

The background features abstract geometric shapes in shades of purple and grey. A large, light purple shape is in the top left, and a darker purple shape is in the bottom left. A grey shape is in the top right, and a darker grey shape is in the bottom right. The shapes are separated by white lines, creating a modern, clean aesthetic.

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AI-Powered Breast Screening:  
Faster, Smarter, Better

*Pitch deck*



+10%

Mortality risk with  
1-month delay\*

€103M

Annual extra  
Healthcare Costs\*

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\* In Italy

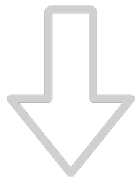
[1] <https://www.ilsole24ore.com/art/perche-e-urgente-nuovo-piano-oncologico-nazionale-AE7Wa3BB>

# Challenges in Early Detection

## System Overloads



Increasing number of women



Doctors shortage

## Procedural Limitations



Complex analysis



Variability among operators

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## AI-Powered Software-as-a-Service



Enhancing  
Accuracy

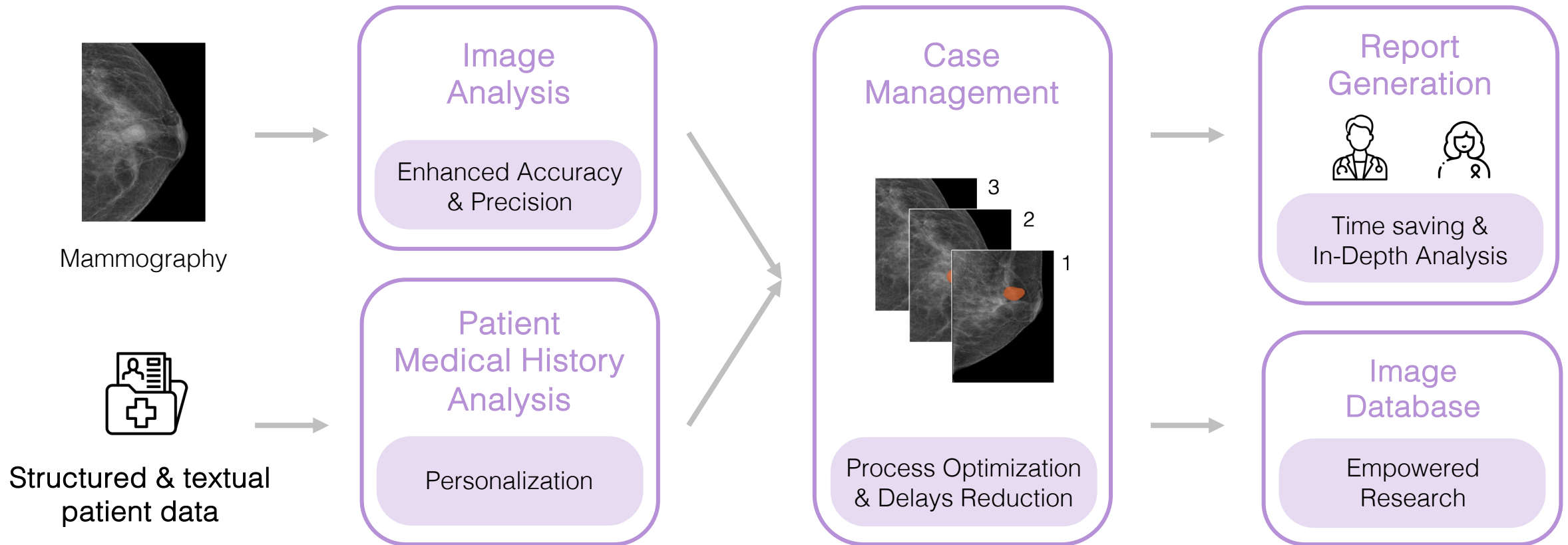


Reducing  
Delays



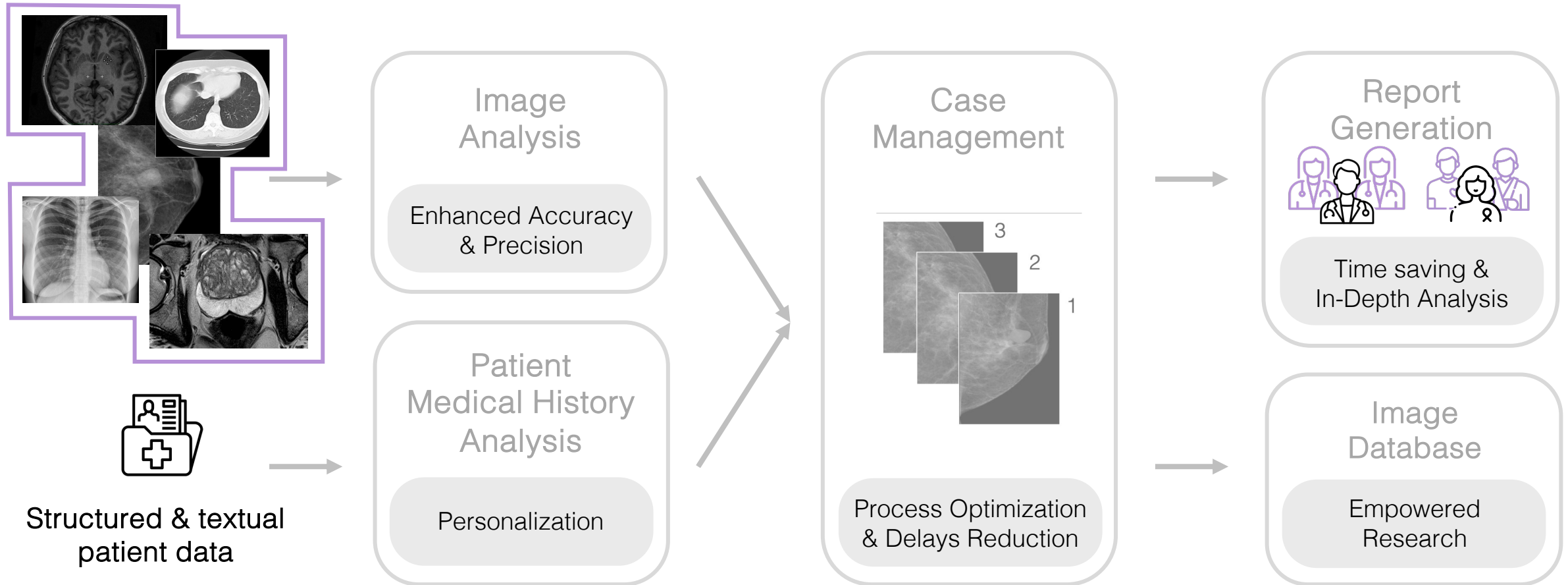
Improving  
Patient Care

# AVERTIS Innovative Technology



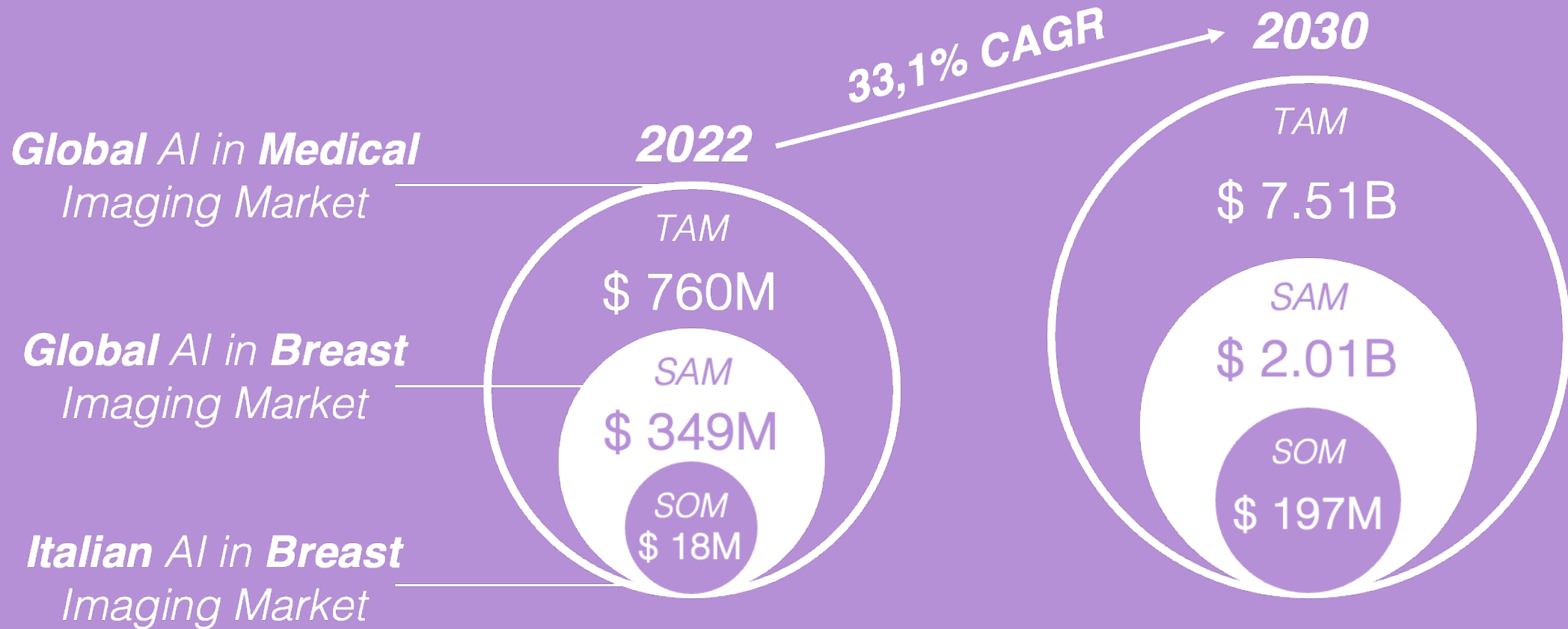
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# AVERTIS Innovative Technology



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# AVERTIS Target Market



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[2] <https://www.precedenceresearch.com/ai-in-medical-imaging-market>  
[3] [https://brandessenceresearch.com/downloadSample/PostId/2596?utm\\_source=Akash&utm\\_medium=LinkedIn](https://brandessenceresearch.com/downloadSample/PostId/2596?utm_source=Akash&utm_medium=LinkedIn)  
[4] <https://www.insights10.com/report/italy-artificial-intelligence-ai-in-medical-imaging-market-analysis/>

# AVERTIS Customer segments



Public and Private Hospitals



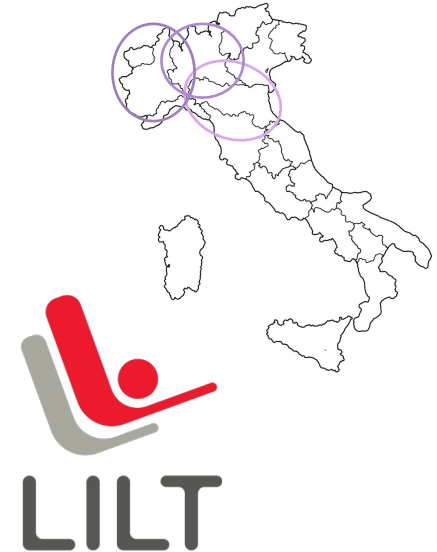
Research Centres



Diagnostic Centres



Manufacturers of medical devices



Lega Italiana per la Lotta contro i Tumori

**801** centers focused on breast-related medical activities

**107\***

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[5] <https://europadonna.it/ambito/breast-unit/monitoraggio/>

[6] <https://www.micuro.it/strutture?c=area-specialistica&g=8&id=68&s=&currentLatitude=45.478607384900364&currentLongitude=9.23222573148659>

[7] <https://www.lilit.it>

\*approximately 1 per Italian province

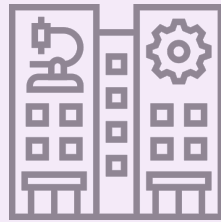




# AVERTIS Customer segments



Public and Private Hospitals



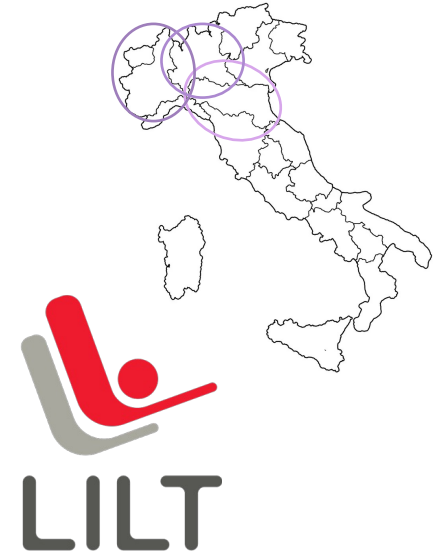
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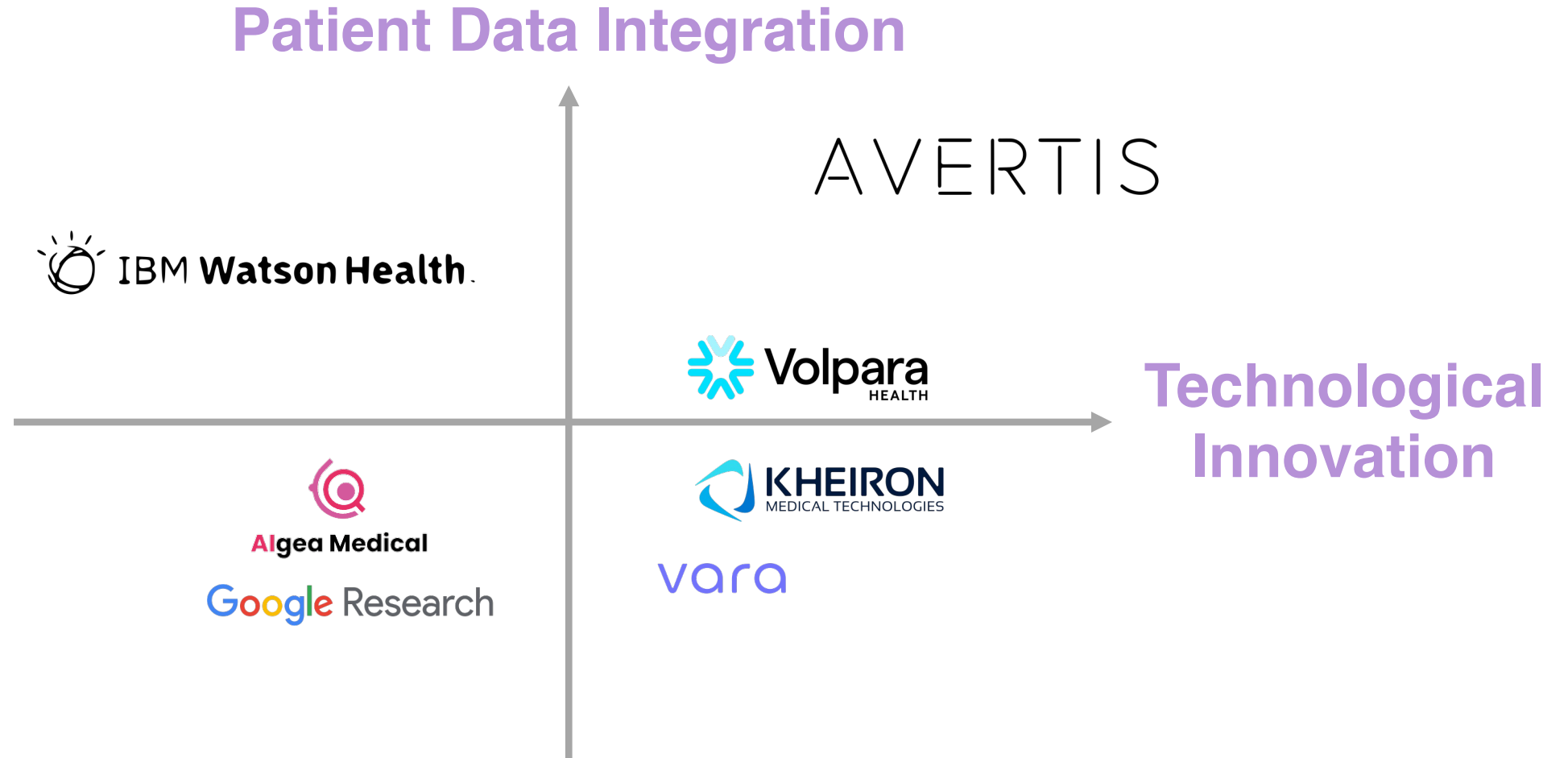
[6] <https://www.micuro.it/strutture?c=area-specialistica&g=8&id=68&s=&currentLatitude=45.478607384900364&currentLongitude=9.23222573148659>

[7] <https://www.lilit.it>

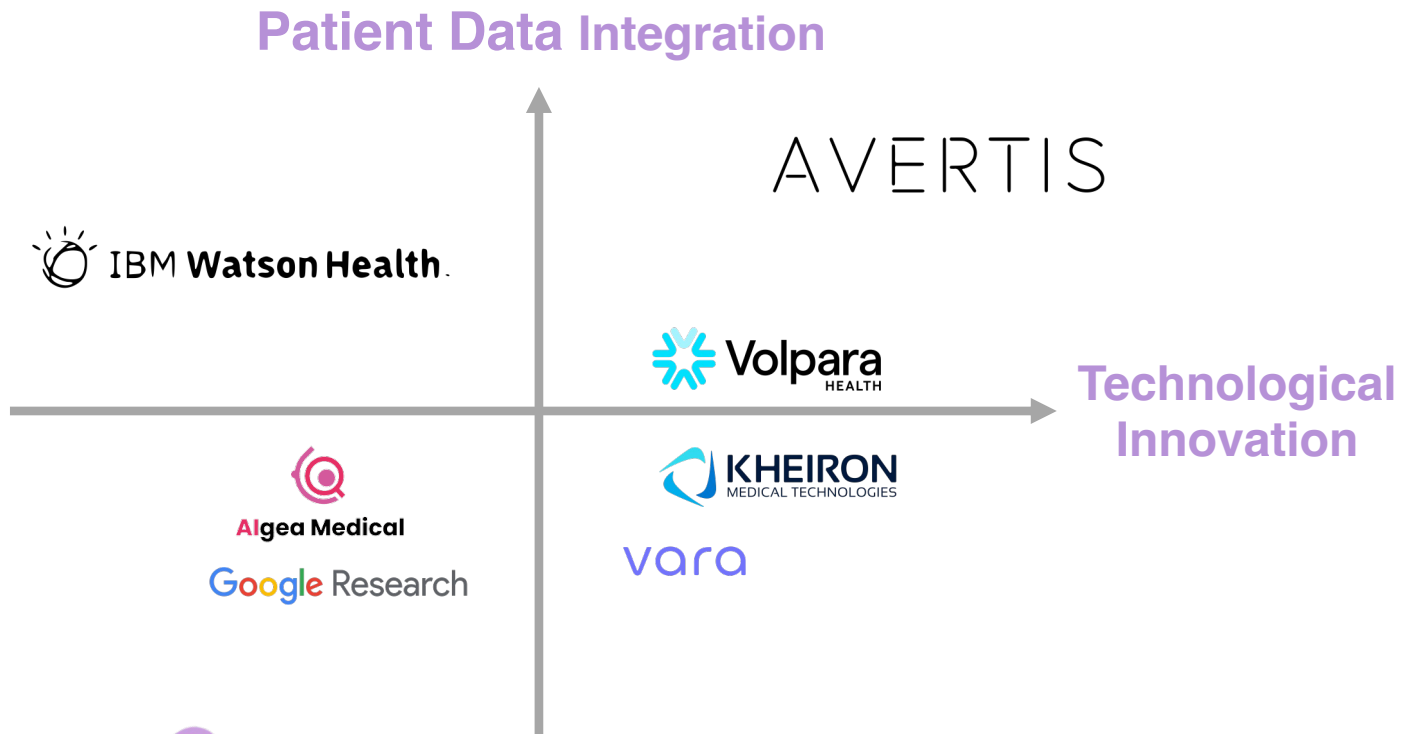
\*approximately 1 per Italian province



# Competitive Scenario



# Competitive Advantage



Full Process Clinician Support

Patient History Integration for  
Personalized Analysis

Healthcare Systems  
Compatibility

Image database for  
Empowered Research

# AVERTIS Team

## Affiliations



Valentina Lidoni  
*CEO*

MSc Student Biomedical Eng.  
Healthcare & Innovation Analyst



Pablo Giaccaglia  
*CTO*

MSc Student Computer Science Eng.

## International experience



Marco D. Santambrogio  
*Scientific Advisor*  
Full Professor

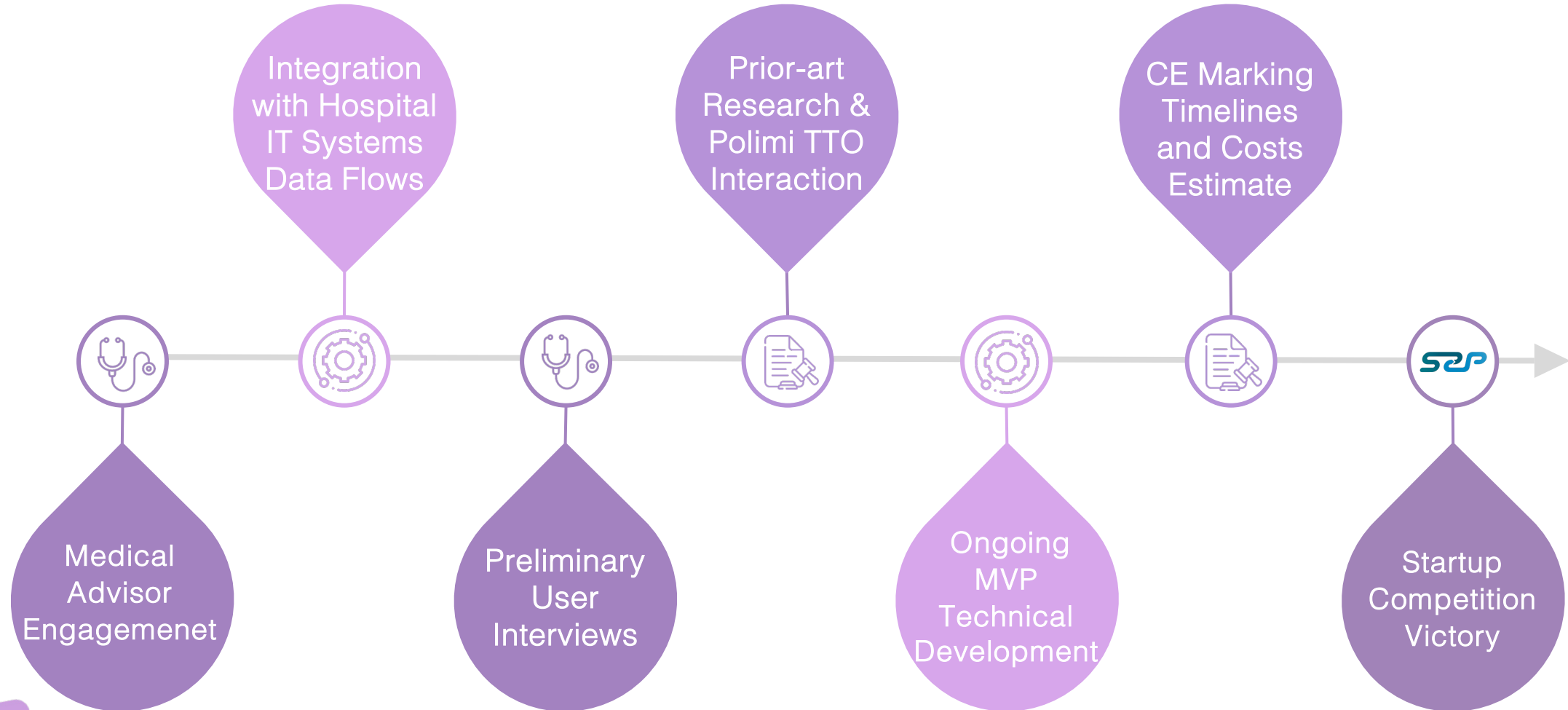


Eleonora D'Arnese  
*Scientific Advisor*  
Postdoctoral Researcher



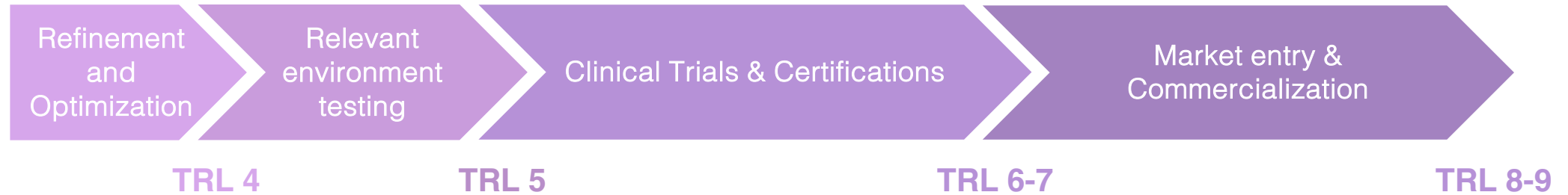
Alessandro S. Bertolini  
*Medical Advisor*  
Director of Medical Oncology Unit  
Director of Oncology Department

# Achievements to Date

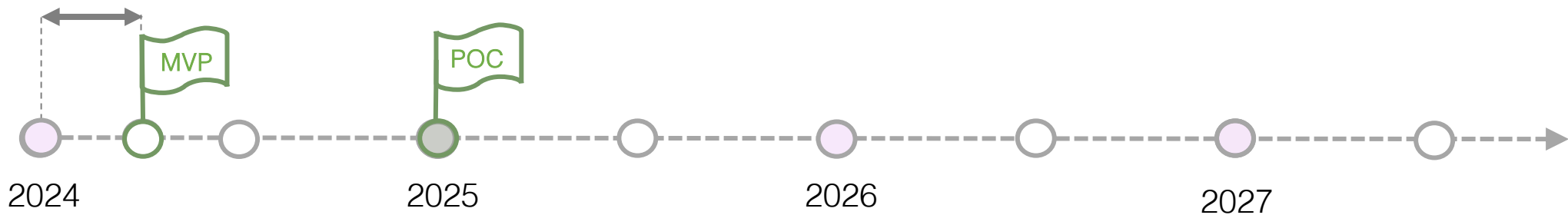


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# Project Roadmap



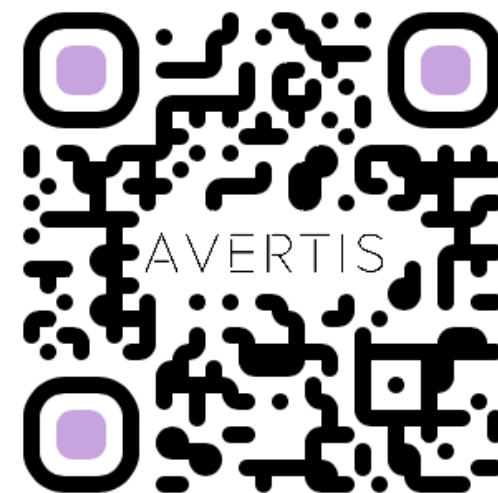
Finalize patent application



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*Thank you for  
your attention!*

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*Contacts:  
avertis.info@gmail.com*

The image features a white background with large, overlapping purple geometric shapes in the corners. These shapes include triangles and semi-circles, creating a modern, abstract design. The text is centered in the middle of the page.

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*ADDITIONAL MATERIAL*

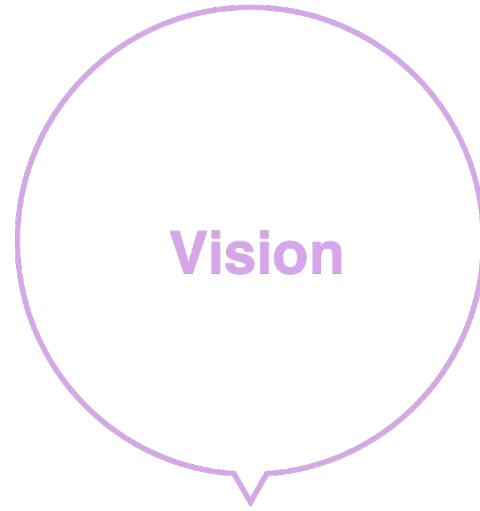




**Mission**

***"Revolutionize breast cancer diagnosis through Artificial Intelligence"***

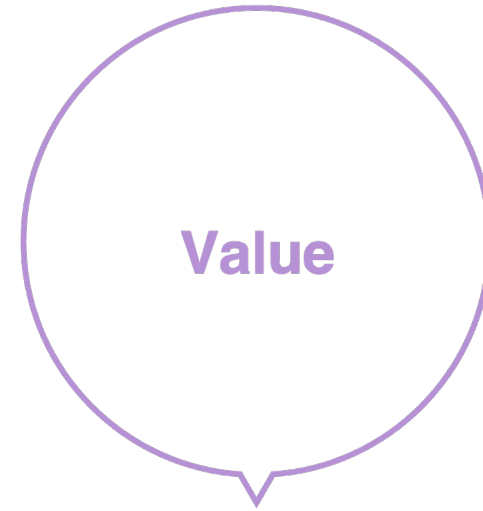
We aim to harness AI for women's health, making diagnoses more accurate and timely, contributing to greater effectiveness in the fight against breast cancer.



**Vision**

***"A world where every woman has access to highly accurate and timely breast cancer diagnoses, contributing to greater survival and well-being"***

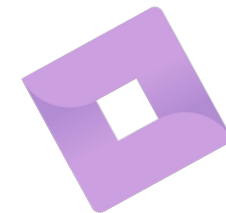
We aspire to create a future where breast cancer is detected early, treated successfully, and ultimately defeated.



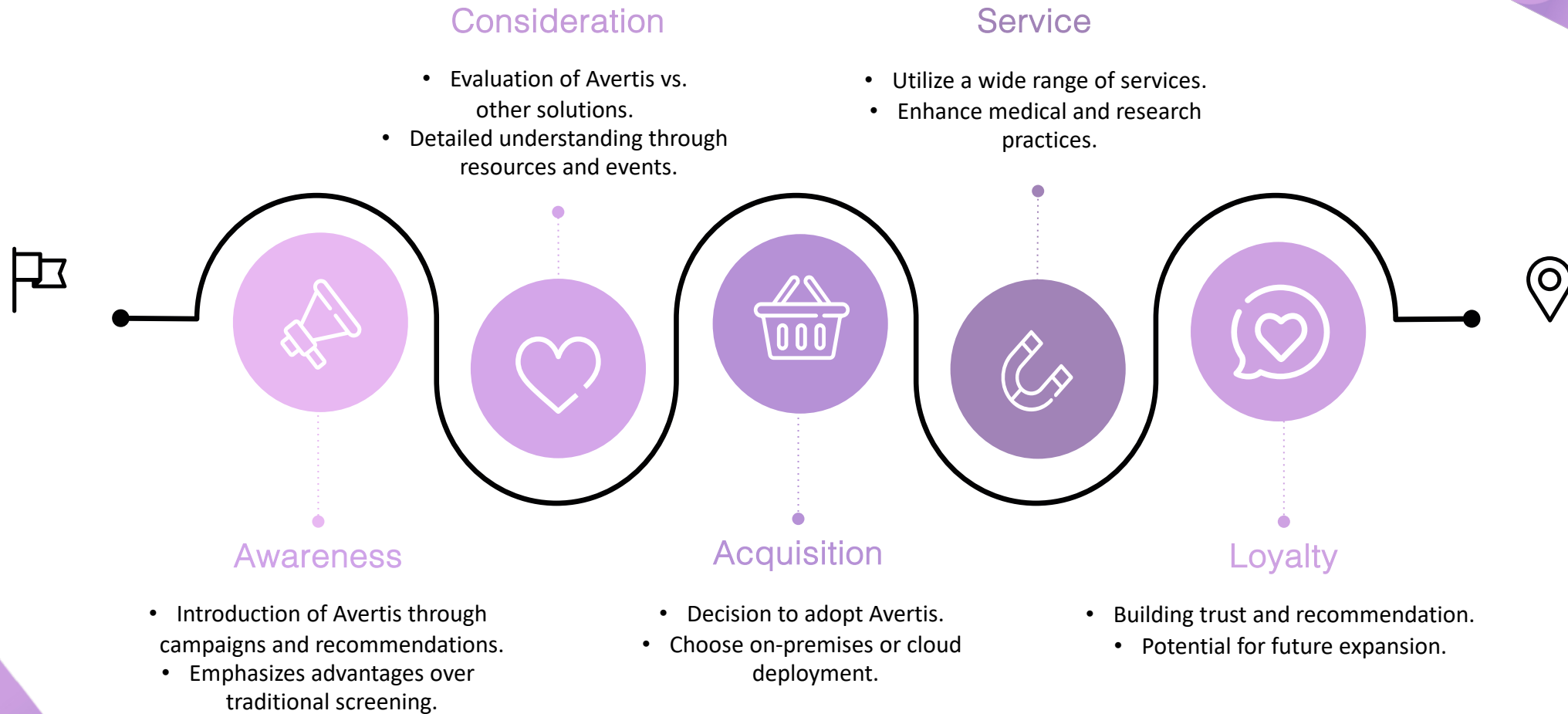
**Value**

- Accuracy
- Timeliness
- Customization
- Effective Communication
- Empowered Research

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# AVERTIS Customer Journey Map



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# External Analysis (1/2)

 POLITICAL	 ECONOMIC	 SOCIAL	 TECHNOLOGIC	 ENVIRONMENTAL	 LEGAL
<ul style="list-style-type: none"> <li>- Medical data privacy regulations</li> <li>- Government funding for breast cancer research</li> <li>- Health regulations</li> <li>- Insurance coverage policies</li> <li>- Regional political stability</li> <li>- Startup and innovation laws</li> </ul>	<ul style="list-style-type: none"> <li>- Global Economy</li> <li>- Spending in Healthcare</li> <li>- Public vs. Private Relationship</li> <li>- Access to Credit and Financing</li> <li>- Exchange Rates</li> <li>- Taxes and Fiscal Regulations</li> <li>- Inflation</li> </ul>	<ul style="list-style-type: none"> <li>- Awareness and Education</li> <li>- Acceptance of Technologies</li> <li>- Demographics and Geographic Distribution</li> <li>- Cultural and Social Aspects</li> <li>- Access to Health Care</li> <li>- Privacy and Data Security</li> </ul>	<ul style="list-style-type: none"> <li>- Development of Diagnostic Technologies</li> <li>- Accessibility of Technologies</li> <li>- Systems Interoperability</li> <li>- Data Security</li> <li>- Technology Life Cycle</li> <li>- Training and Education</li> </ul>	<ul style="list-style-type: none"> <li>- Environmental Sustainability</li> <li>- Environmental Regulations</li> <li>- Management of Natural Resources</li> <li>- Environmental Impact of Transportation</li> <li>- Eco-friendly Technologies</li> </ul>	<ul style="list-style-type: none"> <li>- Patient Privacy Regulations</li> <li>- Medical Device Safety Regulations</li> <li>- Intellectual Property Law</li> <li>- Contracting</li> </ul>

P

E

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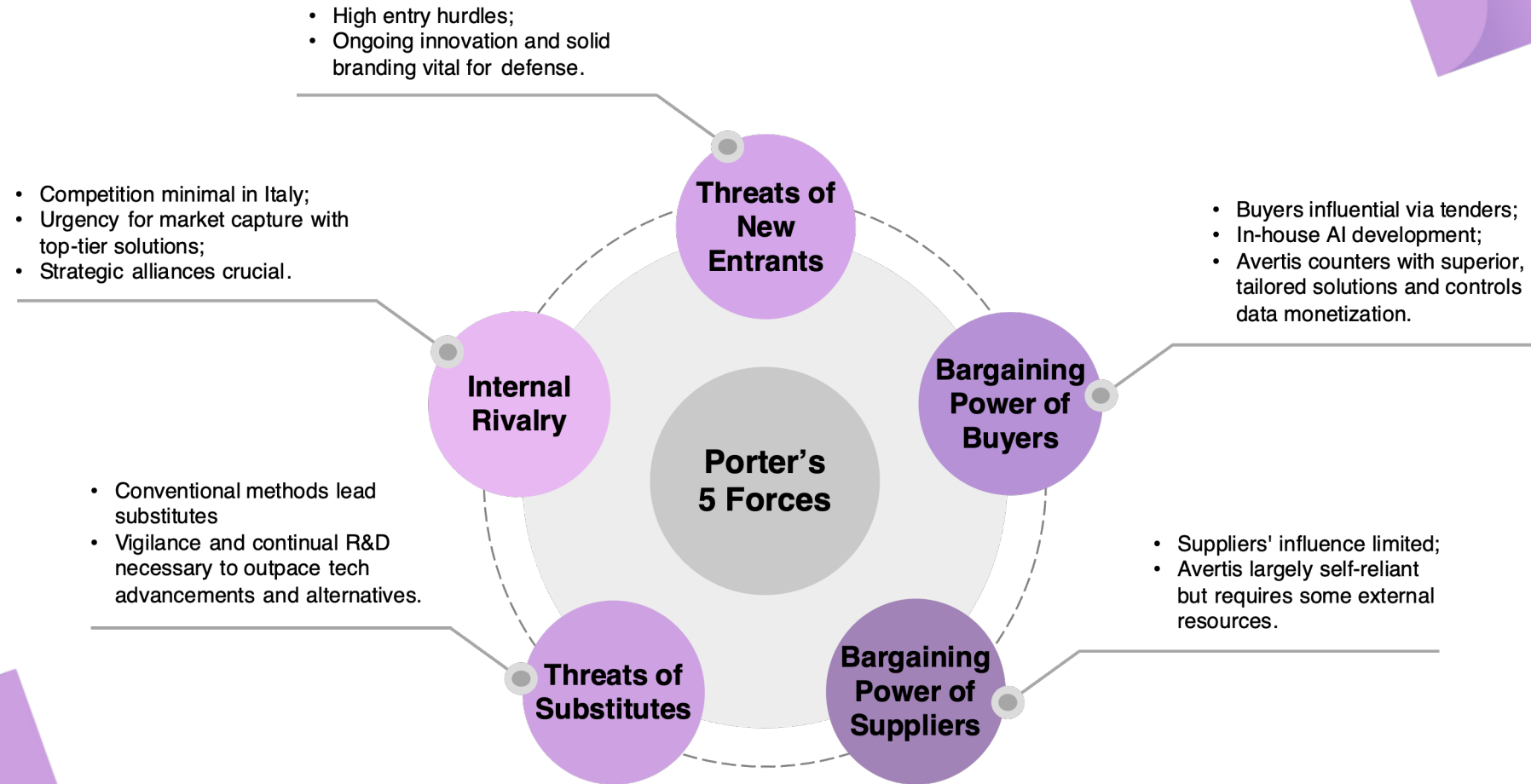
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# External Analysis (2/2)



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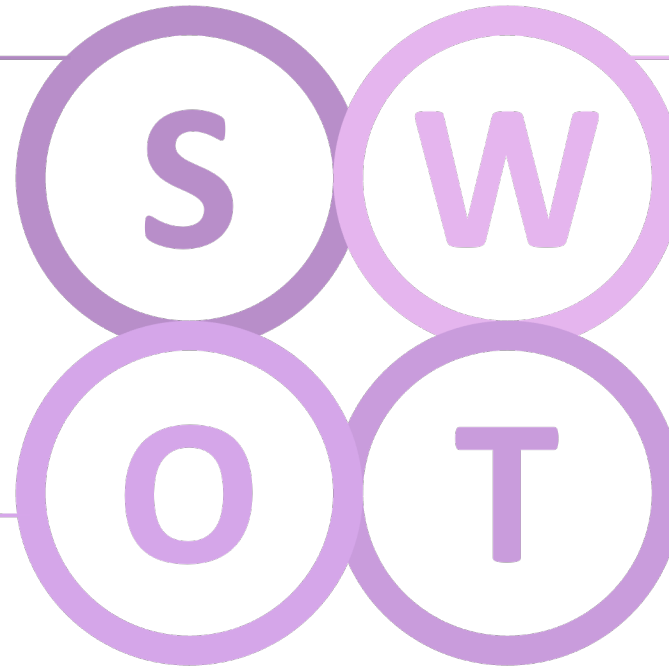
# SWOT Analysis

## Strengths

- Highly Innovative Solution
- Technological Autonomy
- Specialization and Customization
- Attention to Data
- Multidisciplinary Team
- Commitment to Innovation

## Opportunities

- Growing Market
- Substantial Healthcare Investments
- Awareness and Social Acceptance
- Sustainability
- Strategic Collaborations



## Weaknesses

- Dependence on External Suppliers
- Scarcity of Quality Data
- Need for Continuous Innovation
- Lengthy Certification Processes

## Threats

- Stringent Regulations
- Economic Instability
- Competition and New Entrants
- Vertical Integration by Clients
- Complexity in Protecting Intellectual Property

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**59% of Italian  
medical specialists**

believe AI tools can help them  
facilitate and improve their  
professional activities

**5-10% of  
healthcare spending**

could be saved through  
widespread AI adoption in the  
next five years

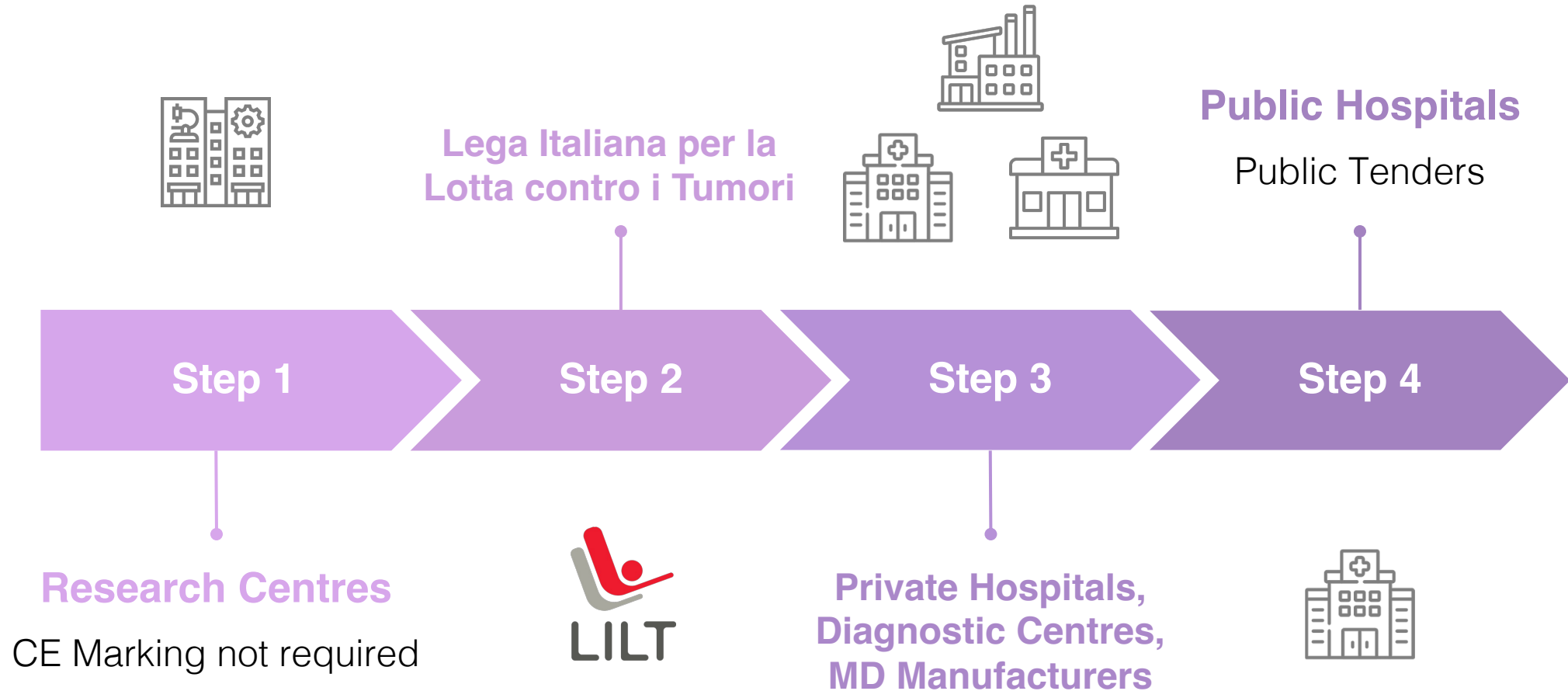
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[8] Risultati della ricerca 2022-2023. Osservatorio Artificial Intelligence. Osservatori Digital Innovation, Politecnico di Milano.

[9] <https://www.sanita-digitale.com/in-evidenza/186-dei-medici-italiani-e-favorevole-alluso-della-tecnologia/>



# Go-to-market Strategy

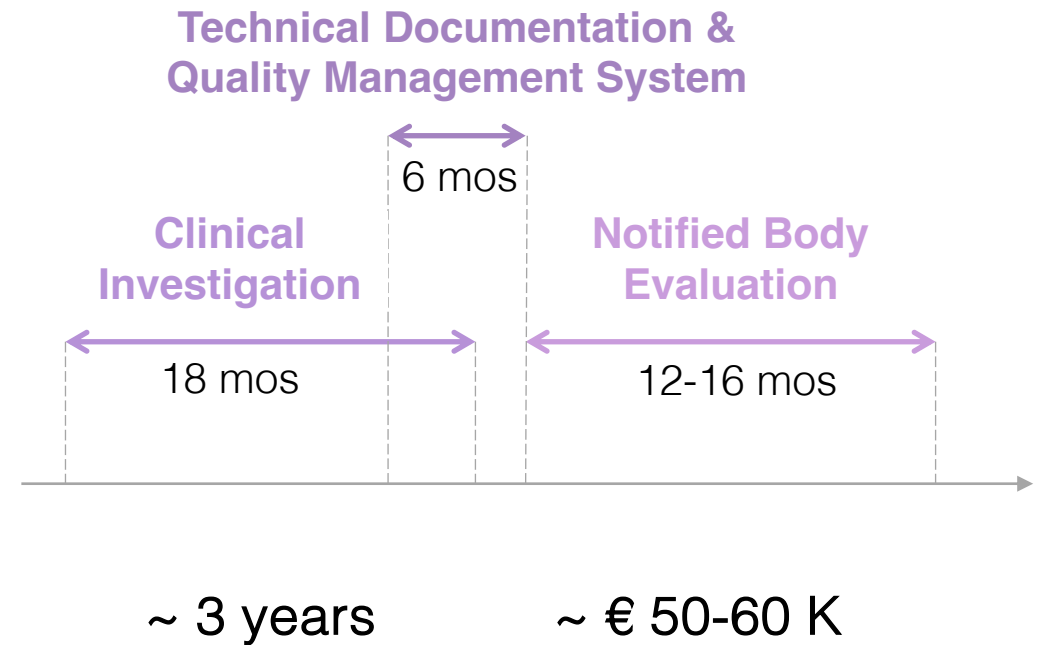


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# CE Marking Timeline and Costs

		Significance of Information provided by the MDSW to a healthcare situation related to diagnosis/therapy		
		High Treat or diagnose ~ IMDRF 5.1.1	Medium Drives clinical management ~ IMDRF 5.1.2	Low Informs clinical management (everything else)
State of Healthcare situation or patient condition	Critical situation or patient condition ~ IMDRF 5.2.1	<b>Class III</b> Category IV.i	<b>Class IIb</b> Category III.i	<b>Class IIa</b> Category II.i
	Serious situation or patient condition ~ IMDRF 5.2.2	<b>Class IIb</b> Category III.ii	<b>Class IIa</b> Category II.ii	<b>Class IIa</b> Category I.ii
	Non-serious situation or patient condition (everything else)	<b>Class IIa</b> Category II.iii	<b>Class IIa</b> Category I.iii	<b>Class IIa</b> Category I.i

Table 1: Classification Guidance on Rule 11



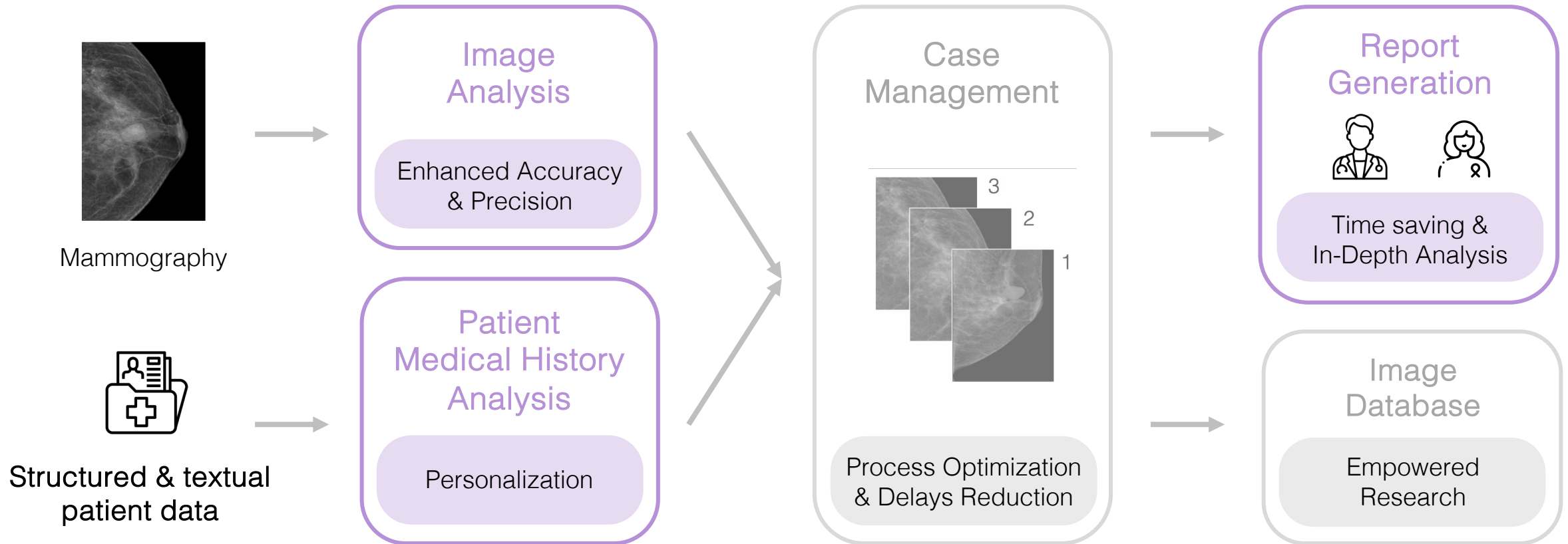
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[10] MDCG 2021-24 Guidance on classification of medical devices, October 2021

[11] MDCG 2019-11 Guidance on Qualification and Classification of Software in Regulation (EU) 2017/745 – MDR and Regulation (EU) 2017/746 – IVDR

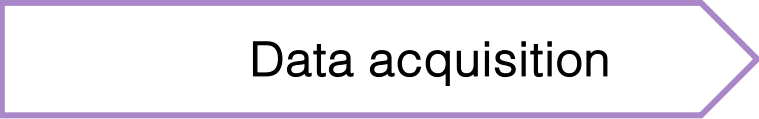
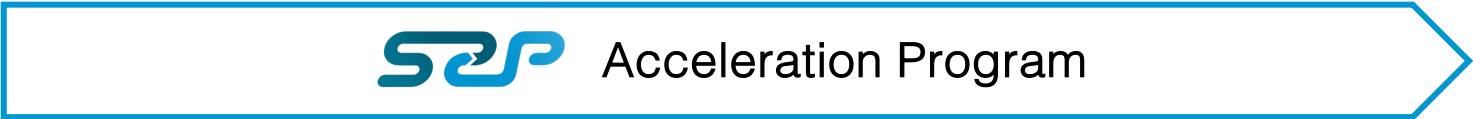


# AVERTIS MVP



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# 6-Month Plan



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