HEDGEHOG
MEDICAL

Image Modality Competitive Advantage

Imaging Modality	Decontamination	Training	Radiation	Time	Total Cost
X Ray	🟡	🟡	🔴	🟡	🟡
CT Scan	🔴	🔴	🔴	🔴	🔴
PoCUS	🟢	🔴	🟢	🟡	🟡
PoCUS + Hedgehog	🟢	🟢	🟢	🟢	🟢

Competitive Advantage

Company	Announced: LUS AI	Focus on LUS AI	Real Time AI insight	Billing Insight	Cost
GE	B Lines	🔴	🟡	🟡	🔴
Zebra Medical	🔴	🔴	🔴	🟢	🟢
PoCovid Screen	🟢	🟢	🔴	🔴	🟢
Hedgehog	🟢	🟢	🟢	🟢	🟢

Distribution Strategy - Manufacturers

Started early discussions with Clarius to use their research API for product development

Market Statistics

Pneumonia	**450 million**
Chronic Obstructive Pulmonary Disease (COPD)	**251 million**
Congestive Heart Failure	**53 million**
Pulmonary Embolism	**10 million**
COVID - 19	**5.2 million +**
Acute Respiratory Distress Syndrome (ARDS)	**5 million**
Pneumothorax	**2.5 million**

750 million+

Device Agnostic

HEDGEHOG MEDICAL

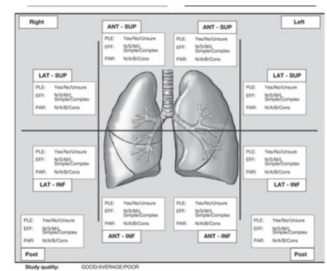|	
Patient Name: Homer Simpson **Study Date**: February 30th, 2020 **Sex**: M *BP*: 126/88 **O2 Saturation**: 92	**Patient ID**: 568-47-0008 **Referring MD**: Dr. Nick Riviera **Tech:** Doris Phipps **DOB, Age:** May 12th, 1966, 53

Sample Report

B lines
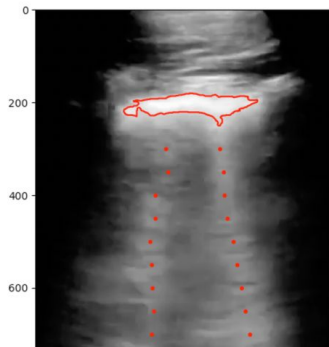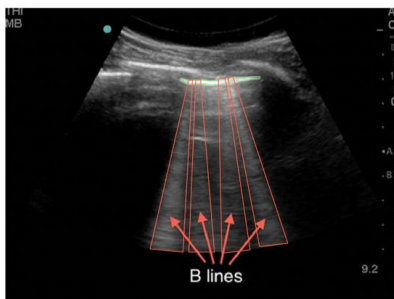
Right Lung: Zone 1-Anterior Superior
Probabilities:
Pulmonary edema = ___%
COPD = ___ %
Asthma = ___%
SARS-CoV-2 = ___%
Pulmonary embolism = ___%
Pneumonia = ___%

Calculated probabilities in ROI Zones
RL1,2 Indicate:

_____%

Notes:

Right Lung: Zone 2-Anterior Inferior
Probabilities:
Pulmonary edema = ___%
COPD = ___%
Asthma = ___%