OUR PURPOSE

WE EMPOWER HEALTHCARE PROFESSIONALS TO TRAIN MORE REALISTIC WITH EXCITING AUGMENTED REALITY
CURRENT TRAINING METHODS ARE LIMITED

Patient Behaviour
Unrealistic in terms of patient behaviour and interaction

Location
Location dependent

Limited participation
Limited in the number of concurrent participants and staff

Expensive
Make use of expensive (human body model) simulators (50-100 kEuro costprice)
TRAINING CAN BE MADE REALISTIC

TrueSim offers a solution with many improvements and benefits

Realism
Real-time and real environment realistic responses, emotions, sound and vision in 3D AR

Learning Environment
Students will experience real-life urgency and stress atmosphere

Customized learning
Extensive number of (software) training scenarios available at various levels

Simulator
Combined with a simple physical body model

Locations
Student and trainer can be in different physical locations

Multifunctional
Others can join the virtual environment and observe
PROVEN IMPACT
TIME HAS COME

Increasing workload in healthcare becomes threat for quality and cost reduction in healthcare

AR as a technology reach a level of maturity suitable for training application
A GROWING MARKET

Attractive Opportunities in the Medical Simulation Market

- The global medical simulation market is projected to reach USD 2,575.4 million by 2022, at a CAGR of 14.9% during the forecast period.
- Benefits of simulation over traditional learning
- Increasing demand for minimally invasive treatments
- Increasing focus on patient safety
- Asia Pacific region to present high growth opportunities
STARTING IN THE NETHERLANDS

NL market for healthcare training and education consist of:

- Initial training for medical students and nursing professionals at Bachelor level
- Post-graduation training of active doctors and nurses (yearly repetitive)

These trainings are mainly performed at the large Academic Medical Centers.

The overall market is estimated as a total of 4000 - 5000 training sessions per year which can be done by our TrueSim AR solution.

This number can be used to scale-up in order to determine the total market outside the NL market.
COMPETITIVE ADVANTAGE

For the current TrueSim solution there is currently no direct competitor. However, our solution is a threat and replacement for traditional HW simulators.

Traditional simulator supplier
- available staff and budget
- lack of innovative culture
- ‘why change’? dilemma
- long time expected to respond
- lack of AR technology knowledge
- minimal 6-12 months time lag

Generic AR developer
- comparable AR knowledge and skills
- minimal 6-12 months time lag
- Lack of knowledge and skills regarding healthcare training & education
PRODUCT

HoloLens based AR Solution
Based on HoloLens 2, with stable realistic and interactive human holograms, projected over a (simple) physical body model

80+ Medical Scenarios
Medical holographic scenarios that react with student’s interventions

Life signs monitors, tools, etc.
Additional holographic utilities like reactive life sign monitors, video instructions, holographic tools
CUSTOMER BENEFITS

Using the TrueSim solution will bring a number of improvements:

**Quality**
- Improved training results
- Faster skill acquisition
- More flexible and adaptive training
- Multiple scenario’s and levels

**Cost savings**
- Shorter course duration
- Less floor space
- Less expensive body simulators
- Less trainer capacity
BUSINESS MODEL

TrueSim will initially aim for the training & education departments of hospitals.

To synchronize with the customer cost model, a fee per student will be charged, in combination with a fixed yearly fee, independent of student numbers.

**Customer income per student:**
500-1000 Euro (depending on type of student)

**TrueSim fee/student:**
100-200 Euro (expected fee level, based on type of student and realized cost savings)

**TrueSim fixed yearly fee:**
5000-10000 Euro (per customer)

The fixed yearly fee will cover customer support and training. Hololens and peripheral HW will be bought by customer directly.
OUR TEAM

PIETER TEGELAERS
Founder

TOM MENSINK
AR developer

JASEN HASHEM
Founder
GO TO MARKET STRATEGY AND ACTION PLAN

TrueSim will use a 3-step G2M strategy:

1. MVP development phase (8 months)
   - develop MVP simulator (4 scenario’s)
   - start marketing/communication
   - contact launching customers NL/B

2. Market launch and Sales NL/B phase (10 months)
   - Expand direct sales towards hospitals in NL and B
   - First 4 contracts and implementation
   - continue development and expand to MVP2
   - start marketing / communication towards GE/UK/Nordics

3. Expansion phase
   - Expand sales towards Europe, starting in GE/UK/Nordics
   - Set-up distribution channels
## FINANCIAL MODEL

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<th>Phase</th>
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<th>Cost</th>
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