

Problem



16
mothers

die
everyday
*in Uganda due to complications
related to pregnancy*



World Health
Organization



830

women

die

everyday



due to maternal
complications

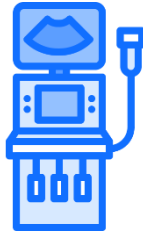


occur in
developing
countries

Social Problem



Expensive and power intense traditional ultrasound machines



Traditional ultrasound machines are bulky & sophisticated to use



Lack of trained personnel to operate ultrasound

Solution







Competitor analysis

~20 companies globally offer handheld / portable ultrasound devices, majority large global companies and small local players

Large



mindray



HITACHI
Inspire the Next

ALOKA
illuminate the change

EXO

CooperSurgical®

Medium



prunus











signostics

Small



Small - <10 employees, Medium - <100 employees, Large - >100 employees

Competitor devices can be used for whole body, likely to be race between Butterfly Network and M-SCAN due to device price and market

					
Headquarters					
Company revenue	~\$46 M (2020)	\$17 M (estimated)*	~\$2 B (2020 estimate)*	~\$2.5 B (2019)	~ \$ 1.5m
Product	Butterfly iQ+	C3 HD – multipurpose, PA HD	VSCAN	Mindray DP 10, DP 20	M-SCAN
Price (USD)	~\$2,000 + \$420 1 year ¹	~\$4,900	~\$4,500 in US	~\$3,400	~\$2,000
Key features	<ul style="list-style-type: none"> • Single probe for whole body • Real-time teleguidance • Compatible with mobile devices • Secure Butterfly Cloud • Text / email` • Video learning platform 	<ul style="list-style-type: none"> • Full-body imaging • Superior image quality • Wireless freedom • Works on iOS and Android • 1:1 remote video session 	<ul style="list-style-type: none"> • Compatible with mobile devices • No cloud required • Text / email anonymized studies • In-app support tools, video tutorials 	<ul style="list-style-type: none"> • Easily portable (size of laptop, screen included) • Multiple transducers for whole body application • Patient data management system 	<ul style="list-style-type: none"> • Compatible with any device via USB • Easily portable • Durable • 4-week Training programme ~\$580 • OBGYN application
Technical specs	<ul style="list-style-type: none"> • Modes: M-mode, B-mode, Color Doppler, Power Doppler, Pulsed Wave Doppler • Min scan depth 1cm • Max scan depth 30cm • Linear measurements (max 4) • Ellipse measurement (max 1) 	<ul style="list-style-type: none"> • Frequency: 2–6 MHz • Max Depth: 40 cm • Dimensions: 164 x 78 x 38mm • Field of View: 73° • Weight: 392g • Programmable Buttons: 2 	<ul style="list-style-type: none"> • Broad-bandwidth curved array: from 2 - 5 MHz with center frequency of 3.3 MHz • Number of elements: 128 • Footprint: 64 mm x 16 mm (lens) • Viewing angle: 60° • Depth: up to 24 cm 	<ul style="list-style-type: none"> • Frequency: 5.0-10.0 Mhz • Built-in 12.1" LED screen and 2 USB ports • Broadband, multi-frequency imaging • 10 grades, max depth to 236mm 	<div> <p>MSCAN is strong on OBGYN features, but can also achieve other body scans</p> </div>













1. Membership plan with access to secure cloud and advanced tools. * Estimated for ultrasound only

Competitor analysis

M-SCAN is stronger than Butterfly Network on low-resource environment fit and training offering

Customer priorities



Price		
Quality		
Fit for low resource environments		
Payment options		
Training		
Patient footfall		

M-SCAN has more emphasis on low-resource fit and training offering in the value proposition and messaging

Value Proposition

M-SCAN improves access to ultrasound services through quality, cost effective devices & training



Clinical benefits

- Enables diagnoses of pregnancy complications
- Allows timely interventions through referrals to larger facilities , which save lives
- Increases access Ultrasound for pregnant women in low-resource settings



Financial benefits

- Cost-effective price of ~\$2000, cheaper than competitors by up to 10X
- Affordable 4-week training programme of ~\$600

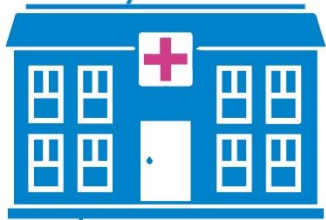


Operational benefits

- Affordable training programme to upskill midwives & clinicians
- Easy to use and transport
- Durable and usable with inconsistent power supply
- Local team provides support
- Usable with non-iOS devices

Market

UGANDA



5,000
PRIVATE CLINICS

2,400
HEALTH CENTER IIIs

10 PRIVATE CLINICS

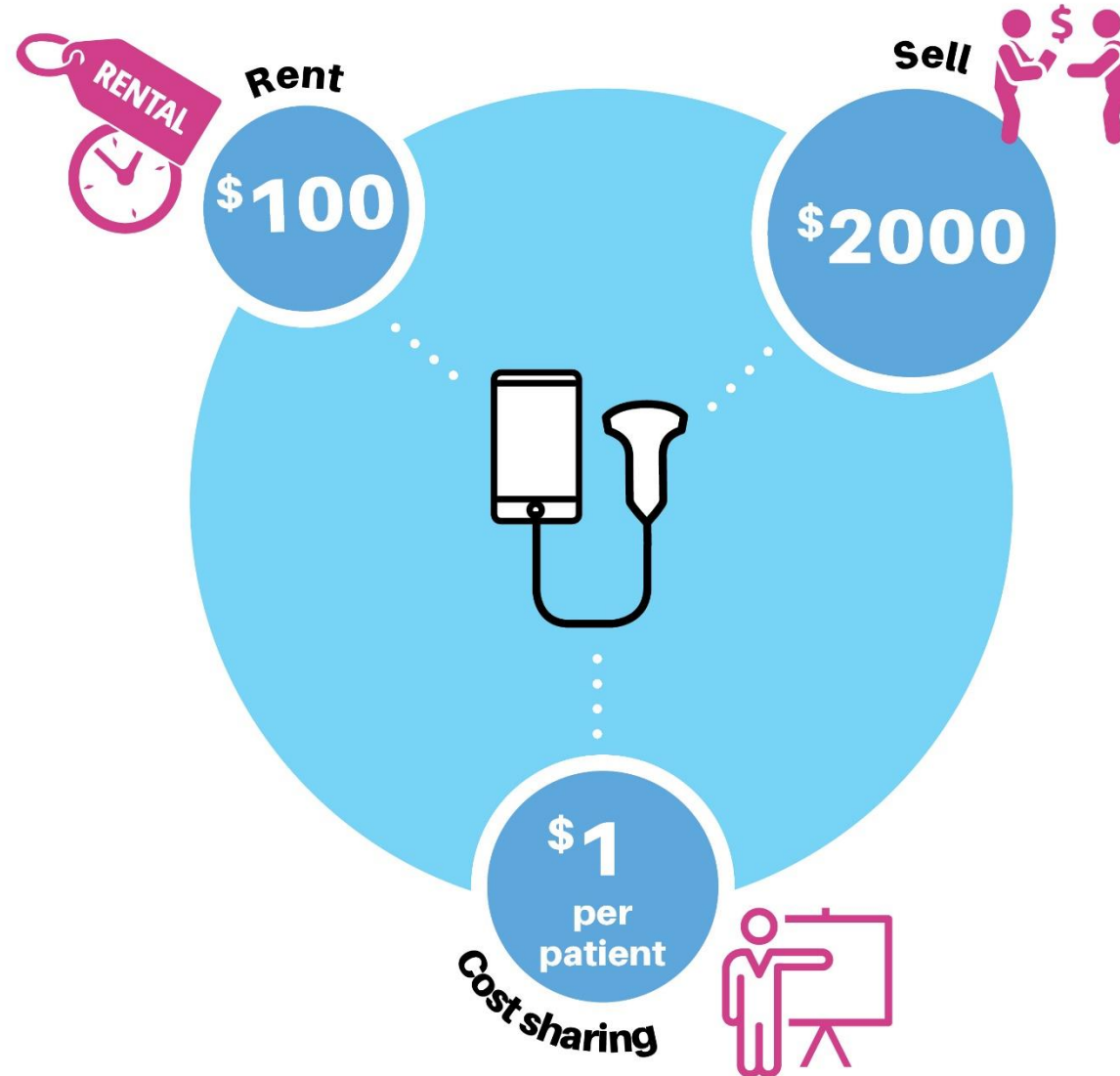
6 HEALTH CENTRE IIIs

KENYA



Through a
distributorship
Model

Business model



Home Based Ultrasound Service (HBUS)



\$10
per scan



\$60,000
annual revenue projected

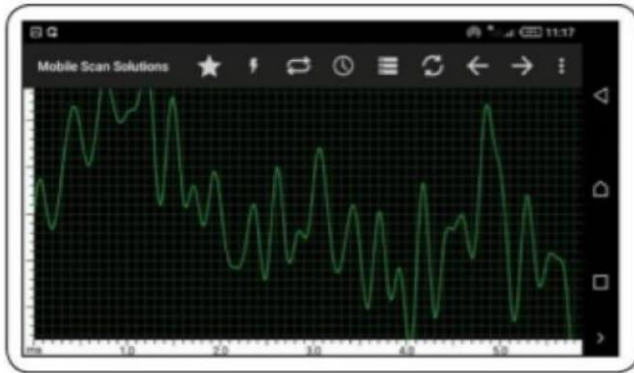


6,000
to be reached

Traction

Version 1

(Fetal tococardiogram)



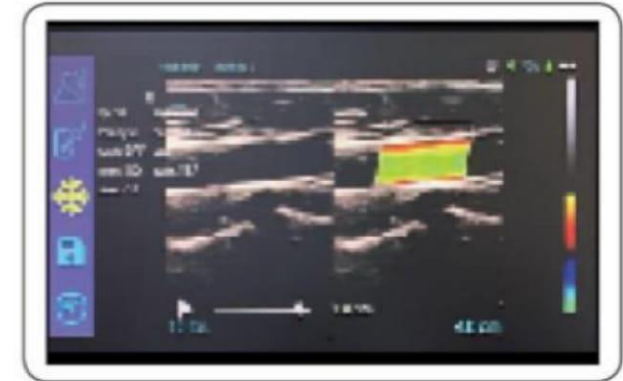
Version 3

that can form images.



Version 4

Ultrasound with color doppler



Attained this in 3 years of Operation



10

Medical camps



1,000+

Pregnant women scanned

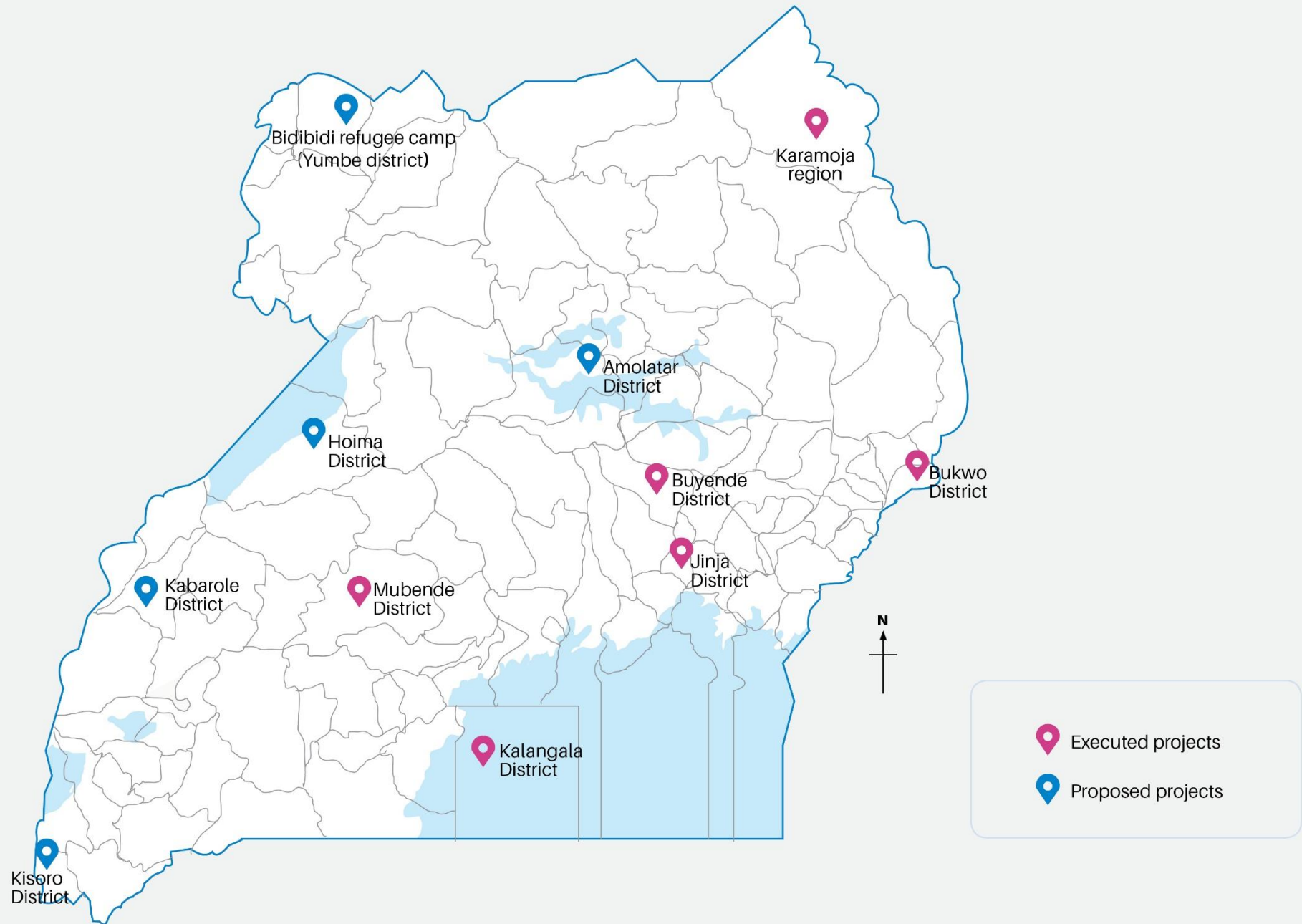


600

+

Complications detected

- *Starting Manufacture of Ultrasound Gel locally with SARAYA, a renown Japanese chemical manufacturer*



Entry Point for Business Collaboration



Scaling Partners for our Home Based Ultrasound Service (HBUS)

- Adding Other Maternal Medical Supplies such as Drugs & 'Mama kits'



Co-Manufacture & Deployment

- Software & Hardware advancement
- Telemedicine features
- Deployment of devices on lease to own model



Building a One Stop Maternal Facility; we call on partners

- More catchment for our community clientele
- More specialized in-house procedures & interventions



Raising **\$500,000** for Scaling HBUS & Machine Deployment on lease model

Partners



Team



**Dr. AHIMBISIBWE
PROSPER**

Clinical Lead

4 years experience
as Medical Doctor



MENYO INNOCENT

Team Lead

4 years experience
in Ultrasound



SEMATIMBA JOEL

Software

Expert at embedded systems



**KYOMUHENDO
PHYLLIS**

Impact Lead

4 years experience
in Ultrasound Public Health -
University of South Wales



NASASIRA IVAN

Technology Lead

3 years experience
in Software Development



TUHAISE GLORIA

Business strategist

Over 10 years at BoU

Mentors



Dr. Rosemary Byanyima

Over 10 years experience
in Radiology



Prof. Byamugisha Josaphat

Over 15 years experience
in Obstetrics & Gynaecology





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