Investment Presentation

Scan MiCode for medical information

MC51380491

Register your card at micode.uk

I've got MiCode, have you got yours?

Why MiCode?

- Whenever people are in an emergency situation they sometimes may become incapacitated, confused and find it hard to explain their needs

- This is particularly the case for those with dementia, autism, disabilities, serious illness, and the elderly

- MiCode ensures people always have important information like medical needs and emergency contacts available instantly

- MiCode also provides security and reduces risk for people doing dangerous jobs, sports activities, children and travellers

What is MiCode?

- MiCode is a QR code designed to store and manage your emergency contacts and medical information.

- With MiCode, if you have a health emergency, your information is available instantly, in any language.

- It can be worn as a bracelet, keyring, pendant and displayed on your mobile phone. MiCodes are also supplied on cards and stickers.

- MiCode securely stores your name, emergency contacts, medical conditions, allergies, and any additional information that's critical to convey.

What are the benefits of Micode?

- **Immediate Access to Medical Info**: Ensures quick access to medical history and files during a health emergency.

- **Emergency Contact Notification**: Automatically alerts family members if an emergency occurs.

- **Language Translation**: Ensures that medical information is understood by healthcare providers, regardless of language.

- **Enhanced Security**: Provides an extra layer of safety for elderly individuals living independently.

- **Peace of Mind**: Offers reassurance that medical information is always accessible, reducing anxiety for both the elderly and their families.

When a MiCode is scanned

- Instant access to a person's medical information, translated to any language.

  This information is completely personalised and can be PIN code protected form the public

- The call buttons allow emergency contacts and next of kin to be notified so that the can give PIN codes to the emergency services

- Emergency contacts are also notified via text and email of locations and given a map

- MiCodes can also contact documents, files and broadcasted messages
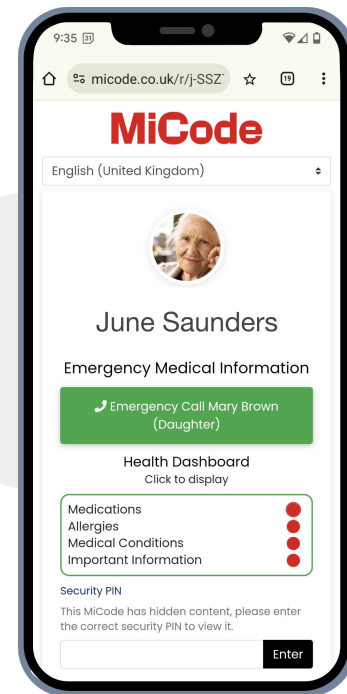
MiCode examples

Tag on neck chain
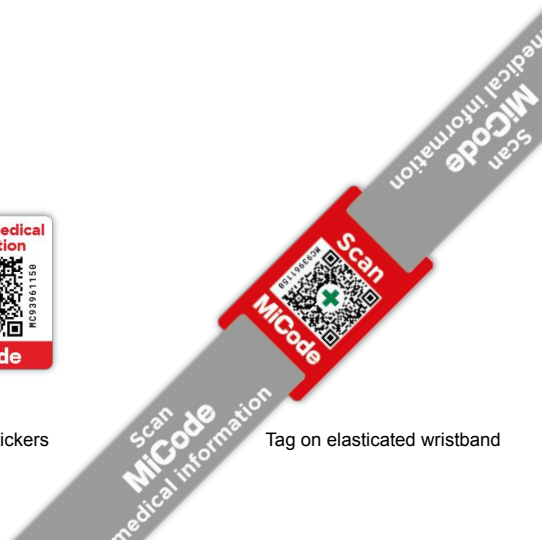
MiCode
A little peace of mind

MC51380491

Durable business card for wallet

Tag on keyring

Durable stickers

Tag on elasticated wristband

What MiCode stores

Personal Details: Name, privacy pin and an email and password to manage your account

Emergency Information: Contacts, next of kin, medications, allergies, medical conditions

Medical information: Hospital, NHS number, donor status and blood group

Insurance details: Company name telephone number and you policy number

Emergency Services: Activate emergency services access in an emergency.

Medical Files and Links: Upload important documents, files travel visas and plans.

Notes and appointments: Diary notes, medical information and appointments

A major feature of MiCode is the ability to completely personalise what information is stored and in what format. This means MiCode can be personalised for different sectors different information.

MiCode example codes

MC14146044

Stephen Black
PIN: 123456

All information
Pin Protected

MC52368139

Peter Ward
Name + Emergency
contact name
(No additional
information)

MC65794349

Ann Ward
Emergency Buttons
(No name or details)

MC65794349

Barbara West
All Information with
attachments.
(No PIN protection)

MC65794349

Jordan Smith
Full personal and
medical information
including attached files,
URL, hospital message
and hospital
information.
(No PIN protection)

Key features of MiCode

- User has complete control over all the information

- All Information is securely encrypted ensuring privacy and safety

- Sensitive Information can be PIN code protected

- Easy to keep information including documents and videos up to date

- Simple to access by first responders, healthcare providers, and even good Samaritans with a smartphone

- Information can be translated into any language instantly

MiCode Broadcast

MiCode Broadcast is an innovative extension of the MiCode platform that enables organisations to disseminate vital information rapidly and reliably to individuals or groups.

Key benefits of MiCode Broadcast in Healthcare:

- **Streamlined Communication:** Allows organisations to send critical updates, health advisories, and protocols directly to anyone

- **Secure File Sharing:** Organisations can securely transmit sensitive documents, patient reports, and medical information

- **Targeted Messaging:** Enables the delivery of personalised health reminders, appointment schedules, and medication alerts

- **Versatile Information Dissemination:** MiCode Broadcast ensures the right information reaches the right people.
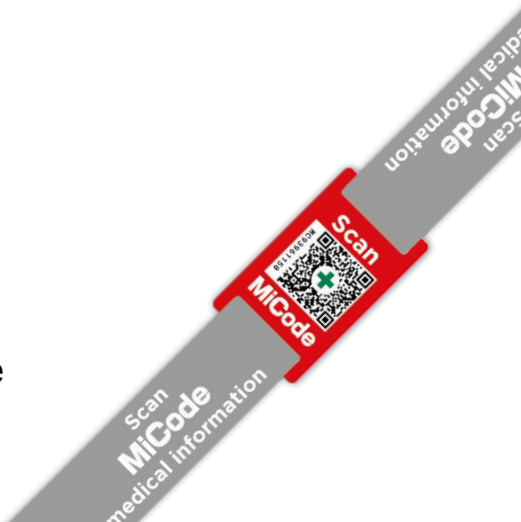
MiCode languages

MiCode revolutionises personal safety and communication by offering a cutting-edge language facility that caters to users of all backgrounds and nationalities.

With its innovative design, MiCode seamlessly integrates with the language settings of your smartphone, automatically adjusting to the preferred language of the user.

This ensures universal accessibility and comprehension, empowering individuals from diverse linguistic backgrounds to utilise MiCode with ease.

MiCode's language facility ensures that vital information is always accessible and understandable, fostering inclusivity and safety for all
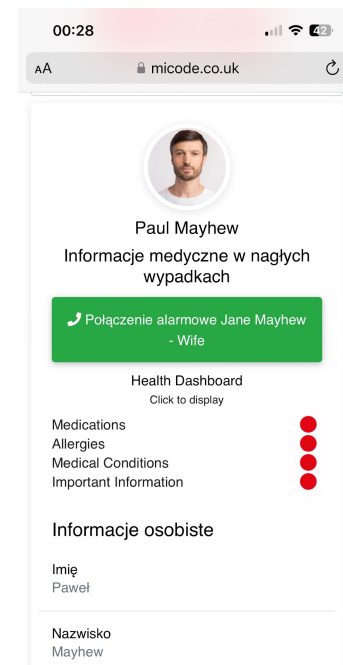
Many MiCodes - one account

The MiCode systems innovative design enables multiple MiCodes to connected to an existing Account.

New MiCodes can be preprinted on any physical items including bags, clothes, helmets and marchiney and then seamlessly integrated.

This Multi-MiCode facility is especially useful for day bracelets and lanyards. MiCodes don't have to be matched, just contracted together.

MC52368139
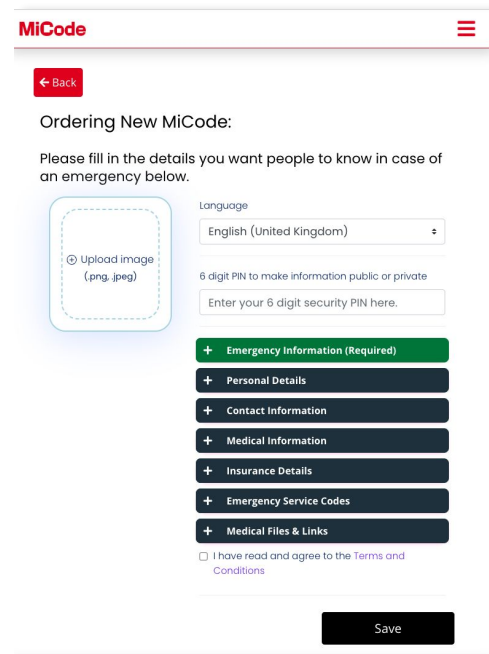
MiCode operational modes

To ensure maximum security and flexibility of use, MiCode can be set to 3 different modes:

Personal: only the owner of the MiCode can update the details by logging in to it to their account.

Organisational: an organisation can buy a collection of codes for its members and both the members, and the organisation can update the MiCode.

Locked: only authorised personnel can unlock the MiCode and update the details.

All information held on a MiCode is fully end-to-end encrypted and pin code protected

Competitive advantage
technological advantages:

At its core, MiCode has a patented dynamic and adaptive QR Engine designed to securely store fully encrypted personalised, multimedia medical information,

MiCode is a practical and scalable 'Right Care, Right Person' solution.

- **Universal Accessibility:** MiCode is language-agnostic, offering universal access.

- **Tailored Interfaces:** Different UIs for different applications

- **Real-time Updates:** MiCode allows real-time data synchronisation.

- **Automatic Translation:** It provides automated translation for language barriers.

- **Low tech literacy:** MiCode is designed for ease of use.

- **Robust Security:** MiCode prioritises data security.

- **Integration with Wearable Technology:** Seamless integration enhances real-time monitoring.

MiCode Management System

The MiCode system's innovative design enables multiple MiCode accounts each generating millions of QR codes

Edit Micode details

The MiCode system's innovative design enables multiple MiCode accounts each generating millions of QR codes

Edit MiCode: 40850113

Please fill in the details you want people to know in case of an emergency below.

Choose your preferred language

English

Create a 6 digit privacy PIN number

To keep some of your information private you can create a 6 digit privacy pin number. You should then give this pin number to the person you would like to be contacted in case of an emergency.

123456

Essential MiCode Information

In the following sections, you can add all the important information needed so that you can be helped in emergency situations. All of the information you enter can be kept private by selecting 'NEED PIN' to on.

Hospital Information +

Personal Details (Required) +

Emergency Information +

Medical Information +

Insurance & Travel Details +

Emergency Services +

Files & Links +

Your Notes

MC40850113

Download (.jpg)

Scan Count: 21

How MiCode Assists
The Police, Ambulance Services, Social Workers, Caregivers, the Public

- Provides essential information to help the police, ambulance services, social workers and caregivers at a time of need

- Emergency services pin code access to information you want to keep private from the public

- Facilitates quicker, safer interactions by allowing access to critical medical and contact information, crucial for effective emergency treatment, thereby saving lives

- Reduces administrative burdens, Improves response times and treatment accuracy during medical emergencies

Cost savings with MiCode

- **Reduced Emergency Response Times:** MiCode provides instant access to vital medical information, enabling faster, more efficient emergency care, saving both time and potentially thousands of pounds in emergency treatment costs.

- **Minimized Unnecessary Medical Tests:** By offering immediate access to medical histories, MiCode prevents redundant tests and procedures, significantly lowering healthcare expenses and saving money on unnecessary diagnostics.

- **Decreased Administrative Burden:** MiCode streamlines patient information management, reducing the need for extensive administrative labour, saving healthcare providers both time and considerable staffing costs.

- **Enhanced Patient Management:** Keeping medical information up-to-date with MiCode supports better chronic condition management, reducing hospital readmissions and saving on long-term healthcare costs.
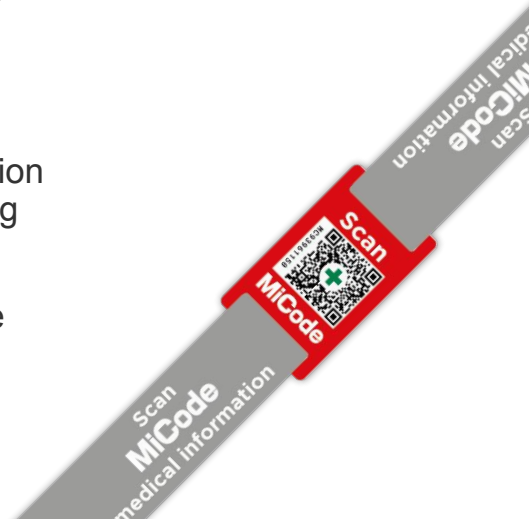
Future product - MiCode AI

- MiCode AI is a groundbreaking enhancement that extends MiCode capabilities with a powerful AI interface, designed to deliver immediate medical guidance.

- Upon scanning a MiCode, individuals can now interact with an intelligent AI chatbot. This intuitive interface allows users to ask specific medical questions and receive instant, precise instructions

- At the core is its specialist AI model trained to provide quick, efficient, and accurate answers to a wide range of emergency healthcare questions.

- Whether it's identifying symptoms, understanding medications, or offering first-aid steps, MiCode AI is like having a medical professional by your side, anytime, anywhere.

Scan

MiCode +

for medical information

MC51380491

Register your card at micode.co.uk

Market overview

The digital health information systems market is experiencing rapid growth due to technological advancements, increasing healthcare digitisation, and a shift toward patient-centric care.

MiCode occupies a unique position in the digital health information systems landscape with its innovative QR code-based solution. It differentiates itself through immediate accessibility, language-agnostic communication, and comprehensive encrypted medical data consolidation.

The size of the problem

- 1 million people are living with dementia in the UK. Nearly everyone knows someone with dementia and one in three of us will develop dementia in our lifetime.

- 1.5 million young people in the England have special educational needs and disabilities. Many of these are in and out of hospital and find it hard to communicate their current conditions needs.

- 20 million people - 30% of the UK population - live with one or more long-term medical health condition,

- 11 million elderly people, many of whom have medications and find it hard to communicate and forget important information.

- 4 million people report mental health problems each year, these can include communication issues and complex medications.

- 6.3 million severely disabled people in the UK, many of them have complex conditions and medications which need to be explained.

- Three are 4.8 million business travellers. In situations where they need medical attention or are hospitalised abroad, having immediate access to accurate medical information can be critical.

Target market opportunities

700,000

Autism. More than one in 100 people are on the autism spectrum and there are around 700,000 autistic adults and children in the UK.

900,000

Alzheimer's. There are currently 900,000 people living with dementia in the UK and this is projected to rise to 1.6 million by 2040.

15,000,000

Serious health condition. More than 15 million people - 30% of the UK population - live with one or more long-term conditions, and more than 4 million of these people will also have mental health problems.

17,000,000

Mental health patients. 20.3% of eight to 16-year-olds had a probable mental disorder in 2023. Among 17 to 19-year-olds, the proportion was 23.3%, while in 20 to 25-year-olds it was 21.7%.

6,300,000

Severely disabled (blind, deaf, MS etc). The number of people entitled to receive a disability benefit in Great Britain has risen over time, from 3.9 million in May 2002 to 6.3 million in February 2023, and is expected to rise further.

400,000

People in care homes. In 2022, there were 408,371 people living in care homes in the United Kingdom. The population was higher in England than in any other part of the UK.

4,300,000

Diabetes. More 4.3 million people in the UK live with diabetes. Additionally, 850,000 people could be living with diabetes who are yet to be diagnosed.

605,000

New born babies. There were 605,479 live births in England and Wales in 2022, a 3.1% decrease from 624,828 in 2021 and the lowest number since 2002; the number remains in line with the recent trend of decreasing live births.

11,000,000

Elderly. The number of people aged 65 years and over increased from 9.2 million in 2011 to over 11 million in 2021 and the proportion of people aged 65 years and over rose from 16.4% to 18.6%.

4,800,000

Business travellers. In 2022 there was 4.8 million business trips from the UK.

Business model
revenue generation approaches:

MiCode can generate revenue through strategic approaches:

- **Partnerships with Healthcare Providers:** Collaboration with Government, hospitals, charities, and emergency services for integration and special access.

- **Subscription Models:** Individual user subscriptions, corporate subscriptions, and family plans.

- **Integration with Wearable Tech:** Collaborations with wearable technology companies

- **International sales:** MiCode and associated technologies.

Traction and validation proven success

Awards, Current users, partnerships, and any ongoing pilot programs

Clinical Pharmacy Congress 2022 Award Winner Excellence in the use of technology in pharmacy practice

HSJ Patient Safety Congress 2022 Award Winner Effective Use of Technology

NHS Great Ormond Street Hospital for Children NHS Foundation Trust

Crisis Sanctuaries Nottinghamshire

NHS Central and North West London NHS Foundation Trust

mind Nottinghamshire

Brent

mind Hammersmith, Fulham, Ealing and Hounslow

NHS Buckinghamshire Healthcare NHS Trust

Go to marketing strategy

- Target people leaving hospital, travellers and people living with dementia, disabilities, serious illness,

- Business to Business partnerships and sales

- Business to customer selling from the MiCode website.

- Business to business selling through the MiCode sales team.

- Affiliate selling via referral codes given to national charities and organisations related to MiCode.

Investment opportunity
investment offered:

- All technology ready to go to market and has been developed and proved

- National Award winners in relevant categories

- Secured support from Microsoft through founders program

- GOSH partnership

- IP patent assignment availability

- Pipeline of prototype products

scan for medical inf

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MiCode

Investment opportunity
Investment offered:

MiCode is seeking £1 million of investment to build and scale the business.

Use of funds:

- Market expansion, partnerships, and integration

- Marketing and user acquisition

- Research and development

- Infrastructure and security

- Regulatory compliance

Our founder story

MiCode was established by Professor James Ohene-Djan. Our focus on sustainability, diversity, and inclusivity. These values and our lived experiences have helped guide our innovative approach to simplicity in healthcare solutions.

James, (Professor of Computer Science at Goldsmiths University), and his sister Louise, (Professor of Pharmacy Education at University College London) were long term carers of their brother, Tony, and mother, Betty. Their complicated needs meant there were touch points across the whole spectrum of the health and social work teams.

Driven by his problem solving and visionary mindset, James teamed with healthcare insiders to design simple solutions to address their complex problems.

Professor James Ohene-Djan

Tony Ohene-Djan

Professor Louise Brown (née Ohene-Djan)

The team

Professor James Ohene-Djan
Founder and Technical Director

James is a luminary in the field of Internet technologies and digital ventures. With over 25 years of rich experience, he has been instrumental in the technical development and business creation aspects of digital solutions including, WinkBall, ViewTalk, Art-Gallery TV and QR Video Solutions.

Richard Pockney
Director of Business Development

Richard has previously worked at UBS (1992-2008) where he was Head of European Healthcare trading, and he also had Portfolio Manager roles at Hedge Funds (OMG Capital/ Trium Capital from 2008-16). On 2016 he enrolled at INSEAD where he gained the Certificate in Global Management. He Is one of the four original Founders of www.justhooit.com - a disruptor in the Hotel booking sector. Richard has a passion for Healthcare and products that help to improve patients lives.

Ben Wells
Senior Software Developer

Ben is renowned for his exceptional skills in user interface design and interactive systems. With a rich background in software engineering, he has been pivotal in developing intuitive and engaging user interfaces that enhance user experiences.

Gideon Carr
Senior Technical Director/Product Development Lead

Gid, is a seasoned technologist and Software Engineer. Renowned for his expertise in solving complex technical challenges, Gideon has been instrumental in steering the companies product design and development towards excellence.

The team

Vlad Sushko
Senior Technical Director/Product Lead

Vlad, is as Senior Technical Director and Product Lead with a meticulous approach to development technology. His expertise in both strategic leadership and hands-on programming skills, makes Vlad an invaluable asset to the team.

Petra Welbeck
Customer Relations Manager

As Customer Relations Manager at MiCode, Petra plays a crucial role in bridging the gap between the companies innovative tech solutions and its clientele.

Shan Siggers
Senior Manager

Shan is known for her strategic acumen and innovative approach in the technology sector. With over a decade of experience in tech management, Shan has been instrumental in development of MiCode and its drive for success.

Contact details

- To contact the MiCode team

- richard@micode.uk

- shan@micode.uk

- james@micode.uk

- +44 7980 576 956

Appendix: Future product pipeline

By continuing to engage with the professionals on the frontline of health we have identified several future iterations building on the core technology at the heart of MiCode.

- **MiTranslate** – Easy adopt solutions that tackle the increasing issues of patient language barriers in the health industry

- **MiLabler** - Dynamic multimedia labelling system including video audio

- **MiProfile** – True patient centric health records, for the people when they need it, in their hands

Appendix: Sources and references

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