

PINKDETECT

YOUR BREAST HEALTH ALLY

October 2024



Your Breast Health Ally



Introducing the story of Aunty (Khaala) Saima



Saima

38-year-old khaala, sister,
daughter, and friend

“

As far as I can remember, Surraiya khaala has **always been a healthy woman** living in Pakistan. She was just like anyone else, living a perfectly normal, healthy life. I would have **never expected her to be diagnosed with any health issues, let alone stage IV breast cancer.**

”



Khaala Saima's story is not unique to her



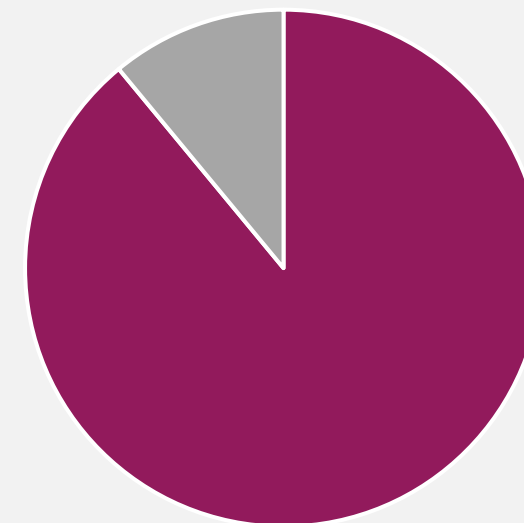
**1 in 9 women will
develop breast
cancer in
Pakistan**

178K

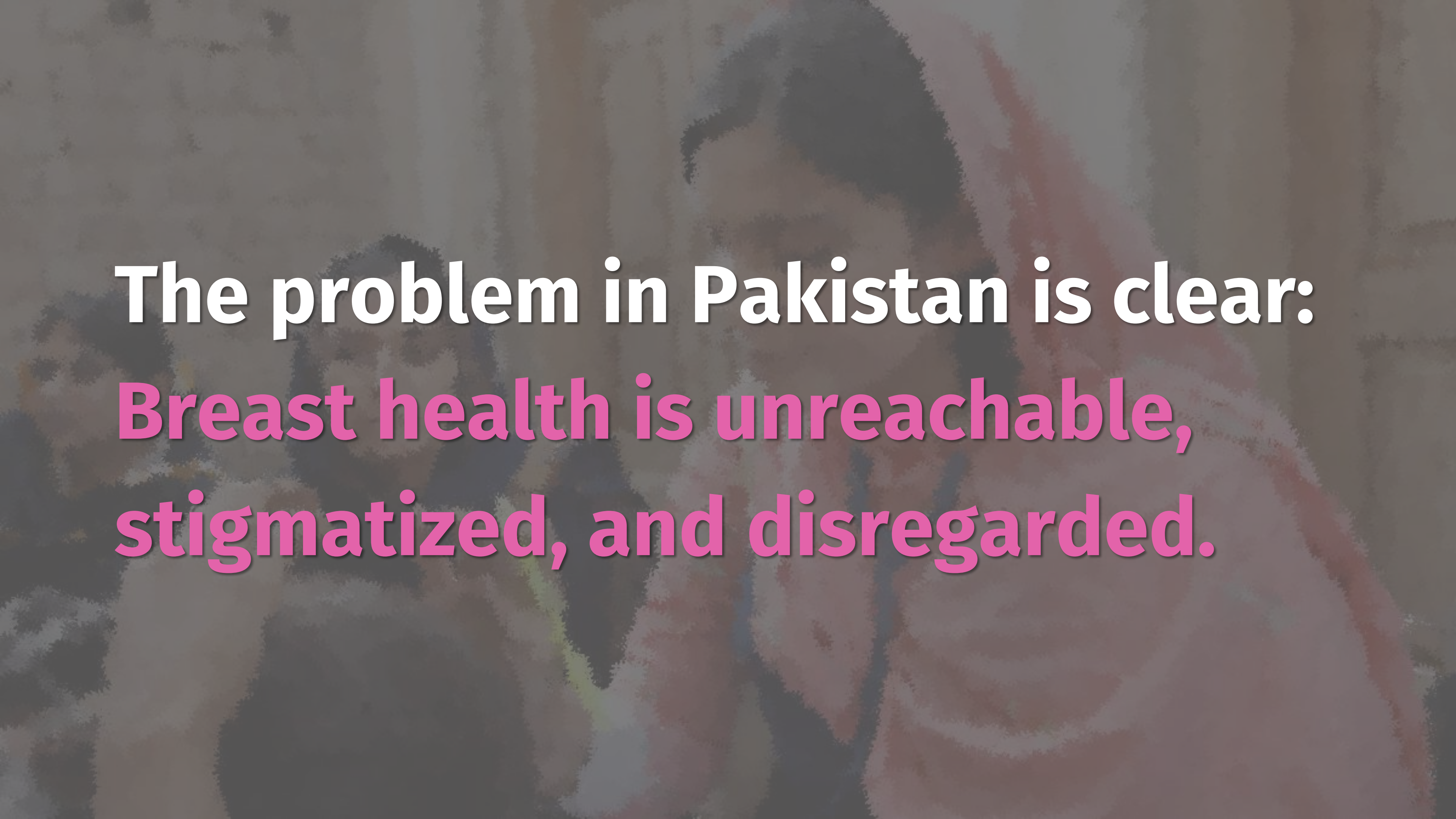
**new cases of breast
cancer in 2020 alone**

22.7%

**mortality rate for
breast cancer in
Pakistan versus
2.5% in the US**



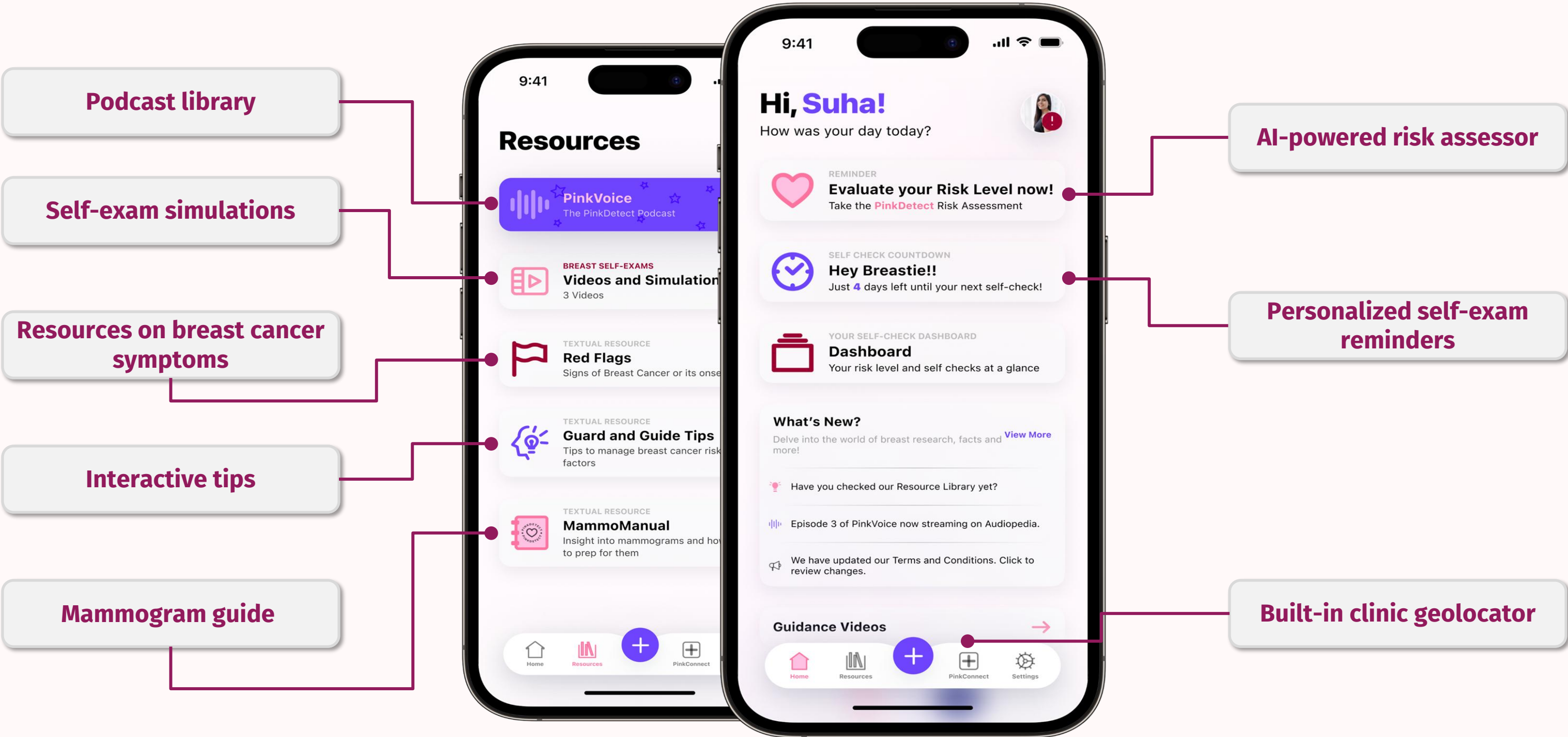
**89% of women are
diagnosed with cancer
at a later stage**



The problem in Pakistan is clear:
Breast health is unreachable,
stigmatized, and disregarded.

Introducing your all-in-one breast health management app

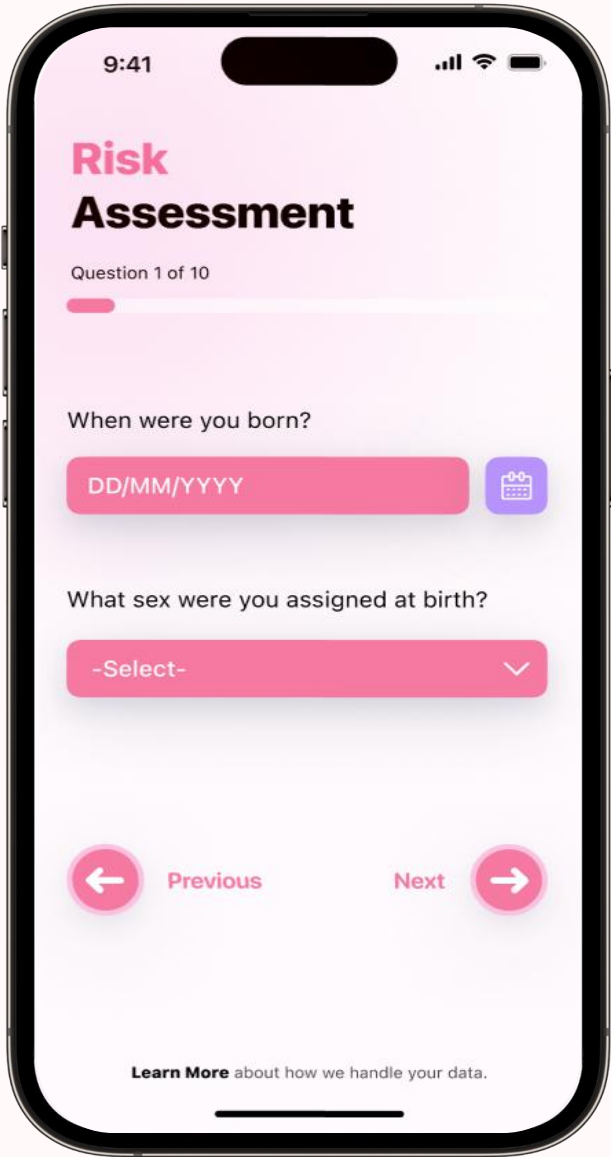
PinkDetect is the **first AI-powered app in Pakistan dedicated to promoting early breast cancer detection** by addressing the cultural sensitivities and healthcare needs of women. By integrating advanced technology, nuanced educational content, and geo-tooling, PinkDetect empowers women to proactively manage their breast health.




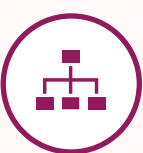


Feature capability deep-dive: AI-powered risk assessor

PinkDetect’s AI-powered risk assessor for early breast cancer detection **leverages LLMs to evaluate historical risk and predict an individual’s potential of developing breast cancer**. By analyzing patterns and features, PinkDetect provides personalized risk assessments, potentially leading to earlier diagnoses and tailored screening strategies.

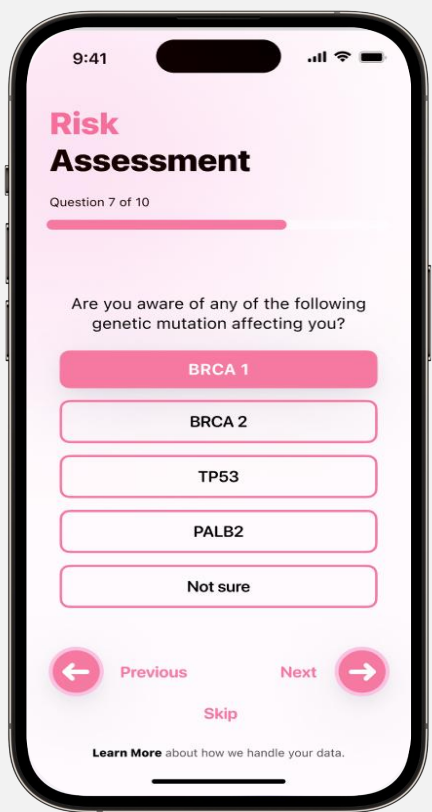
RISK ASSESSMENT PERSONALIZED TO YOU



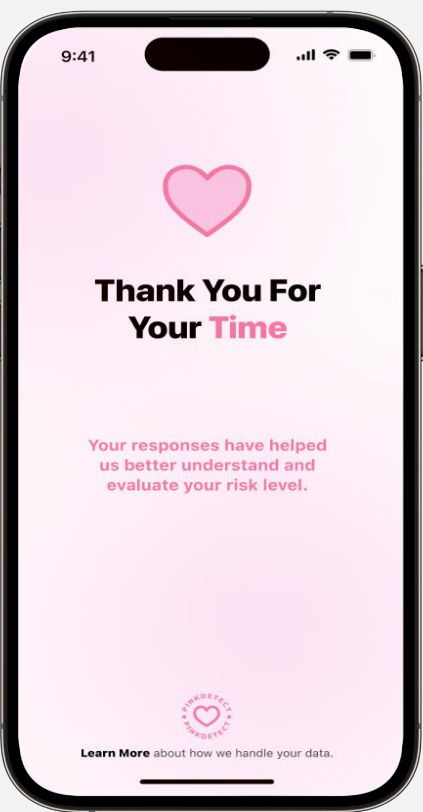
PinkDetect’s AI-powered risk assessor leverages machine learning algorithms to determine an individual’s risk for breast cancer. We determine risk levels by utilizing the following data:

-  **Current physical statistics** (e.g., height, weight, age, race)
-  **Family history** of breast cancer or other cancers
-  **Lifestyle habits** (e.g., smoking, exercise, etc.)
-  **Environmental factors** (e.g., pollution)

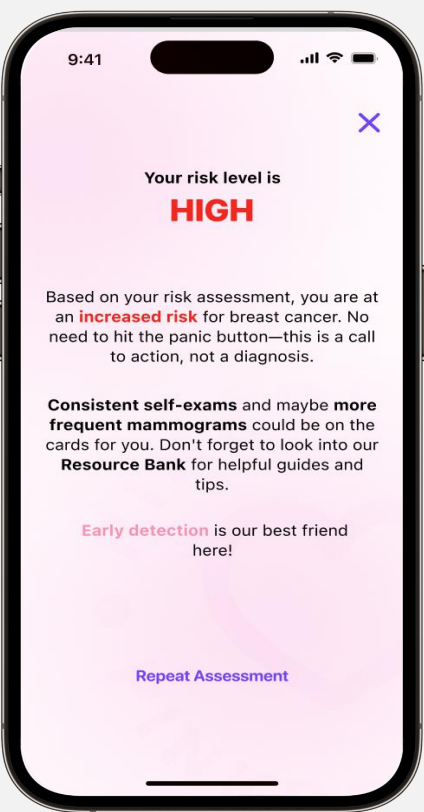
HOW THE ASSESSMENT WORKS



Complete the 10-step questionnaire accurately



AI computes results based on your answers

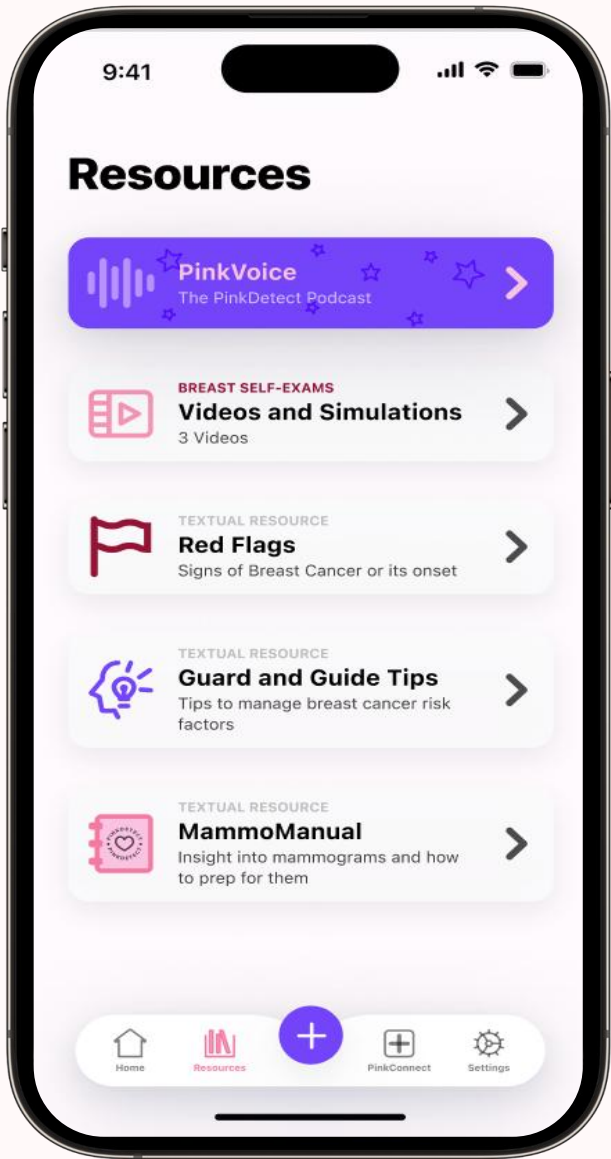


AI determines next best steps and tailored strategies





Feature capability deep-dive: Resource library

PinkDetect’s built-in library features **culturally-appropriate content crafted and curated to educate and empower users**. The extensive resources include a detailed video tutorial and simulation on breast self-exams (BSEs), non-graphic imagery detailing symptoms, risk factors, podcasts, and comprehensive guides for mammogram preparation, all designed to resonate with the Pakistani demographic.

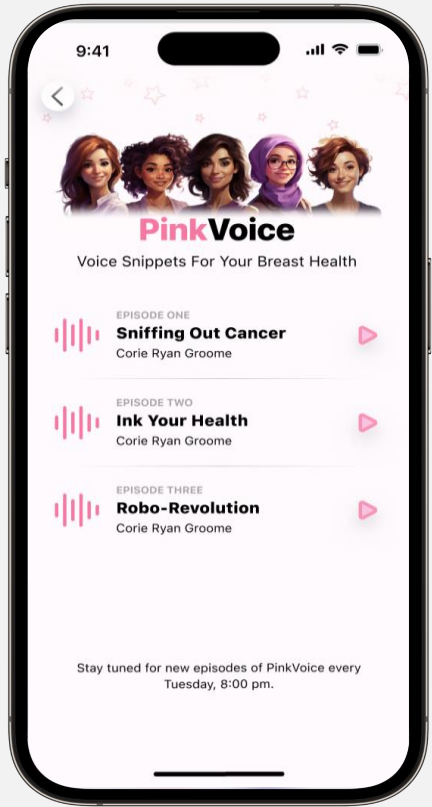
A COMPREHENSIVE AND CURATED SET OF RESOURCES



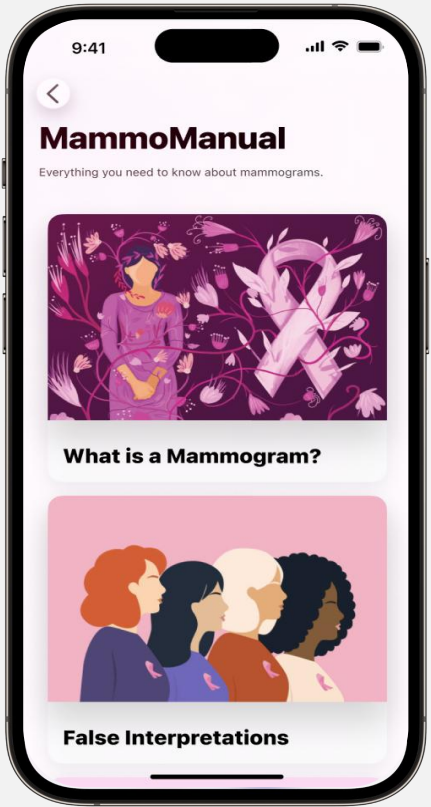
Our resources are curated based on the latest research on breast cancer and breast health and is vetted by our team of healthcare advisors:

-  **BSE tutorials** (e.g., cartoons, simulations using mannequins)
-  **Pictorial guides for red flags** to identify abnormalities early
-  **Audio guides and podcasts** to educate users on breast cancer advancements
-  **MammoManual** to help users prepare for their next mammogram appointment

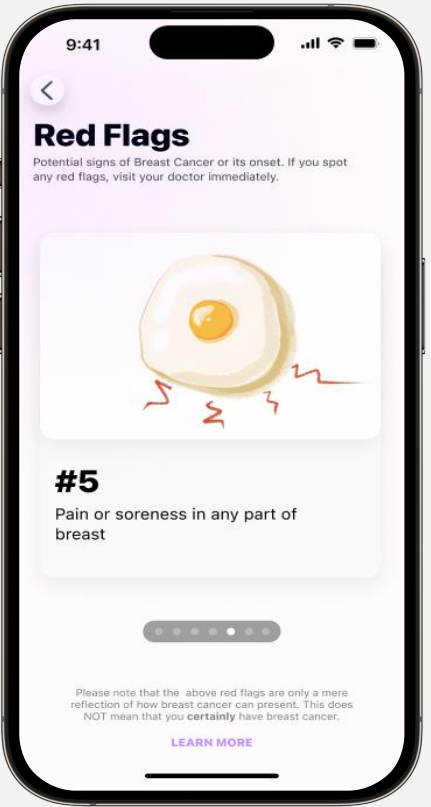
A CLOSER LOOK INTO THE RESOURCES



Short audio guides featuring healthcare experts



A one-stop-shop for all things mammograms



Culturally-appropriate depiction education so users are comfortable



Feature capability deep-dive: Geolocation tooling



The PinkDetect app **includes a built-in locator that helps users find nearby mammogram services, family physicians, healthcare practitioners, and clinics** specializing in breast health. This function aims to **bridge the gap between awareness and access to healthcare services** by connecting users with the appropriate facilities in their area.

HOW THE GEOLOCATOR WORKS



1

The locator connects users to providers within a **10KM radius**

2

Once a provider is selected, **provider details are shown** such as location, hours of operation, and contact info

3

Applicable discounts presented to user

4

Partnered **health providers with discounts** are **prioritized** in map



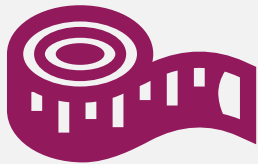
Feature capability deep-dive: Personalized journalling



PinkDetect **engages users with an interactive journalling function** that allows users to document overall breast health and changes in symptoms. This feature serves as a personal record that **helps users track and monitor breast health over time, as well provides crucial documentation support** when consulting with healthcare providers to ensure even the most subtle changes are acknowledged by the user and don't go unnoticed.

HOW OUR JOURNALLING FEATURE KEEPS WOMEN ACCOUNTABLE TO THEIR BREAST HEALTH

The journal tracks various aspects of breast health and provides compelling context for why monitoring these factors is crucial to maintaining breast health:



Changes in breast shape or size (e.g., asymmetry, redness, lumps)



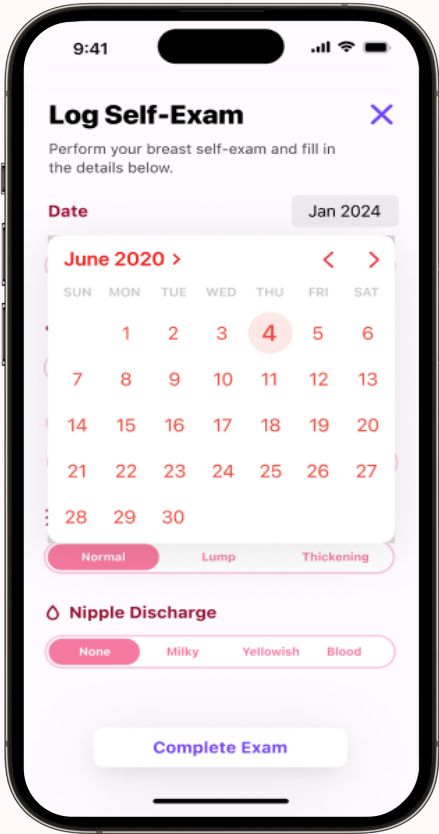
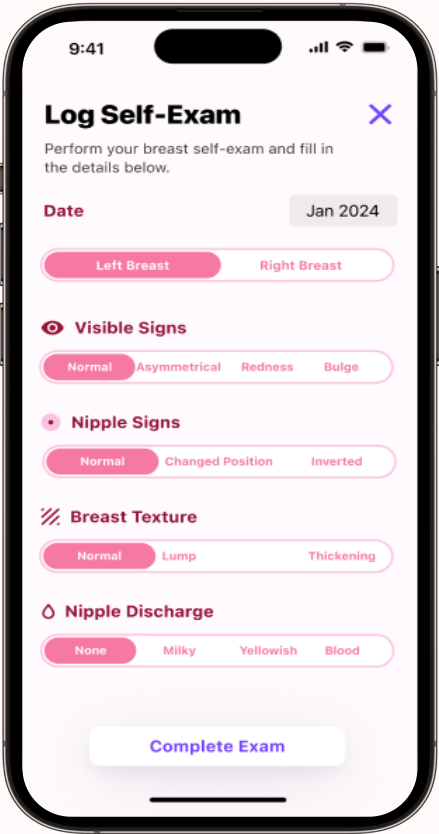
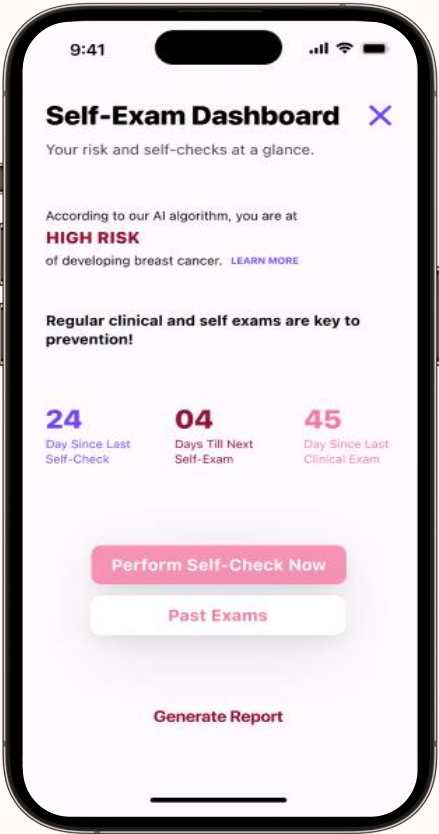
Breast texture (e.g., lumps, thickening, peeling of skin)



Any abnormal or prolonged sensations (e.g., pain, tickling)

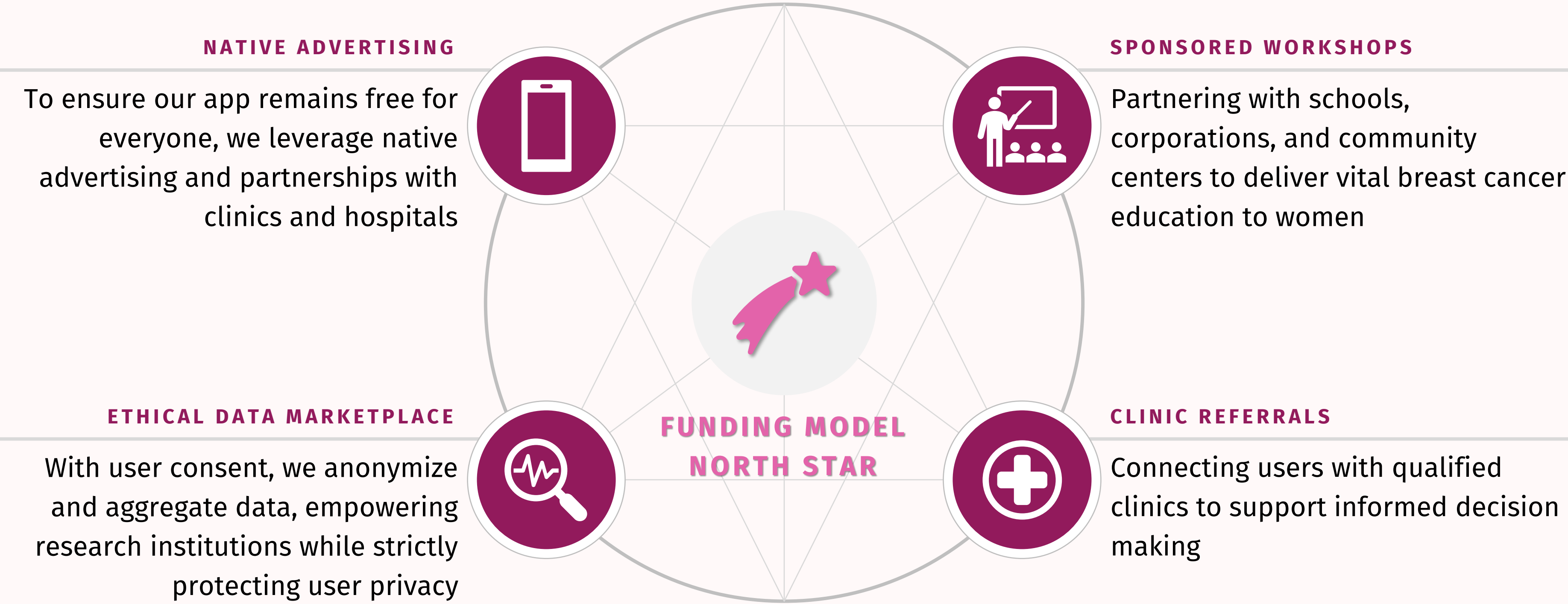


Any type of discharge whether milky, yellow, or bloody



Based on the log entries, the journal feature generates a personalized report for the user with tailored next steps. E.g., if an urgent issue is detected, it will advise the user to seek immediate medical attention.

Our anticipated business model will fund PinkDetect



































PinkDetect’s magic quadrant of breast health allies

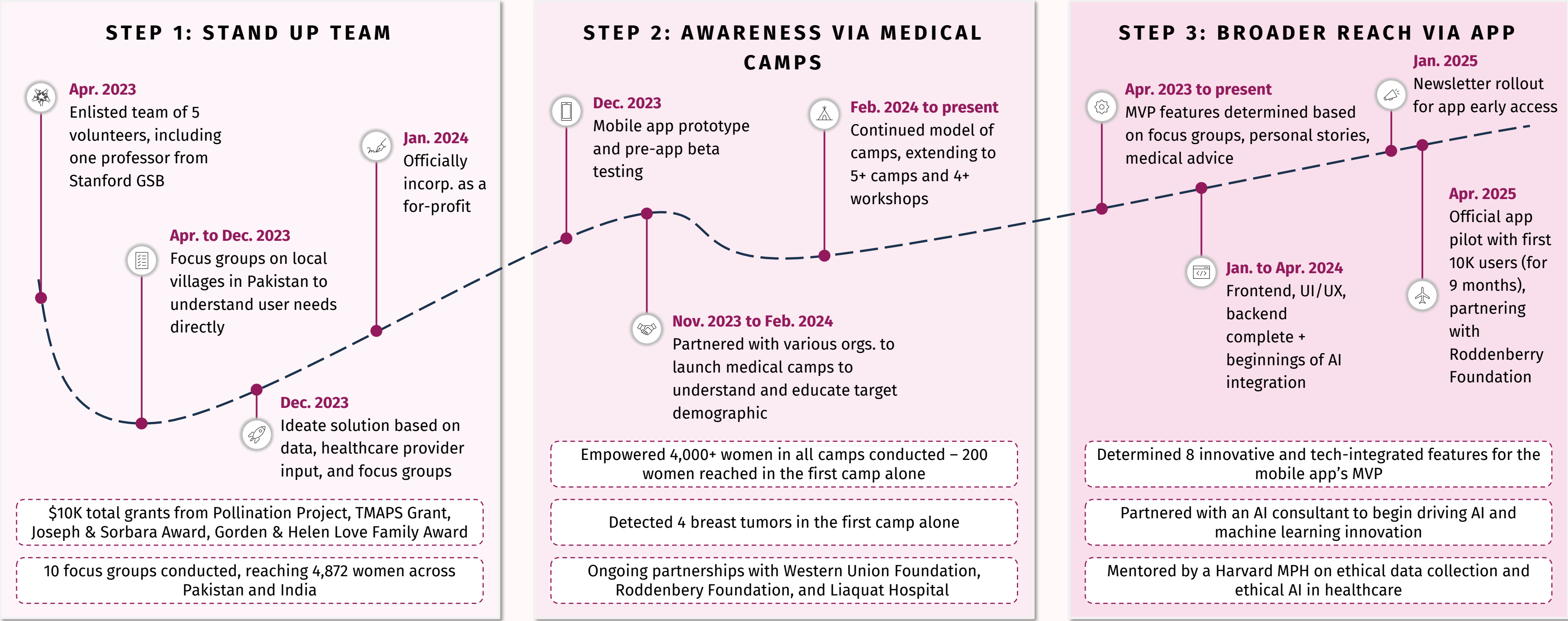




PinkDetect aims to fill the gaps of our breast health allies

	PINKDETECT	TECH APPS	MISHA J.	HOSPITALS
 GEOLOCATOR	 Allows users to find clinics in 10KM radius, partnering with diagnostic facilities	 No competitors in Pakistan have a clinic geolocator	 Is mostly an awareness blog – no tech-enabled features	 Provides info on websites on hospital locations
 JOURNAL	 Built-in journalling feature	 No digital logs to regularly track breast health metrics	 Is mostly an awareness blog – no tech-enabled features	 Mammogram reports and scans but is not able to keep track of self-examinations
 AI-POWERED RISK ASSESSMENT	 Large language models used to train AI	 Majority of apps use risk assessments, but not powered by AI – lacks precision	 Is mostly an awareness blog – no tech-enabled features	 Conducts genetic testing and risk assessments – no use of AI technology
 CULTURALLY APPROPRIATE CONTENT	 Non-graphic interactive learning guides that appeal to the conservative masses	 Depends on app – Know Your Lemons is appropriate; B4BC & I Heart Boobies bold in content	 Bold content that is not widely accepted by Pakistani culture currently	 Culturally appropriate content – lacks digital accessibility, only physical media
 ACCESSIBILITY	 Available nationwide in Pakistan	 Apps are free to all	 Not widely known amongst underprivileged groups	 Majority of hospitals located in major urban cities, leaving rural population underserved
 COST AND DISCOUNTS	 Free mobile app, with optional paid version + significant discounts with partner clinics	 B4BC is the only competitor that offers a discount (at Patagonia)	 No cost blog but no enablement features or discounts	 Not free, discounts available during events and Pinktober campaigns

PinkDetect’s path to achieving breast health parity and promoting early detection





Scalability and Expansion Strategy

Expanding **Access** and **Enhancing Services** for Breast Health Globally



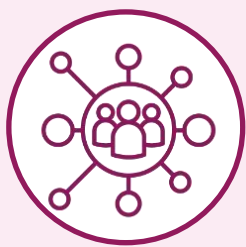
STRATEGIC PARTNERSHIPS

Insurance Partnerships

- Partner with **Takaful**, **EFU**, and **Jubilee Insurance** to offer breast cancer-related insurance policies.

Corporate Collaborations

- Collaborate with corporations like **JS Bank**.



COMMUNITY OUTREACH

Camps & Workshops

- Conduct more camps and workshops in rural areas (e.g., **Lyari**) to serve underserved populations.



LANGUAGE & GEOGRAPHIC EXPANSION

Language Addition

- Add Urdu to PinkDetect

Regional Expansion

- Expand to other South Asian regions (e.g., **India**, **Bangladesh**).



TELEMEDICINE INTEGRATION

Collaborations

- Partner with local dispensaries and clinics for real-time breast health consultations.

ACHEIVEMENTS AND PROGRESS



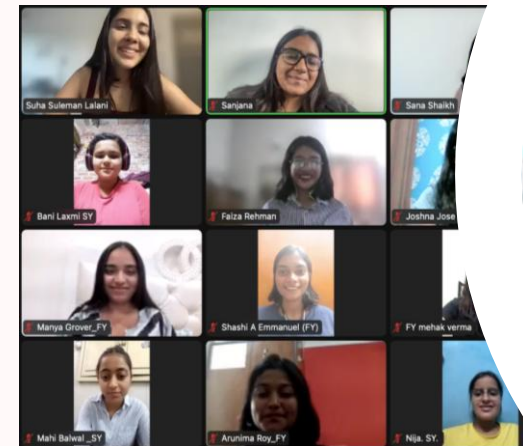
\$20,000 Revenue Generated through Corporate Partnerships

Urdu App Prototype Developed

Workshops Conducted in **Delhi** with Jesus and Mary College



A snapshot into
PinkDetect's journey
to achieving breast health parity



Our medical camps have empowered 4,000+ women total



Our inaugural free medical camp was held at Agra Taj Colony in Lyari, where we had the honor of engaging 200+ women



Supported by medical students as part of the nonprofit, Humanity Initiative



Sessions consisted of gauging comfortability, providing breast health education, demoing app prototype, and conducting 1-1 consultations with onsite physicians

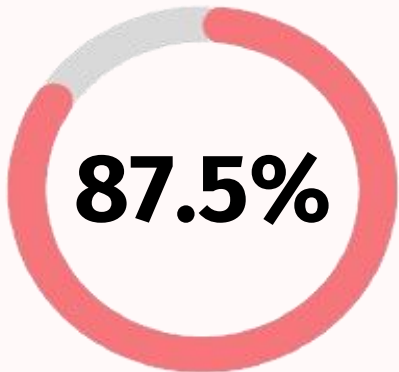


Free supplements were prescribed by onsite doctors and provided by our onsite pharmacy



Breast health was destigmatized to the point where every participant consented to a free clinical exam and given next steps such as mammogram referrals

OUR IMPACT



of participants had not attended a breast health seminar before



of women reported gaining new information about breast cancer



expressed interest in downloading our app



felt more assured in performing self exams

4 abnormal lumps
discovered via our first camp

Partner sponsorships
for diagnosed women’s medical care

1 fully sponsored
MRI and biopsy for a camp participant

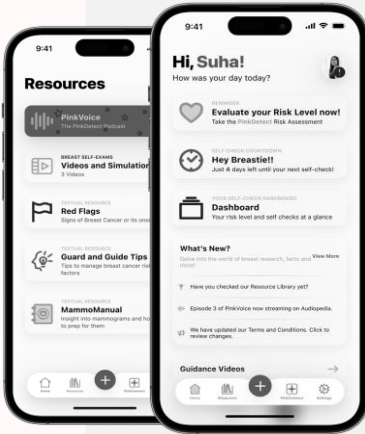
We plan to achieve three goals by leveraging a phased approach



GOAL #1:
Expand to additional communities in Karachi, as our Machar Colony impacted 180 women



GOAL #2:
Impact 100K+ women by partnering with...



GOAL #3:
Continue to empower women and save lives via our mobile app and in-person camps

4-PHASED APPROACH

PHASE 1
December 2024



Conduct successful beta launch of mobile app

PHASE 2
December 2025



Nationwide app launch and achieve first 10K downloads within first year of launch

PHASE 3
December 2026 (ongoing)



Establish nationwide clinic network to extend discounts on breast health services

PHASE 4
February 2027



Expand to India and Bangladesh; strengthen AI strategy; expand research to early detection tools via AI



We are seeking \$100K in funding to continue our growth



PinkDetect is seeking **\$100K CAD in funding** to propel our technological advancements and ongoing research and development initiatives. We are also seeking and would greatly value mentorship and guidance from accredited individuals, healthcare stakeholders, and the like.

TECHNOLOGICAL ADVANCEMENTS



New feature beta testing



Continual AI development and research



In-app updates



Cloud infrastructure maintenance



CRM management



Copilot licensing and integration

MENTORSHIP AND ADVISORY



Ethical AI mentorship



Business strategy and structuring guidance



Operational model and operational efficiency guidance



Go-to-market strategy advisory



Stakeholder management

RESEARCH AND DEVELOPMENT



Staying at the forefront of breast health technology



Enhance PinkDetect’s impact and effectiveness



Medical advisory on best-in-class health-tech applications



Ongoing user and A/B testing



Support in clinical partnership development



Breakdown of expenses

Category	Subcategory	Budget Allocation	Description
AI Development		\$30,000	Total allocation for AI-related expenses
	Model Training	\$10,000	Computational resources and data for training AI models
	Software Tools and Libraries	\$5,000	Licenses for software and libraries essential for development
	Research and Development	\$15,000	Costs for AI research and prototype development
Large Language Models (LLMs)		\$10,000	Total for LLM-related expenses
	Subscription Fees	\$5,000	Fees for accessing pre-built LLMs
	Customization and Integration	\$5,000	Customization of LLMs for project-specific needs
Marketing		\$15,000	Total for all marketing activities
	Digital Marketing	\$5,000	Online advertising and social media campaigns
	Content Creation	\$5,000	Production of blogs, videos, and promotional materials
	Public Relations and Events	\$5,000	Costs for PR services and event participation
Salaries		\$20,000	Total for all salaries
	Technical Staff	\$10,000	Developers, engineers, and data scientists
	Administrative and Support Staff	\$5,000	HR and support staff salaries
	Consultants	\$5,000	Fees for external consultants specializing in AI ethics and business strategy
Workshops and Educational Camps		\$5,000	Total for educational activities
	Venue and Equipment Rental	\$2,000	Costs for venues and equipment for hosting workshops
	Materials and Supplies	\$1,000	Supplies for participants
	Speaker and Facilitator Fees	\$2,000	Fees for guest speakers or facilitators
Website and SEO		\$5,000	Total for website and SEO
	Website Development and Maintenance	\$3,000	Web development and ongoing maintenance costs
	SEO Optimization	\$2,000	SEO services to improve search engine rankings
Hosting and Data Services		\$5,000	Total for data management and hosting
	Cloud Hosting	\$3,000	Hosting fees for servers and data storage
	Data Security and Backups	\$2,000	Security measures and data backup services
Legal and Compliance		\$5,000	Total for legal and compliance needs
	Intellectual Property and Patents	\$2,500	IP rights and patent filings
	Regulatory Compliance	\$2,500	Legal fees for meeting regulatory requirements



Meet the team



SUHA LALANI

Founder & Chief Executive Officer

- Innovation and growth
- Medical strategy and planning
- R&D for machine learning algorithms
- Health tech compliance and risk management



SYED WAQAS

Co-Founder & Chief Medical Officer

- R&D for PinkDetect app
- Clinical leadership and focus groups
- Operational management
- Operational strategy and efficiency



SOLMAZ IRANPOUR

Co-Founder & Chief Research Officer

- Breast cancer research
- Compliance and health data management
- Patient data analysis



ANUM ZEHRA

Community Outreach Coordinator

- Rural community engagement
- Onsite grassroots camps and workshops
- Social media coordination



Meet the advisors



JAMIE CHAN

Cloud Strategist @ Microsoft

- Business development
- Business strategy consultant
- Editor and revisor



JANET HUANG

Applied Research Fellow @ Centre for Disease Control

- Public health strategy
- R&D and epidemiological advisory



SCOTT DWYER

Sr. Healthcare Technical Specialist @ Microsoft

- Secure cloud data management
- Technology, AI, ML integration



DR. SAMIM HASHAN

Chief Operating Officer @ Aga Khan University

- Healthcare regulation
- Clinical advisory and resource management



SABA KHALID

Visiting Faculty @ Stanford Graduate School of Business

- Business strategy and market analysis
- Grants and funding



MICHAEL ABDO

Security DevOps @ Arctic Wolf

- Cybersecurity strategy and advisory
- Zero-trust framework and programming

Contact us



Your Breast Health Ally



Instagram

@pinkdetect.official



Website

www.pinkdetect.com



Email

suha.lalani@pinkdetect.com