



Empowering Patients.

Impact and revenue - by design

A validated AI-powered digital health ecosystem for early detection,
personalized care, and global health equity.

ABOUT THE FOUNDER

Emina Atlagić

Founder & CEO, DPerspective

Senior Data, Analytics & AI Transformation
Leader with 15+ years of experience in global,
regulated life sciences environments.

Educational Background: Medical Informatics —
bridging healthcare domain expertise with
technology innovation.

Mission: Leverage data, analytics, and AI to
make quality healthcare accessible to everyone
— combining technological innovation with social
impact.

Why DPerspective?

Domain Expertise

Medical Informatics + Life Sciences + AI

Patient First

Every feature designed around patient empowerment

Social Mission

Free platform access for developing nations

Technical Edge

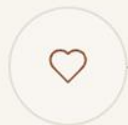
15+ years building enterprise analytics at scale



LinkedIn

A CONTINUOUS PATH

Four perspectives, one journey.



01 — PATIENT

A life, not a chart.



02 — INNOVATION

Technology, made
tender.



03 — HEALTHCARE

A team, in concert.



04 — JOURNEY

Every step, held
with care.

Empower patients with chronic diseases

Perspective

Change

8B+

people on earth

1.2 B

1+ chronic
disease



Physicians seeing patients just sporadically,
Patient dealing with burden on their own

Digital Solutions, with continuous
management and Telemedicine

FACTS & FIGURES

Healthcare Facts



74%

of global deaths
caused by NCDs



41M

preventable
deaths yearly

86%

premature NCD
deaths
in low-income
countries

4B+

people lack
access
to basic
diagnostics

"The enjoyment of the highest attainable standard of health is one of the fundamental rights of every human being." — WHO Constitution



THE PATIENT

A life, not a chart.

Behind every diagnosis is a person — with mornings, memories, and the quiet courage to keep going. Their experience is the compass by which all care must be measured.

1:1

HUMAN FIRST

24h

ALWAYS HEARD

∞

DIGNITY

SOCIAL IMPACT

Healthcare as a Human Right

4B+

People to reach globally

FREE

Platform access for developing nations

24/7

AI-powered monitoring

85%

Projected early detection rate

"Every person deserves access to quality healthcare — regardless of where they are born."

BUSINESS MODEL

Circular Revenue — Impact Over Profit

SaaS Platform

Subscription-based access for hospitals, clinics, and health systems in developed markets



Device Revenue

ECG patches, and sensor hardware with recurring consumables

Data Insights (voluntary)

Anonymized, aggregated health trend data for research and pharma partnerships

Social Reinvestment

Revenue from developed markets funds FREE platform access for developing nations

OPPORTUNITY

Impact and revenue - by design

Segment	Market Snapshot	Key Growth Drivers
Remote Patient Monitoring	\$175B by 2028 25.7% CAGR	<ul style="list-style-type: none">• Aging Population: Chronic disease surge• Cost Shift: Hospital-to-Home transition• IoT Tech: Mass wearable adoption
Digital Health AI	\$120B+ by 2028 ~40% CAGR	<ul style="list-style-type: none">• Staffing Crisis: Automation of triage/admin• Big Data: Predictive clinical analytics• R&D Speed: AI-led drug discovery
EHR Systems	\$40B by 2027 5.4% CAGR	<ul style="list-style-type: none">• Regulation: Interoperability mandates• Cloud Shift: Scalable data accessibility• Efficiency: Smart clinical decision support
Lab-on-a-Chip	\$25B by 2027 11.4% CAGR	<ul style="list-style-type: none">• PoC Testing: Instant bedside diagnostics• Precision Med: Rapid genetic profiling• Efficiency: Minimal reagent/sample use



THE INNOVATION

Technology, made tender.

Sensors that listen. Algorithms that learn. Tools designed not to replace the human touch, but to extend it — quietly, precisely, into the moments that matter most.

10×

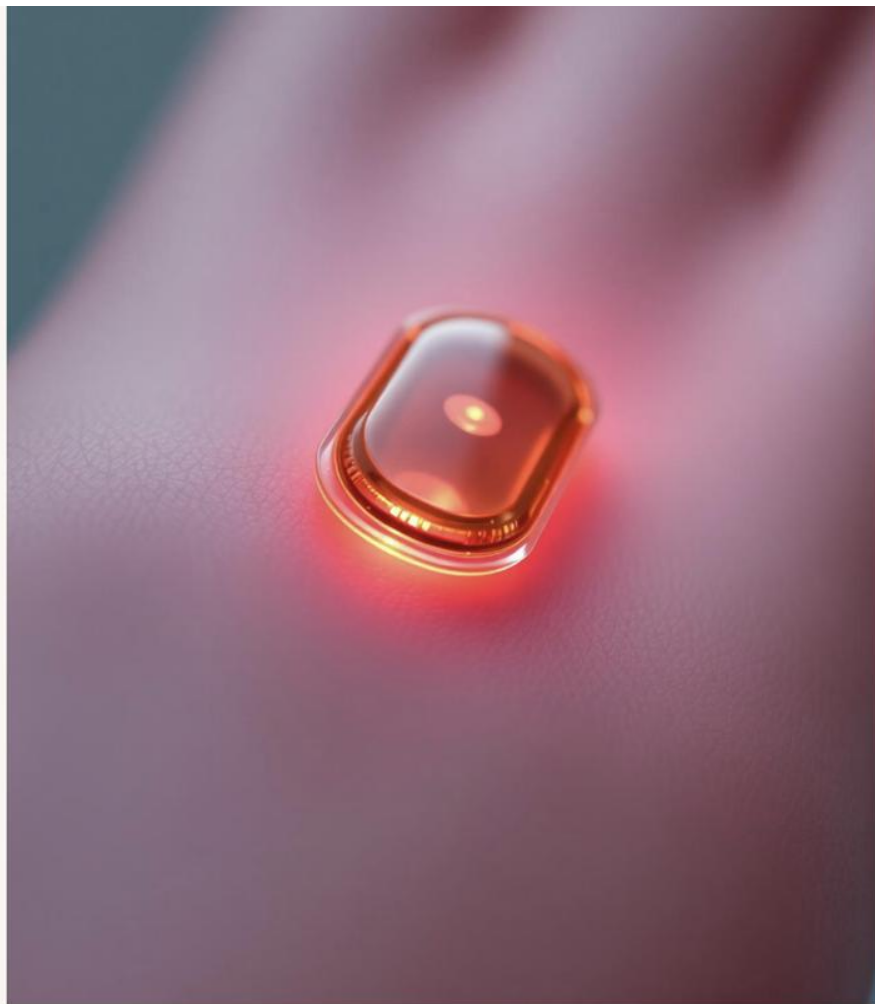
FASTER INSIGHT

99%

PRECISION

0

FRICTION



THE PLATFORM

One Ecosystem. Complete Patient Empowerment.



Smart Sensing

Wearables, ECG patches, continuous vitals



Lab-on-Chip

Microfluidic blood analysis
Multiple biomarkers in minutes



AI Analytics

Predictive ratios, trends, early warning system



EHR Platform

HL7/FHIR compliant digital health records



Guided AI

Personalized plans for chronic conditions

All integrated into one smartphone app — accessible anywhere, anytime.

Addressing Multiple Conditions

Cardiovascular Disease

ECG, blood pressure, lipid ratios, gender-specific detection

COPD & Asthma

Spirometry data, anti-inflammatory nutrition, trigger tracking

Eosinophilic Esophagitis

6-food elimination diet, symptom diary, biomarker monitoring

Epilepsy

Seizure pattern recognition, medication adherence, EEG correlation

Malaria

LOC subtype identification, therapy tracking, resistance monitoring

Diabetes / Metabolism

Progression tracking, Obesity, Nutrition Guide

Measurements Reimagined

SMART SENSING & VITALS

Multi-Provider Support from main brands

Apple Watch, Garmin, Huawei, custom wearables — one unified data layer

Approved wireless ECG Patches & Sensors

Printed electronics, FDA approved KardiaMobile 6L, Dexcom

Blood Pressure & Glucose Meter Digitization

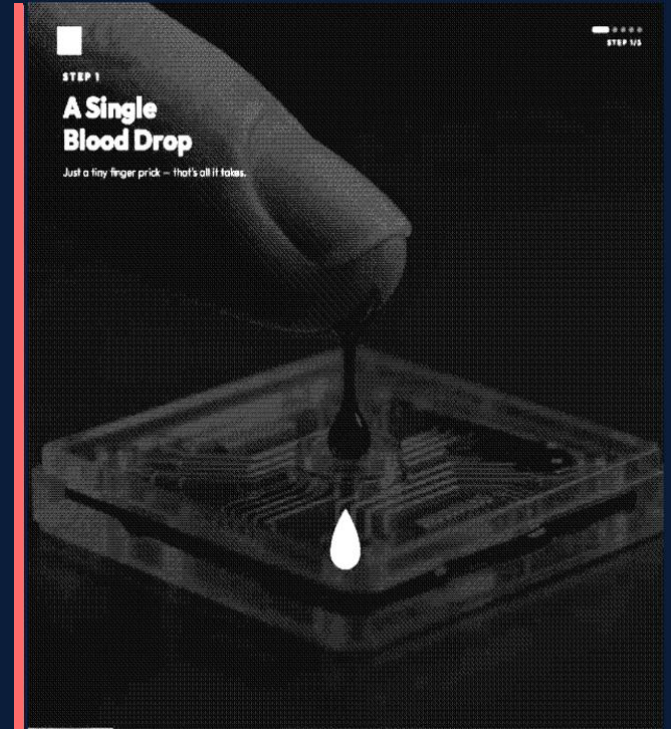
Capture conventional device results via smartphone camera

Continuous Vitals simply via wearable

Heart rate, SpO2, temperature, activity — 24/7 monitoring



LAB-ON-A-CHIP



Bridging Analog & Digital Health

Product Feature Landscape



MVP - V1 Disease Management App and Guidance



V2 - Plug 'n Play ANDROID Signal Transmitter/Connector



V3 - Sonography and advanced measurement and analytics using AI





THE HEALTHCARE

A team, in concert.

Doctors, nurses, families — a quiet symphony of expertise and empathy. When systems serve the people inside them, care becomes something greater than its parts.

360°

COORDINATED

1k+

HANDS JOINED

1

SHARED PURPOSE

AI-POWERED ANALYTICS

Actionable Insights

Artificial & Human Intelligence combined for the best patient outcomes



Smart Ratios

LDL/HDL, TG/HDL — predictive biomarker intelligence beyond individual values

Trend Analysis

Track health trajectories over time — spot deterioration before symptoms appear

Early Warning System

AI-driven alerts for anomalies — proactive care instead of reactive treatment

AI Chatbot Guidance

Personalized advice for medication adherence, movement, and condition-specific nutrition

Bridging Patients & Physicians

INSIGHTS



- HL7/FHIR compliant digital health records
- Patients view, save & share their own data
- Physicians receive structured reports
- Medical facility dashboard integration
- Complete audit trail & compliance
- Cross-border health data portability



Recommendations **Smart AI** Weight Nutrition Supplements Exercises Grocery

Smart AI

New chat

Health Assistant

Data Analysis

Summary

how is my physical state

Hello. I am **CareTrack AI**, your health assistant. I have analyzed your recent health data, and I would like to provide you with a structured overview of your current physical state.

⚠ Important Notice

This analysis is based on your logged data and does not replace professional medical advice. If you experience worsening shortness of breath or chest pain, please contact emergency services (911/112) immediately.

1. Cardiovascular Health (Blood Pressure & Pulse)

Your blood pressure readings show significant **instability** and should be your top priority for discussion with a doctor:

Hypertension Trend: On May 2nd, your reading was **160/80 mmHg**, and on April 26th, it reached **180/120 mmHg** (Hypertensive Crisis level).

Hypotension Trend: Conversely, on April 26th, you also recorded very low values (**80/50 mmHg**).

Heart Rate: Your pulse has fluctuated between **66 bpm** (Normal) and **110 bpm** (Tachycardia).

2. Respiratory State (Asthma)

With a history of severe Asthma (rated 5/5 or higher in your profile), your respiratory health requires close monitoring:

Oxygen Saturation (SpO2): Your recent readings of **96%** are within the normal range.

Symptoms: You recently reported **shortness of breath** (Severity 8/10). Given your high stress levels (7/10), please ensure you are following your asthma action plan.

3. Acute Symptoms (Fever & Infection Signs)

Data from late April suggests your body was fighting an acute issue:

Ask a question...






THE NETWORK

One network. Many perspectives.

Team members and collaborators connected around the patient — clinicians, technologists, NGOs, and partners working as one fabric of care.

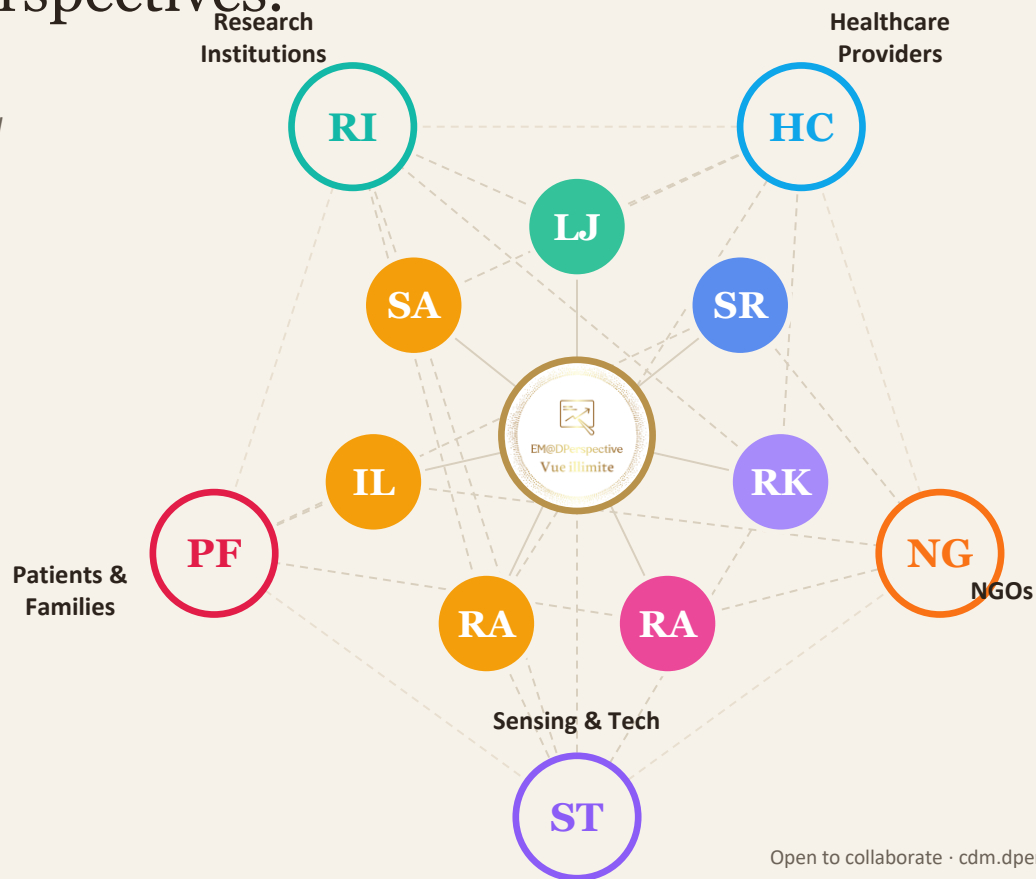
LEGEND

-  dperspective core
-  Team members
-  Collaborators & partners

TEAM

-  LJ · Liping Jin
-  SR · Selma Rovcanin
-  RK · Robin Köger
-  RA · Rishab Aggarwal
-  RA · Raji Abdulsemiu
-  IL · Ibrahim Lawal
-  SA · Soliu Ayoku

dperspective · Network



Open to collaborate · cdm.dperspective.ch

WHAT MAKES US DIFFERENT

Innovation at Every Layer



Integrated Ecosystem

Not just a device or an app — a complete end-to-end health platform combining hardware, software, and AI



Patient Ownership

Patients own and control their health data — they decide who sees it, when, and why



Conventional + Novel

Digitize existing medical devices via camera + add next-gen Lab-on-Chip diagnostics



Condition-Agnostic AI

Same platform adapts to CVD, COPD, EoE, Malaria, Epilepsy — modular by design



Social Impact by Design

Free access for developing nations — circular revenue model funds global health equity

"Let us make quality healthcare a reality for everyone - together"

LightIT

DENIS KOVALENKO

Planned collaboration for AI-Image Analysis for Sonography (Phase II)

Touch4IT

JAN KARTUSEK

Planned collaboration for Reimbursement Model (Phase II)

FHNW

YOANI WENGER · UNIVERSITY OF APPLIED SCIENCES

Web application development for social impact activities and donation fund

CSEM

RESEARCH PARTNER

Planned for ECG Patch Feasibility (Phase I)

Basel Area Business & Innovation

SWITZERLAND

Innovation and networking hub in Switzerland

Shenzhen Cooperation

CHINA

Smart watches and sensors for vitality tracking & Lab on the Chip



THE JOURNEY

Every step, held with care.

I

Awareness

First signals, first questions.

II

Diagnosis

Clarity through compassion.

III

Treatment

A path co-created with care.

IV

Recovery

Living, fully, again.