



“**Allergy** is the **most common chronic disease in Europe**. Up to **20% of patients with allergies struggle daily** with the fear of a possible asthma attack, anaphylactic shock, or even death from an allergic reaction”

“More than **150 million Europeans** suffer from **chronic allergic diseases** and the current prediction is that by **2025 half of the entire EU population** will be affected (EAACI, 2016)”

“The **avoidable indirect costs** of failure to properly treat allergy in the EU is estimated to range between **55 and 151 billion Euro per annum**”

EAACI, 2016



“The total estimated cost of diagnosed **diabetes** in the USA 2017 was **\$327 billion**, including **\$237 billion in direct medical costs** and **\$90 billion in reduced productivity.**”

American Diabetes Association



“The number of people with **diabetes** rose from **108 million** in 1980 to **422 million** in 2014.”

“**Diabetes can be treated**, and its consequences avoided or delayed with diet, physical activity, medication and regular screening and treatment for complications.”



“It is estimated that up to **70% of people living with epilepsy could live seizure-free** if properly diagnosed and treated.”

“In many parts of the world, people with epilepsy and their families **suffer from stigma and discrimination.**”

WHO



medsbag

We are a **Social-Commerce**
Platform for **Families &**
Friends with Medical
Conditions coping with Life

www.medsbag.com



Our Kids,...



Severe Allergies, Diabetes, Epilepsy & Asthma

Phase 1: Families with Young Kids in Sweden with Severe Allergies, Diabetes, Epilepsy & Asthma

Phase 2: + Autism, ADHD, PAH, CF, Cancer

(Phase 3: + Teens & Young Adults)



Allergies

Anaphylaxis



Diabetes



Epilepsy



Asthma

We're a Social-Commerce Platform for **Families & Friends with Medical Conditions** coping with Life

...their Problems



Emergencies:

Is this an Emergency?

Where's the Kids Medicine?

How do I use it?

Who do I call?

When do I call an Ambulance?

What now?



Non-Emergencies:

Research & Learn

Schedule tasks

Inform Teachers, Trainers, Friends & Family

Buy & prepare safe food

Visit Doctors & Others

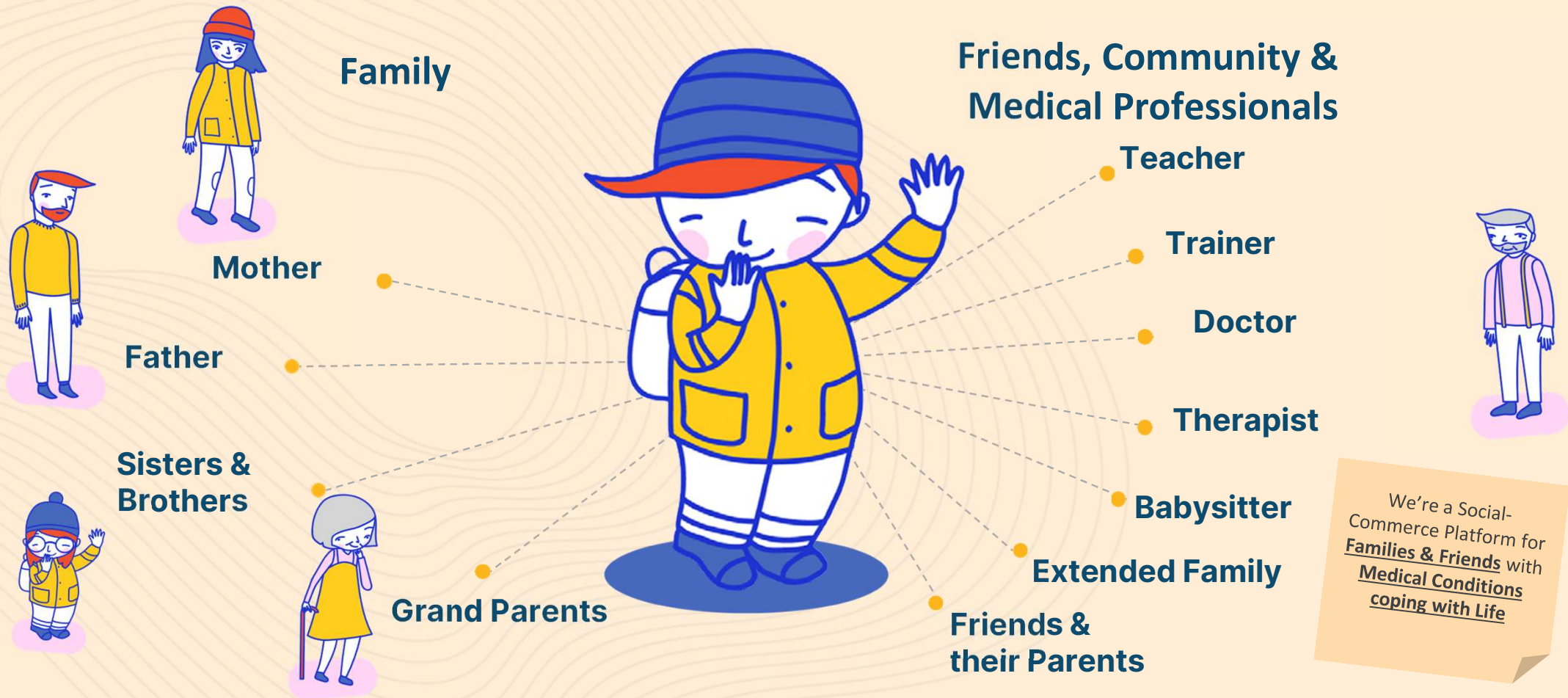
Update medicines

Get help & Support

Have a life

We're a Social-Commerce Platform for **Families & Friends with Medical Conditions coping with Life**

...& their Network



We're a Social-Commerce Platform for **Families & Friends** with **Medical Conditions** coping with Life

The Problems they Face



Daily:

- Take Medicines
- Monitoring condition
- Finding “Safe” Products
- Shopping
- Making Food

- School
- After school Activities
- Work

- Worrying
- Researching
- Getting Advice

- Living a Life

Weekly:

- Planning of activities
- Seeking Information
- Seeking Help
- Seeking Communities
- Seeking Support (parents and kids).
- Finding safe activities that parents feel comfortable with
- Friends & Family
- Social / Community
- Out and about

Monthly/Quarterly:

- Dr visits / Checkups
- Renew / Expired Medicine
- Medical Devices

- Dealing with Emergencies or Close-calls.

Annually:

- New Environments / Schools / Teachers etc.

- Holidays / Travel

Parents & Kids

- Overloaded
- Increased Worry & Anxiety
- Withdrawal from Careers
- Social Isolation and Insecurity
- Health & Wellness
- Family Stress

Our ambition is very simple:

A Good Life:

for our **Kids** with chronic conditions, their **Parents**,
Families, **Friends** and **Support Network**



How?



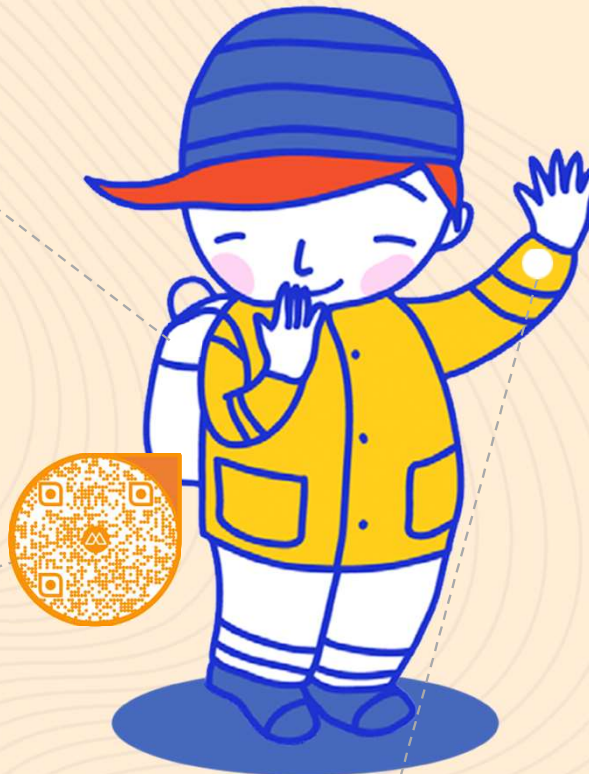
Emergencies:

Accessories to Carry Information & Medicines

- Recognizable
- Hard-copy of Action Plan
- Embedded Emergency Recording
- Medicine Container

Digital Action Plan

- Recognizable Symbol & QR-code
- Scannable Digital Action Plan



Digital Monitoring Devices

Non-Emergencies:

Family-centric Scheduler, Tasks & Contacts

- Appointments, Events and Tasks
- Important Contacts

Notification Assistant

- Simplify reporting
- Simplify sharing of information
- Get alerts

Medicine Tracker

- Keep track of medicines, location, expiry dates etc.
- One-click reorder

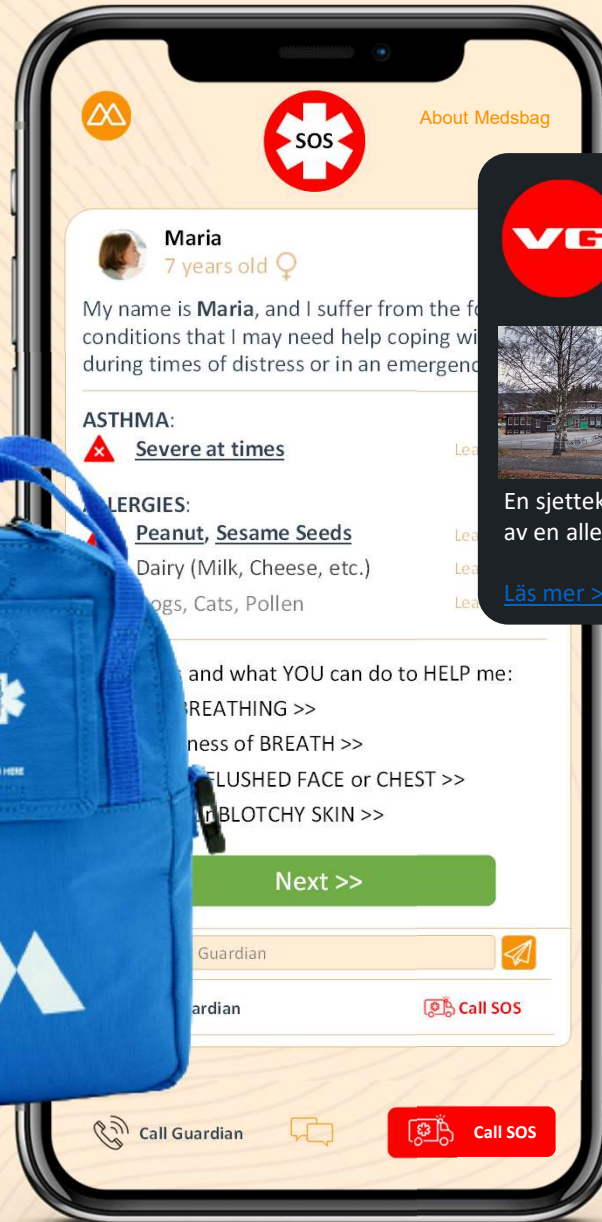
News, Magazine & Library Posts, Chats & Group Chats

Safe Shopping

Services Marketplace

Our Emergency Solutions

Accessible Patient Info & Guided Emergency Action Plans:



VG Oppdatert 7. november 2022
SVEN ARNE BUGGELANDANNA TØRMOEN

Gutt døde etter allergisk reaksjon på skolen: – Det er stor sorg

En sjetteklassing (11 år) i Kongsvinger døde lørdag, som følge av en allergisk reaksjon. Politiet har åpnet etterforskning.

[Läs mer >](#)



Communication & Calling Emergency Services:

Our Family & Friends App

How Our App Works:



HOME

Up Next
News-feed



OUR DAY

Schedule
Tasks



CHATS

Direct Messages
Group Messages



We're a Social-Commerce Platform for Families & Friends with Medical Conditions coping with Life



READING

News
Articles
Archives

Flipboard-like



ADVICE

Talk to a Dr.
Find a Practitioner

KRY
Fiverr-like



SHOPPING

Pharmacy
Safe Food
Accessories
Devices

APOTEK
Mathem
Amazon-like

Our Partners*



CONTRIBUTORS:

- Research Universities
- Medical Associations
- Medical Practitioners
- Pharmaceutical Companies
- Device Manufacturers
- Medical Journals
- Medsbag Staff

MEDSBAG MARKETPLACES:

- Medical Practitioners & Relevant Family Support Services
- Medsbags Accessories
- Medsbag Curated Shopping



READING

News
Articles
Archives



ADVICE

Talk to a Dr.
Find a Practitioner



SHOPPING

Pharmacy
Safe Food
Accessories
Devices



Capio



KRY



Min Doktor



Mathem

ICA

* Under discussion

Looking Forward: Hardware & IoT



App-integrated Medsbag Medical-ID Accessories:

- Cards
- Tags
- Bags
- Caps
- Bracelets
- Necklaces
- Digital & IoT Devices



Accessory Categories:

- Emergency Response
- Monitoring
- Preventative
- Reporting
- Piece-of-mind

* Examples of our future product range

Market size



SEVERE CHRONIC CONDITIONS:

- Diabetes
- Asthma
- Allergies
- Epilepsy

“Half of all EU citizens will suffer from some form of allergy by 2050”

600+

Million
Individuals
Worldwide

200K

Nordics

85K

Sweden

Market size



CHRONIC CONDITIONS REQUIRING ONGOING MONITORING & MEDICATION:

Diabetes
Asthma
Allergies

Autism
ADHD

TAM

1.5+

Billion
Individuals
Worldwide

500K

Nordics

SOM

200K

Sweden

Posts by Mikaela



Mikaela Odemyr · 2nd

Förbundsordförande

1d · 🌐

+ Follow ...

På väg igen på nya uppdrag och möten. Påverkansarbete är inte ett 9-5 jobb men en ära att vara rösten till 3 miljoner svenskar som har astma, allergier, eksem eller annan överkänslighet. Tillsammans jobbar vi för ökad tillgänglighet och kunskap ❤️ Astma- och Allergiförbundet

👍❤️🌱 26

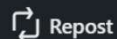
1 comment



Like



Comment



Repost



Send

Our Team



Henrik Lohk

CEO - Sales and
new markets



Hannah Lohk

Co-founder - Marketing
and collaboration



Ingemar Johnsson

CPO – Business model
and Product Design



Oliver Lohk

Co-founder - User
Experience



Rebecca Byron

Chairman & Co-founder



Morten Sörensen

MD and clinical
innovation



Stefan Johansson

Senior computer geek



Anna Sotowska

Brand development



Erica McKeller

Copywriting

Achievements



Media



SvT Draknästet
29 Sept 2022



Södertälje Science Park
7 Feb 2023



Epilepsia
15 Sept 2022

[Read >>>](#)

Allergia.se
Juni 2022

[Read >>>](#)

Epilepsi.se
15 Aug 2022

[Read >>>](#)

Programs



UIC - Uppsala Innovation Center
2021



Södertälje Science Park
2022



CSE / CBS - Copenhagen School of entrepreneurship
2021-22



Antler - Stockholm cohort
2022

Awards



SKAPA-priset
MedsBag deltar i Draknästet och vinner SKAPA-priset för unga innovatörer

[Read >>>](#)

Juryns Motivering
[Read >>>](#)



Göran Bredinger-stipendium
Innovation för barn med kronisk sjukdom får årets Göran Bredinger-stipendium

[Read >>>](#)

Invitation to Invest

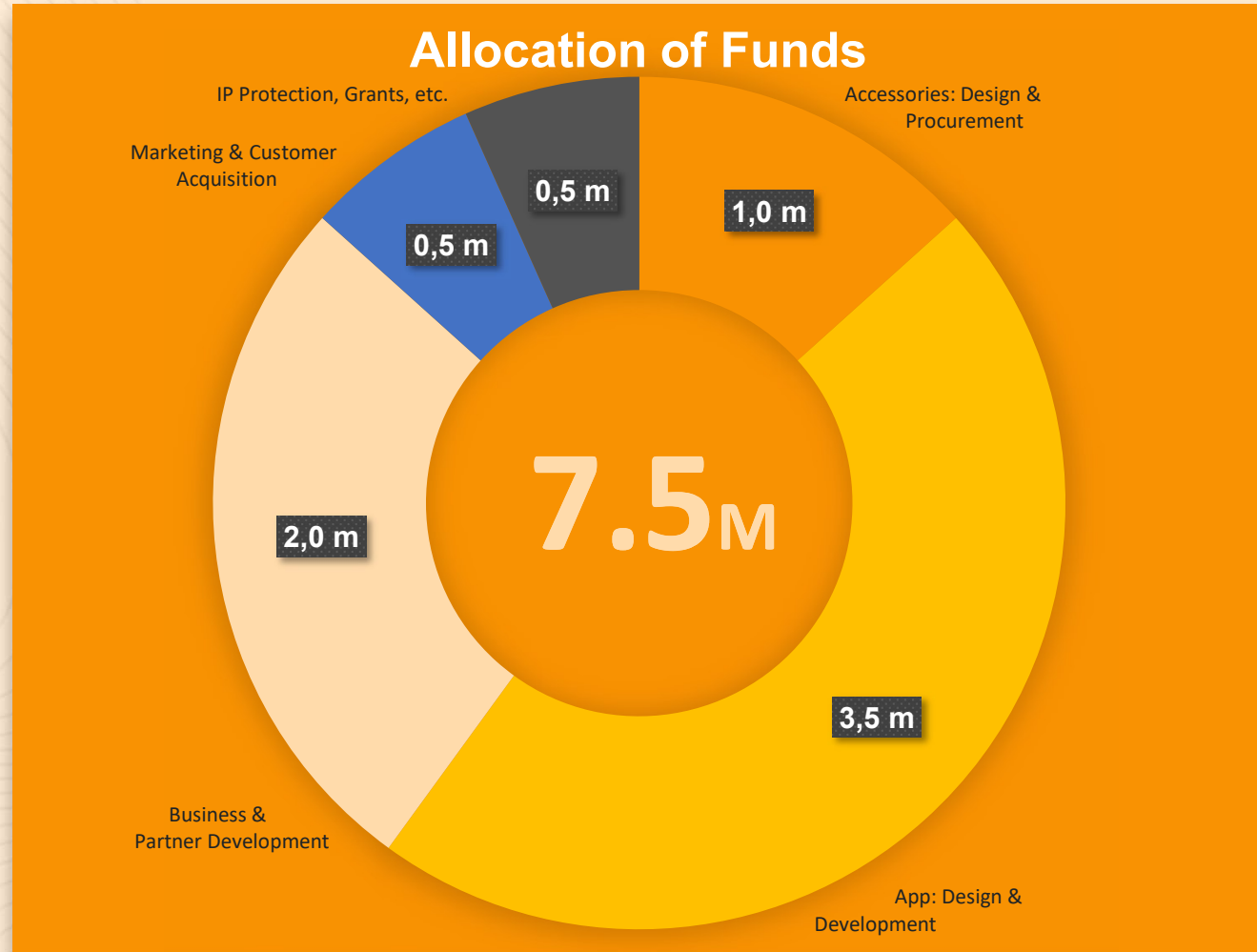


Seeking: **7.5M SEK**

Funds used to Reach:

- Onboard 1,000 Beta Users
- Launch App (Freemium)
- Contracted Partners: Media, Pharmacy & Grocery
- Launched Accessory Store
- Launched Services Marketplace
- **Revenue:** Minimal, yet adequate for KPI analysis & Product Optimization
- **Profitability:** Negative
- Secure a **Series A** financing round

By the End of 2024





medsbag

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