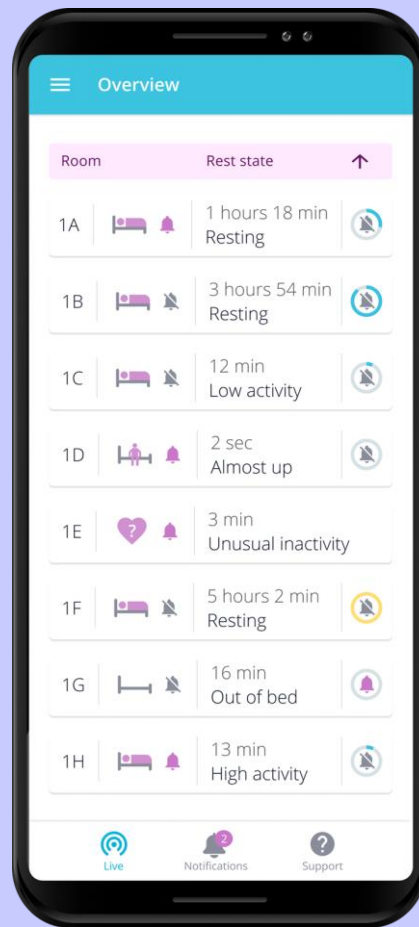
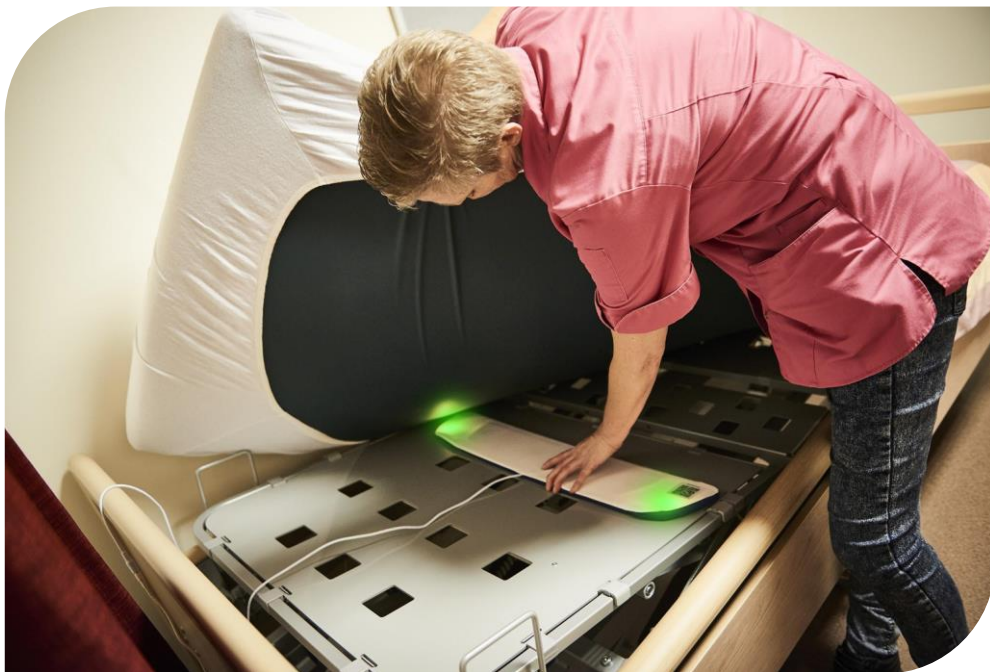


# Momo Medical





# Grote uitdagingen in NL **ouderenzorg**



## **Sterke vergrijzing**

stijging 80+ van 840.000 naar 1.500.000  
in 2040



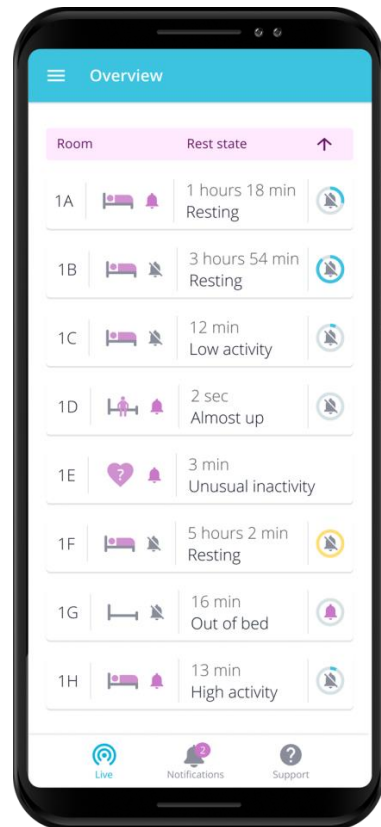
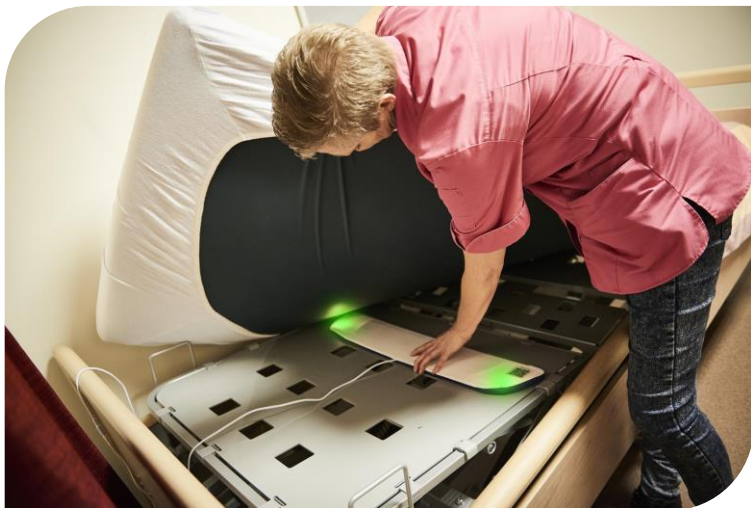
## **Groeiend tekort aan zorgpersoneel**

tekort groeit van 61.000 nu naar 135.000  
in 2031



# Oplossing Momo Medical

De Momo BedSense App geeft de zorg inzicht en overzicht over alle bewoners op de afdeling van het verpleeghuis. De App is gekoppeld aan een bedsensor die onder het matras ligt.



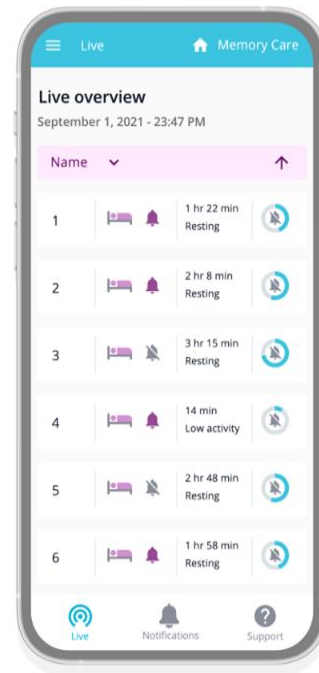


# Meer aandacht en rust voor de zorg

Current workflow



Personalized care





# Marktomvang **Nederland**

	<b>Organisaties</b>	<b>Locaties</b>	<b>totaal aantal bedden</b>
<b>Nederland (2019)</b>	351	2106	115000
<b>Momo Medical</b>	60	121	4368
<b>Markt aandeel</b>	17%	6%	4%



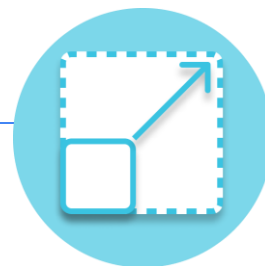
# Verkoop strategie



**Starten "onbetaalde" studies**  
90 dagen durend



**Waarde aantonen**  
voor  
zorgorganisatie  
**Conversie** naar  
abonnement



**Opschalen** binnen  
zorgorganisatie

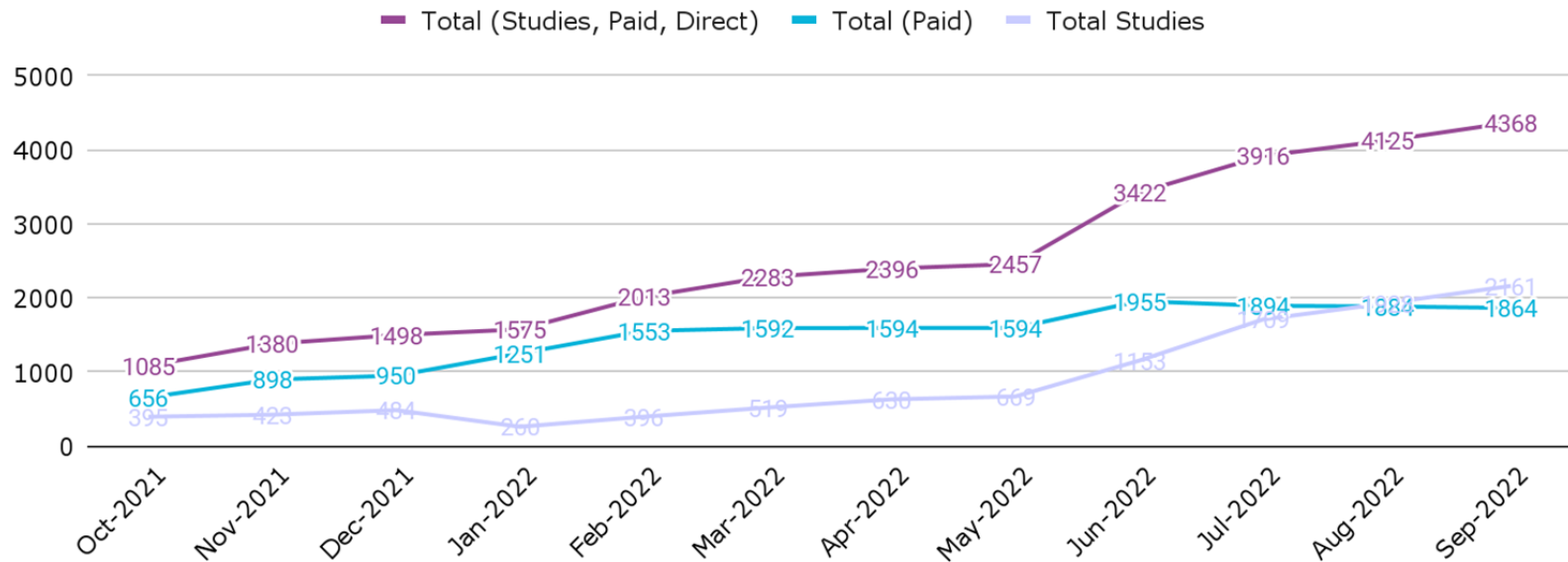


**97%**  
conversie



# In 12 maanden verviervoudigd

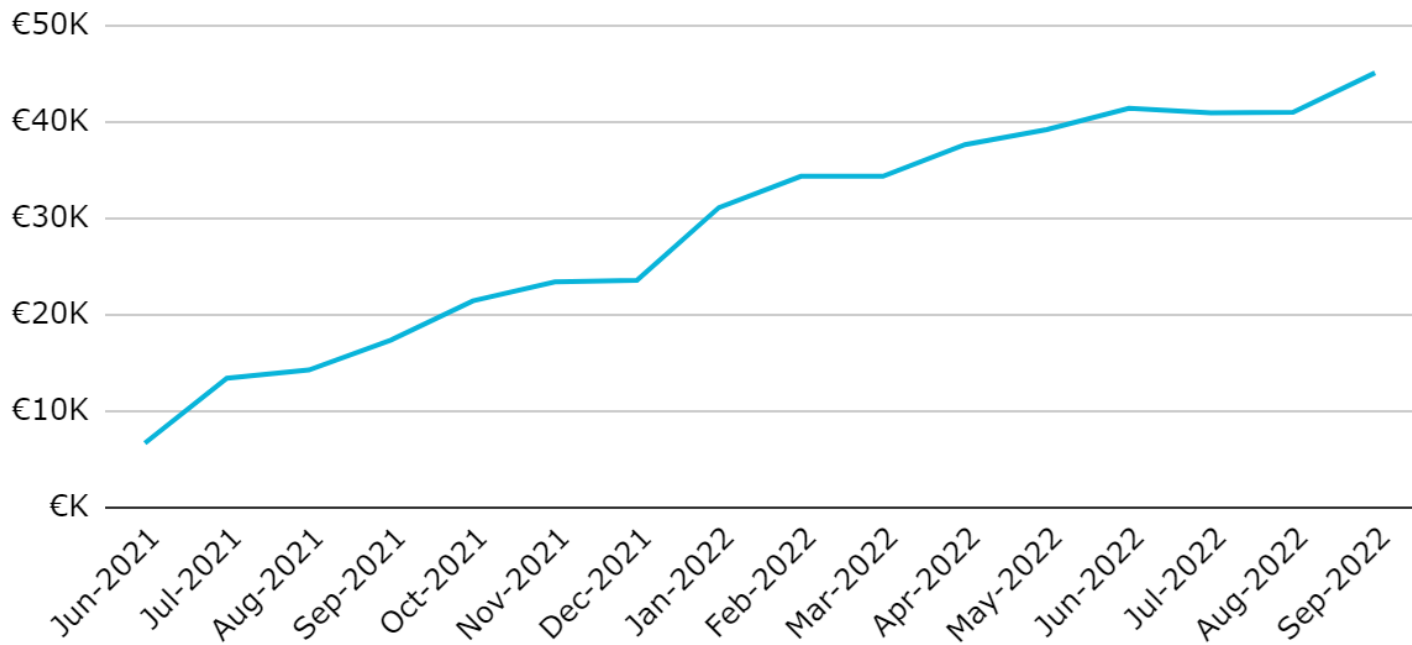
## BedSense in the field





# Omzet verdrievoudigd

## Actual Monthly Recurring Revenue (MRR) (Euros)







# Toekomst

- Vergroten in Nederlandse markt
- Internationale expansie:
  - US
  - Duitsland
  - België
  - Scandinavië
- Productontwikkeling:
  - Toevoegen slimme incontinentie materiaal
  - Toevoegen Verpleegkundig oproepsysteem (drukknoppen, deursensoren etc.)
  - Koppeling met patienten dossier
  - Data inzichten



# Momo Medical

Contact information:

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# Marktomvang

## Beachhead → SNF/AL

**\$2.7B ARR (\$35 month/bed)**

US = 2.3 M beds  
EU = 4.0 M beds

\$1.0B ARR  
\$1.7B ARR

## Next opportunities (US+EU)

1. Hospital care ARR \$1.4B
2. Home care ARR \$5.0B
3. Disabled care ARR \$1.4B



# We have a robust subscription based business model

## Months

-2	Purchase components	-\$127
0	First customer contact	
2	Agree on offer	
3	Assembly product	-\$27
4	Start of pilot	N/A
7	Start of subscription period. Customer pays 1 year upfront.	\$420

*Our business model enables us to earn back our investment within **9 months***

**Value creation per BedSense in 1st year = \$266**

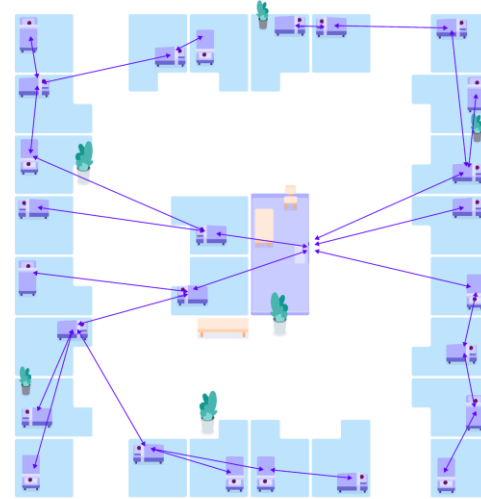
BedSense lifetime **5-7 year**



# Creating a reliable mesh network



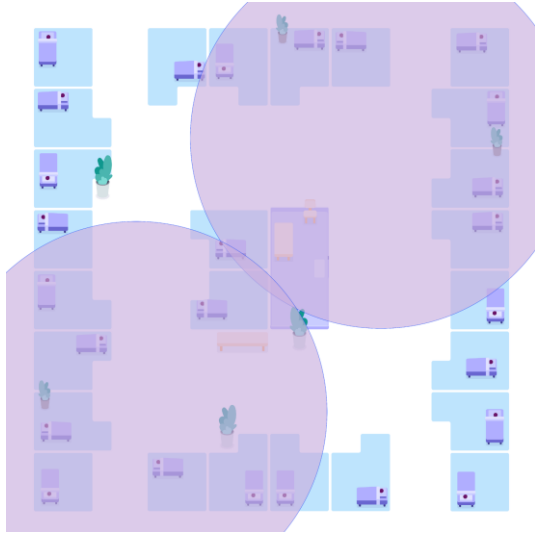
Current WiFi network



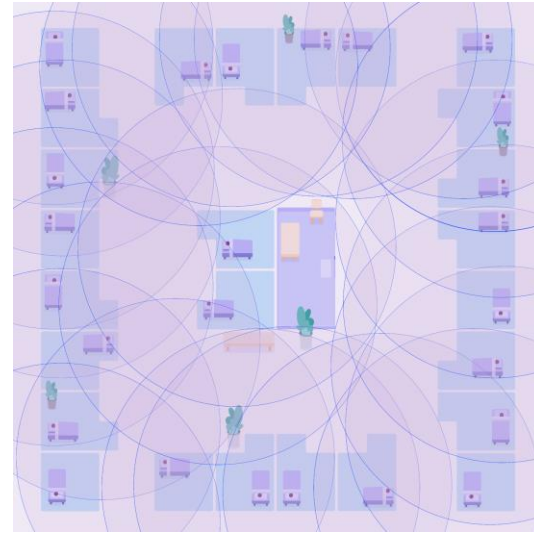
Momo's Meshing Network



# Momo as essential infrastructure



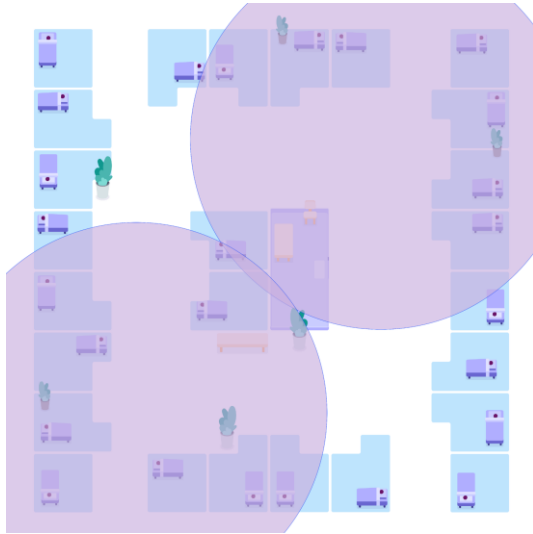
Current WiFi network



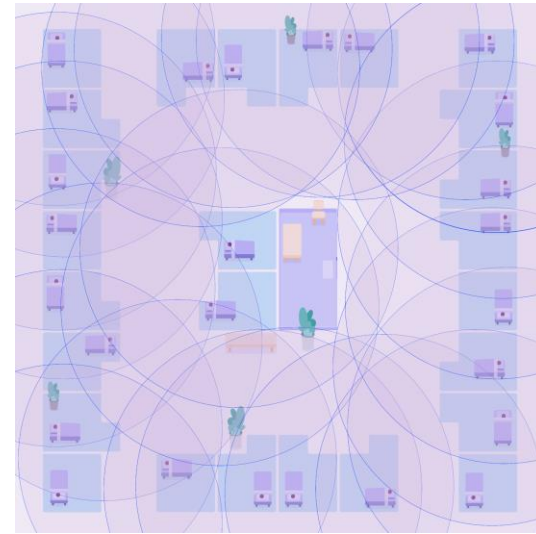
Momo's Meshing Network



# Momo as essential infrastructure



Current WiFi network

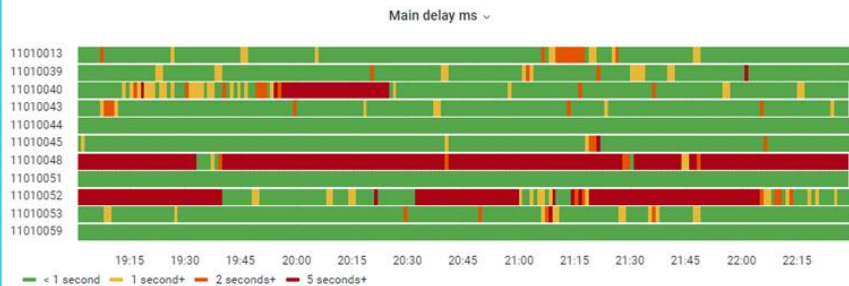


Momo's Meshing Network

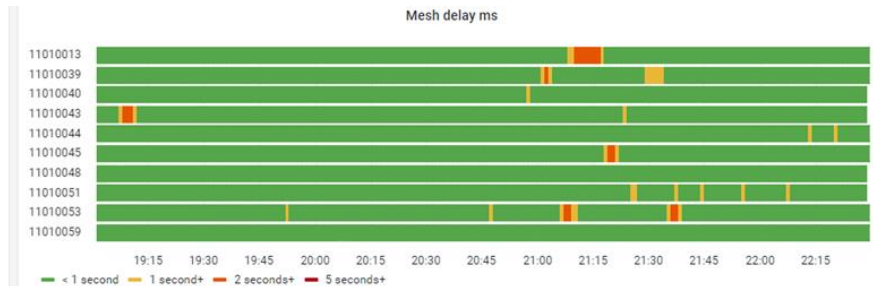
Backbone for all IoT systems through built-in meshing network (patent pending)



# Reliability as key differentiator



Current WiFi network



Momo's Meshing Network





# Key team members



Menno Gravemaker

Leading HR,  
Sales & Funding

CEO



Thomas Bakker

Leading  
Product  
Development

CTO

MT Team



Sherwin Sheik

CEO  
carelinx, sold to  
700+ SNFs

Advisor



Lester Wold

Mayoclinics, MD,  
MBA

Board Member



Rini van Solingen

Agile Software  
Professor

Board Member

Advisors & Board of directors