



# Pitch Deck

DynamicNFC\* Med

Smart Healthcare Solutions

*When Memory Fades, Technology Remembers*

\*Near-field communication

[https://en.wikipedia.org/wiki/Near-field\\_communication](https://en.wikipedia.org/wiki/Near-field_communication)

# The Problem

1 Wandering Risk for Dementia Patients<sup>1</sup>  
*Nearly 60% of people with dementia wander at least once.*

2 Critical Wandering in Canadian Seniors<sup>2</sup>  
*About 3% of Canadian home-care recipients qualify*

3 Emergency Department (ED) Delays Harm Patients<sup>3</sup>  
*Overcrowded EDs often delay critical treatments*

4 Delayed Admission Linked to Higher Mortality<sup>4</sup>

<sup>1</sup> <https://www.comfortkeepers.ca/canadas-seniors-wandering/>

<sup>2</sup> <https://pubmed.ncbi.nlm.nih.gov/39175391/>

<sup>3</sup> <https://pmc.ncbi.nlm.nih.gov/articles/PMC9914164/>

<sup>4</sup> <https://emj.bmj.com/content/39/3/168>

# Our Solution



1

## Wearable NFC Wristbands:

*Durable wristbands with NFC chips that store personal ID, emergency contacts, and health data for quick access by caregivers and first responders.*

2

## Hospital NFC Integration:

*NFC cards or wristbands connect to secure hospital records for instant access to medical history, allergies, and medications.*

3

## Additional Benefits:

*Optional GPS tracking, privacy-focused emergency access, and scalability across various care settings.*



*Welcome to the Future of  
Healthcare Safety.*

*Secure!  
Smart!  
Life-Saving!*



# How it Works – Wearable NFC Wristbands



## 1. Wear It

Patients or users wear the discreet, comfortable NFC wristband.

## 2. Tap to Access

A caregiver, first responder, or hospital staff member taps the wristband with any NFC-enabled smartphone or device.



## 2. Instant Information

The tap triggers a secure web portal displaying essential data:

- Name & ID
- Emergency Contacts
- Medical Conditions
- Allergies & Medications
- Blood Type or DNR Status

# How it Works – Wearable NFC Wristbands



## 4. No App Needed

No special app is required. Information appears instantly via the default mobile browser.

## 5. Privacy & Security


Sensitive data is encrypted and only accessible to authorized users. Optional PIN or layered access can be implemented.

## 6. Optional GPS Pairing


For vulnerable users (e.g. Alzheimer's patients), wristbands can be paired with a GPS tracker for real-time location.


## 7. Update Anytime

Caregivers or healthcare providers can update the medical profile remotely through a secure admin dashboard.


 **Jane Doe** | 123456789

### Emergency Contacts


 **John Doe** +1 234-567-8900  
Spouse

 **Sarah Smith** +1 345-678-9001  
Daughter

### Medical Conditions


 Diabetes

Penicillin

 Hypertension

Lisinopril


### Allergies & Medications

 **Allergy**

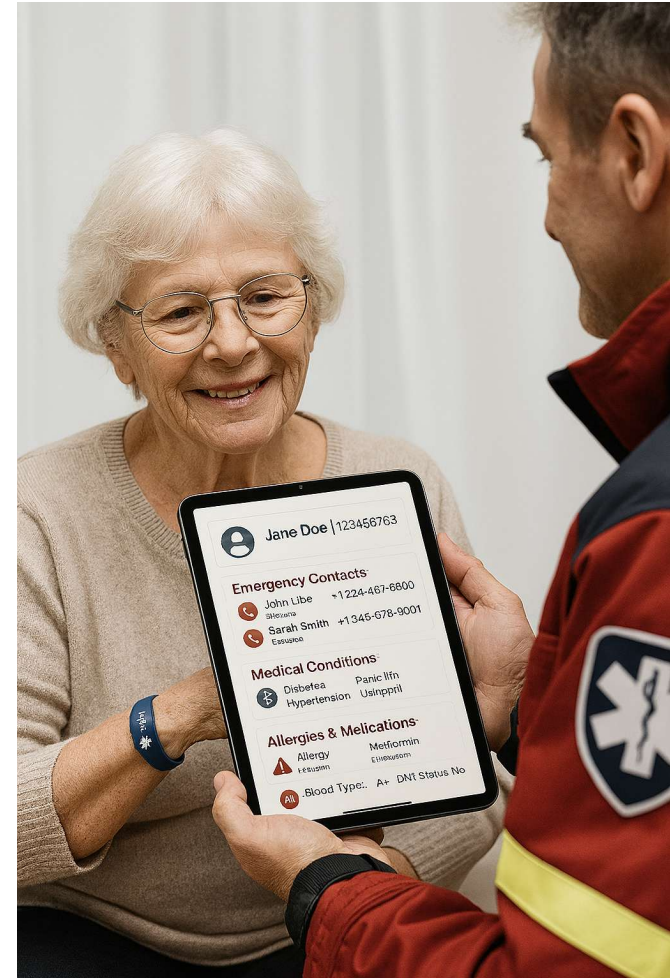
Metformin

Penicillin

Lisinopril

 **Blood Type:** A+

**DNR Status:** No





# Why DynamicNFC? / FEATURES (What it Does)



## Tap-to-Connect Technology /

Quick identification by first responders or caregivers using any NFC-enabled device.



## AI-Powered Emergency Data Insights

Real-time, context-aware analysis to prioritise medical conditions and alert relevant contacts.



## Seamless Hospital System Integration

Instant access to electronic health records (EHR) via secure portals.

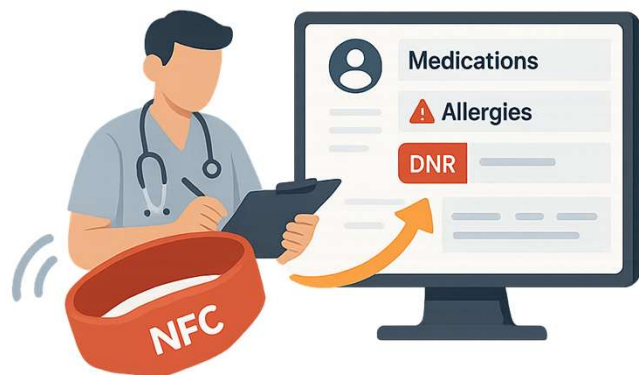


## Advanced Data & Health Monitoring

Continuous updates on wristband scans and health alerts for caregiver dashboards.



# Why DynamicNFC? / FEATURES (What it Does)



## Real-Time Status Updates

Auto-syncs critical data such as medications, allergies, or DNR changes when updated by medical staff.

## User-Friendly & Intuitive

Simple design, one-tap access—no training or app install needed.

## Tailored for Each User

Custom profile with personalised care plans, emergency contacts, and specific health notes.

# Why DynamicNFC? / BENEFITS (What it Delivers)



## Faster Emergency Response

Instant access to patient health data by first responders—faster triage and safer outcomes.



## Real-Time Medical Data Sync

Automatic updates from hospital staff to wristbands—ensuring accuracy in critical moments.



## Improved Patient Identification

No more paperwork or guesswork—scan and verify ID, allergies, medications, and DNR instantly.



## Cost-Effective Operations

Reduces admin time and manual data entry, lowering resource costs for hospitals and care homes.

# Why DynamicNFC\* / What Is Our Special Sauce?



## 1. One-Tap Instant Access

No app or login is needed—tap with any NFC-enabled phone to securely view allergies, medications, DNR status, and more. (Restriction can be applied)

## 2. Real-Time Medical Sync

Critical health data (like updated medications or emergency contacts) auto-syncs from hospital or caregiver systems.

## 3. Privacy-Focused & Secure

No data is stored on the band—encrypted cloud access ensures only authorised users can view patient info.

## 4. Seamless Healthcare Integration

Easily connects with hospital records and caregiver dashboards, reducing paperwork, errors, and response time.

# Future Plans for Intellectual Property (IP)



- Copyright: Our code, visuals, and content are protected as original works.
- Trademarks: Our brand name, logo, and designs are trademarked assets.
- Trade Secrets: We protect proprietary tech and workflows as confidential.
- AI Messaging & Language Support: AI tailors' outreach and supports multilingual communication.

# Competitors

Feature / Product	Dynamic MED	Tap2Tag (UK, sold in Canada)	GAO RFID (Toronto)	Vantage BLE/NFC Pilot (Canada)	Smart Medical ID Card (Various)
NFC Emergency ID Access	✓	✓	✓	✓	✓
GPS / Location Tracking	✓	✗	✗	✓	✗
Direct Family Notification (Real-Time Alert)	✓	✗	✗	✗	✗
Hospital System Integration	✓	✗	✓	✗	✗
Web-Based Medical Profile Platform	✓	✓	✗	✗	✓
Access Without App	✓	✓	✓	✓	✓
Data Encryption & Privacy Controls	✓	⚠	✓	⚠	✓
Wearable Design (Comfort/Discreet)	✓	✓	⚠	✓	✗
Affordable for B2C Consumers	✓	✓	✗	✗	✓
B2B Integration Model for Clinics/Hospitals	✓	✗	✓	⚠	✗



Early/indoor location monitoring combined with NFC ✓



NFC primarily used for points-of-entry scanning; no public “lost wandering” use case yet

# Why DynamicNFC\* / Business Model



## 1. B2C

- Direct sales of wristbands via care facilities, pharmacies, and online platforms

## 2. B2B

- Subscription-based SaaS platform for hospitals and care homes (monthly/annual plans)

## 3. Additional Revenue Streams

- Customisation services, data analytics, and integration support

# Market Size *(Target Segments in Ontario)*



Segment	Est. Population	Potential Adoption (10-30%)	Unit Price (Est. \$40)	Market Potential
People w/ Dementia	250,000 <sup>1</sup>	25,000–75,000	\$40	\$1M–\$3M
Seniors 75+ (non-dementia)	1,000,000	100,000–300,000	\$40	\$4M–\$12M
Long-Term Care Residents	78,000	39,000–70,000	\$40	\$1.6M–\$2.8M
Pediatric & Emergency Use	100,000	10,000–30,000	\$40	\$400K–\$1.2M

<sup>1</sup> [\\*https://www.ontario.ca/page/ontario-population-projections](https://www.ontario.ca/page/ontario-population-projections)

<sup>2</sup> <https://alzheimer.ca/en/about-dementia/what-dementia/dementia-numbers-canada>



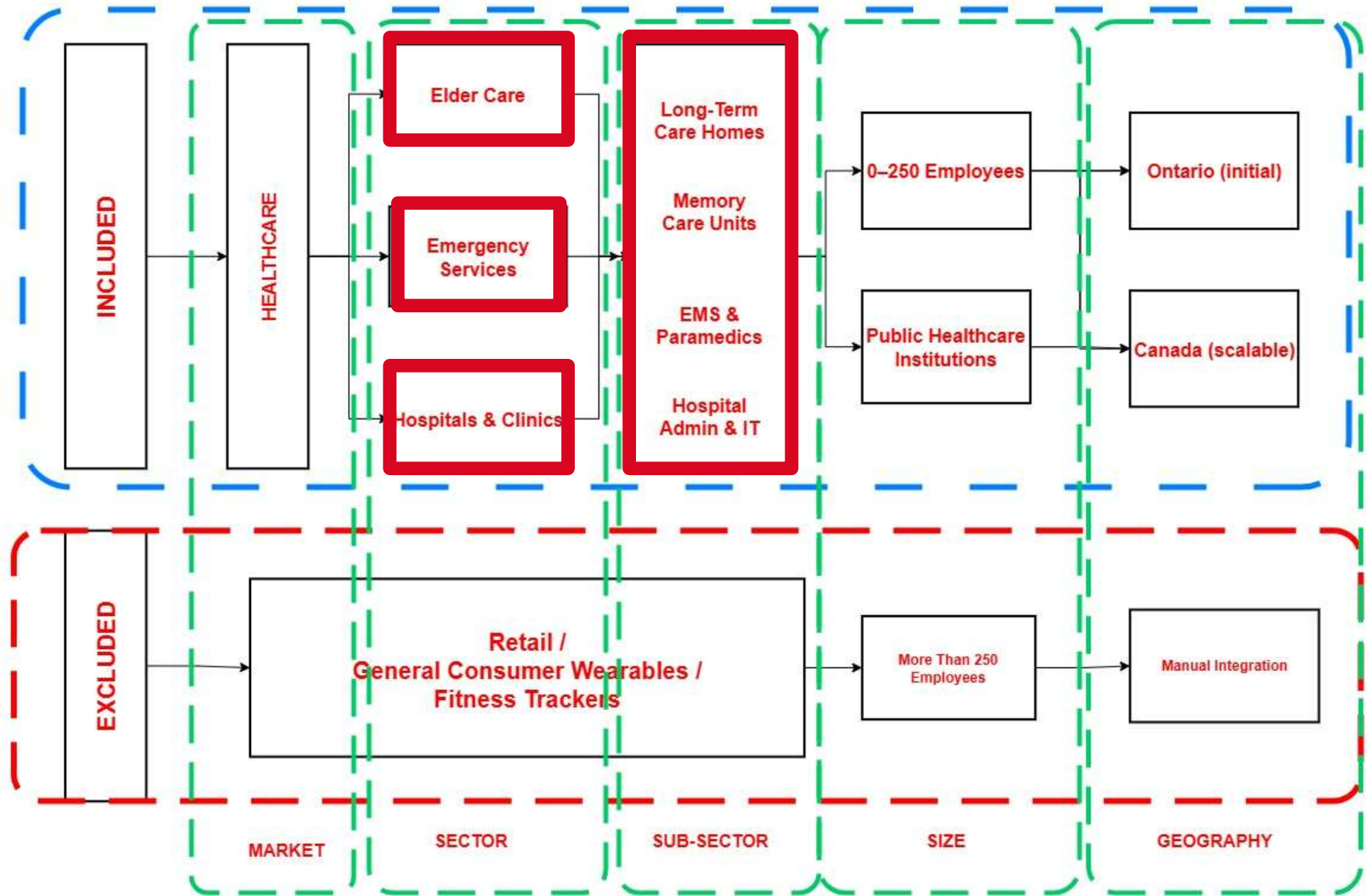
# Future Projection



Year	ARR Goal	EBIT	Key Milestones
1	\$200K CAD	Pre-profit	Canada / Mainly BC Provinces
2	\$500K CAD	\$120K CAD (24%)	Scale SaaS adoption
3	\$750K CAD	\$225K CAD (30%)	Launch NFC + CRM toolkit

Revenue streams include NFC card sales, SaaS subscriptions, and team analytics packages.

# MARKET SEGMENTATION



# Go-to-Market Strategy



1. Pilot partnerships with memory care facilities and hospitals in Ontario
2. Leverage community health organisations and Alzheimer's societies
3. Government grants and healthcare tech funds
4. Testimonials and impact data to support adoption

# Roadmap



Q1-2 Y1

Finalize NFC wristband prototype, build MVP portal, and secure pilot partners.

Q3-4 Y1

Launch pilot, gather user feedback, and implement security/privacy enhancements.

Q1-4 Y2

Release DynamicNFC Health V1.0, add GPS/mobile access, and start Ontario marketing.

Q1-2 Y3

Integrate with hospital systems, expand to 10+ facilities, and reach 500 active users.

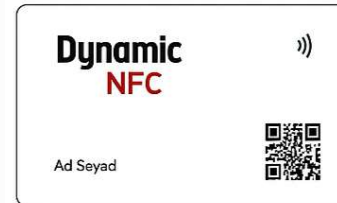
# Our NFC Experience - TURKEY



## DIGITAL CATALOGUE PRODUCTS



## DIGITAL BUSINESS CARD PRODUCTS



**White**  
Digital Card \$ 30



**Black**  
Digital Card \$ 30



**Gold**  
Digital Card \$ 35



**Bamboo**  
Digital Card \$ 50

# Our NFC Experience - Our Customers in TURKEY



# SUMMARY

1. **High-Impact Market Need:** Over 334,000 Ontarians live with dementia; safety and quick identification are critical.
2. **Purpose-Built Solution:** Designed for healthcare providers, long-term care homes, and emergency responders.
3. **Early Traction Potential:** Pilot interest from clinics and care facilities; addresses real pain points in patient ID and emergency access.
4. **Strategic Use of Funds:** Focused on product development, security compliance (HIPAA/PIPEDA), and B2B outreach.
5. **Technology Differentiator:** This is the first of its kind in Canadian health tech, combining NFC, real-time web access, and caregiver alerts.



# Market Size *(Target Segments in Ontario)*



Population Segment	Ontario Estimate
Seniors (65+)	~2.9 million (2024 est.) <sup>1</sup>
Diagnosed with Alzheimer's	~250,000 <sup>2</sup>
At-risk (chronic/medical needs)	~1.2 million
Long-Term Care Residents	~78,000 (per Ontario LTC Report 2023)
Hospitals & EMS Units	140+ hospitals, 50+ EMS districts

<sup>1</sup> [\\*https://www.ontario.ca/page/ontario-population-projections](https://www.ontario.ca/page/ontario-population-projections)

<sup>2</sup> <https://alzheimer.ca/en/about-dementia/what-dementia/dementia-numbers-canada>