



Hi!

B.



Ever heard of dogs being able to smell cancer?

The Blue Box.

AI-powered medical device for in-home
breast cancer testing using urine with
an accuracy of 95%

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1/8 women

will be diagnosed with **breast cancer** at least once along their life

- American Cancer Society (ACS)

PROBLEM

Current breast cancer screening, the mammogram is...



PAINFUL

46%

of screening
absenteeism
attributed to pain



IRRADIATING

Although minimal
radiation dose,
continuous exposure to
the mammogram can
trigger cancer



NOT SENSITIVE

93%

of positive results
are false positives reported
by the Catalan Healthcare
System

SOLUTION TO THE PROBLEM

The Blue Box, the new breast cancer test for a simple, in-home breast cancer screening

The
Blue Box.

Artificial intelligence-
powered

8 sensors sensible to
breast cancer biomarkers

Accessible through
your smartphone

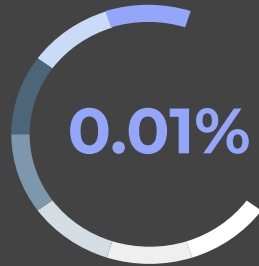
The
Blue App.



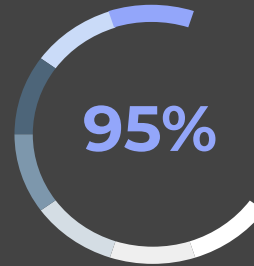
convolutional NN

Has been shown to be the **best possible classifier** for our data type

N = 90



LOSS FUNCTION



ACCURACY

USER JOURNEY

Buy a Blue Box and
get ready for a simple
PAIN-FREE
breast cancer screening
AT HOME



Collect a
URINE SAMPLE
in a plastic container
and introduce it inside
The Blue Box.



Wait 30 min and check
the app in your phone!
The Blue Box will deliver
an **ACCURATE**
diagnosis.

No waiting time,
NO ANXIETY



The **ADDED VALUE** of the The Blue Box



NON-IRRADIATING



LOW-COST

100€



SENSITIVE



NON-INVASIVE



REUSABLE



USER-FRIENDLY



2018



2021

So... what do
you exactly do?

Can't even imagine what
medicine will be like 4 years
from now.

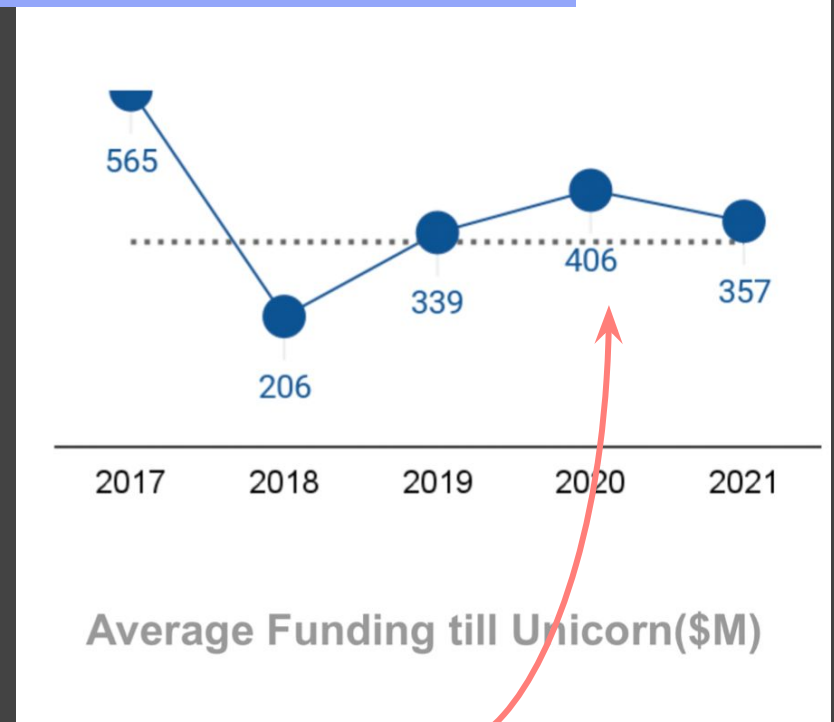
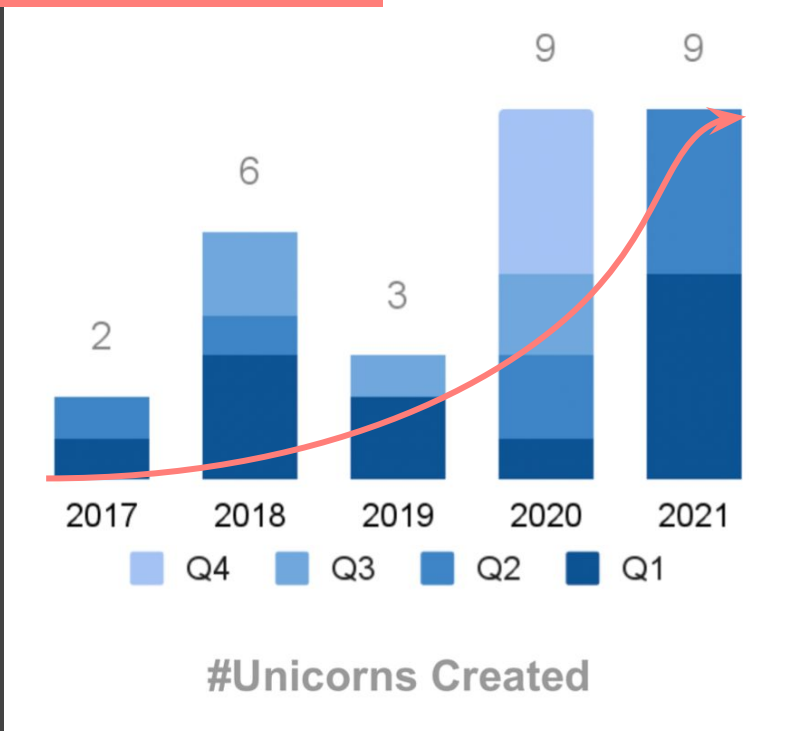
medicine
+
artificial intelligence
+
...

medicine
+
artificial intelligence
+
frustration

the jumpstarter

...then disruption :)

Unicorn Trends for Healthtech



disruption is becoming sexy

Our **GO-TO-MARKET**
approach

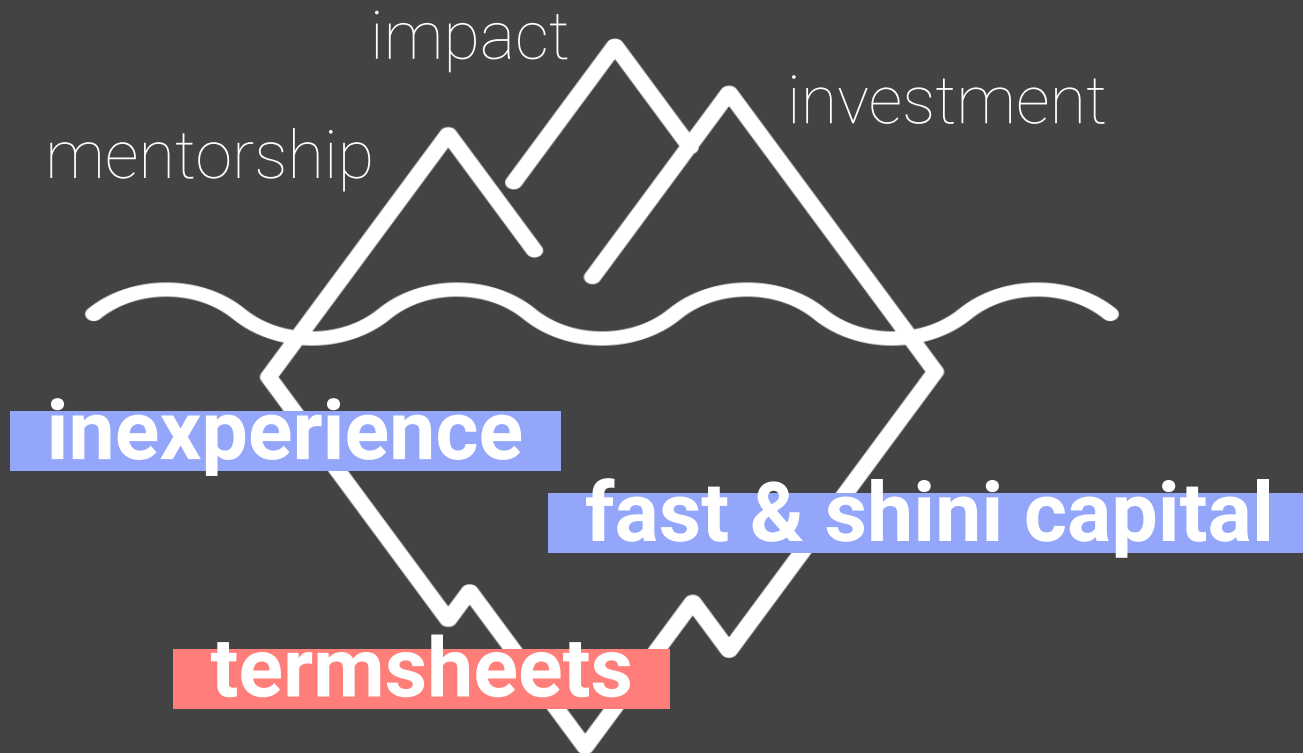
The
Blue Box.



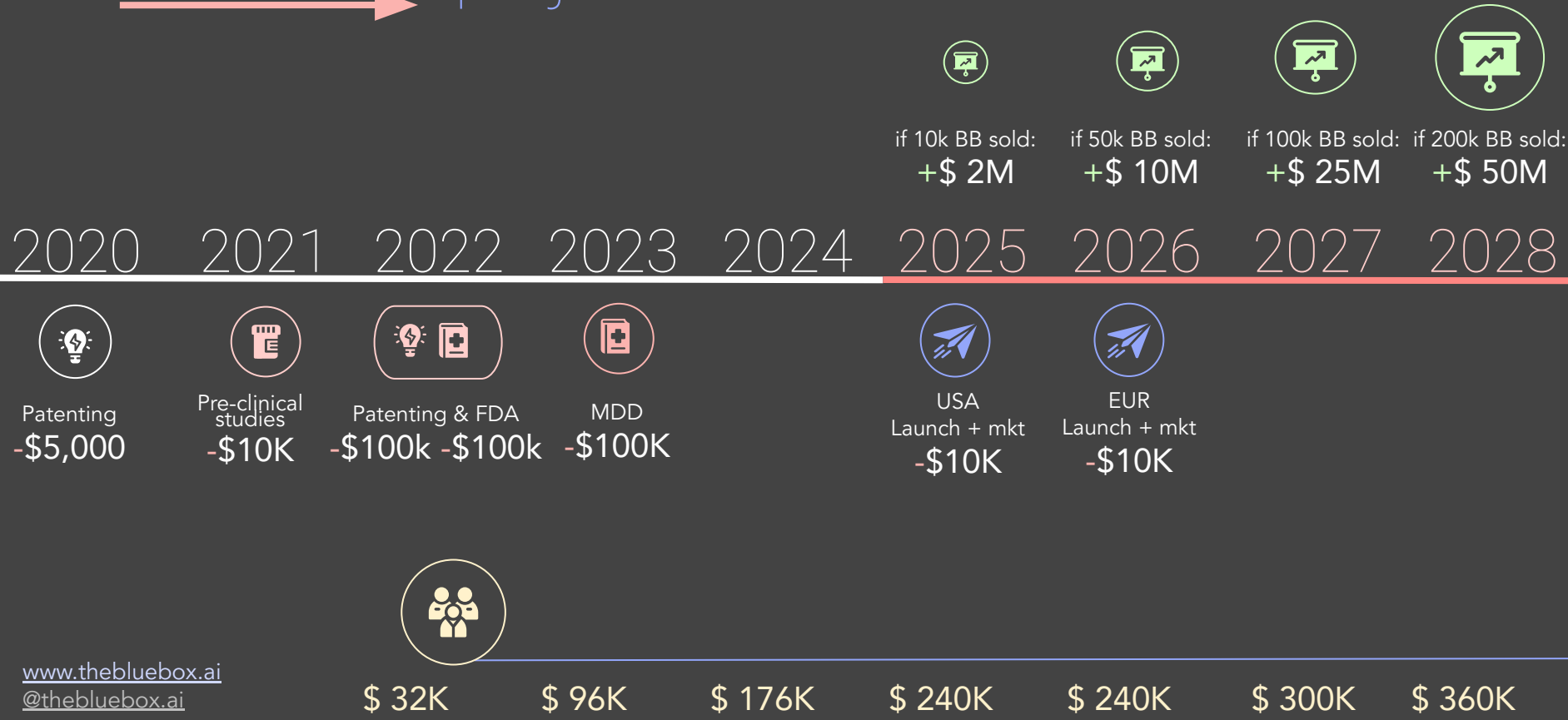
impact
investment
mentorship

Our **GO-TO-MARKET** approach

The
Blue Box.



Our **financial** projection



Our **GO-TO-MARKET** approach

The
Blue Box.



Targeted
end customer

A **woman** that chooses to **own its own health**



Value for
the customer

- Family purchases **The Blue Box**
- Each member downloads a **The Blue App**

Whilst subscription active, they will automatically receive a new software update every x months.



Business
model

Subscription

Customers keep The Blue Box at home and feed it with a urine sample periodically.

www.thebluebox.ai

[@thebluebox.ai](https://twitter.com/thebluebox.ai)



thankYOU :)

When society comes together
to change the way we fight breast cancer

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