



ETHEAL

the New OS of Healthcare

Bringing transparency to medical tourism with blockchain

ICO starts March 2018

SIGNED CONTRACTS & PREMIUM PARTNERS

BLOCKCHAIN LABS NEW ZEALAND

insurepal

blockchaineum

MrCoin

WORKING PRODUCT
4 YEARS OF OPERATION
2.5 MILLION VISITS / YEAR

Doklist.com.br BR

Doklist.com HU

TEAM EXPERIENCE

Singularity UNIVERSITY

HARVARD MEDICAL SCHOOL

Google

Bank of America Merrill Lynch

AWARDS

CES BLOCKCHAIN COMPETITION
2ND PLACE
LAS VEGAS

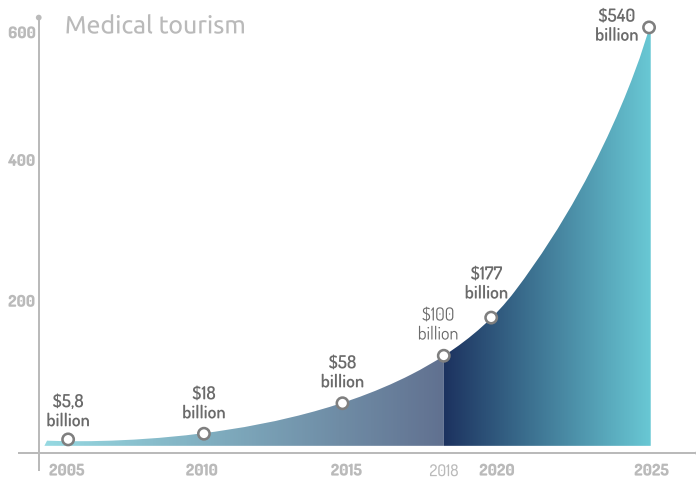


d10e AUDIENCE AWARD
LJUBLJANA



INDUSTRY: \$100BN MEDICAL TOURISM

Etheal is targeting the \$100 billion (25% YOY growth) Medical Tourism industry, with an aim to create a decentralized marketplace of medical care providers.

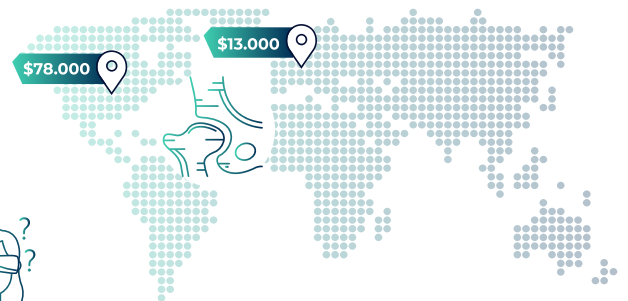


According to VISA OXFORD ECONOMICS

In the US, a hip implant cost is \$13,000 in addition to \$65,000 in hospital fees, which doesn't even include the surgeon's fee. In Brussels, \$13,666 covers all of the doctor's fees, as well as operating room charges, implant, crutches, medicine, a hospital room for 5 days, 7 days in rehab and a round trip ticket to and from the US.

Brussels is known for its good doctors, and the lowest surgical infection rates in the world. Also, the Belgian government sets pricing, and limits profit.

1 million hip and knee replacements happen in the US annually, a number that is increasing dramatically as people in their 60s and beyond continue running, skiing, and biking.



PROBLEM: 30% COMMISSION

Middlemen, known as "patient mediators," currently charge up to **30% commission** to guide patients across borders, exploiting the **lack of trust and transparency** in the industry.



SOLUTION

Etheal uses Blockchain to **bring transparency** to Medical Tourism, thereby cutting out the middleman, and increasing profit for doctors while **decreasing cost for patients.**

CURRENT STATE

WORKING WEBSITE WITH 2.5M VISITS AND SIGNED CONTRACTS.

Over the last 4 years, we have been building a centralized solution. **Doklist.com.br in Brazil and Doklist.com in Hungary** serve 2.5 million visits each year with **88,000 listed services and 420,000 listed care providers.**



HOW ETHEAL WORKS

UTILITY OF THE HEAL TOKEN

1.

INTERNAL CURRENCY

for frictionless payment between patients, doctors and Etheal

2.

MICRO-INCENTIVIZATION:

After patients pay for services on the platform with HEAL tokens, Etheal incentivizes them to write high quality reviews, thus fighting fake reviews.

3.

PROOF OF STAKE MODERATION RIGHTS:

The Etheal Trust Score (ETS) is based on two factors to decrease the likelihood of Sybil-attacks:
1. the track record of the ethereum address and
2. the amount of staked HEAL tokens

4.

DOCTORS STAKE TOKENS TO GET VALIDATED PROFILES:

Doctors will always be able to list on Etheal for free, however a verified profile requires doctors to stake HEAL tokens

PARETO SALES MODEL

Doctors pay \$10 for each patient lead from abroad.

It works because, if a visitor makes an **enquiry to a free doctor**,

the system offers to forward the same enquiry to **4 additional doctors**, who happen to be paying.

Even if just 4 doctors are paying for leads in the beginning in one country, the system makes

80% of its full revenue potential, meaning it's pareto efficient.

The user can choose from the 5 personalized offers and **pay through Etheal**.

TEAM

Strong background working with enterprises and startups in 18 industries and 13 languages. The team has previously won several Effie and Deloitte Tech Fast 50 awards.



DR. MIHALY KERTESZ

Co-founder, COO

Doctor of veterinary medicine, communication strategist with a degree from New York City.



VIKTOR TABORI

Co-founder, CTO

Head of International Relations at Hungarian Cryptocurrency Foundation, IDACB Director

ADVISORS



MICHAEL TERPIN



DAVID ORBAN



PROF. DR. TIBOR BARTHA



MILESTONES



2018 MARCH-APRIL Main Token Sale

2018 Increase demand

Grow our current 2.5M site visits: expansion to 20 countries (including USA, UK, South Korea, Thailand, Singapore, Japan) and integration of blockchain into our current system.

2019 Increase supply:

Monetize medical tourism. We already have signed contracts with care providers, and during this phase we will scale up the number of partners.

2020 Marketplace is ready

Both patients and care providers are onboarded to a fully fledged open blockchain platform where anyone can create a medical application, like telemedicine, pharmaceutical research and insurance packages.

TOKEN SALE

ERC-20 MINI-ME TOKEN

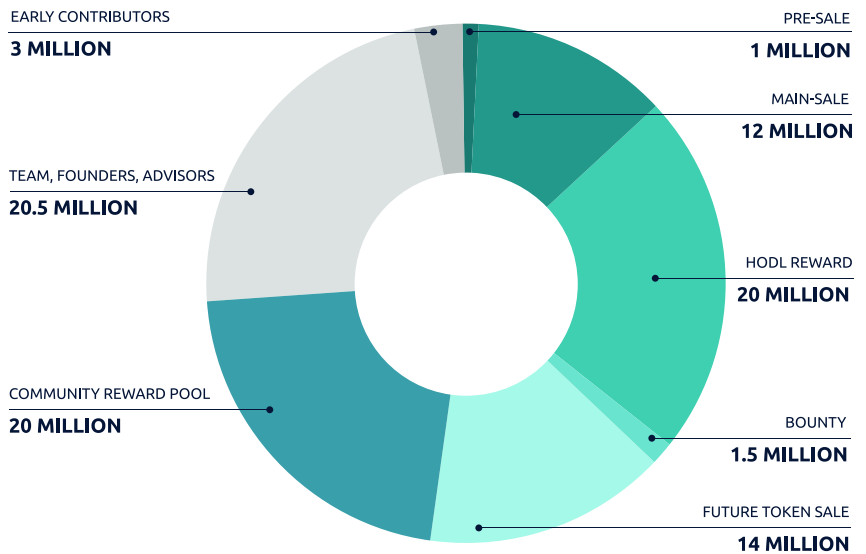
Timing: **2018 MARCH-APRIL**

Soft cap: **\$4.8M**

Hard cap: **\$10M**

Token Supply: **92M**

TOKEN STRUCTURE



HODL REWARD



Airdrop after **3-6-9 months** to those Pre-Sale and Main sale participants who do not move any portion of their tokens from their eth address. In practice, this means that you can **increase your token amount** up to **2.5 times** if you keep all of your purchased tokens intact for 9 months after the main sale.

FUND ALLOCATION

- 40%** Development
- 30%** Marketing and sales
- 25%** Operations, customer support
- 5%** Legal

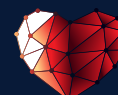
CONTACT



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