



FACECONTROL, INC.

RESEARCH AND DEVELOPMENT, FL, USA

“The science of today is the technology of tomorrow“

- Edward Teller

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The Problems

- Absence of remote non-tactile medical diagnostic tools to be used during telemedical on-line calls.
- Lack of quality healthcare in remote or hard to reach areas.
- Financially and/or timely inaccessible or burdensome in-person health check visits; long wait to schedule doctor appointment; patient gatherings in a waiting room lead to virus spread, including COVID.
- Absence of convenient pre-screening health checks for operators of heavy commercial or hazardous machinery prior execution of their daily duties.
- Obesity of the Nation - 71% of Americans are overweight!
- Mental health disorders are on the grow! 69% of millennials experience FOMO which leads to irrational social and psychological behavior.



- **Adding Quality.**

We have changed the perception of on-line remote telemedical calls by providing non-tactile diagnostic vital signs data to a specialist.

- **Accessibility.**

Allowing access of convenient high level medical care to patients in remote and hard to reach areas.

- **Convenience of health monitoring.**

Ability to monitor physiological and psychological state of subjects, using computer vision non-tactile proprietary technology.

- **Increasing SAFETY in daily life.**

Pre-screening operators of commercial and hazardous machinery.

- **Increasing wellbeing.**

Providing the most effective stress-free weight management solution .

- **Removing FOMO.**

Allowing to dive into a realm of subconscious decision-making process and reducing time required to make a choice.



Proposed Means of Solution

True Preferences®: medical telemetry, monitoring and assessment system.

True Preferences®: medical telemetry, monitoring and assessment software and hardware system captures, analyzes and provides diagnostics data of physiological and psychological states in patients to a specialist during a telemedical call, including a fact of alcohol and drug intoxication REMOTELY JUST USING A SUBJECT'S GADGET'S CAMERA.

True Preferences®: Eat Wise.

As a part of the telemetry system, True Preferences®: Eat Wise analyzes users' uncontrollable subconscious reactions to presented food images which allows its users to make educated decisions of what food products to include or exclude from their nutrition based on the weight and wellness goal they are looking to achieve.

True Preferences®: Choose Wise.

Also as a part of the telemetry system, True Preferences®: Choose Wise helps users to better understand their true subconscious reaction when faced to make a choice. In a sense, the technology utilizes same algorithms as "True Preferences®: Eat Wise". The platform allows to substitute images of different nature and to determine exactly which images produced a positive, neutral and negative reaction. For the first time ever, our unique technology allows to dive into a realm of subconscious decision making process.

***Please note that parts of the proposed telemetry solution may be separated to be used as individual products in form of independant software application.**



Scientific Support

The oscillatory nature of cutaneous perfusion is fundamental and is caused by the functional activity of various regulatory mechanisms, which is confirmed by various methods of studying microcirculatory blood flow in humans. Facecontrol's conceptually new method for assessing skin microcirculation is based on the analysis of video fragments of capillary blood flow in the skin registered with a conventional web camera (smartphone, tablet and others). Simplicity and usability of capillary blood flow telemonitoring in humans open way for a personalized approach to patient treatment as well as telemedical control of treatment effectiveness in a variety of pathological conditions. Depending on the task, the system processes the gathered data to provide a corresponding result, such as pulse, blood pressure, anxiety level, etc.

The technology is also capable to analyze a shift in a blood flow, alteration in micro mimic movement during emotional reactions that occur subconsciously within tens of milliseconds as an immediate uncontrollable reaction to a registered image stimuli. True Preferences® captures and evaluates the parameters of hemodynamic oscillations of the blood filling of the microcapillaries of the face utilizing your gadget's webcam, taking into account the specified / known color change coefficients to determine the required parameters of changes, captures facial micro mimic subconscious reactions to presented stimuli, processing it into recommendations of which stimuli image had caused the reaction.



Facecontrol, Inc. Intellectual Property

U.S. Patents:

SYSTEM AND METHOD OF OBJECTIVELY DETERMINING A USER'S PERSONAL FOOD PREFERENCES FOR AN INDIVIDUALIZED DIET PLAN. U.S. Patent # 10,108,784 (dated 10/23/2018)

Patent Pending: "TELEMETRY MONITORING AND ASSESSMENT SYSTEM OF PARAMETERS OF HUMAN VITAL FUNCTIONS AND CLINICAL SIGNS OF POSSIBLE FUNCTIONAL DISORDERS AND DETERMINATION OF METHODS OF CONTROL", Application No. 17374500 Filed: July 13, 2021

Trademarks:

Trademark Serial Number 87029439
Trademark Serial Number 88574612
Trademark Serial Number 87540277

Trademark Serial Number 87617652
Trademark Serial Number 88411479
Registration number VA2-121-628

Scientific Research:

Telemonitoring of capillary blood flow in the human skin.
The physiological response to the visual image of food and modern possibilities of its detection.

Publications in Scientific Journal:

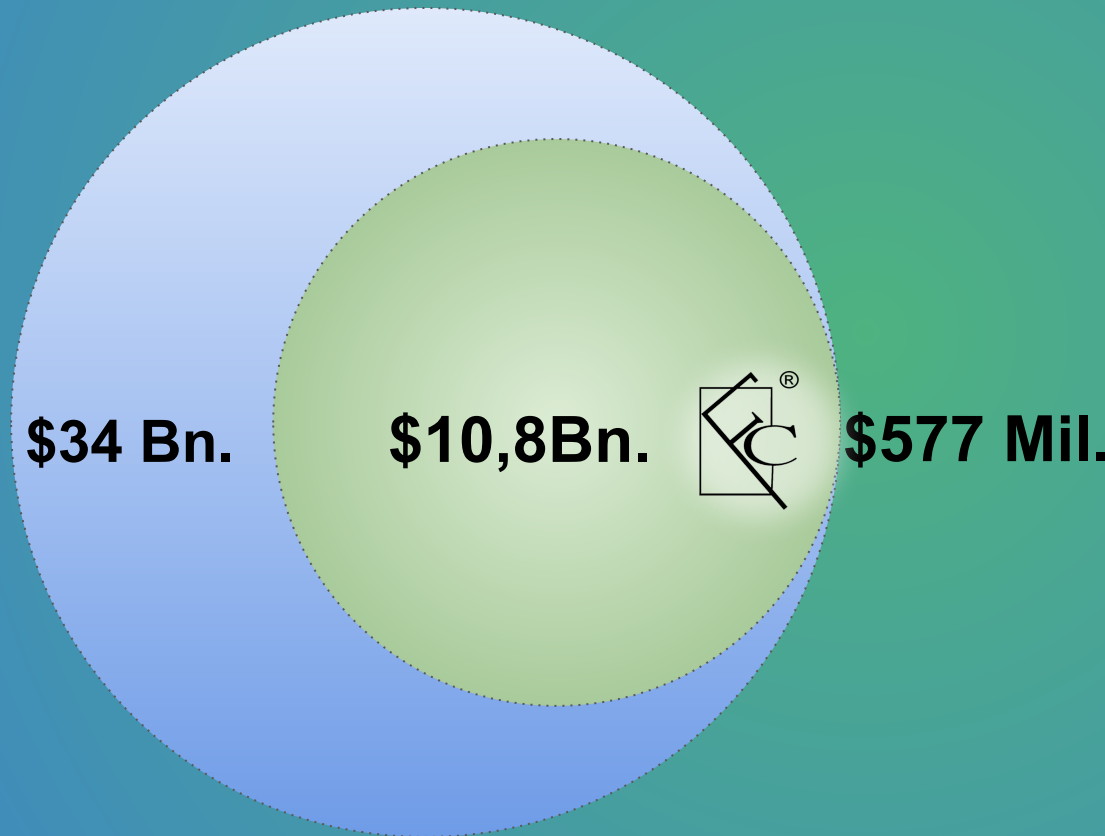
TELEMONITORING OF CAPILLARY BLOOD FLOW IN THE HUMAN SKIN: NEW OPPORTUNITIES AND PROSPECTS

<http://www.openaccessjournals.com/articles/telemonitoring-of-capillary-blood-flow-in-the-human-skin-new-opportunities-and-prospects-12481.html#2>



The Opportunity

Revenue Model: Industry average cost of telemetry platform is \$600 per provider per month.



The Global Telemetry Market was valued at US \$ 233.6 Bn. in 2020. American Telemetry Market size is estimated at 34 Bn. (Total Addressable Market).

The Healthcare segment held the largest market share, accounting for 32%. Initial Target Market (ITM) = \$10,8 Bn.

The number of active physicians in the U.S. totals to 552,310. Statistically, 14,5% are actively using telehealth. Average cost is \$7,200 per annum. Served Available Market (SAM) = \$577 mil.

*Area of application is not limited to just physicians. Used for demonstrative purposes only.



Competitive Landscape

- Koninklijke Philips N.V.
- Siemens Healthineers
- Cerner Corporation
- GE Healthcare
- Medtronic PLC
- Teladoc Health Inc.
- American Well
- Doctor on Demand
- U.SMed
- MDLive

*Please note that none of the main players offer in competitive landscape offer any diagnostic tools as proposed by Facecontrol's Telemetry System.



- Received **U.S. Patent** on 10/23/2018: US Pat. # 10.108.784
- **Published our research** and method behind the app in scientific journal “Clinical Practice” (link below) Research and study took place from 2016-2018
- December, 2019 completed **free** **BASIC** Edition of True Preferences: Eat Wise app (iOS Edition)
- February, 2020 a first Telemetry trial edition with fundamental functionality is developed
- July, 2021 filed "Telemetry" patent #17374500
- August, 2021 completed **free** BASIC Edition of True Preferences: Eat Wise app (Android Edition)
- September, 2021 initialized development and update of fundamental algorithms that lay in the heart of the Telemetry System
- January, 2022 started a new development of **paid** PRO Edition of True Preferences: Eat Wise app (iOS Edition)

Thank You!

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