MedsBag

You can't always be there for your child, but Medsbag can.

www.medsbag.com





⁽¹⁾Journal of Allergy and Clinical Immunology, 2019. ⁽²⁾World Health Organization.

MedsBag

The most common brain disease, characterized by seizures

Affects 50M people worldwide²

Chronic disease of the lungs, characterized by inflammation

Affects 339M+ people worldwide²

Problem

1. Flawed solution

2. Children and parents feel unsafe

3. Cost of chronic diseases are constantly growing

Flawed

solution*

Outdated

Doesn't take advantage of todays technologies

*The written medical action plan



- Är oftast en reaktion från flera organ samtidigt som kan vara lindriga från början men snabbt kan förvärras.
- Utbrett nässelutslag, kraftig rodnad och/eller svår klåda över stora delar av kroppen. - Ökande svullnad i mun och svalg med heshet eller svårt att tala.
- Tydliga andningsbesvär, hosta, astma, eller andra andningssvårigheter. - Tilltagande magsmärtor och/eller kräkningar.
- Kallsvett, blekhet.
- Oro, ångest, tilltagande trötthet, medvetslöshet,

The state of the s

Åtgärd:

1. Ge adrenalinpenna Emerade 300 mikrogram. Skall ges i lårets övre yttre muskel. Om dålig. effekt kan denna dos upprepas efter 5-10 minuter. 2. Var i stillhet, liggande med möjlighet att andas effektivt. Var i stimer, nggande met nopinget at andas effektivi.
Om astmasymtom (hosta, svårt att andas) ge astmamedicin Buventol 100 mikrogram/dos inhalera minst 2 doser. Om dålig effekt kan denna dos upprepas inom 5-10 minuter. 4. Ring 112 efter ambulans, kontakta föräldrar/anhörig. 5. Om ej redan gjort tidigare ge antihistamin: Aerius 2,5 mg mängd: 2 tabletter 6. Kortison (t.ex Betapred) verkar ej akut och är därför ej viktigt initialt men kan nu ges i form av Betapred 0,5 mg mängd 8 tabletter. Kan lösas i vatten.

Unknown for most

Most don't know to look for an action plan

Medical terminology

Advanced vocabulary



Parents and children feel unsafe

Uncertainty

Concerns associated with the child's safety and severity of their condition

Concerns...

- * Parents
- * Teachers
- * Friends
- Public transport
- * etc.

Questioning

Can the child participate in activities and will it be safe

Fearfulness

Worries the child will not get the help they need in the event of an incident

Financial

costs

The cost for these chronic diseases are constantly growing.



Average Cost Surge of US Hospital ER Visits in 2019²

⁽¹⁾National Library of Medicine. ⁽²⁾USA Today 2019. ⁽³⁾OECD Library 2018.

MedsBag

Preventable Visits



Up to 66% of Paediatric ER Visits are Preventable¹

Solution: MedsBag

The wearable audio action plan

- * Brings the medical action-plan into the 21st century
- * A fashionable and multifunctional bag
- * Easy to activate, operate and understand







Waterproof fabric & zipper



MedsBag



The size of an A5 paper



15,5 cm



Inside compartment for medicine



Reflective



Adjustable wearing



How **MedsBag** works



https://www.medsbag.com/how-it-works

Step 1

Step 2 times.

Step 3

In an emergency, press the button on the Medsbag to play the pre-recorded action plan.

Step 4

proper information available, the With the bystander can take action to help administer the proper medication to save the child's life.

MedsBag

Use the speaker located on the Medsbag to record the child's unique audio action plan.

Have the child wear the Medsbag around at all

Everyday scenarios

School



Friends'







Party









Daycare

an-unsafe-dessert/

Examples of toxic environments where the MedsBag provides:

- * Safety, In case of emergencies
- *** Inclusion**, for all everyday heroes
- *** Security**, in the everyday life



Camp



Clubs

MedsBag

Field Trips



Sports



Practice

https://people.com/health/13-year-old-girl-dies-of-severe-allergic-reaction-after-accidentally-eating-

The Team





Co- founder, Oliver is the engine and collaboration designer at MedsBag. He contributes in all areas and has a background as an artist.

Hannah Lohk CFO

Co-founder, Hannah has a track record and a high commitment to CSR and driving social impact.



Rebecca Byron Business Designer

Co- founder, Rebecca is a sharp leader with a passion for building high-performing organisations.



Mikaela Odemyr Door Opener

Mikaela has all connections within the asthma and allergy world.

Matteo Lohk Our Why

Product tester and ambassador.



Åsa Sånemyr Marketing Manager

Åsa Sånemyr has worked as CEO in a variety of industries with a focus on development and change.

MedsBag



Henrik Lohk CTO

Co- founder, Henrik has a passion for building software development teams that help businesses grow.

Our why

* Personal engagement



Achievements & Timeline

2019

Idea was born. Proof of concept + top 10 finalists in Brilliant Minds competition.

Finish initial prototyping of the backpack & speaker + stress testing products and establishing collaboration partners.

Launch campaign on Kickstarter. Finish final prototyping and run smaller batch of production developing digital features. Sourcing factories.

Expand internaitionally and design + develop a longer productline.

2021

2022

2020



BRILLIANT

MINDS



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June 2021