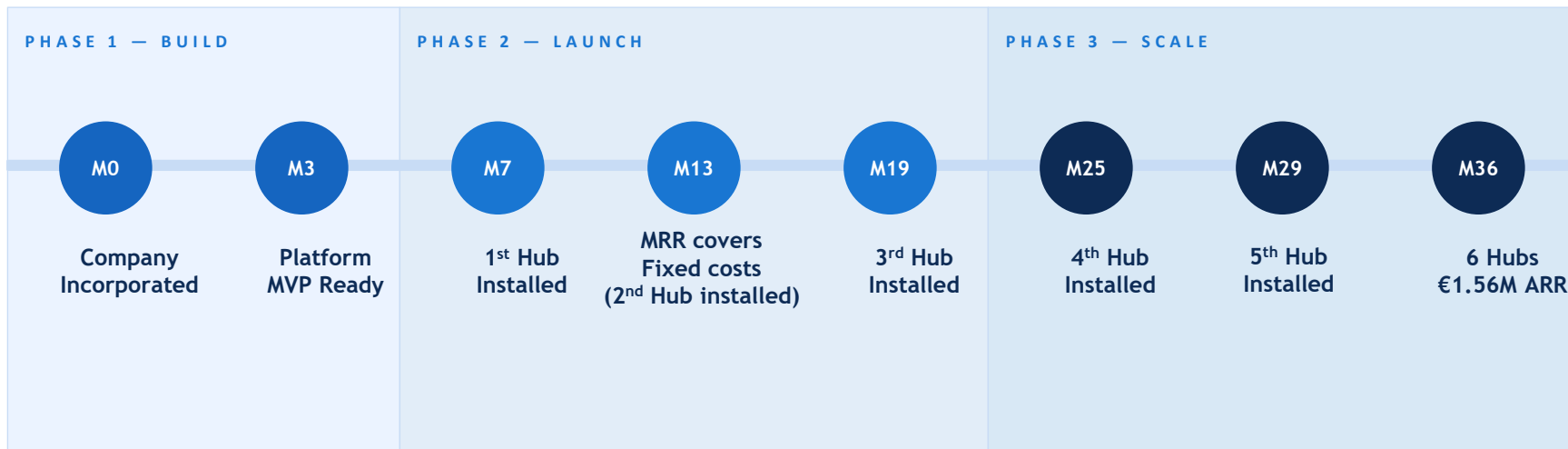


	Year 1	Year 2	Year 3
Revenue	€ 240K	€ 840K	€ 1.56M
Gross Profit	€ 199K	€ 726K	€ 1.36M
<i>Gross Margin</i>	83%	86%	87%
EBITDA	- €62K	+ €334K	+ €792K
Free Cash Flow	-€146K	+€175K	+€558K

KEY ASSUMPTIONS

- €120K setup fee + €20K/hub/month subscription
- 1 new hub every 6 months
- €250K initial investment at Month 1

Roadmap & Ask



THE ASK

€ 250,000

USE OF FUNDS

Hub infrastructure & drone hardware	~50%
Platform & certifications	~15%
Operations & team (18 months)	~25%
Marketing & Operations	~10%

LifeDrop



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Thank You!