

MedTrackr

**Eliminating equipment
search in hospitals**

Team 17

Problem

The Search Frustration & Wasteful Purchases

Nurses spend on average 7 minutes looking for an equipment

Maintenance teams fail on safety calibrations because assets are "hidden"

Lack of visibility leads to redundant, wasteful purchases of equipment that is already in stock



Resegmented

Legacy Solutions

- *High CAPEX*
- *Heavy Wi-Fi dependence*
- *A lot of anchors*
- *Complex cabling*

Our Niche

- *Low-cost HaaS*
- *Low cabling (LoRaWAN)*
- *P2P BLE activation with Buzzer/LED for instant finding*

Targeting 240+ Hospitals in Portugal (SNS + Private groups)

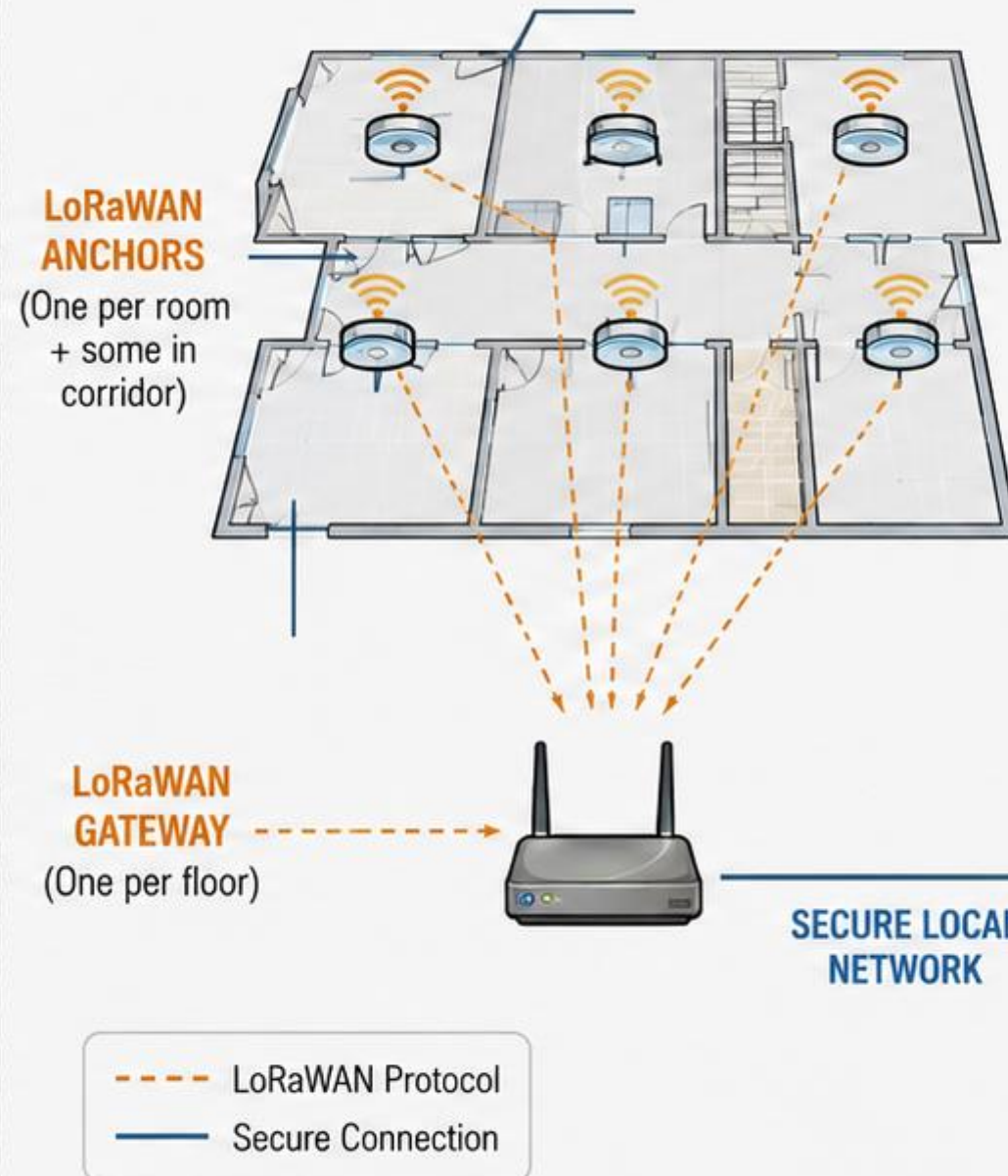
Market

Our Solution

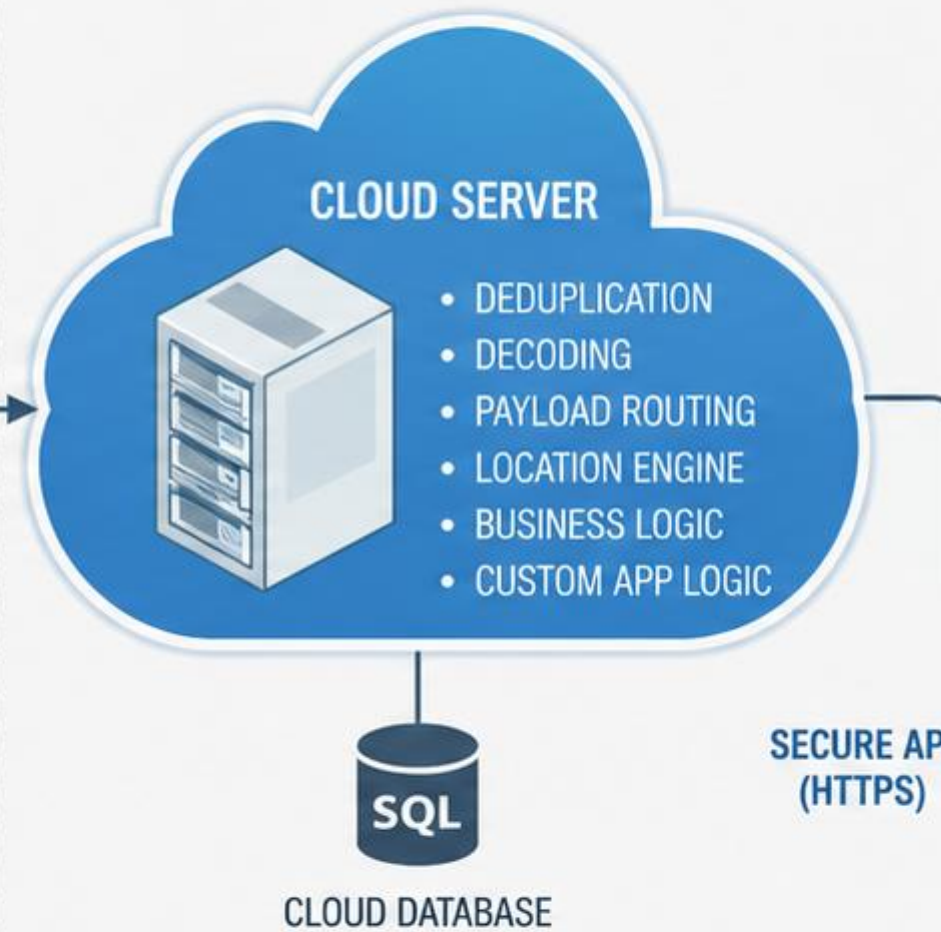
1. SENSOR LAYER (BLE TAGS)



2. LOCAL NETWORK LAYER (BLE-to-LoRa ANCHORS & GATEWAY)



3. CLOUD LAYER (CLOUD SERVER)



4. PRESENTATION LAYER (DASHBOARD & MOBILE APP)



Business Model

Revenue (OPEX)

Hardware-as-a-Service

Monthly fee covering

- Tags, anchors, gateways
- Infrastructure
- Dashboard & App
- Proactive battery replacement
- Onsite Training
- Support

Channels

VAR Strategy

Partnering with hospital IT integrators and medical device suppliers to scale distribution

Risk Mitigation

3-Month Pilots

Anchor hospital pilot programs with clear ROI dashboards to prove value before full adoption

Business Model

Desirability Risk

Channels

- *Direct B2B sales*
- *Healthcare equipment supplier partnerships*
- *Medical conferences*
- *Hospital network partnerships*

Value Proposition

- *Reduce equipment search time freeing clinical staff to focus on patient care*
- *Real-time asset visibility across all hospital departments*
- *Automated broken/missing equipment alerts, reducing operational losses and maintenance delays*

Customer Segments

- *Private hospitals*
- *Public hospitals (SNS)*
- *Health Groups*

Customer Relationships

- *Long-term contracts*
- *ROI reporting*
- *Pilot program*
- *Dedicated support*
- *Staff training & onboarding*

Business Model

Feasibility Risk

Key Partnerships

- *Hardware suppliers*
- *Cloud infrastructure providers*
- *Hospital partners*

Key Activities

- *Hardware procurement & integration*
- *Dashboard and app development*
- *Software R&D*
- *On-site installation*
- *Customer onboarding & technical support*

Key Resources

- *Cloud Computing*
- *Hardware Inventory*
- *Human Capital*
- *Intellectual Property tracking algorithms*

Business Model

Viability Risk

Cost Structure

- *Technology development*
- *Marketing & sales*
- *Hardware procurement*
- *Support team*
- *Cloud infrastructure*
- *Maintenance*
- *Regulatory & compliance*
- *Pilot program costs*

Revenue Streams

All-Inclusive Hardware-as-a-Service (HaaS) Subscription:

- *Monthly fee scaled directly to the volume of deployed hardware (tags, anchors, and gateways)*
- *Full-Service Bundle Integration: Dashboard and mobile tracking software, platform updates, cloud hosting, automated low-battery monitoring, proactive physical battery replacements, initial staff onboarding, and ongoing customer technical support*

Competition

Feature	Other
Setup Cost	Very High (
IT Network Usage	Uses Clinic
Last-Meter Locating	Screen coord

Validation

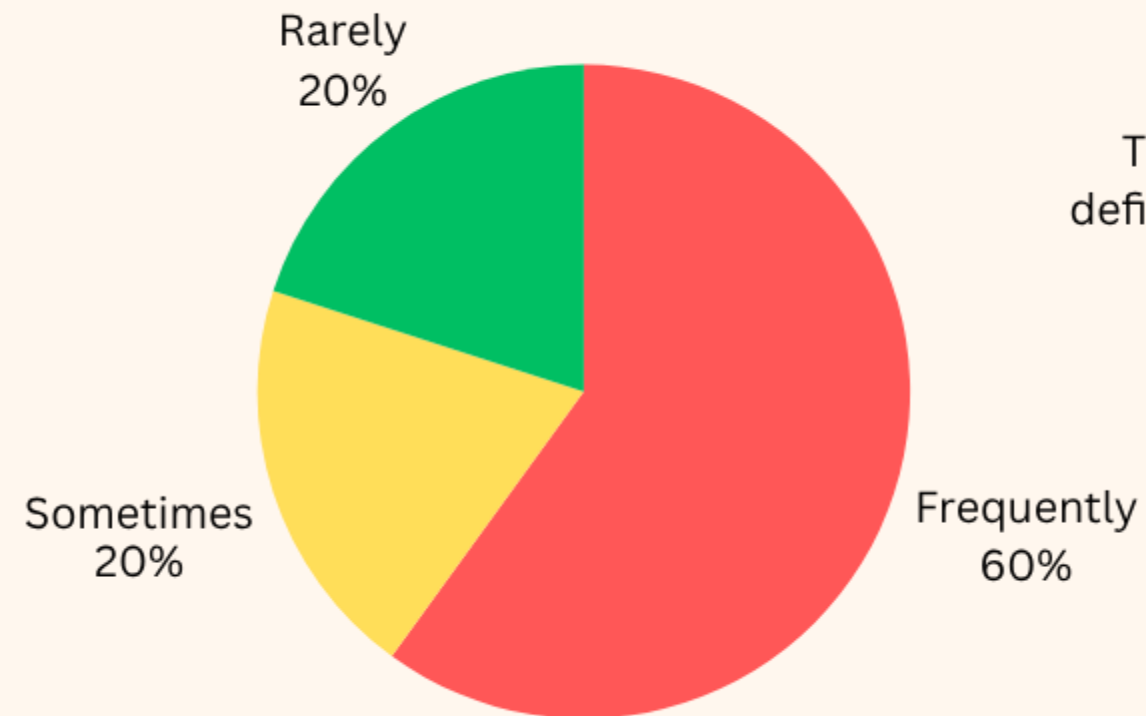
97%

Room-level Accuracy

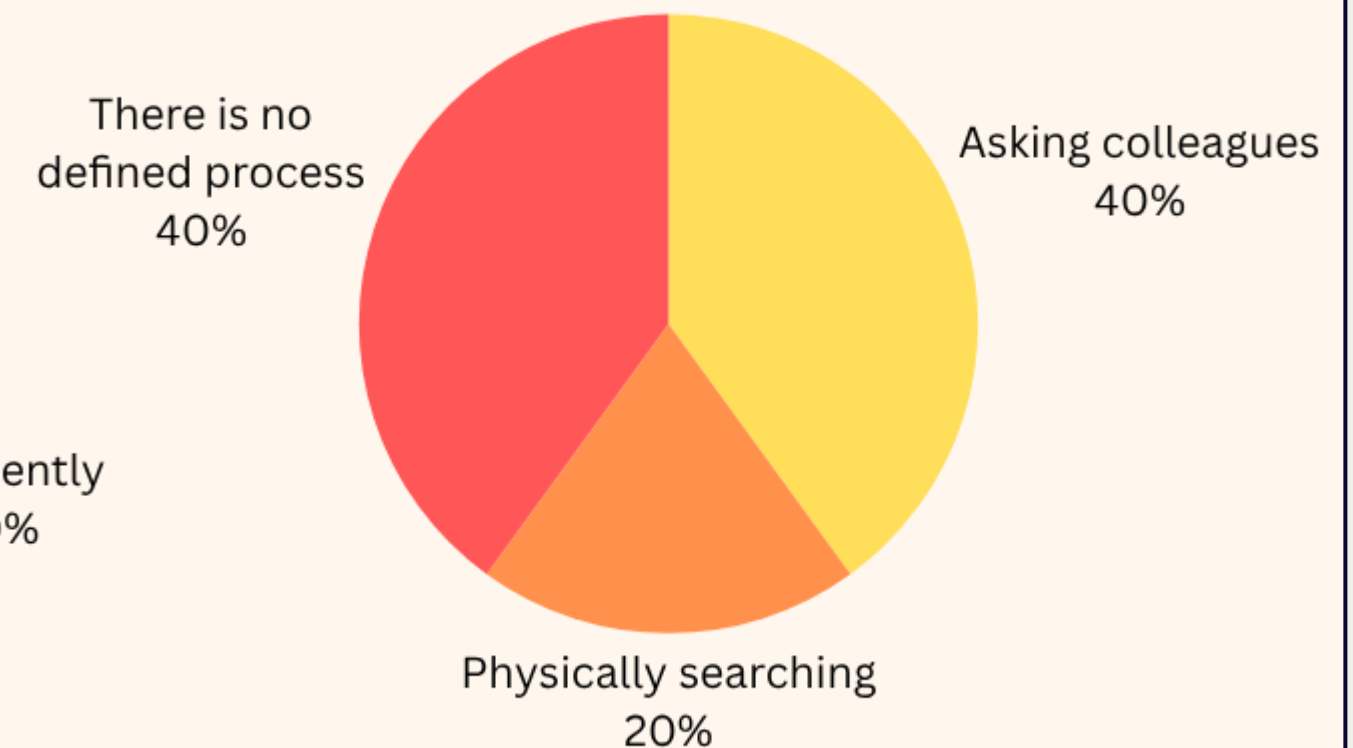
Validated via IST Civil Pavilion Pilot
(IST thesis)

Customer Insights

Q: How often do you have difficulty finding equipment?



Q: How do you normally find equipment?



Marketing & Sales

Direct Executive Outreach

- *Target Hospital CFOs and Clinical Engineering Leads*
- *ROI simulations to demonstrate capital wasted on redundant asset purchases*

VAR Network

- *Incentivize medical equipment resellers and integrators to bundle MedTrackr tags, accelerating market penetration*

Data-Driven Retention

- *Monthly asset-utilization and calibration reports to the board as a primary tool to eliminate contract churn*

Our Team



Caio HACKER
Engineering



Gonçalo HACKER
Engineering



Nádia HIPSTER
DESigner



Miguel HUSTLER
MARKeting



Tomás HUSTLER
BUSIness



Rodrigo HIPSTER
MANager

Finantials

Fixed Costs (Monthly)

- Salaries: €2.500/person
- Office & services: €25/m²/month
- Software & licenses: €60/person
- Insurance: €50/person
- Communications: €30/person
- Professional services: €500/month
- Medical Conferences: ~€3.000/event (~2/year)

Variable Costs (per client/month)

- Cloud hosting: €75/month
- Technical support: €50/month
- Batteries & maintenance: €50/month
- Sales commission: 1% MRR

One time Costs:

- Hardware per client: €5.5 / tag + €55 / anchor + €140 / gateway
- Installation & travel: €1.000/contract
- Regulatory & Compliance: €10.000
- Training: €1.000/contract

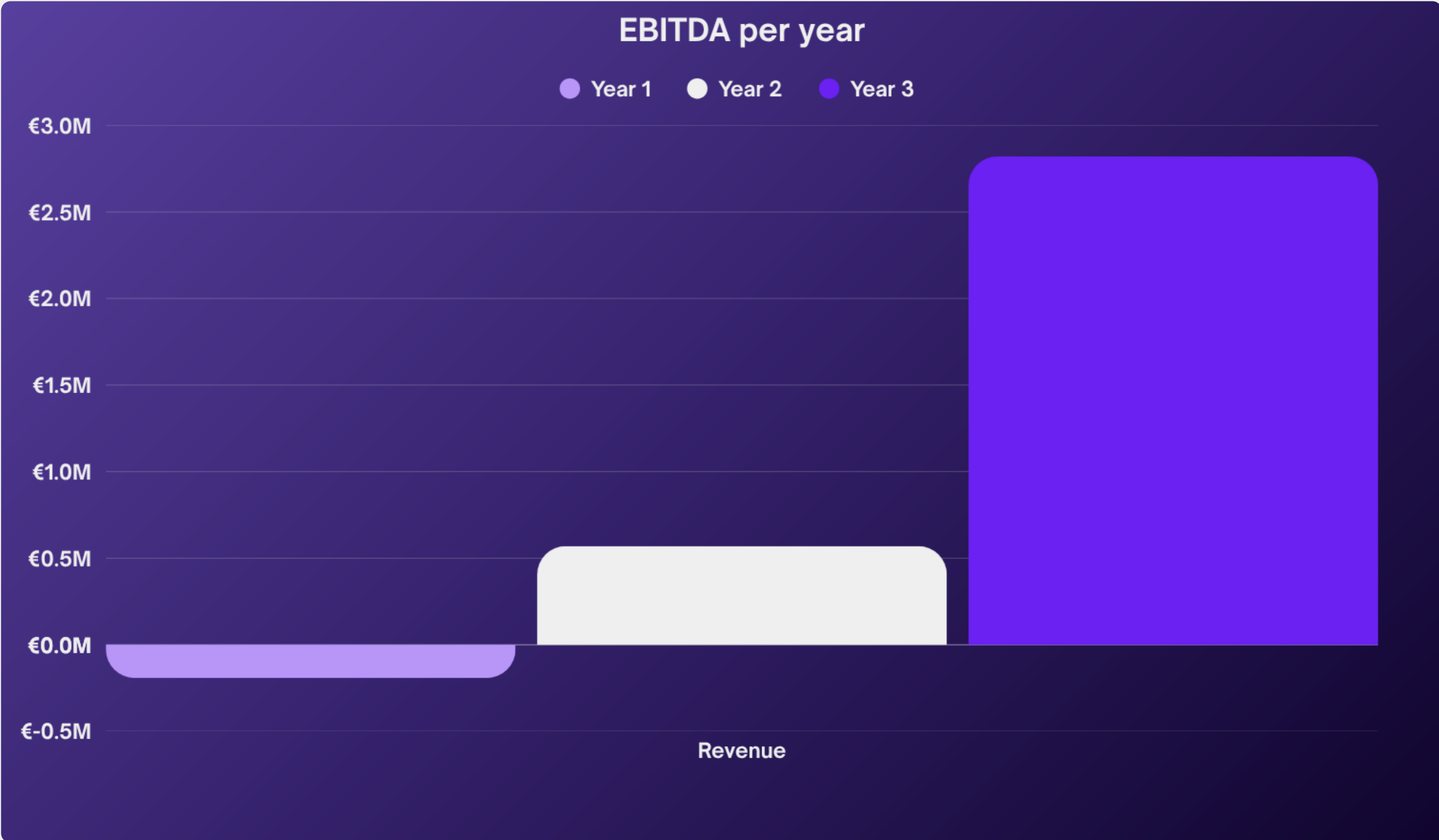
3 years overview

Finantials



3 years overview

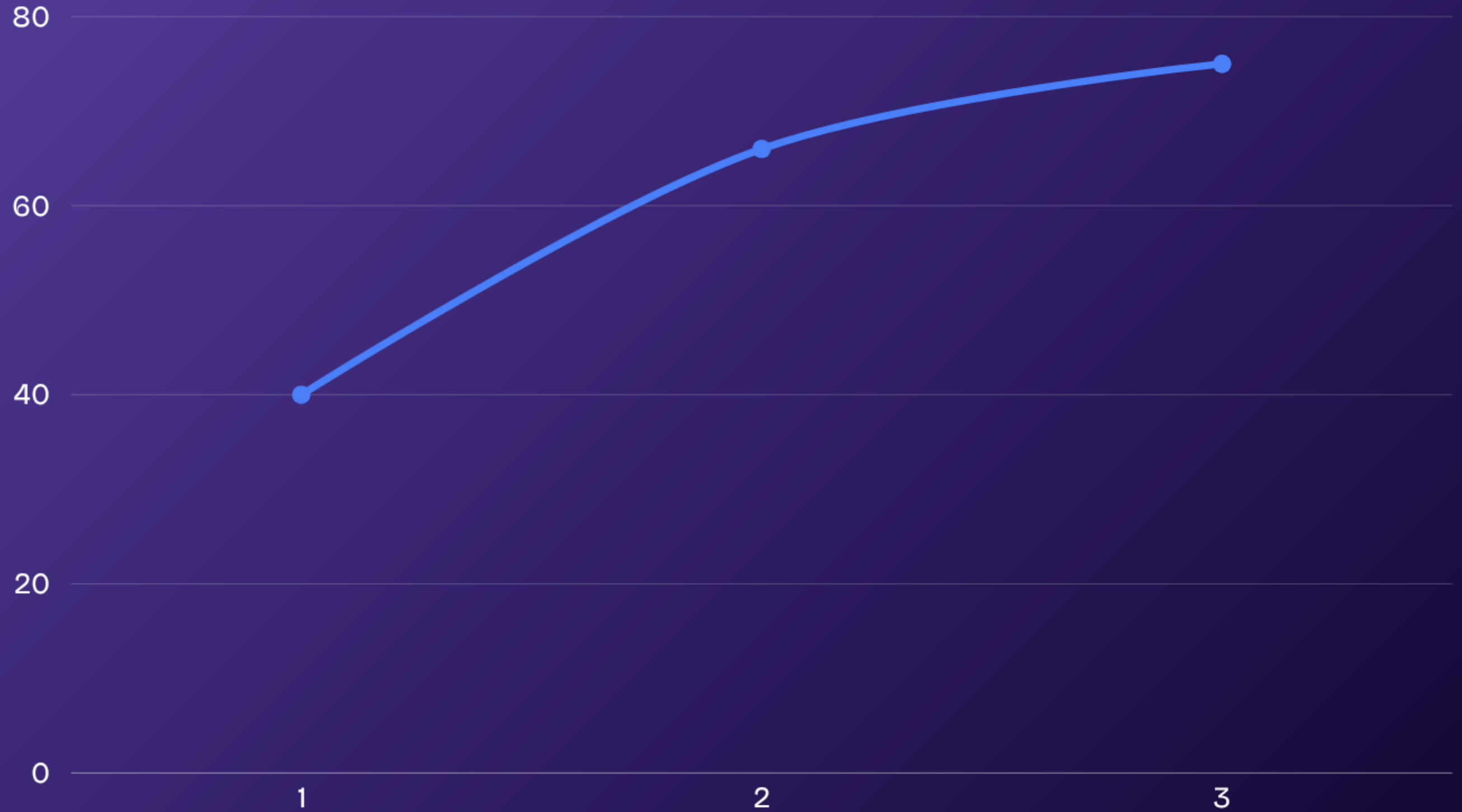
Finantials



3 years
overview

Finantials

Gross Margin per year



Milestones



Q4
2026
licensing and MVP
ready



Q1 2027
Pilot and first client



Q3 2027
Break-even



Q1 2028
10+ clients, Series A

Video



Thank you

HELP US SAVE CLINICAL TIME FOR WHAT MATTERS:
PATIENTS

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