



Help Unplugged

portable assistance
for **off-the-grid** health concerns



Problem



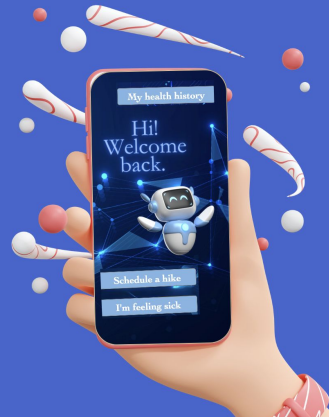
- No smart **diagnostic** tools with **offline capabilities** exist for public use.
- No offline messaging system exists to directly **link patients with medical help**.



- **Unwell hikers** in remote locations face gnawing worry—and possible **danger**.
- Hikers aren't the only ones at risk -- **civilians** are often offline in warzones.

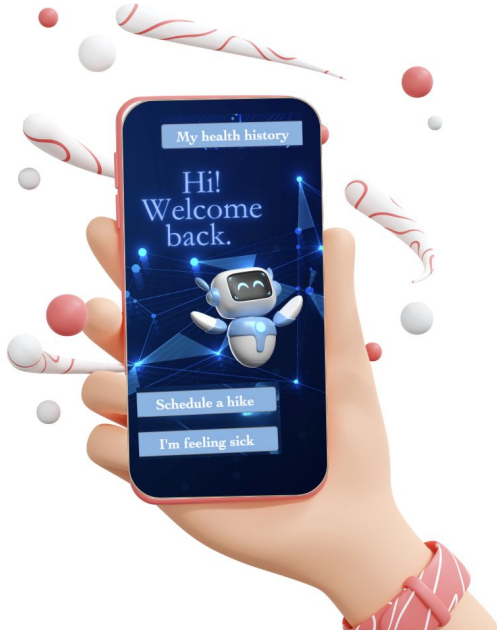


- In a single Arizona county, **12** hikers died from medical emergencies in remote locations—over the course of just **13** years.*



*Goodman, T., Iserson, K., & Strich, H. (2001). Wilderness mortalities: a 13-year experience. *Annals of emergency medicine*, 37(3), 279-283.

The Solution



HelpUnplugged is an AI diagnostic tool that functions **completely offline**: obtaining vital signs and symptoms, processing data, and signaling help.

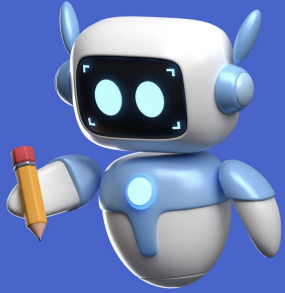


HelpUnplugged will ensure that hikers in peril are aware of their condition—preventing **complications**.



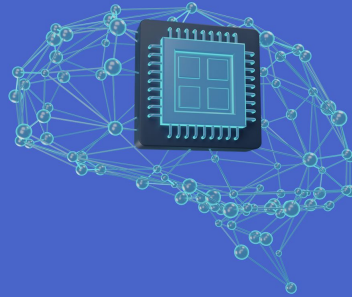
HelpUnplugged is **portable**—a single smartphone in an adjustable case.

The Product



Step 1

Patient enters symptoms into the HelpUnplugged app. When prompted to input vital signs, patient uses either **equipment** attached to the case (e.g., oximeters) or **apps linked to HelpUnplugged**.



Recently-developed stand-alone (“untethered”) **neural networks** process data.



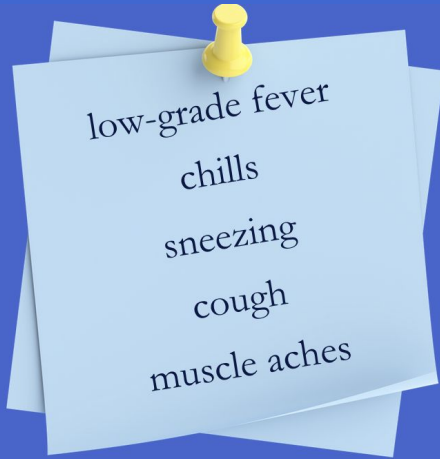
Step 3

HelpUnplugged provides a list of potential **diagnoses** with their **severities and treatments**.



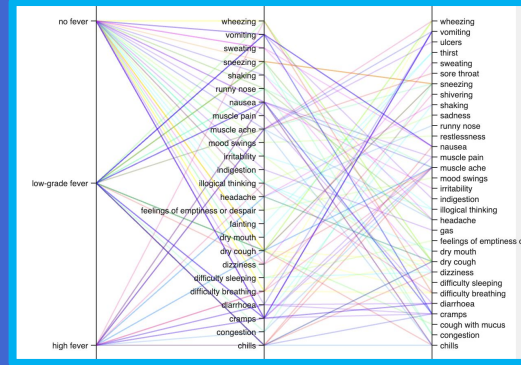
Step 4

If HelpUnplugged calculates high likelihood for an emergency, an **offline-communication chip** connects to the nearest medical center to raise the alarm.



Step 1

Patient enters **symptoms** into the HelpUnplugged app.



Step 2

Untethered **neural networks** or **k-nearest neighbors** algorithms process the data.

Posterior Probabilities	Disease
"16.6286%"	{'COVID 19' }
"4.34271%"	{'bronchitis' }
"16.6286%"	{'common cold' }
"39.5055%"	{'flu' }
"0.566526%"	{'pneumonia' }

Step 3

HelpUnplugged provides a list of potential **diagnoses** with their **severities and treatments**.

What if the patient were **online?**

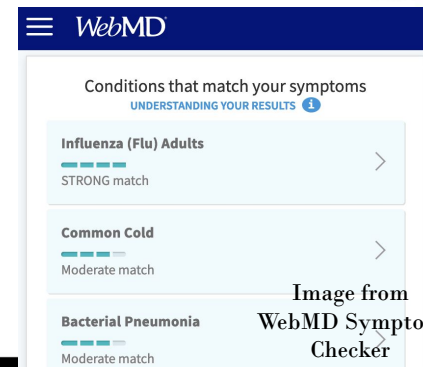


Image from
WebMD Symptom
Checker

The Product

Market Validation

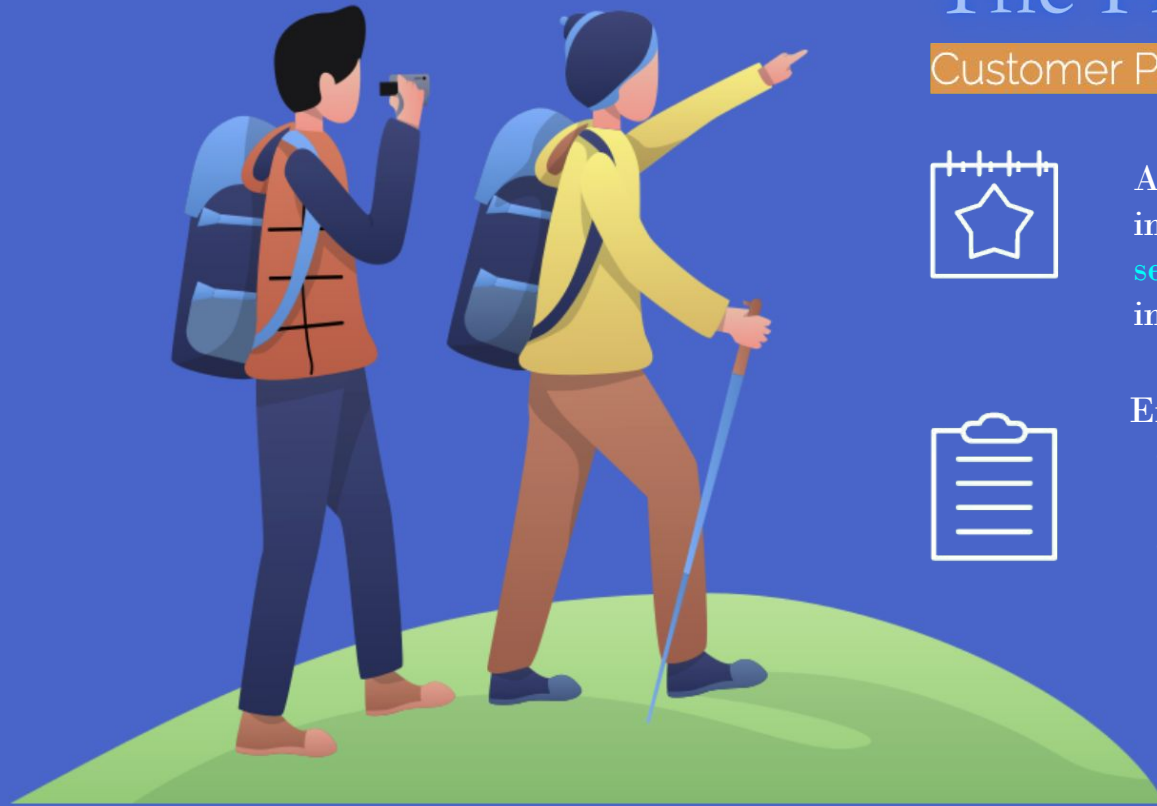


In 2019, Dr. Grant Lipman founded wilderness medicine app [GOES.health](#).

Like HelpUnplugged, GOES.health provides information on first aid treatments for emergency situations.

Unlike HelpUnplugged, GOES.health does not provide diagnostics or emergency signaling.

GOES.health has been featured in TIME, NYT, and the Washington Post, and has partnered with the American Alpine Club and America Outdoors.



The Product

Customer Persona



Are you an avid hiker, planning a trip into regions without **high human settlement** or **cellular network**? Look into **HelpUnplugged**.



Example end user groups are:

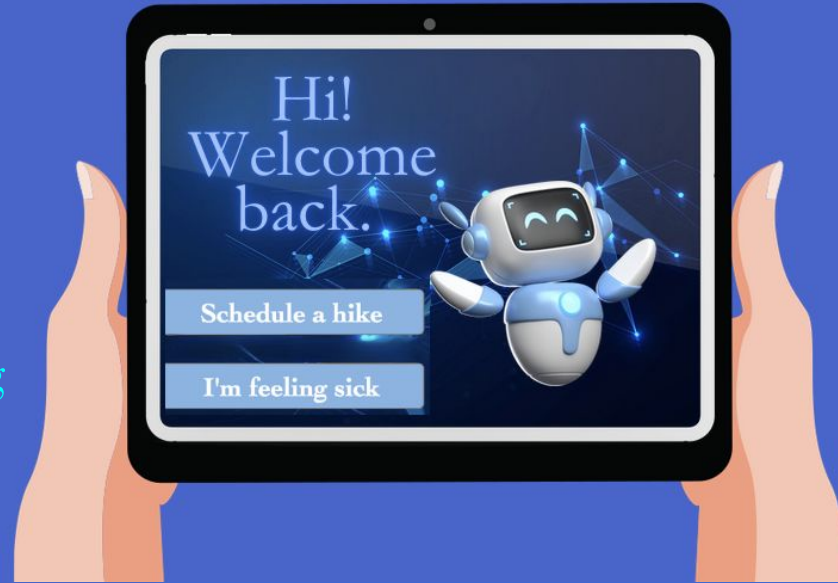
- Hikers of the Appalachian/Pacific Crest/Yosemite Mist Trails
- Members of the Sierra Club and Mt. Washington Hiking Group

Business Model

HelpUnplugged costs **\$3/month** – enough to cover integration with partner apps (e.g., Pulse Tracker, \$2.99) and pay developers.

HelpUnplugged is advertised through **hiking channels** and **the HelpUnplugged YouTube channel**.

750 new users a month yields **\$159,750 in gross annual revenue** (in the 1st year of production).



Milestones/Roadmap

Steps to Follow

Milestone #1: Building the ML infrastructure to conduct accurate offline diagnostics.

Milestone #2: Completing a user-friendly interface.

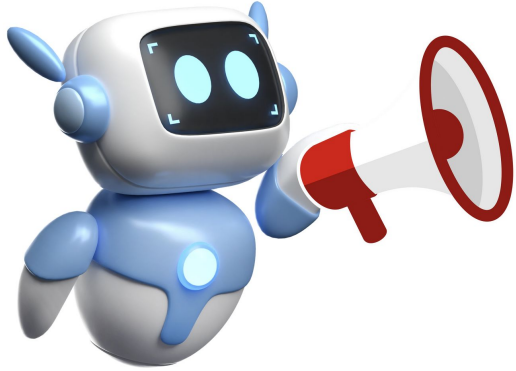
Milestone #3: Connecting to healthcare apps.

Milestone #4: Integrating NFC communication chips and constructing a network of participating medical centers.

Milestone #5: Going public.



Marketing Plans



HelpUnplugged will feature advertisements on the channels of consumption common to hikers: stores like [Backcountry Gear](#) and TV shows like the [Thru Hikers Documentary Series](#).



We'll start a [YouTube channel](#) discussing the programming behind the app – and the importance of staying safe in the wilderness.














Market Size

\$648,000

TAM

- 3,000 hikers finish part of the grueling Appalachian trail annually. About 15,000 do the same for the Pacific Crest Trail and the Mt. Washington Trail.
- Our annual TAM is at least \$36 * 18,000 = \$648,000.

Competitors

Activity	HelpUnplugged	GOES.health	Wilderness Medicine Reference App	Hiker Alert
Pricing	\$3/month	\$19.99/month	\$1/download	\$2/download
AI diagnostic abilities	 			
Illness/injury description				
Ability to signal help				

Potential Outcomes

HELP
UNPLUGGED



Worst Case Scenario

If HelpUnplugged has an unrealistically small market (too few hikers in remote locations to take up sufficient volume), the startup runs into a deficit, and crashes.



Realistic Case Scenario

2-3 software developers will be hired, and gross revenue will equal ~ \$200,000 annually after the first year



Best Case Scenario

> 4 software developers are hired; gross profit exceeds \$300,000 annually