

BUSINESS IDEA

Nowadays, the symptoms of Pre Menstrual Syndrome (PMS) are addressed partially and apart. The Electronic Smart Cure system (female) (ESCS(f)) approach to PMS dissipation totally differs from any other offered and used today. ESCS(f) is designed to dissipate the essence of whole PMS, rather than just addressing its various symptoms apart.

MANAGEMENT TEAM

The inventor of the technology and the scientific supervisor of the research program — Dr. Arkady Kotlyar. Co Founder, Certified

SMART CURE FOR PMS

Acupuncture Practitioner (PhD, DiplAc)

in Linkedin

- Mr. Roe Shalom. Co Founder, IT entrepreneur and investor.

in Linkedin



THE POTENTIAL TARGET MARKET SIZE: MORE THAN 200,000,000WOME

TYPICAL CUSTOMERS



Live in developed countries and have stable financial income



Women aged 15 to 49 with Pre Menstrual Syndrome (PMS)



Supporting Literature





healthy lifestyle

PROBLEM

PMS affects up to 80% of the female population of the planet between the ages of 11 and 50 (1.76 billion people in 2020). The syndrome affects daily life up to 10 days every month for about 35 years of women' life.

UNIQUE SELLING POINTS (USP)

We address the whole PMS spectrum, rather than locally presented symptoms. "SMARTCURE" balances the work of various body systems and processes, occurring in them. Our "global" PMS approach allows the suffering women for dissipating all the symptoms at once. In addition, it is anticipated that the next period is also to benefit from the previous use of ESCS(f).



AN INNOVATIVE SOLUTION

The idea of the ESCS(f) stems from the wisdom of ancient Chinese philosophy. Its uniqueness is in addressing the syndrome as a female bundle physiological imbalance. The innovation of the approach is using electric currents of low intensity, applied to restricted, separated from each other body areas (points), delivered through invented for it Smart Cure electrodes.



FINANCIAL BUSINESS MODEL

E-commerce marketing strategy



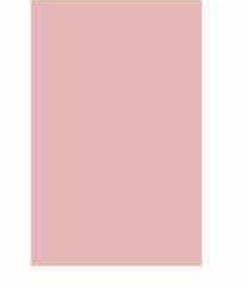
OUR COMPETITORS

Competitors			ESCS(f)
Туре	Technology	Targeted at	
Direct	Analgesics, Antidepressants,	Artificially segregated, PMS	
(Pharmacology)	Oral Contraceptives & Ovarian	symptoms, partially, and with	
solitary PMS	 Suppression Agents, etc; 	expected serious side effects	Dissipates all PMS symptoms a
symptoms	 Food additives and Vitamins 		once and without or neglectable
	 TENS/Electrotherapy and laser 	Artificially segregated, solitary	adverse events
Indirect	 Light therapy 	PMS symptoms, partially and	
(Devices)	 Vibration and percussion tech 	apart	
	Compression		
	Heat therapy		

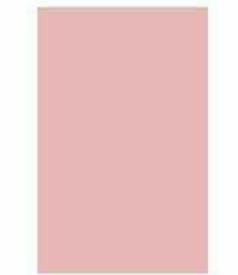
GLOBAL PMS TREATMENT MARKET SIZE

- A precalculation of an approximate global volume of the PMS Treatment Market is not-achievable;
- Research and evaluation primarily focus on the pharmacological therapy;
- The numbers of the above vary widely by 2024 (\$ 1.5 \$ 5 billion);
- Our approach is holistic and non-pharmacological;
- lt's a financial niche, from several hundreds of millions to more than a billion dollars;

FINANCIAL BUSINESS OUTLOOK



An Investment of \$ 5, 200.00 is Required



1.5 Year For the 1st Stage

- v Prototyping
- v Efficacy Validation
- v Commercial Design
- v Preparation for Industrial Mass Production
- v Setting Market Distribution Strategy

CONTACT INFORMATION

COMPANY NAME

"Smart Cure Systems" LTD

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