



EXECUTIVE


TEAM



HI TECH




HIFIRE TECHNOLOGIES




HIFIRE BUSINESS TECHNOLOGIES PLAN

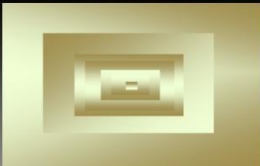
FINANCIAL INVESTMENT VEHICLES




BIOMETRICS KIOSK





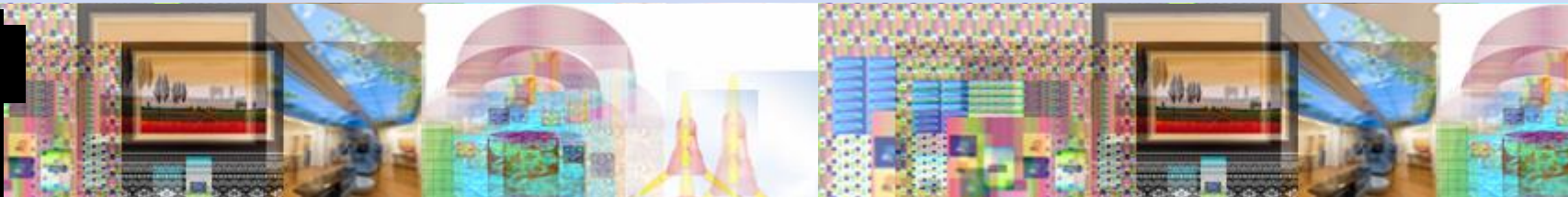
HEALTH INTELLIGENCE TECHNOLOGIES



HEALTH INFORMATICS RESEARCH



CAPSULE

OVERVIEW

STRUCTURE

BUSINESS IDENTIFICATION	MISSION	Business Portfolio
	MARKET ANALYSIS	Ascertain business needs
	MARKET SIZE & STRUCTURE	Market reach of business
	OPPORTUNITY	Market contribution
	OPPORTUNITY ANALYSIS	Interoperable business portfolio
BUSINESS PLAN	VISION	DevOps Paradigm
	STRATEGY	Sustainability
	PRODUCTS & SERVICES	Targeted Technology Markets
	COMPETITION	Value-add Differentials
REVENUE	CAPITAL MANAGEMENT, PROFIT & LOSS PROJECTIONS, SALES STRATEGY	
BUSINESS MODEL	METHODOLOGY	Tactile, 21st century global startup
	ROADMAP	Phased spin-offs
	ORGANIZATION	Non-hierarchical, interoperable
	LIFECYCLE	No exit strategy – lifelong mission
TEAM	INDUSTRIAL PEER CREW	
CONCLUSION	WHY DIABETES AND NOT CANCER ?	



MISSION

- To investigate, research, analyze, prevent, reverse, treat and cure diabetes
- To provide technological solutions to improve human health
- To leverage P vs NP combinatoric solutions & pattern-based techniques to solve problems in multiple industries
- To provide and sustain research initiatives
- To empower women to take initiatives

MARKET ANALYSIS

MARKET	DRIVERS
1. DIABETES: <i>Insulin Delivery</i> <i>Sensor Patch</i>	unmet needs in type 2 diabetes, cost , volume
2. UNCOMPENSATED CARE	improve retail payment capabilities, hospitals' ability to provide care to uninsured Americans
3. BIOMETRIC TECH	Patient identification, record keeping
4. VALUE-BASED CARE HEALTHCARE ANALYTICS	unsustainable costs, stakeholders' push for value, federal government support for new payment approaches
5. DIABETES MEDICAL DEVICES	selfcare, the need to track constantly fluctuating blood sugar levels
6. IOT SENSOR-BASED HEALTHCARE & ASSISTED LIVING SYSTEMS	reduce costs, increase the quality of life, and enrich the patient experience
7. MOBILE APPS IN HEALTHCARE	Reduce hospital & ER visits using monitoring, symptom checker to help patient decide on ER visits, improving outcomes

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MARKET SIZE & STRUCTURE

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MARKET	SIZE & STRUCTURE
1. DIABETES: Insulin Delivery Sensor Patch	Revenues of USD 14.22 billion, Contestable Revenues of USD 562.1 million, Oligopoly
2. UNCOMPENSATED CARE	10 billion, unstructured
3. BIOMETRIC TECH	59.31 Billion, unstructured
4. VALUE-BASED CARE HEALTHCARE ANALYTICS	24.55 Billion
5. DIABETES MEDICAL DEVICES	USD 15.96 billion with a CAGR of 6.02 %
6. IOT SENSOR-BASED HEALTHCARE & ASSISTED LIVING SYSTEMS	USD 117 billion by 2020
7. MOBILE APPS IN HEALTHCARE	USD 14 billion by 2020

OPPORTUNITY

1. Diabetes Care

- § Stresses patient, unmet needs, new discoveries
- § not a cure, designed to reduce problems

2. Uncompensated Care

- § Disproportionate share payments
- § Cost-shifting, hidden tax, cost recovery

3. Biometrics

- § Touchless identification, reduces infection

4. Value-based Healthcare Analytics

- § Outcome based payments, not volume

5. Diabetes Medical Device

- § Frequent glucose tracking adds to stress

6. IOT Sensor Based systems

- § IOT assisted, cloud-mobile, remote fog health monitoring

7. Mobile Healthcare Apps

- § Mobile apps to manage
 - appointments,
 - billing, aid in decisions,
 - send patient diagnosis reports,
 - chats

DIABETES MARKET SHOWS A WIDE SPECTRUM – BUSINESS BASIS

- Year-over-year growth in healthcare products
- Volume increase in patients – overflowing to charity hospitals
- Steadfast unmet needs – requiring invention
- Treatments reduce complications – need for cure, prevention

OPPORTUNITY ANALYSIS

BUSINESS OPPORTUNITY	BUSINESS SOLUTION
1. Diabetes care	Patient-centric Pathways Healthcare Analytics and Treatment plans
2. Uncompensated Care	Stress relief through quality of life analysis with financial solutions
3. Biometrics	Kiosk, patient history analytics, model building, ML and AI
4. Value-based Care	P vs NP techniques to analytically model pathways to desirable outcomes
5. Diabetics Medical Devices	Sensor based devices that monitor, track, report data and alert patient and healthcare service providers
6. IOT Sensor Based Systems	Software and data processing system to support sensor based devices, Kiosk and analytics
7. Mobile Healthcare Apps	Mobile apps are the interface that connect patient to enterprise healthcare solutions

OPPORTUNITY ANALYSIS-1

What business solution will meet needs identified as Business Opportunity ?

Why focus on Diabetes

1. Causes of the three kinds of diabetes – Type I, Type II and Gestational Diabetes - are not fully understood, but all are stress related. In the case of the fourth type, Other Types of Diabetes, the cause is known (e.g. MODY, endocrinopathies)
2. Diagnosis of diabetes is done on a single blood glucose estimate (Oral Glucose Tolerance Test)- OGTT or on HBA1c
3. Each kind of diabetes results in excessive glucose in the blood which causes complications that can be fatal
4. Treatments for the different kinds of diabetes focus on reducing glucose by stimulating insulin or reducing glucose through diet and lifestyle changes

Why Patient-centric

1. Genome wide association studies (GWAS) are *not effective*, especially for diabetes
2. Diabetes is more than 2000 years old, and predates sedentary lifestyles and GMO diets
3. Relatively similar diabetes patients *respond differently* to identical treatment plans

Why focus on patient-centric cure

The pathways to the development of diabetes are many, the outcome of management of diabetes using standard diet and exercise techniques varies from patient to patient and diabetes usually appears in conjunction with other stress-related problems. I.e. it is more effective to diagnose and treat the combination of problems in a patient as a set than to treat diabetes separate from the other problems the patient has contracted

OPPORTUNITY ANALYSIS-2

Why biometrics sensor-based kiosk

1. Overall, diabetes care induces stress in the patient. A biometrics sensor-based kiosk serves the purpose of monitoring sensory data of a patient periodically, randomly, and when the patient checks in, in a minimally invasive manner. Such a kiosk could check for thermal control ability in the patient, blood pressure, emotional moods, stress experienced, BMI, Waist-to-hip ratio and other physiological changes since the last check in. The kiosk will provide biofeedback data that will be useful in data analysis
2. Diabetes care impacts quality of life and treatments place additional constraints to result in a mind-altering effect. This aspect of tracking and focusing on diseases and treatments causes higher stress in patients, due to their lack of training, information, awareness and comprehension of treatment plans and objectives. Often, patients are disillusioned when they eventually realize a treatment is not a cure but is *more* of a management plan. A kiosk whisks away the responsibilities of treatment management enhancing quality of life of a patient with respect to following medical directions and disease management.

OPPORTUNITY ANALYSIS-3

Why focus on effects of Stress

1. Stress is known to cause many diseases, including cancer, depression and a host of other diseases
2. Stress is normal, stress cannot be controlled but its effects can be managed
3. Stress affects different people differently and has many pathways and many outcomes
4. Stress, knowledge, information and the speed of change are all increasing in the 21st century
5. Diet and exercise routines are effective in management of diabetes but not in preventing diabetes – nor in preventing stress. I.e. a person following strict diet and exercise routines is as likely to develop diabetes as a person not following strict diet and exercise routines – provided the stress is the same on both
6. Stress management has become a necessity in present-day life

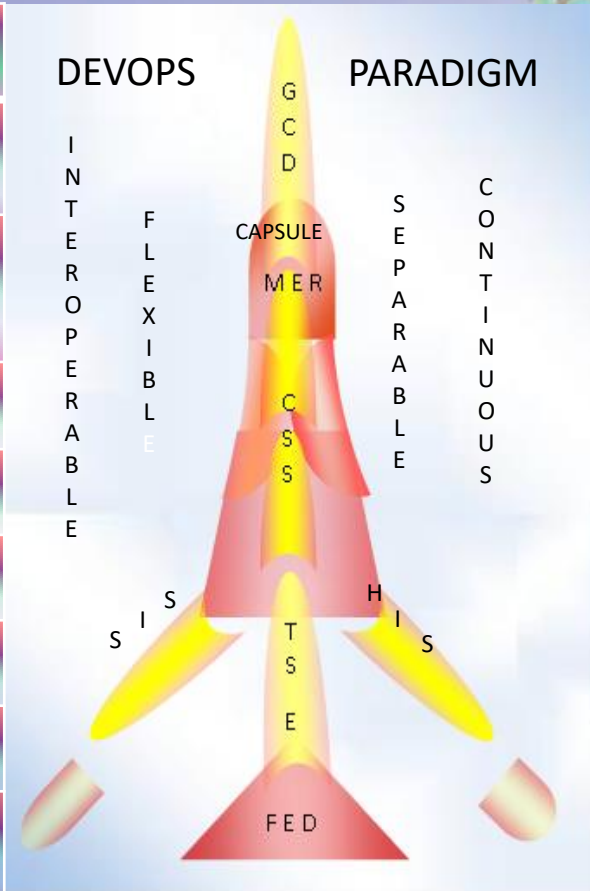
Why shift from passive-reactive to active-active

In a healthcare delivery system to a patient, the patient is often in a vulnerable position, unable to seek and obtain appropriate or timely help; a passive system requires the consumer to activate processes and assumes and relies upon an overload of regimented patient participation

Passive reactive systems become part of the problem and have scope for improvement

VISION AS A ROCKET

MOTIVATION (CONCEPT)	COMPONENT	FOCUS AREAS
Sustainability FUEL	Finance Equity Dept (FED)	<ul style="list-style-type: none"> Green tech, IoT, Women-In-The-Lead
Data Modelling SYSTEM TOOLS	Tactile Software Engineering (TSE)	<ul style="list-style-type: none"> Patient data Analytics, ML, AI Patient situation Modeling, tests Mobile Apps data interfaces
Biometric Data ROBOT HELPERS	Sensor-based IoT Systems (SIS)	<ul style="list-style-type: none"> Kiosk biometric data gadgets Sensor Data processing
Data Models WEAVERS	Health Integration Systems (HIS)	<ul style="list-style-type: none"> Pattern-based data fitting Patient-problem-combinations
Advanced Analytics COMBINER	Solution Systems (CSS)	<ul style="list-style-type: none"> Enterprise solutions
Predictive Analysis MISSION ENGINE	Research (MER)	<ul style="list-style-type: none"> Factset database Patient-problems correlations
Precision Medicine NOSE	CAPSULE	<ul style="list-style-type: none"> Deduce outcomes Provide treatment options
CONE	GOAL Cure for Diabetes (GCD)	<ul style="list-style-type: none"> Analyze outcomes



PLAN

PLAN

BUSINESS STRATEGY

Business Priorities:

1. Financially sustain the following for 50 years or more
 - Mission Engine Research
 - Goal Cure for Diabetes
2. FED, TSE, HIS, SIS, CSS, CAPSULE all revenue generating streams
3. Business cost of operation to be uninterrupted and sustained by FED
4. Each Business Unit will be interoperable, independent and autonomous

Business Revenue streams

1. FED : Financial Investments
2. CSS : Providing end-to-end healthcare solutions
3. TSE: Producing Enterprise-level integrable components for Business Partners
4. SIS: Sensor-based Biometrics Kiosk
5. HIS: Humanscale 21st century evolutionary health patterns and analytics
6. MER: Patents and Intellectual Properties

BUSINESS ENGINE PRODUCTS & SERVICES

FED
FUEL FINANCE
SERVICE

FIVEDGE

TSE
SYSTEM TOOLS DATA
PRODUCTS

ANALYTIC ENGINES
MOBILE APPS

CSS
COMBINER
SOLUTIONS
PRODUCTS

PARTNER
ENABLED
INTER-
OPERABLE
ENTERPRISE
SOLUTIONS

MER
MISSION ENGINE RESEARCH
PRODUCTS AND SERVICES

RESEARCH FACTSET DATABASE
PATHWAYS TO OUTCOMES

CAPSULE
FRAMEWORK

PATENTED TECHNOLOGIES

GCD
GOAL DIABETES SOLUTION
PRODUCT AND SERVICES

DIAGNOSTIC, ANALYTIC,
PATHWAYS, TESTS and
TREATMENT SOFTWARE

SIS
ROBOT HELPERS
SENSOR
PRODUCTS

USE OF PATENTED
TECHNOLOGIES
BIOMETRIC KIOSK

HIS
WEAVERS PATTERN
PRODUCTS

PATCOAT
PATPROF
PATQOL
PATTETER
PATTREND
PATMODELER

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TARGETED TECHNOLOGIES

Artificial Intelligence	Blockchain	Data Centric Processing	IoT	Research	System of Systems
Machine Learning	Distributed Ledger	Big Data Analytics	Sensor networks	Precision Medicine	Predictive Analytics
Analytics	Straight Through Processing	Biometric Data aggregation	Automated Diagnostics	Clinical Experiment Design	Seamless processing
Cause and Effect correlation	Mobile Apps	Federated Databases	Finance Apps	Pattern Modeling	Quality of Life Analysis
Deduction	Crypto-currency	Distributed Databases	Visual Perception	Model Checking	Outcome-based Analysis

COMPETITION

Competition Management Strategy

Value-Add Differentials Evaluation, Comparison and Analysis

Every identified or known technology competitor's product and services will be evaluated to determine their potential contribution and role into our primary Mission and Research goal. Based on this evaluation, a partnership contract may be floated if there is value in their services. If the value is not significant, then they will not be deemed competition. If their contribution is significant and we have similar products and services, we will consider business mergers and acquisition

CAPITAL MANAGEMENT

Starting Capital : 10,000,000

1. Special 21st century Women-in-the-lead Growth fund : Principal Amount -2,000,000, Term – 10 years, Yield 1 % to 5 %
 - ❖ Start a Diversified Portfolio, in Conjunction with Venture Capital Investor Group
 - ❖ Reinvest dividend every year
 - ❖ At term, use fund to start a business managed by women and start next 10-year fund with the same principal amount
2. Year 1 Business Setup, Planning and Architecting Biometric Kiosk : \$1,500,000
3. Year 2 Cost of Developing Biometric Kiosk and Research: \$1,500,000
4. Year 3 Cost of Developing Mobile Solution with Biometric Kiosk and Data Modeling : 3,000,000
5. Year 4 Data collection, management and analysis begins : 2,000,000
6. Year 5 Initial roll outs begin, revenue streams activate : 2,000,000
7. Year 6 Quality Product and Services to enterprises : Revenue expected : 1,000,000 per rollout

PROFIT & LOSS PROJECTION

REVENUE MODEL

- Priorities : sustaining research
- Growth: managed scalability
- Methodology: DevOps

Year	Profit in thousands	Operating Costs in thousands	Managers	Number of Deployments and Locations
1	-6,336	1,826	4	0
2	-1,336	736	6	0
3	-1,044	944	10	1
4	-1,239	1,139	20	2
5	-2,436	1,336	25	4
6	100	2,000	26	6
7	1,000	2,750	30	10
8	4,000	3,750	42	15
9	4,200	4,000	48	20
10	10,000	6,000	60	25

Profit and Costs Growth Projections



MODEL OF A SUSTAINABLE BUSINESS STARTUP

- First 10 : business foundation
- Next 10 : market presence
- Next 10 : Business Adaptation
- Next 10 : Humanscale Impact

Managers Required as Deployments Increase Growth Projections



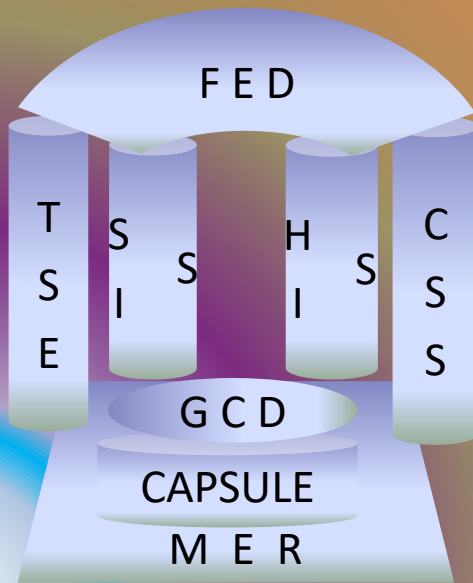
REVENUE

REVENUE

SALES STRATEGY

- Deploy patient-centric enterprise solutions with Partners such as Infisys
- Deploy Biometric kiosks with Minute Clinic and Urgent Care in New Jersey
- Analytic reports on Health, IOT, Women-lead business to Financial Investment partners
- Clinical Experiment Designs to Pharmaceuticals and Health Agencies Globally
- Mobile Apps for health, fitness, treatment and medical bill processing to care centers
- Quality of life and bill processing system integration for patient advocate groups
- Patient data information to networked Doctor groups
- Technologies to solution providers across multiple industries
- Intellectual property, patents, trademarks, trade secrets and copyrights

METHODOLOGY



- Business Roof: Financial Vehicles
- Business Pillars: Products and Services
- Business Foundation: Research & Innovation
- Business Center : Flexible Flow & Control Framework
- Business Core : Cure for Diabetes

- Business Evolution: Architecture - driven
- Business Scaling and Growth : Landscape - driven
- Business Progress: Revenue is Parachute-driven

- Business Practices : Architecturally Interoperable

MANAGEMENT POLICIES

- Flexibility
- Inter-operability between departments
- Independent culture and management styles
- Work-life balance down to every individual employee
- Health card for every employee tracks vacation time and at-work time, perceptions, emotions and well-being state
- An independent tel-num available for serious issues
- Benefits, compensations, advancement paths – to be done after core team buildout of about 20 – 30 key members is accomplished. A tier-system will provide different plans for key members from the next wave of hires and then future waves

ROADMAP

Phase I [Year 1 and 2] Setup Business

- Build and Activate FED
- Intellectual Property
- Roadmap Planning
- Business Use Case Mockups
- Identify Business partners
- Start HIS, SIS, TSE with CSS
- Initiate MER Research program

Phase III [3 - 4]

- Activate Patient data analytics and model
- Activate Patient Quality of Life analysis

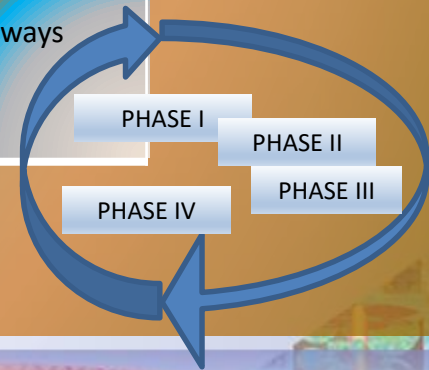
Phase II [year 2 and 3]

- Assess Finance Engine and adjust accordingly
- Rollout Biometric Kiosk
- Start CSS to combine HIS, SIS, TSE into Mobile App, IOT, blockchain solutions
- Rollout Solutions to partners
- Model & build innovative medical research results

Phase IV [year 1 - year 5]

- MER : model of patient pathways
- SIS and MER data feed loop

- 5-year BUSINESS STRATEGY and ROADMAP PLANNING CYCLE
- 4-Phases in each Cycle
- Quarterly Status and Progress Checks in Each Phase
- 6-month Status and Progress Checks Business-Wide

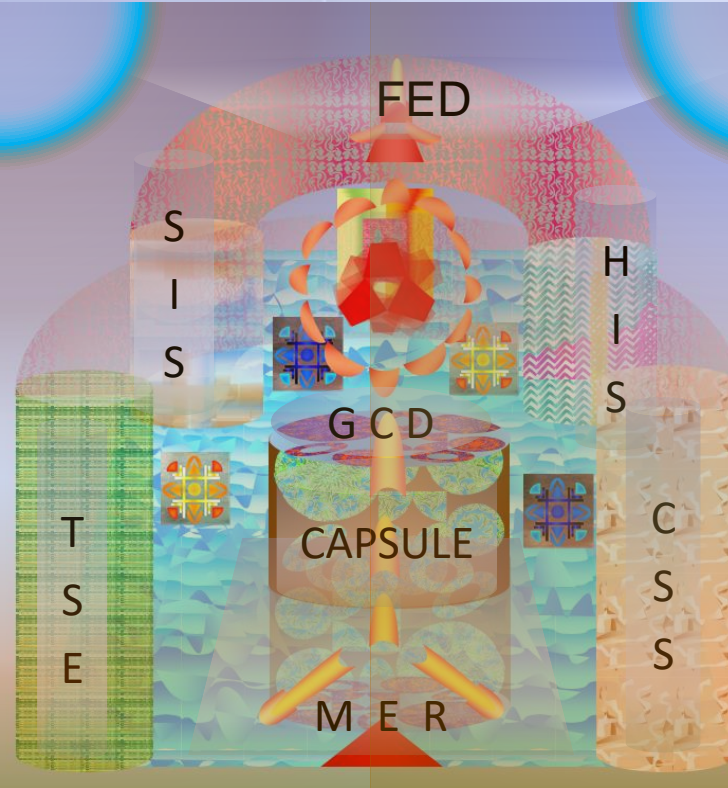


ORGANIZATION

Interoperability constraints align Business Execution with Business Vision, Methodology, Roadmap and Progress Milestones, Checks and Corrections

Architectural constraints and principles will be applied for balancing

DevOps Paradigm principles utilized to maintain fluid interoperable business processes



Long-term vision of the roadmap incorporates exits and launches of business units as independent components

Research innovations are envisaged to produce contributions to human health, diet, nutrition and evolution

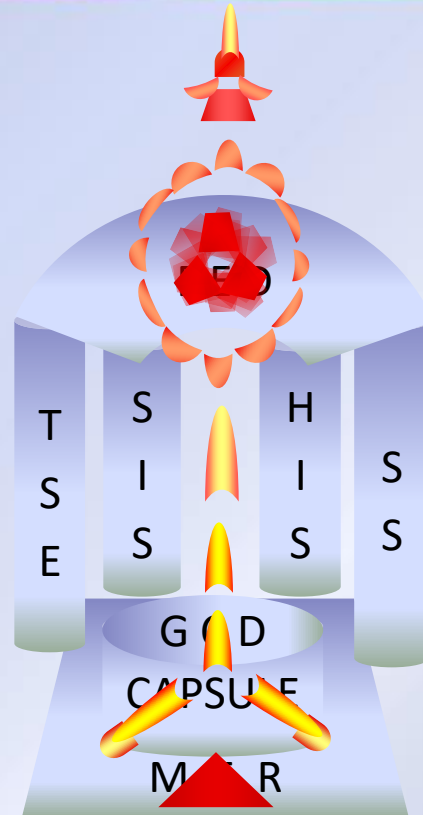
Patterns indicate flexibility in independent cultures and management practices

MODEL

MODEL

LIFECYCLE

- [5-10 years] Finance is independent & Business Units are generating revenue
- [10-20 years] Biometric Kiosk is independent, Product and Services are revenue streams
- [20-30] Next Generation Products & Services
- [30-40] Innovations and advances in health sciences
- [40 – 100] Diabetes cure



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EXECUTIVE TEAM



Administration

Culture

Culture

ROBOTICS



Speakers

Partnerships

Partnerships

DATA

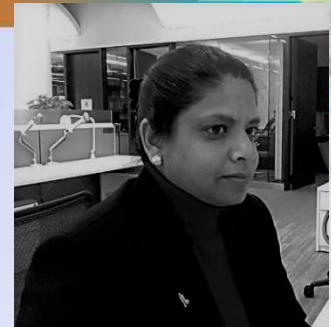


Contract

Mass market

MARKET

MOBILE



Research

Finance

FINANCE

P vs NP

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CONTACT INFORMATION



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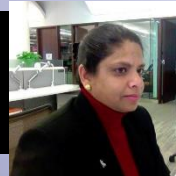


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CORE TEAM STRENGTHS : CROSS-FUNCTIONAL , EXPERIENCED , PROFESSIONAL MULTI-TALENTED INTERNATIONALLY
PEER NETWORKED WITH PROFESSIONALS AND TEAMS

MEET AND GREET

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EX FACULTY MEMBER
 BIRLA INSTITUTE OF TECHNOLOGY AND SCIENCE
 PILANI, INDIA

Business Owner
 DILIGENT MOBILE, INC (Since 2009)
[43222 NEWPORT DRIVE](#)
[FREMONT, CALIFORNIA](#)

CEO : Business Liason and Contract Negotiation, Mass market

PROFESSIONAL EXPERIENCE

- Mobile Apps development-ios, endorsed by 50 CEO's/ CTO's
- Fremont Chamber of Commerce Subject Matter Expert
- NYC CTO School Meetup Member
- Business contract negotiation,
- Jodhpur Airport , India, Indian Engineering Services, (IES)
- Birla Institute of Technology and Science (BITS) , Pilani. distinguished Alum

FUN FACT Ish declined an invitation to serve on Uber's Board of Advisors

DISTINCTIVE VALUE – ADD

- ❖ Courteous Communication Skills
- ❖ Competent, diligent and adept at managing projects of different scales and sizes
- ❖ quality oriented ,spot flaws, exceptions

PERSONAL Ish, from Bikaner, has raised educated professionals , son and daughter in the USA, & is well-regarded by family & community

CORE TEAM STRENGTHS : CROSS-FUNCTIONAL , EXPERIENCED , PROFESSIONAL MULTI-TALENTED INTERNATIONALLY PEER NETWORKED WITH PROFESSIONALS AND TEAMS

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MEET AND GREET

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EX FACULTY MEMBER
GRAMBLING STATE UNIVERSITY,
SOUTHERN UNIVERSITY, LOUISIANA

PROFESSIONAL EXPERIENCE

- University Professor and High School Teacher, starting robotics program at premier preparatory school
- Encryption systems, Artificial Intelligence, Software Engineering, Databases, Business Systems
- Business Owner and Operator of corporations, developing strong business strategy experience

FUN FACT Raj has developed punched card FORTRAN Programs

PERSONAL: Raj is a keen NFL and American College Football Enthusiast

CXO: Administration, Project Management, Budget, Culture

DISTINCTIVE VALUE – ADD

- ❖ self-organizing bootstrapper, startup leader
- ❖ Livewire personality energizes gatherings
- ❖ natural leader, mentor, coach
- ❖ analytical, detail-oriented and precise
- ❖ strategic chess player

CORE TEAM STRENGTHS: CROSS-FUNCTIONAL , EXPERIENCED , PROFESSIONAL MULTI-TALENTED INTERNATIONALLY PEER NETWORKED WITH PROFESSIONALS AND TEAMS

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MEET AND GREET R VENKATESH



EX FACULTY MEMBER
PUNE UNIVERSITY COMPUTER SCIENCE
DEPARTMENT, INDIA



CXO: Conference and Speaker Manager, East-West Bridge Liason

PROFESSIONAL EXPERIENCE

- Technical Advisor to Akon Infotech
- Well-versed in model driven development, Formal verification and validation systems
- Holds patents on test generations, model checking and statechart model algorithms, business process automation
- ACM India Education Head, bringing modern computing curriculum to Indian schools
- Conference Chair and Chief Organizer

FUN FACT Venky is a ranked Professional Bridge Player

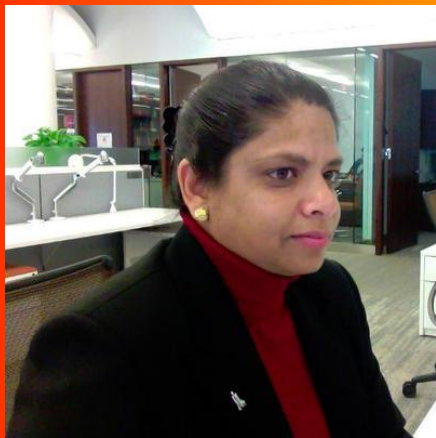
PERSONAL Venky leads missions and causes in person

DISTINCTIVE VALUE – ADD

- ❖ Talent-spotter, naturally selective and precise
- ❖ Sensitive, people-oriented leader, politically wise
- ❖ Strategic game and tournament planner
- ❖ Pleasant communicator and energizing thinker in brainstorming sessions

CORE TEAM STRENGTHS: CROSS-FUNCTIONAL , EXPERIENCED , PROFESSIONAL MULTI-TALENTED INTERNATIONALLY PEER NETWORKED WITH PROFESSIONALS AND TEAMS

MEET AND GREET CHANDRA GUPTA



EX FACULTY MEMBER
PUNE UNIVERSITY COMPUTER SCIENCE
DEPARTMENT, INDIA



PROFESSIONAL EXPERIENCE

- Startup culture, project management and software engineering in multiple organizations
- Software Engineer across multiple industries Fintech, Telecom, Defense Contracting
- Graduate program teacher
- Research –solving P vs NP

FUN FACT Chandra was a field hockey player

PERSONAL Chandra is married and has raised two boys in the USA

CXO: Architecture, Methodology, Team, Finance, Investment and Sales

DISTINCTIVE VALUE - ADD

- ❖ makes brainstorming sessions fun, enjoyable, fruitful and productive
- ❖ Pioneering innovations in software engineering methodology
- ❖ program understanding, pattern languages, cognition, diagnosing systems

CORE TEAM STRENGTHS: CROSS-FUNCTIONAL , EXPERIENCED , PROFESSIONAL MULTI-TALENTED INTERNATIONALLY PEER NETWORKED WITH PROFESSIONALS AND TEAMS

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CONCLUSION



- Multi-dimensional, multi-technology, multi-stage, early-stage global startup
 - Serve emerging needs of humanscale projects
 - Products and services serve the needs of business goal – GCD, sustain the business, and serve as products and services available for integration in enterprise solutions
-
- Why Diabetes and not Cancer or other stress-induced diseases ?
 - Because remediations associated with Diabetes are humanscale and apply to more stress-induced situations than remediations associated with Cancer

CONCLUSION

CONCLUSION