



# MedsBag

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

[www.medsbag.com](http://www.medsbag.com)

June 2021



## Target

## group



### Anaphylaxis

A severe allergic reaction

*Accounts for 0.25% of hospital admissions worldwide<sup>1</sup>*



### Diabetes

The prevalence of diabetes grew 390% over a 34-year span

*Affects 422M+ people worldwide<sup>2</sup>*



### Epilepsy

The most common brain disease, characterized by seizures

*Affects 50M people worldwide<sup>2</sup>*



### Asthma

Chronic disease of the lungs, characterized by inflammation

*Affects 339M+ people worldwide<sup>2</sup>*





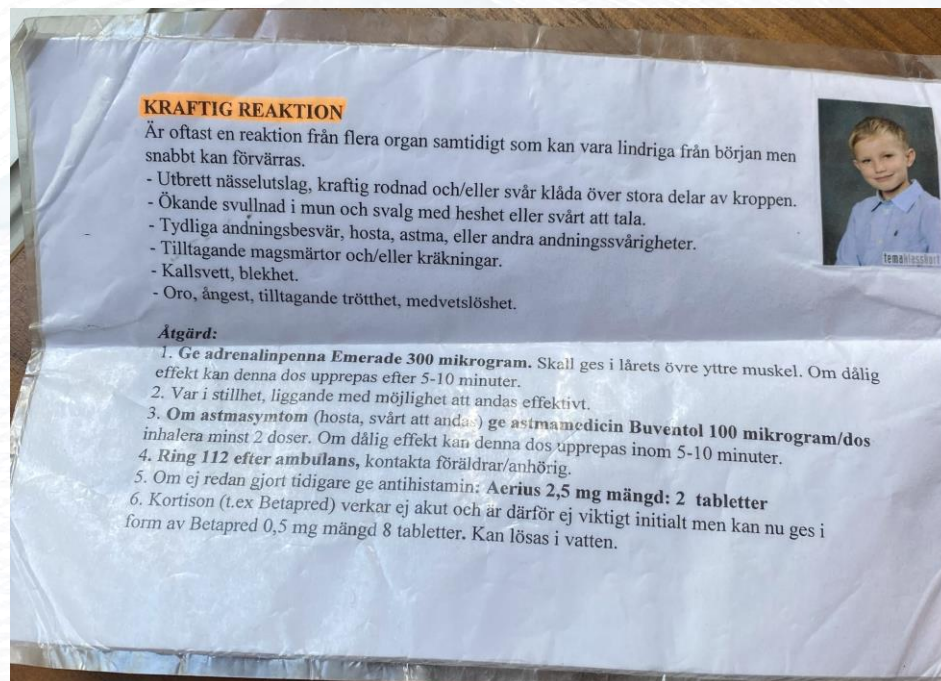
## **Problem**

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- 1. Flawed solution**
- 2. Children and parents feel unsafe**
- 3. Cost of chronic diseases are constantly growing**

## Flawed

\*The written medical action plan



## solution\*

### Outdated

Doesn't take advantage of today's technologies

### Unknown for most

Most don't know to look for an action plan

### Medical terminology

Advanced vocabulary



## Parents and children feel unsafe

### Concerns...

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

### Uncertainty

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

### 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

The cost for these chronic diseases are **constantly growing.**

## costs

### Escalating Costs

**176%**

Average Cost Surge of US  
Hospital ER Visits in 2019<sup>2</sup>

### Preventable Visits

**66%**

Up to 66% of Paediatric ER  
Visits are Preventable<sup>1</sup>

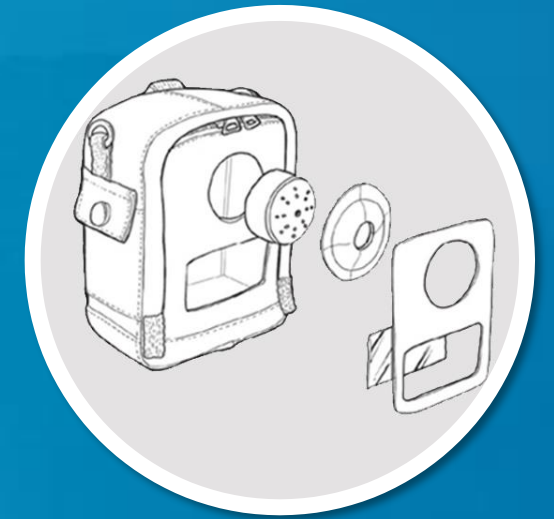


# MedsBag

## 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**



High quality-  
recordable speaker



Carbine hook



Waterproof  
fabric & zipper



AAA Battery



The size of an A5 paper



15,5 cm



Inside compartment  
for medicine



Reflective



Adjustable  
wearing



Informational  
pocket



## How MedsBag works



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

### Step 1

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

### Step 2

Have the child wear the Medsbag around at all times.

### Step 3

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

### Step 4

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



## Everyday scenarios

Examples of toxic environments where the MedsBag provides:

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



School



Friends'



Field Trips



Camp



Party



Sports



Clubs



Daycare



Practice



# The Team

# MedsBag



**Oliver Lohk**  
CEO

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.



**Henrik Lohk**  
CTO

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



**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.



## Our why

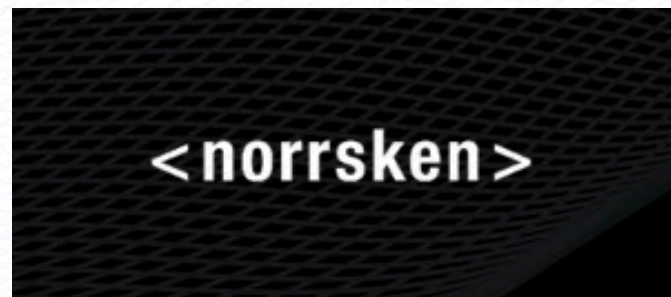
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- \* Personal engagement





## Achievements & Timeline



**2019**

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

**2020**

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

**2021**

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

**2022**

Expand internationally and design + develop a longer productline.





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