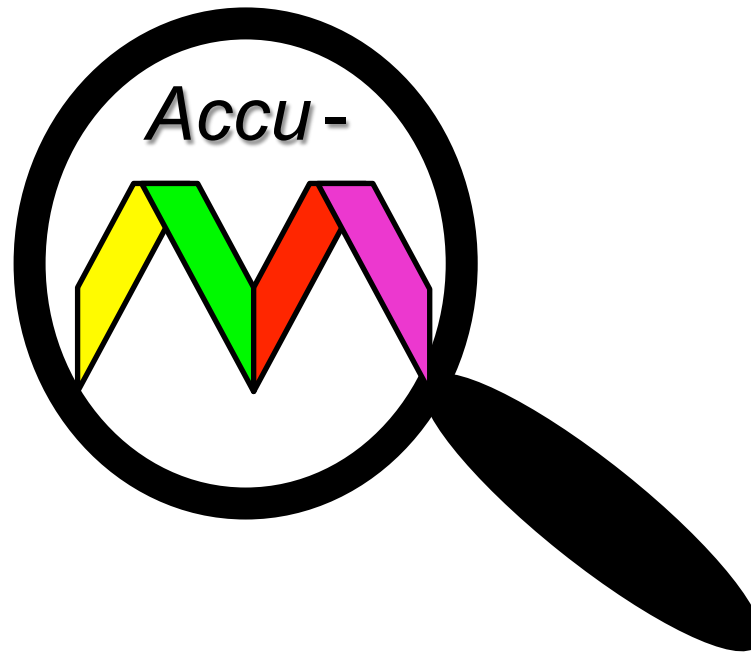
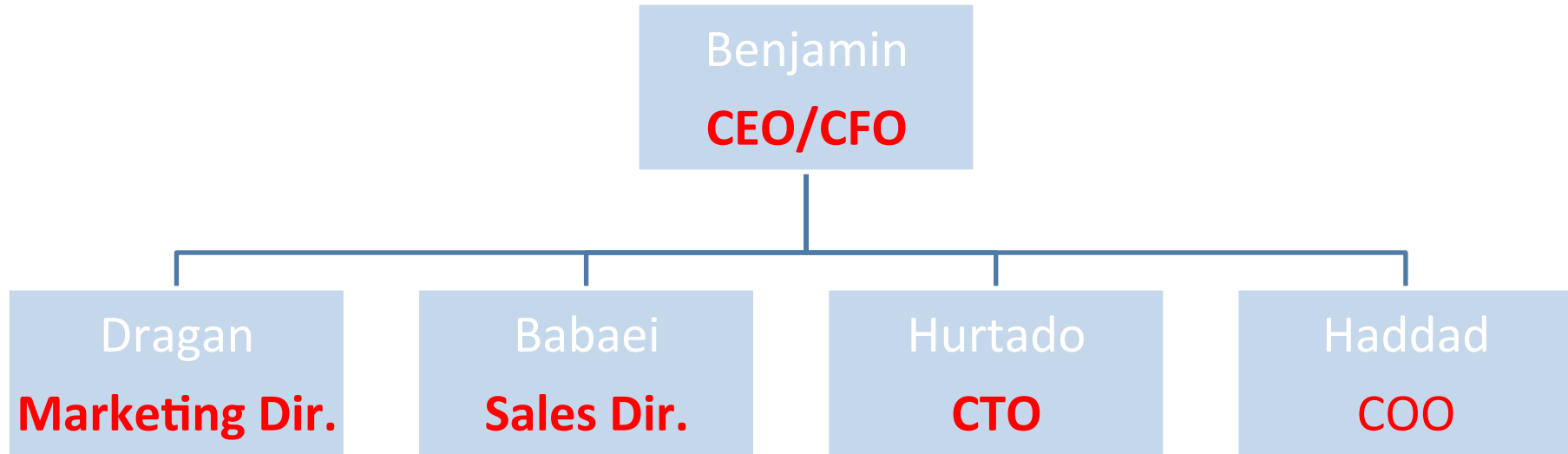


# Accu-M Systems



[www.accu-m.com](http://www.accu-m.com)

# The Management Team



# MALARIA INCIDENCE MAP WHO - 2013



- Risk people 3.4B
- 2012- 207 M clinical episodes  
627,000 deaths.
- 2010 : - 91% deaths in African

## Most Victims

- Young children
- Pregnant women
- Travelers or migrants

# How is malaria diagnosed?



## Microscopy

- No indication parasite density

- Time consuming
- Human dependent
- Not accurate



Rapid diagnostic test

# What we propose?

## Accu-M System



- Precise parasite density
- Rapid and easy test
- Cost effectiveness
- Large number of patients

## Intellectual Property

### Trade Mark

AccuM <sup>TM</sup>

AccuM System <sup>TM</sup>

### Copyright

Software ©

Algorithm (Counter) ©

### Industrial Design

Housing

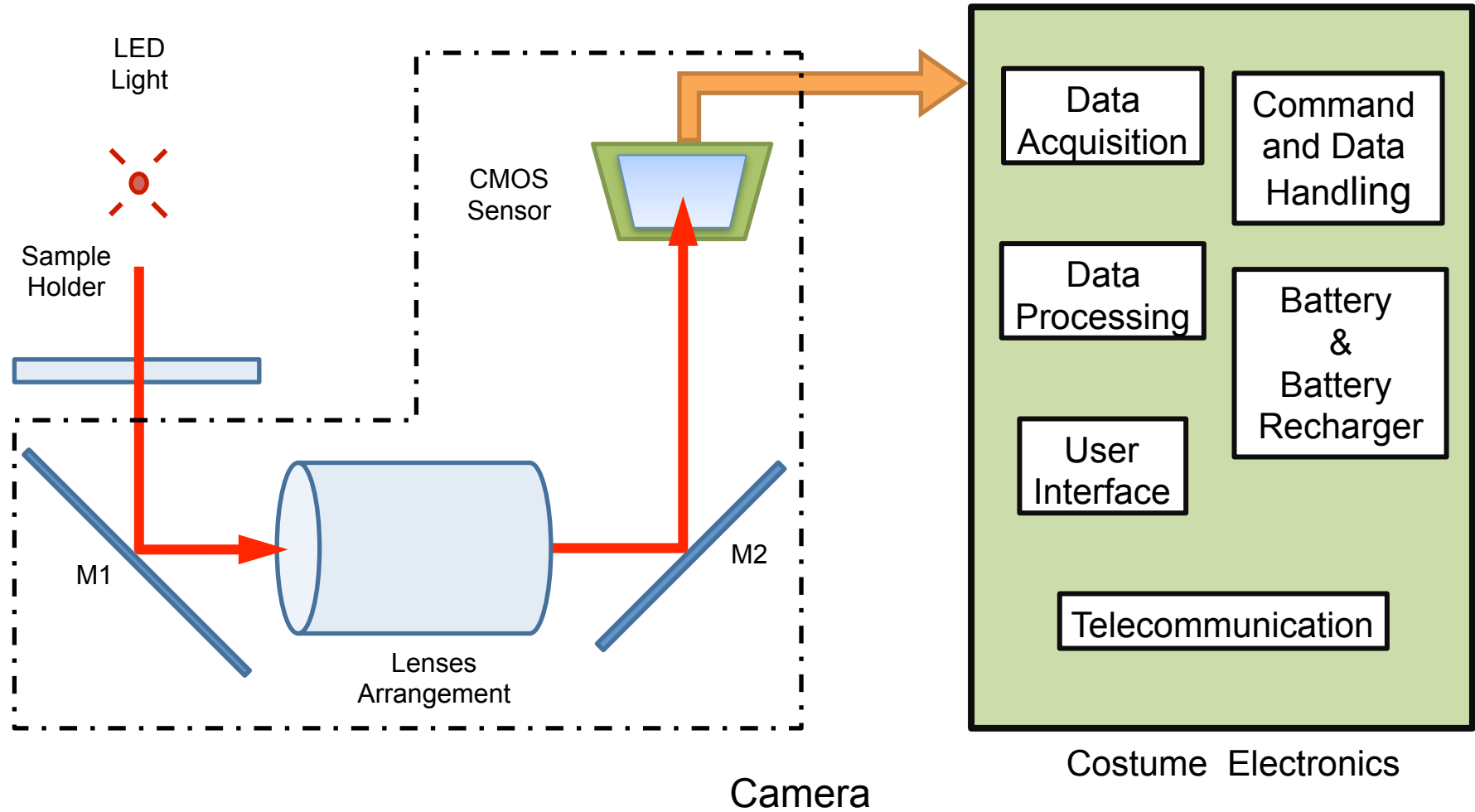
### Patent

Final device (AccuM System)

Chamber lenses

Method of the procedure

# Accu-M System



# Marketing Strategies - 4Ps

## Product

- High-tech
- Training services
- After-sales support
- Future development

## Price

- Affordable
- Long payment terms
- Cost-plus-profit pricing

## Place

- Ghana market
- Countries with high malaria incidence levels
- Channel of distribution: manufacturer - user

## Promotion

- Direct selling
- Government & NGOs

# Competition

## Microscopes producing companies

- Johnson&Johnson
- Siemens AG
- General Electric Co.
- Sanovi

## Rapid diagnostic test kit producers

- Bionote Inc
- SSA Diagnostics & Biotech Systems
- Span Diagnostics Ltd
- Standard Diagnostics, Inc., Giheung-ku, Republic of Korea



# Sales

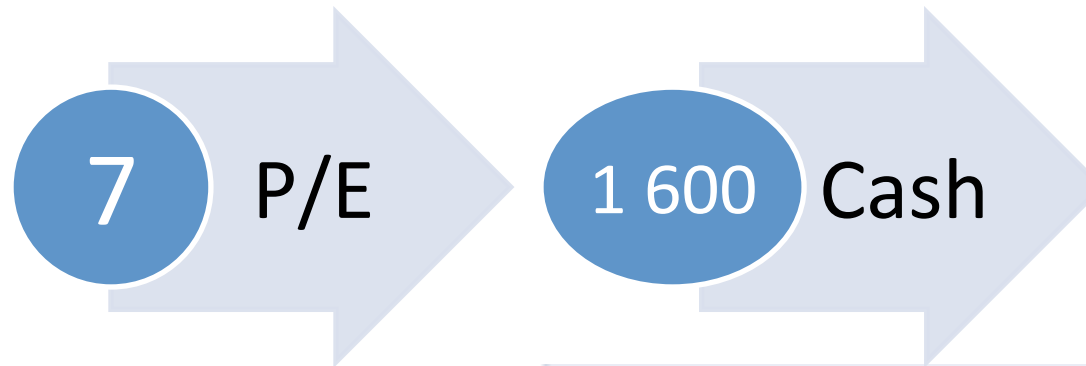
## TARGETED CUSTOMERS

- Government of Ghana – 2340 health facilities
- World Health Organization
- Doctors without borders
- Red-Cross
- USAID
- JAICA
- Panamerican Health Organization (South America)

## PROMOTION STRATEGIES

- Website
- Social media
- Youtube video
- Health conferences
- Demo sessions at the health care facilities

Valuation Value -> **11 200 000**



Companies	P/E ratio in 2013
Pfizer	20.7
Novartis	16.7
Sanofi	13.7
GlaxoSmithKline	13.8
AstraZeneca	7.4
Hoffman- La Roche	17.6
Johnson&Johnson	21.5
Merck&Co	19.7
<b>Industry Avg.</b>	<b>16.3875</b>

**Cash Needed: €500 000**

**Team' s Investment: €100 000**

**Donation (letter of intent from Bill Gates) :  
€100 000**

**40 % Equity Investment: €300 000**

**ROI= (4 480 000 – 300 000)/300 000 =>**

**ROI=1393%**