Pitch Desk

StraDec

The Power To Bring You All Information

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Executive Summary:

Our mission is to improve global health outcomes by providing a decentralized, transparent, and secure solution to track infectious diseases globally. Our solution is built on the Ethereum blockchain, leveraging web3, DAO, and tokens to provide a unique and effective approach to disease tracking. With our solution, we aim to make it easier for public health organizations and governments to detect and respond to outbreaks, ultimately saving lives.

Problem Statement:

Infectious diseases have a significant impact on global health outcomes, causing millions of deaths each year. Despite advances in medical technology and public health practices, detecting and responding to outbreaks remains a significant challenge. Current disease tracking systems are often fragmented, slow, and lack transparency, leading to delays in response times and further spread of diseases. There is a clear need for a better solution that provides real-time data and enables more effective responses to outbreaks.

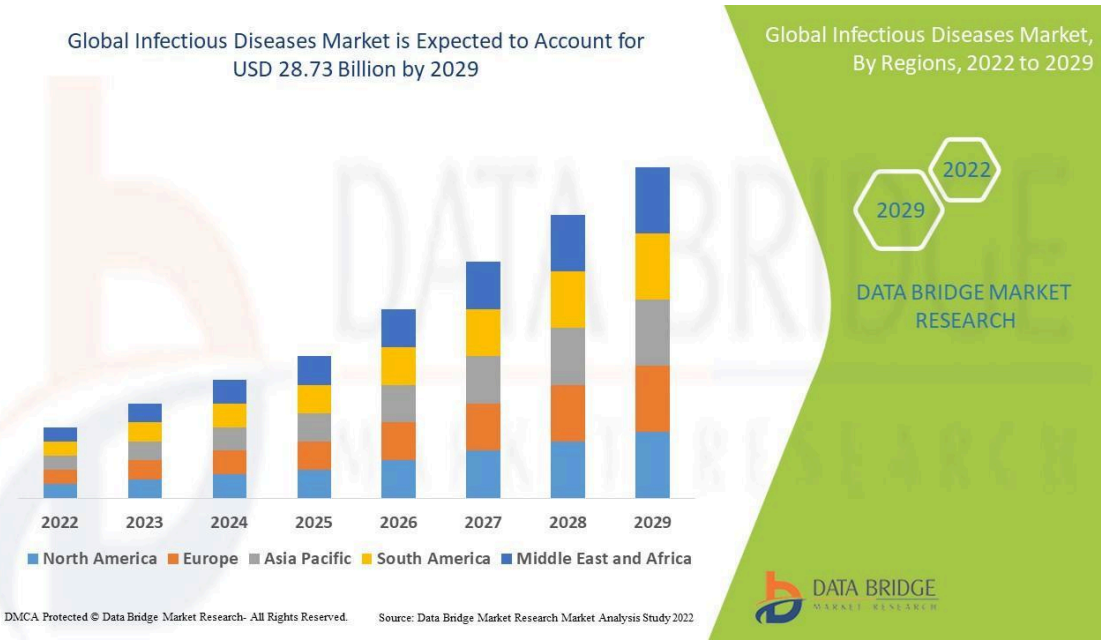
Solution:

Our solution is a decentralized disease tracking platform built on the Ethereum blockchain. The platform uses web3 technology to enable secure, transparent, and real-time data sharing among public health organizations, governments, and other stakeholders. The platform also leverages DAO governance and tokens to incentivize participation and provide a sustainable funding model.

The platform collects data from various sources, including public health agencies, hospitals, clinics, and individual users. The data is anonymized, encrypted, and stored on the blockchain to ensure privacy and security. The platform uses machine learning algorithms to analyze the data and detect outbreaks early, providing public health organizations and governments with the information they need to respond quickly and effectively.

Marketing Analysis:

The global infectious disease tracking market is projected to grow rapidly in the coming years, driven by increasing awareness of the importance of disease surveillance and the need for better solutions to address emerging infectious diseases. Our target market includes public health organizations, governments, and other stakeholders involved in disease surveillance and response. We also plan to target individual users who want to contribute to disease tracking and be informed about outbreaks in their local areas.



Marketing and Sales Strategy:

To reach our target market, we plan to use a combination of digital marketing, content marketing, and social media. We will also attend relevant conferences and events to showcase our solution and build relationships with potential customers and partners.

We will offer a tiered pricing model for our solution, with distinct levels of access and functionality depending on the

customer's needs. We will also offer a free basic version of the platform for individual users to encourage wider participation and data sharing.

Team:

Our team includes experienced professionals with a range of skills and expertise in public health, blockchain technology, software development, and business management. We also have advisors and mentors with experience in relevant fields who can provide guidance and support.

Financial Plan:

Our startup costs will include software development, marketing, legal, and administrative expenses. We plan to fund our startup costs through seed funding and crowdfunding campaigns. Once the platform is launched, we plan to generate revenue through a combination of subscription fees and transaction fees.

Financial Projections:

The financial projections for StraDec are as follows:

Year 1:

Token sales revenue: $5 million Subscription fees: $3 million Data licensing revenue: $2 million Total revenue: $10 million

Year 2:

Token sales revenue: $10 million Subscription fees: $5 million Data licensing revenue: $4 million Total revenue: $19 million

Year 3:

Token sales revenue: $15 million Subscription fees: $7 million Data licensing revenue: $6 million Total revenue: $28 million

Social Impact:

Our solution has the potential to have a significant social impact by improving global health outcomes and contributing to the

achievement of the UN Sustainable Development Goals. By providing real-time data and enabling more effective responses to outbreaks, we can help reduce the spread of infectious diseases and ultimately save lives.

Risks and Challenges:

There are several potential risks and challenges associated with our solution, including regulatory and legal challenges, technical challenges, and competition from existing disease tracking solutions. We will mitigate these risks by ensuring compliance with relevant regulations and laws, investing in ongoing research and development, and building strong partnerships and relationships with customers and stakeholders.

Market Size:

The global infectious disease tracking market is projected to reach USD 28.7 billion by 2029, growing at a CAGR of 19.2% from 2022 to 2029. The increasing prevalence of infectious diseases, growing focus on early disease detection, and the need for real-time data to enable effective disease management are some of the key factors driving market growth. Our solution has the potential to capture a significant share of this market, particularly given the unique benefits of blockchain technology in disease tracking.

Renewals:

Our platform will offer a subscription-based pricing model, with distinct levels of access and functionality depending on the customer's needs. We expect a high rate of renewals, given the critical nature of disease tracking and the value proposition of our solution. We will also offer ongoing customer support and regular updates to ensure customer satisfaction and retention.

Expectations in Values:

We expect the value of the market for infectious disease tracking solutions to continue to grow rapidly over the next three years, driven by increasing awareness of the importance of disease surveillance and response and the need for better solutions to address emerging infectious diseases. Our platform has the potential to capture a significant share of this market, particularly given the unique benefits of blockchain technology in disease tracking. We anticipate steady revenue growth and a strong return on investment for our stakeholders over the next three years.

Competitor:

There are several existing solutions that are like our project, in the sense that they use blockchain technology and decentralized autonomous organizations (DAOs) to track data about infectious diseases. Here are a few examples:

- Hacera - is a startup that provides a platform for creating decentralized networks to share information, including information about diseases. They have a project called MiPasa that uses blockchain technology to track the spread of infectious diseases, including COVID-19. MiPasa enables real-time information sharing between public health authorities, healthcare providers, and other stakeholders.
- Solve.Care - is a healthcare platform that uses blockchain technology to create a global care network. They have a product called Global Telehealth Exchange (GTHE) that enables remote consultations with healthcare providers. GTHE has been used to provide telehealth services during the COVID-19 pandemic.

- Ezyrecon - is a startup that uses blockchain technology to track the authenticity and movement of medical supplies, including supplies used for infectious disease control. Their platform enables supply chain transparency and reduces the risk of counterfeit products entering the market.
- MedRec - is a project developed by researchers at MIT that uses blockchain technology to create a decentralized medical record system. This system enables patients to have more control over their medical data and can facilitate more efficient and secure sharing of medical information.

It is worth noting that these solutions may not have the exact same mission as our project, but they share similar characteristics in terms of using blockchain technology and DAOs to track information about diseases.

Our Advantages:

here are some potential advantages and differences that our startup may have compared to existing solutions in the space:

- ✔Global scope: our startup's focus on tracking data about all infectious diseases globally is a unique and ambitious mission. Most existing solutions in the space tend to focus on specific diseases or regions. Our startup could potentially provide a more comprehensive and unified view of infectious disease data worldwide.
- ✔Web3 and DAO integration: our startup's integration with web3 and DAOs could provide unique advantages in terms of transparency, decentralization, and community involvement. By leveraging these technologies, our startup may be able to create a more open and collaborative ecosystem for sharing infectious disease data.

- ✔Holistic approach: our startup's mission to track data about both infectious and non-infectious diseases is a differentiator from most existing solutions in the space, which tend to focus exclusively on infectious diseases. This could provide a more comprehensive view of global health trends and potentially identify correlations between infectious and non-infectious diseases.
- ✔Sustainability: our startup's focus on the long-term sustainability of the solution could be an advantage over existing solutions that may be more short-term focused. By incorporating a DAO governance model and potentially incentivizing participation from stakeholders, our startup could create a self-sustaining ecosystem for tracking infectious disease data over the long term.

✔Usability: If our startup is designed with a user-friendly interface and/or API that can be easily accessed and integrated with existing healthcare and public health systems, this could be a major advantage over existing solutions that may be more difficult to use or integrate.

Conclusion:

We believe that our solution has the potential to revolutionize global disease tracking and improve global health outcomes. With our platform, we can provide real-time, transparent, and secure data sharing among public health organizations, governments, and other stakeholders, enabling more effective responses to outbreaks and ultimately saving lives.

We'll build a team that has the skills and expertise to develop and launch the platform successfully, and we have a clear plan for marketing, sales, and revenue generation. We also recognize the potential risks and challenges associated with our solution and have a plan to mitigate them.

We are confident that our solution will have a significant social impact, contributing to the achievement of the UN Sustainable Development Goals and improving health outcomes for millions of people worldwide. We look forward to bringing our vision to reality and working with customers and stakeholders to create a healthier and safer world.

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