

# **VLab**

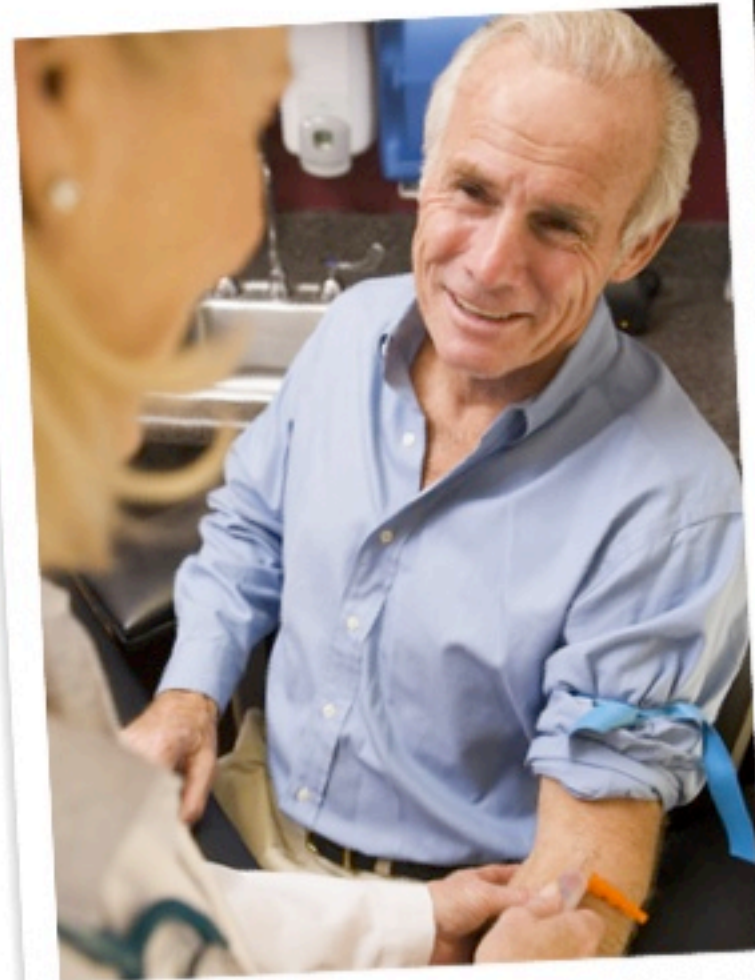
Medical lab

FOR EVERYONE



# We all take medical tests for many reasons

*your grandpa*



*or even him*





Obviously, to **live happily** ever after

# But ...

all tests are taken **in medical labs**

# Simple blood test

in clinics



1. Make an appointment
2. Pay \$\$\$ per test
3. Take a test
4. Wait for days for results
5. See a doctor to interpret

So we....

**take tests seldom**

**Or skip it**

**this leads to**

disease

epidemics

untimely death





# WHY ?

There is **no self-test available**  
to fit consumer needs



# There are only



## Glucometers

For measuring blood sugar



## Visual self-tests

Cheap, easy to access,  
based on reading by eye

There are

**NO AFFORDABLE  
EASY-TO-USE**

**self-test devices** in every grocery store

**to test for**

- Cholesterol
- Breast cancer
- Prostate cancer
- Heart problems
- and many other

**No one has found a solution**  
before TATAKOTO...



# TATAKOTO LTD

in collaboration with



## **Andrei Lubalin,**

CEO and co-founder

PhD, vast senior executive experience, including: CEO of "Trade and Investment Development Agency" and Advisor to the Director General of "Sberbank – Capital", etc.



## **Dr. Yuri Vengerov,**

head of R&D and co-founder

PhD, Doctor of Science (biochemistry), professor, leading specialist in immunochemical and biochemical laboratory diagnostics methods in Russia

Ernst & Young  
as business adviser

Reinhold Cohn  
as IP strategy adviser

BeoMedical Strategy  
as regulation adviser

Zer Hitech  
as a production facility

R&D

Advisory Board

# Introducing VLab



**The hand-held medical lab**  
for use by anyone

up to **150** **tests**

to cover most consumers needs



# Quick

5-10 min.

# Accurate results

recorded digitally

# Inexpensive

from 5\$



standalone



standalone + PC / cell phone



emergency care



## **Digital results possibilities**

Patient  
engagement

Collect Smart Data  
to build Health Maps

// Changing patient behavior is the next frontier in healthcare value

**McKinsey, 2012**

// If patient engagement were a drug, it would be the blockbuster drug of the century and malpractice not to use it

**Leonard Kish**

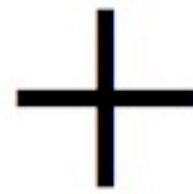
Principal and Co-Founder, [VivaPhi](#)



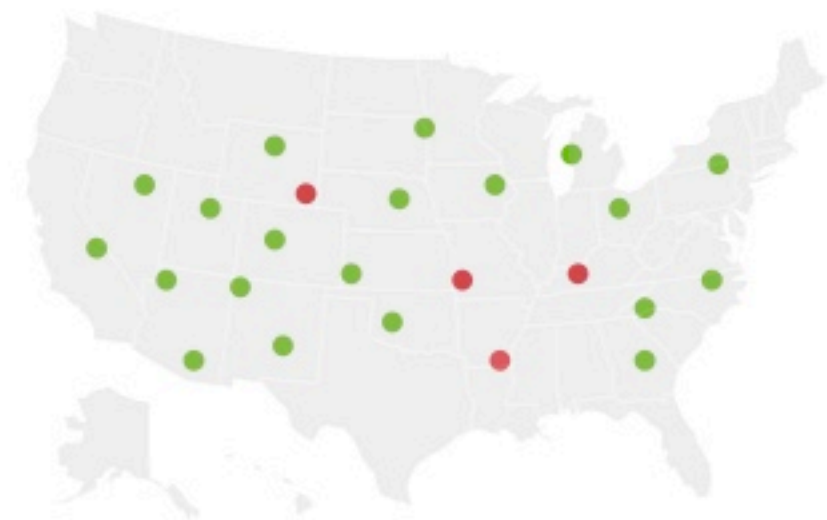
# Health Map



**Man**



**VLab**



**Health map**

location, time, result

# The global solution



## **Healthy nations**

Nations improve their public health and successfully fight epidemics



## **Effective Healthcare**

- Healthcare providers
- Health insurance companies
- Pharmaceutical industry

**A medical lab  
for everyone**

**+**

**Real-time  
Health Maps**



**common good**

*that will save many lives*



# Everyone benefits

- Epidemiological control worldwide
- Governments improve public health
- Doctors and labs get new customers
- Insurance companies cut losses

We want VLab to be available to every family as widely as a common thermometer

**Andrei Lubalin**  
co-founder



But we  
**can't do it alone**  
we need a strategic partner

# But **not like those**



**Consumer  
product giants**



**Pharma or medical  
equipment leaders**



# Such partners will try to sell VLab **slowly** and on **exclusive** basis

- No wide availability
- No Health Maps
- No common good

So we're  
looking for **PARTNER**



strong,  
IT-experienced,  
interested in Smart Data

# Our business model



## Revenues

Cartridges

Access to Health Maps



## Markets

Est. sales \$1,7 trillion:

personal / corporate well-being,  
chronic / infectious diseases, animals



## Goals

250M units in 2 years

ARPU \$100/year

# And we're serious



We would like to introduce you to Tatakoto, a company that has developed an **unique and breakthrough technology** for easy to use self testing system.

**Ernst & Young**

*Ask for Ernst & Young's comprehensive report / marketing study*





# **VLab is a revolution**

*in healthcare delivery*



**Medical lab  
for everyone**



**Patient  
engagement**



**Health  
Maps**

**Join us,** if you want  
to make life better

**Andrei Lubalin**

Co-founder



# TATAKOTO LTD

Making the Necessary Accessible

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