



Mobile Health – New Business & Funding Opportunities

Orcanos Café, December 2013



Introducing our Life Sciences Division



The use of mobile technologies to support health and improve access, quality & cost-effectiveness of healthcare.

Mobile Health – Basic Definition



Mobile Evolution

6 BILLION

mobile phone subscribers in the world



every 4th mobile phone
in the world is a smartphone

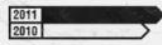
1.2 BILLION MOBILE WEB USERS WORLDWIDE



- 2 times more than fixed broadband subscribers
- mobile web usage is predicted to overtake
PC-based Web usage soon

491.4 MILLION

smartphone devices shipped in 2011 alone



11.1% more mobile devices
were sold in 2011 than in 2010



63.1% more smartphones were sold during
the same year in comparison to 2010.

45% of the world's population
is now covered by a 3G
mobile network



10% of Website hits/pageviews come
from a handheld mobile device.



in US and Western Europe, 90% of mobile
subscribers have an Internet-ready phone

79%



of smartphone users use
their smartphones to help
with shopping

1 in 3 mobile searches are
local and 59% of users visited
the store after the search



71 percent of smartphone users that see TV, press or online ad,
do a mobile search for more information.



App Market \$79.7b

2017: "Everywhere for Everyone"

mHealth Market

\$23B

2017



\$4.6B

2013

**500% growth
in 3 years**

2017: “Everywhere for Everyone”

Mobile Health “Categories”

Prevention

1

Wellness

2

Diagnosis

3

Monitoring

4

Treatment

5

Mobile Health – 5 “Categories”

Mobile Health Opportunities

New Geographical Markets 1

Disrupting Existing Markets 2

New Players 3

New Business Models 4

mHealth Opportunities

mhealth Challenges

Physician Adoption 1

Patient Adoption 2

Regulatory 3

Reimbursement 4

Security & Confidentiality 5

So... What To Do





From Idea To Success

For more info, contact us:

Aaron Rothenberg, Managing Partner

aaron@hitechstrategies.com

054-555-5984

Hadas Mandel, Life Sciences Partner

hadas@hitechstrategies.com

054-811-1415

www.hitechstrategies.com