WORLD BLOOD INVESTIGATOR
Instant · Mobile · Accessible

PROBLEM
Over 50% of the world’s population do not have access to essential healthcare services

Traditional blood sample tests are:
- Costly
- Inefficient
- Results delay of disease detection

OUR SOLUTION
Blood Sample
- Placed McCafferty’s blood sample on
  the cartridge
Cartridge
- Direct capturing antibodies
  specific to the disease being tested
  into the device
 Biosensor
- Graphene-based biosensor detects
  antibodies
Data
- Data is transmitted to a smartphone
  via Bluetooth

EARLY ADOPTERS
Alberta Health Services
- Alberta Health Services Lab
  (PHL) - Calgary
Health Clinics in Developing
  Countries (South Africa)

VALUE PROPOSITION

MOBILE & ACCESSIBLE

Rapid Disease Diagnostics

Cost PER TEST

WORLD BLOOD INVESTIGATORS
Traditional Lab Tests
Abbott’s i-STAT System

$334,900

OUR RISK
Connections to technical expertise including biomedical engineers and
graphene researchers

REVENUE MODEL

ONE-TIME SALE
$0.08 / device

RECURRING SALES
$0.98 - Skill / cartridge

OUR TEAM

Aiza Anil
Jewing Choi
Jessica Chu

Christine Santiago, Nurse U of A Hospital

“Alberta Health Services Lab
has implemented PHL, it’s a
policy to work with new ideas in
that’s necessary for innovative healthcare.

Richard Hiig, Venture Capitalist & Industrial Technology Advisor, BIP

“New digital health systems, like PHL, E.T., are emerging to
strengthen the relationship between the patient and healthcare
providers, providing 70% to 80% of the population in the high
growth market.”