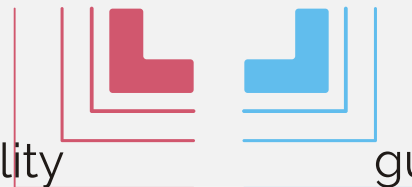




## First mobile app on the market

connecting the Patient with the lab



offering the possibility  
of sample collection at any place  
and time of your choice

guaranteeing quick access to results  
directly in the mobile  
or desktop application

## PROBLEMY:

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- ▶ time-consuming/expensive access to the collection point (especially on the city's outskirts and in neighboring towns), lack of parking spaces,
- ▶ long waiting time for a test at a stationary point,
- ▶ stress at the collection point related to waiting for a test and the presence of sick people,
- ▶ problem with transporting pregnant women, people with reduced mobility or suspected infectious disease,
- ▶ time constraints,
- ▶ language barriers in the case of foreigners when ordering tests,
- ▶ fear of compromising medical data provided in a public place,
- ▶ difficulties in interpreting test results (not all parameters are understandable to the patient).

## ROZWIĄZANIA:

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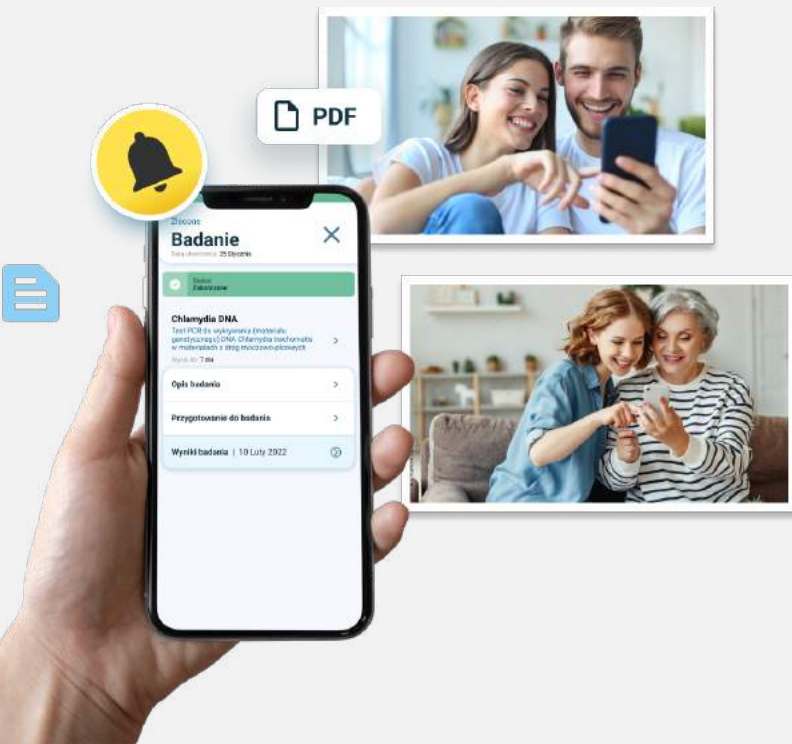
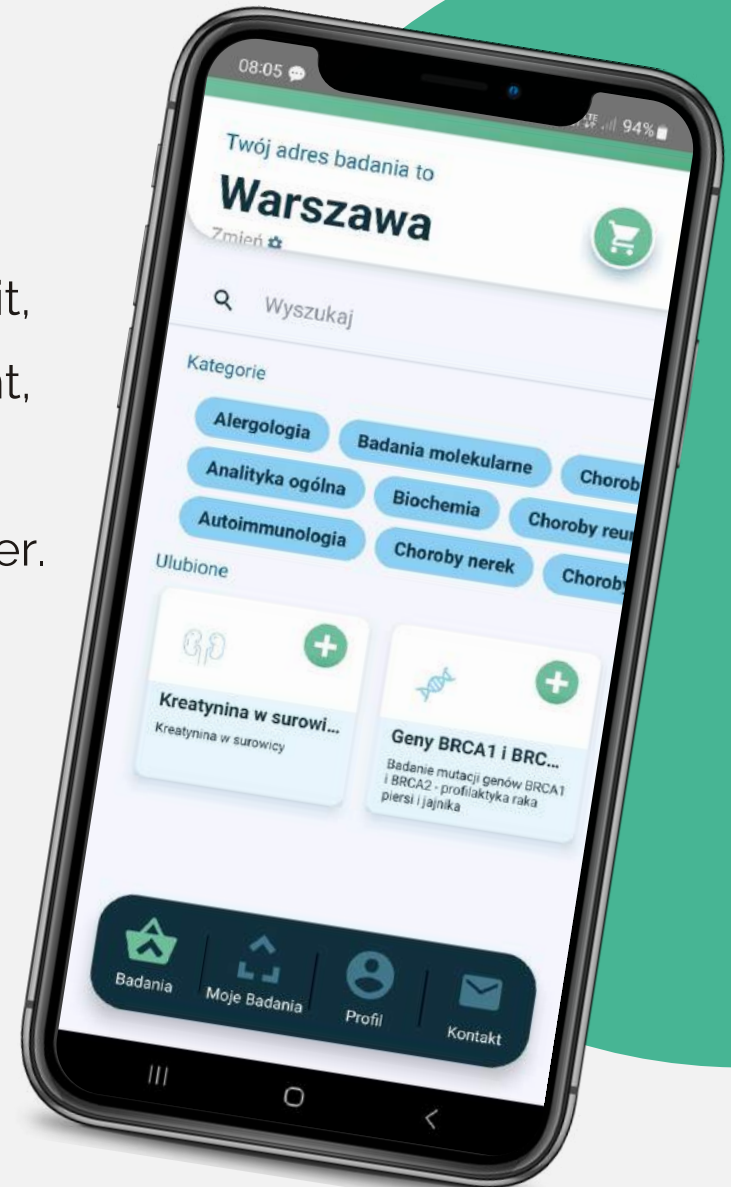


- ▶ saving time and money - examination without leaving home or workplace thanks to the visit of qualified medical staff,
- ▶ possibility to order examination 24 hours a day, also on Sunday,
- ▶ ordering tests in the application on a mobile device or in the panel on a computer,
- ▶ the app is available in Polish, English and Ukrainian,
- ▶ quick access to test results within the app  
(the patient receives a notification about the availability of the result),
- ▶ two-step login and absence of unauthorized people while the sample collection  
secure patient data,
- ▶ interpretation of test results thanks to accessory services.

# HOW IT WORKS: *Free application for ANDROID and IOS systems*

- ▶ download the app,
- ▶ select a test,
- ▶ make an appointment and pay for the examination,
- ▶ the specialist will confirm the date,
- ▶ prepare for the examination and wait for a specialist's visit,
- ▶ you will receive the result in pdf form in your app account,
- ▶ you can also additionally purchase the interpretation

of results from our Partner.



## GOALS:



### Where are we now:

Warsaw and towns nearby,  
Cracow,  
Poznań,  
Wrocław,  
Łódź,  
Lublin and towns nearby,  
Toruń,  
Płock and towns nearby.

### What do we want to achieve:

#### Expansion

to all voivodeship cities

#### Development of the application

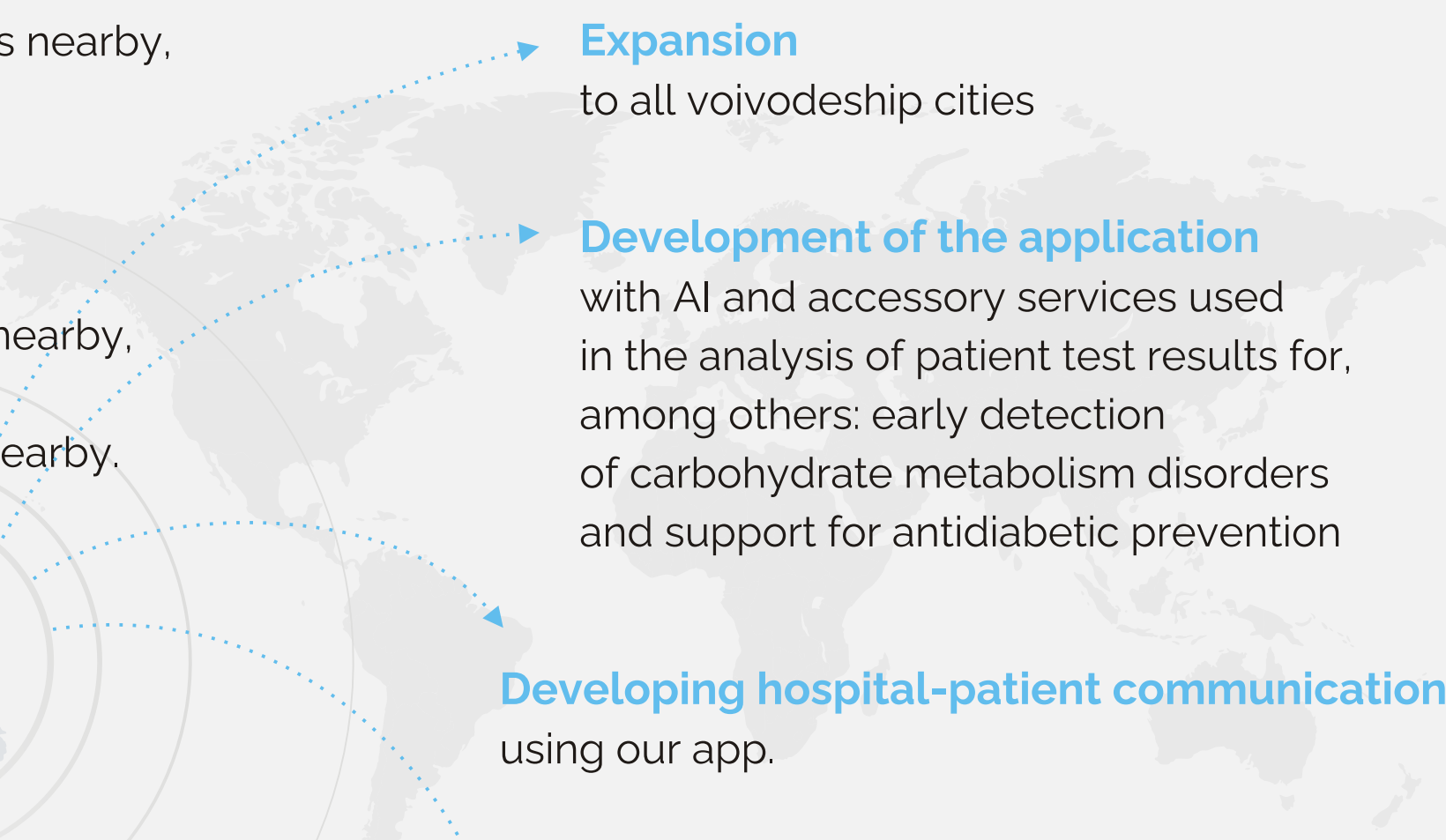
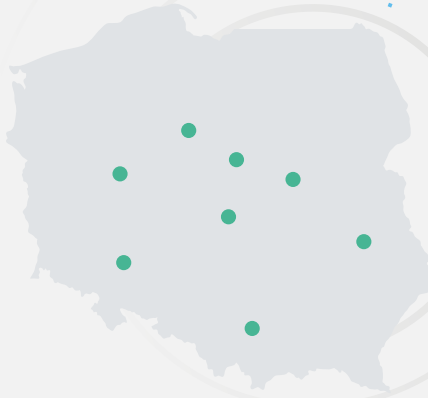
with AI and accessory services used in the analysis of patient test results for, among others: early detection of carbohydrate metabolism disorders and support for antidiabetic prevention

#### Developing hospital-patient communication

using our app.

#### Expanding the service offer

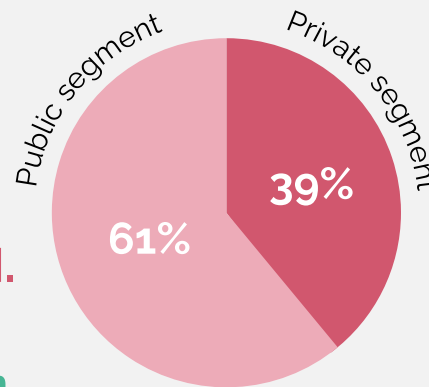
with additional medical services.



# POTENTIAL MARKET:



The value of the laboratory diagnostic services market in Poland in 2019 amounted to nearly **7 billion PLN.**



A large, aging population approximately **37.7 million.**



The largest medical device market in Central and Eastern Europe - currently worth **USD 11 billion**, with a **forecast USD 13.8 billion** in 2024.



Growing private healthcare sector – **CAGR of 7%** in 2016-2021.



The highest health expenditure in Central and Eastern Europe **USD 38.2 billion.**



Forecasted **market growth at a rate of 10.1% CAGR** in 2019-2024, expressed in USD - 2x global CAGR.



**6.2% of GDP** is spent on health care, with the level of expenditure **expected to increase to 7%** by 2027 in line with government assumptions.

# BUSINESS MODEL

KEY PARTNERS	KEY ACTIONS	VALUE PROPOSITION	CUSTOMER RELATIONS	CUSTOMER SEGMENTATION		
<ul style="list-style-type: none"> <li>renowned public hospitals</li> <li>private laboratories</li> <li>providers of external medical services that the Patient may use as part of the app</li> </ul>	<ul style="list-style-type: none"> <li>social media</li> <li>digital advertising</li> <li>sponsored articles</li> <li>partnership in app promotion</li> </ul>	<ul style="list-style-type: none"> <li>saving time previously spent on searching for tests, also time and costs for getting to the collection point</li> <li>simplicity of application</li> <li>privacy</li> <li>reduction of stress related to visiting the collection point</li> <li>reducing the risk of contracting an infectious disease from other patients</li> </ul>	<ul style="list-style-type: none"> <li>helpline for patients</li> <li>AI in customer relations (in the future)</li> </ul>	<ul style="list-style-type: none"> <li>parents of young children</li> <li>carers for elderly people</li> <li>disabled people</li> <li>pregnant women</li> <li>overworked people</li> </ul>		
	<th>KEY SOURCES</th> <td></td> <td> <th>DISTRIBUTION CHANNELS</th> <td></td> </td>	KEY SOURCES		<th>DISTRIBUTION CHANNELS</th> <td></td>	DISTRIBUTION CHANNELS	
	<ul style="list-style-type: none"> <li>additional financial resources for advertising</li> <li>people with experience in developing mobile applications</li> </ul>		<ul style="list-style-type: none"> <li>Google Play</li> <li>App Store</li> <li>www.homelab24.pl</li> <li>affiliation</li> </ul>			
<th>COST STRUCTURE</th> <td colspan="2"> <th>SOURCES OF REVENUE</th> </td>			COST STRUCTURE	<th>SOURCES OF REVENUE</th>		SOURCES OF REVENUE
<ul style="list-style-type: none"> <li>programming services, thanks to which the application gains new functions</li> <li>sampling officer's equipment</li> <li>Google advertising, social media, contracts with influencers</li> <li>legal services</li> </ul>			<ul style="list-style-type: none"> <li>commission on examinations (single tests -30%, packages - 25%)</li> <li>the customer pays for the testing, collection and transport of the samples</li> <li>orders mostly are generated by Google ads and social media</li> <li>affiliate subscriptions</li> </ul>			

## WHY NOW:

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The result of the COVID pandemic is an increase in understanding of the need for diagnostic tests and awareness of new opportunities, such as at-home laboratory testing, which can reduce the risk of illness/infection, minimize trauma/bad experiences related to testing outside the home, and save your own time.

The growing popularity of e-commerce among consumers is associated with the development of innovation and the awareness that the transfer of purchases to a mobile application increases their availability, security, speed and profitability.

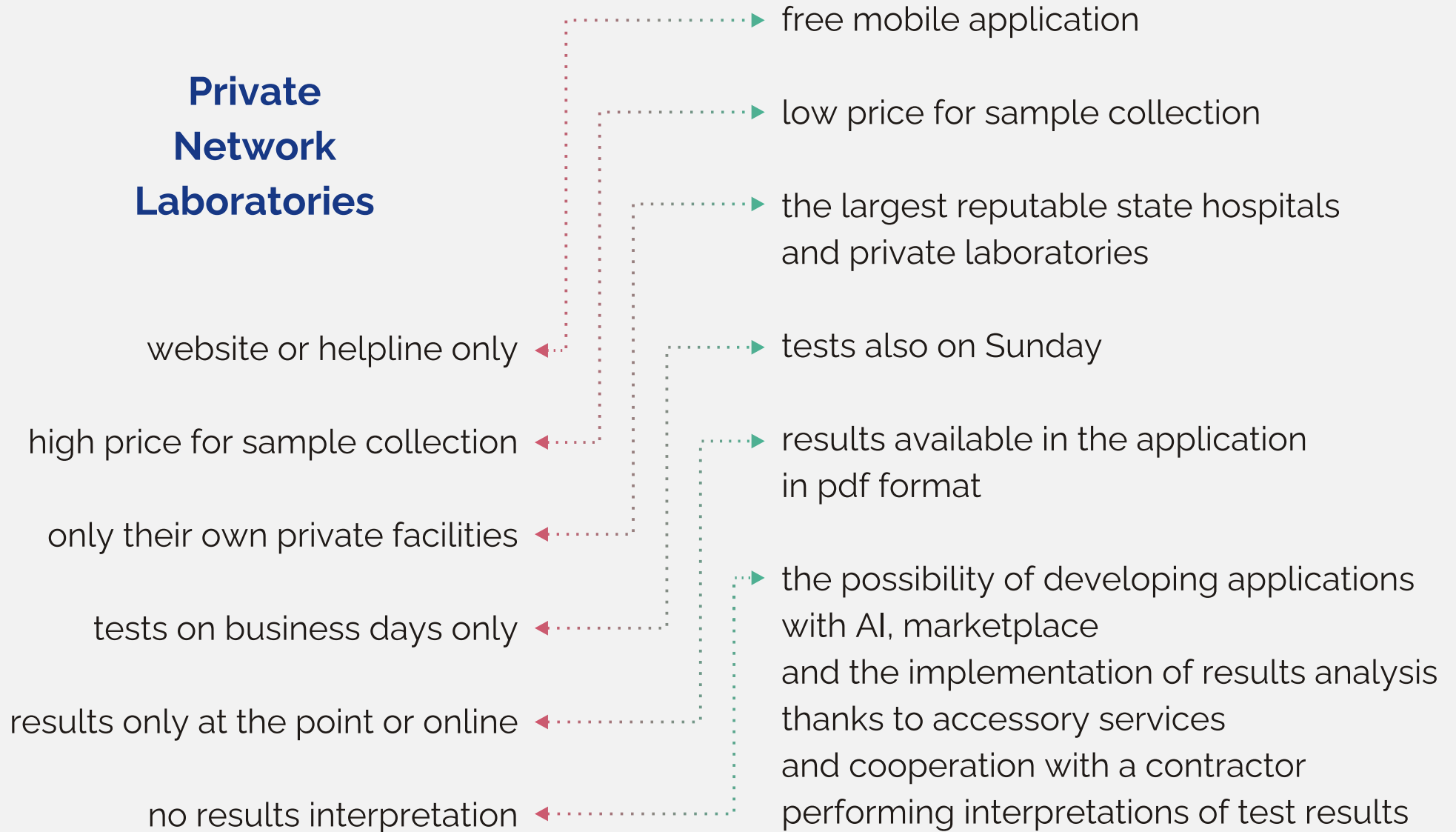


# COMPETITORS

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## Private Network Laboratories



# HOME LAB TEAM



**Joanna  
Lewandowska-Bieniek**

Home Lab  
Project Manager

*Laboratory diagnostician  
with 7 years of experience  
in laboratory work.  
She's been supervising  
the Home Lab project  
from the very beginning  
and is responsible for its  
overall implementation.*



**Agata  
Budzyń**

Home Lab Specialist

*Biotechnologist  
with experience  
in a genetic laboratory,  
dietitian by profession.*



**Ilona  
Güllü**

Marketing specialist

*A polyglot who collaborates  
with influencers  
with an average  
of 100,000 followers.  
Former medical interpreter  
and Google subcontractor.*



**Kornel Szwaja**

Marketing and SEO Advisor

*Over 10 years  
of global management  
and development  
of both B2C and B2B products.*

## WE COOPERATE among others with:



Specjalistyczny Szpital Miejski  
im. M. Kopernika  
w Toruniu



KRAKOWSKI  
SZPITAL SPECJALISTYCZNY  
IM. ŚW. JANA PAWEŁA II



SZPITAL ŚWIĘTEJ TRÓJCY  
w PŁOCKU



4 WOJSKOWY  
SZPITAL KLINICZNY  
*Leczymy i dajemy nadzieję*



Państwowy Instytut  
Medyczny MSWiA

HELISA  
LABORATORIUM

# NEEDS

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WE SEARCH FOR:

- **experienced partners,**

who will help us develop the product based on their **knowledge** and expand it into both domestic and foreign markets.

Using their network of **business contacts**, they would offer **mentoring assistance**,

- **experts** who would help us with an in-depth market analysis and measure our Product Market Fit.



# CONTACT

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