

[121] THE UTILISATION OF AI FOR CREATING REAL-TIME LIFE-SAVING MEDICAL INSIGHTS

Itay Bengad, CEO, MDGO, Israel

Our company utilize existing vehicle sensors in order to provide a medical report for the occupant's injuries and near\long term complications in case of a car crash in real time. Our market opportunity is insurance claim automation (\$150B+ a year) and safety features and R&D tools for car manufacturers.

We run an operational system with 250,000 connected vehicles in Israel, conduct POC with several OEMs (1 has already successfully accomplished) at the moment, and few more POCs with insurance companies.

Our managing team is combined of physicians, engineers and BD manager.

Our technology is cloud-based and could be applied to any connected vehicle (inherent or aftermarket). Our GTM strategy is via insurance telematics and safety departments in the OEMs. In the long term, we will provide the same service for every vehicle insured by an insurance company via the OEM and not only for the vehicles that has the insurance company aftermarket solution.

The technology allows to have all the necessary insights to provide an efficient medical treatment (from EMS notification to HCP prediction) while automating the claim process for the insurance company by providing the relevant vehicle damage as well.

The company has submitted 3 PCTs and Provisionals during the past year with about 20+ different patents clusters. Our IP strategy is being managed by an IP strategist (former IP strategist in a major pharmaceutical company)

- **Product Profile/Pipeline**

Paid POCs phase. Sales will be generated in Q4 2019.

- **What's Next?**

- Financial plans