

CranioApp

**“Smarter Head
Measurement for Safer
Baby Care”**

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Problem

- Measuring a baby's head with a tape measure is inaccurate and stressful.
- Early detection of conditions like hydrocephalus or cranial deformities is often delayed.
- Parents and clinicians need better tools.



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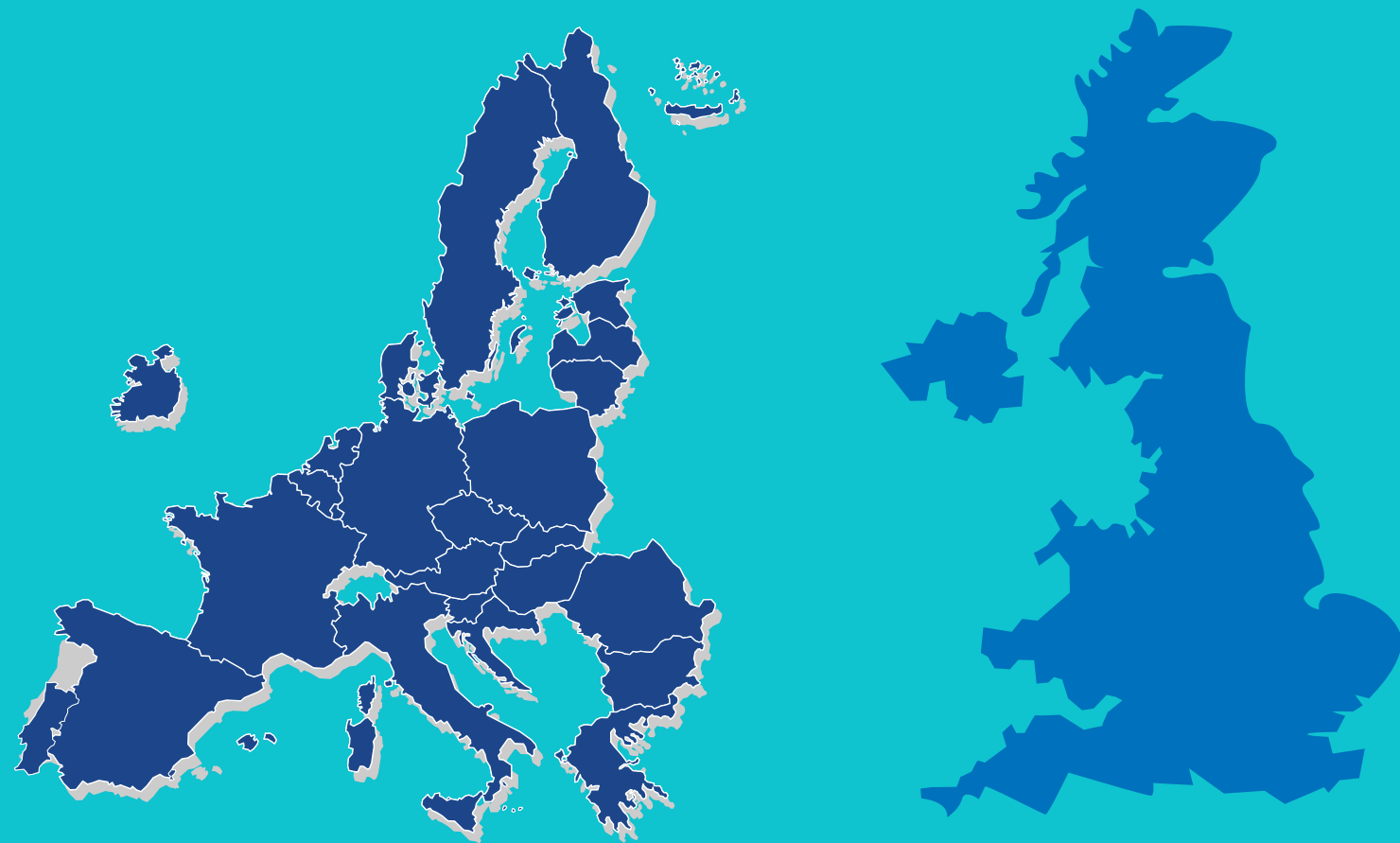
Solution

- CranioApp uses a smartphone camera + AR to measure:
 - Head circumference
 - Weight
 - Height
 - Facial asymmetry & cranial shape
- Clinically relevant. Parent-friendly.



Target Market

- 7.45 million children under age 4 in UK/EU
- NHS, pediatricians, and charities are our channels
- Massive need for accessible remote assessment tools



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Feasable to use

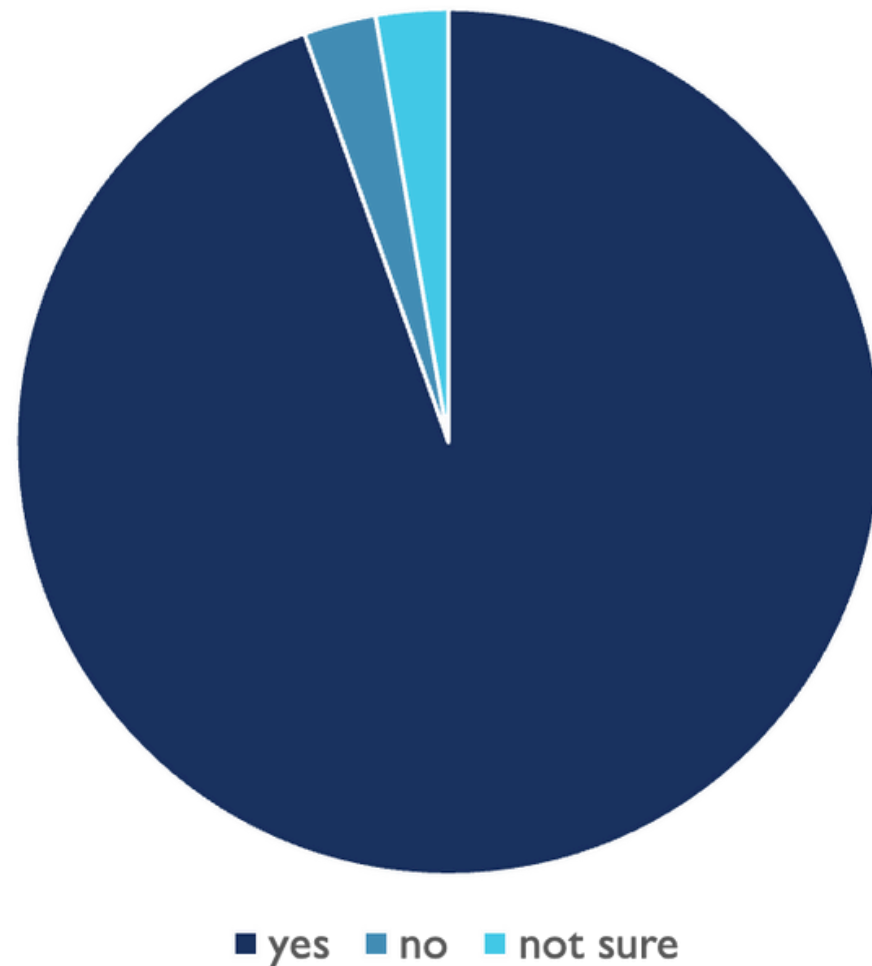
Proof of Concept Results

Yordanov S, Akhter K, Quan Teh J, Naushahi J, Jalloh I. Measurement of Head Circumference Using a Smartphone: Feasibility Cohort Study. JMIR Form Res. 2024 Feb 14;8:e54194. doi: 10.2196/54194. PMID: 38354022; PMCID: PMC10902771.

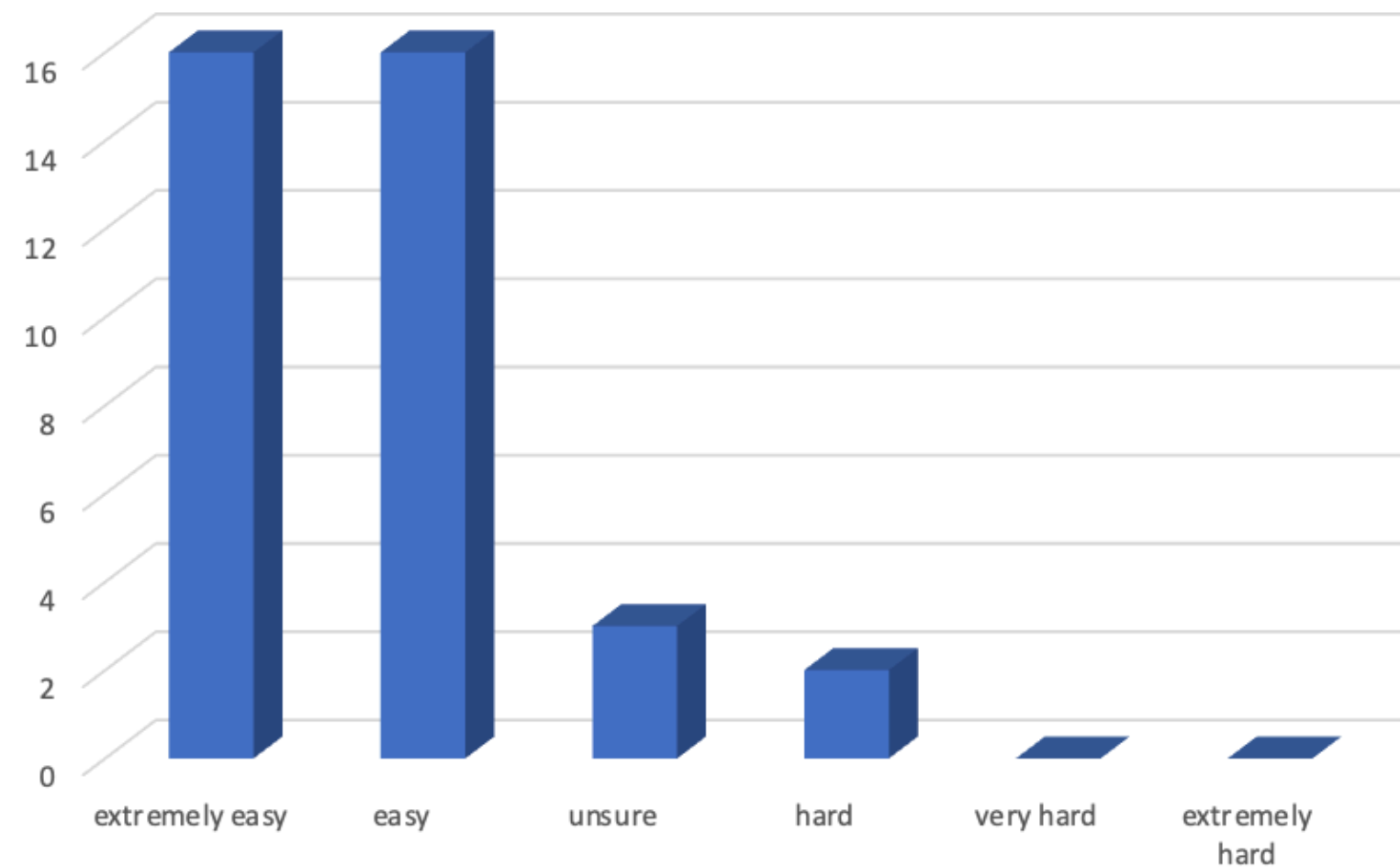
Ease of Use

Beneficial to parents

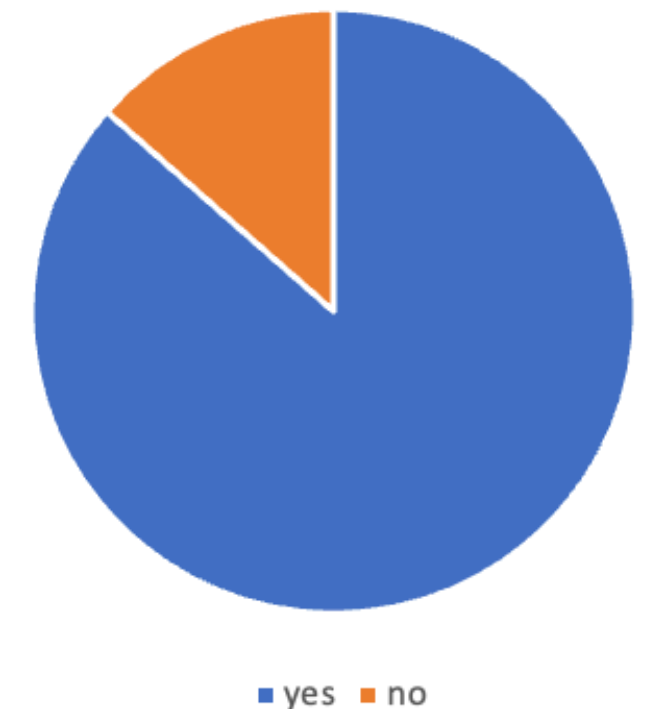
Would you use this app at home if available?

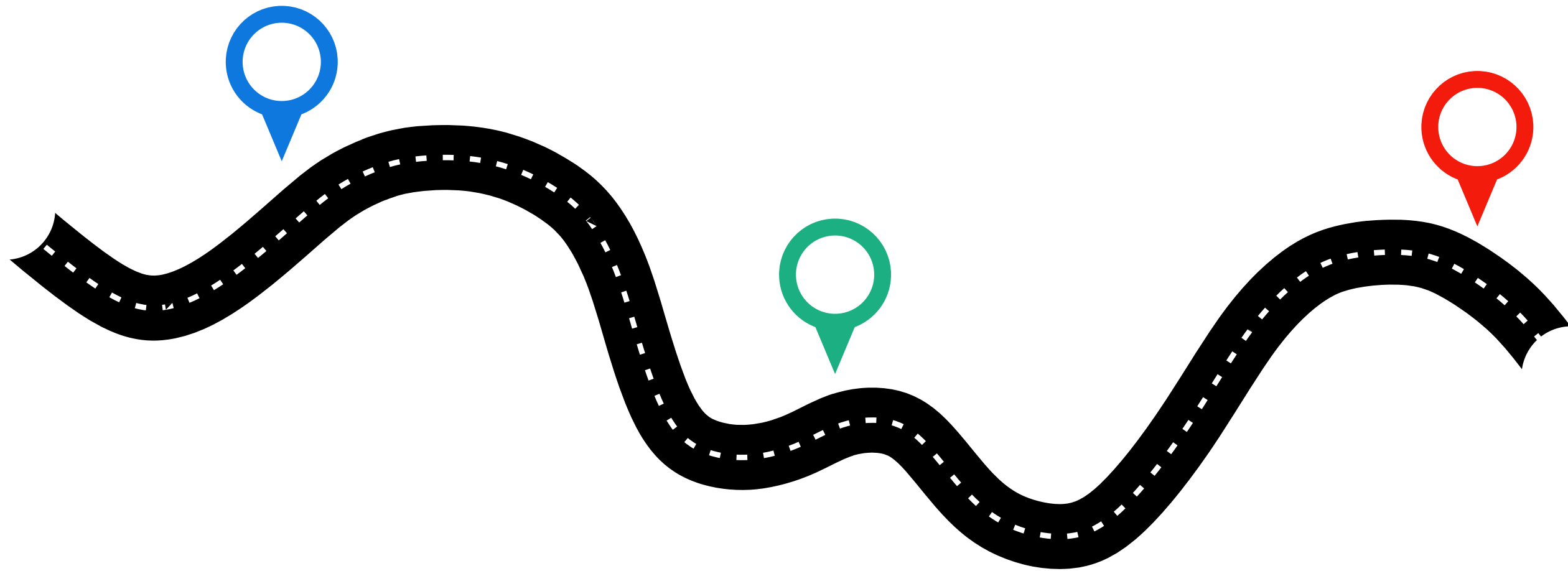


How easy did you find the use of the app?
(Extremely easy, easy, unsure, hard veryhard, extremelyhard)

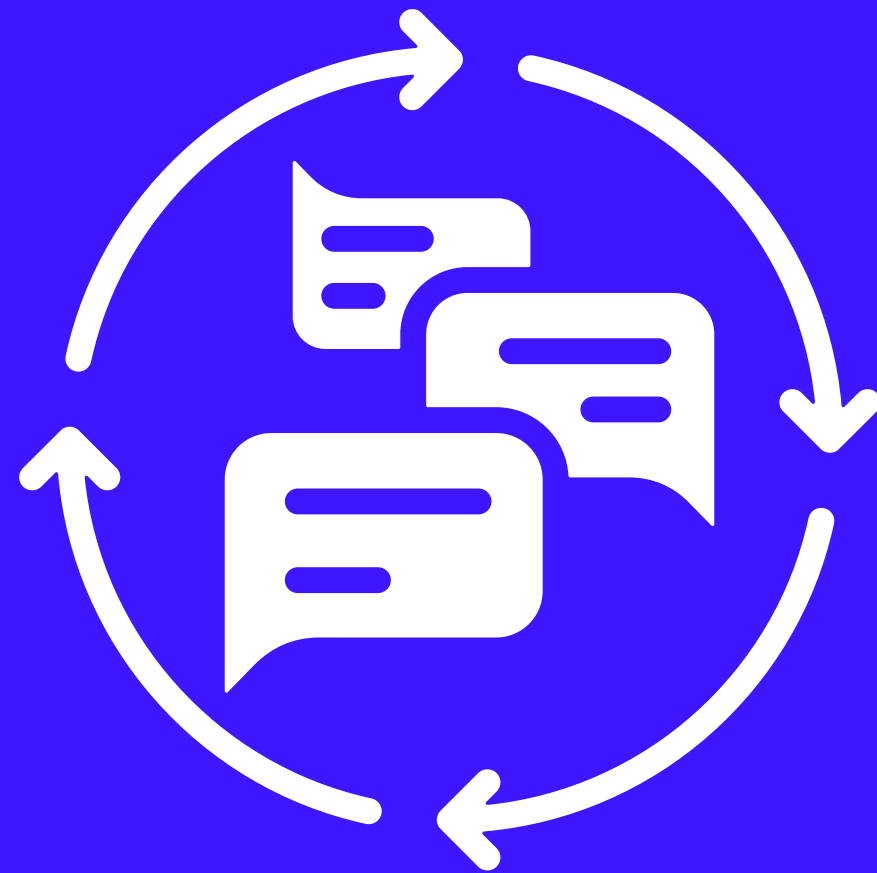


Do you think the app is useful in daily life?





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Traction

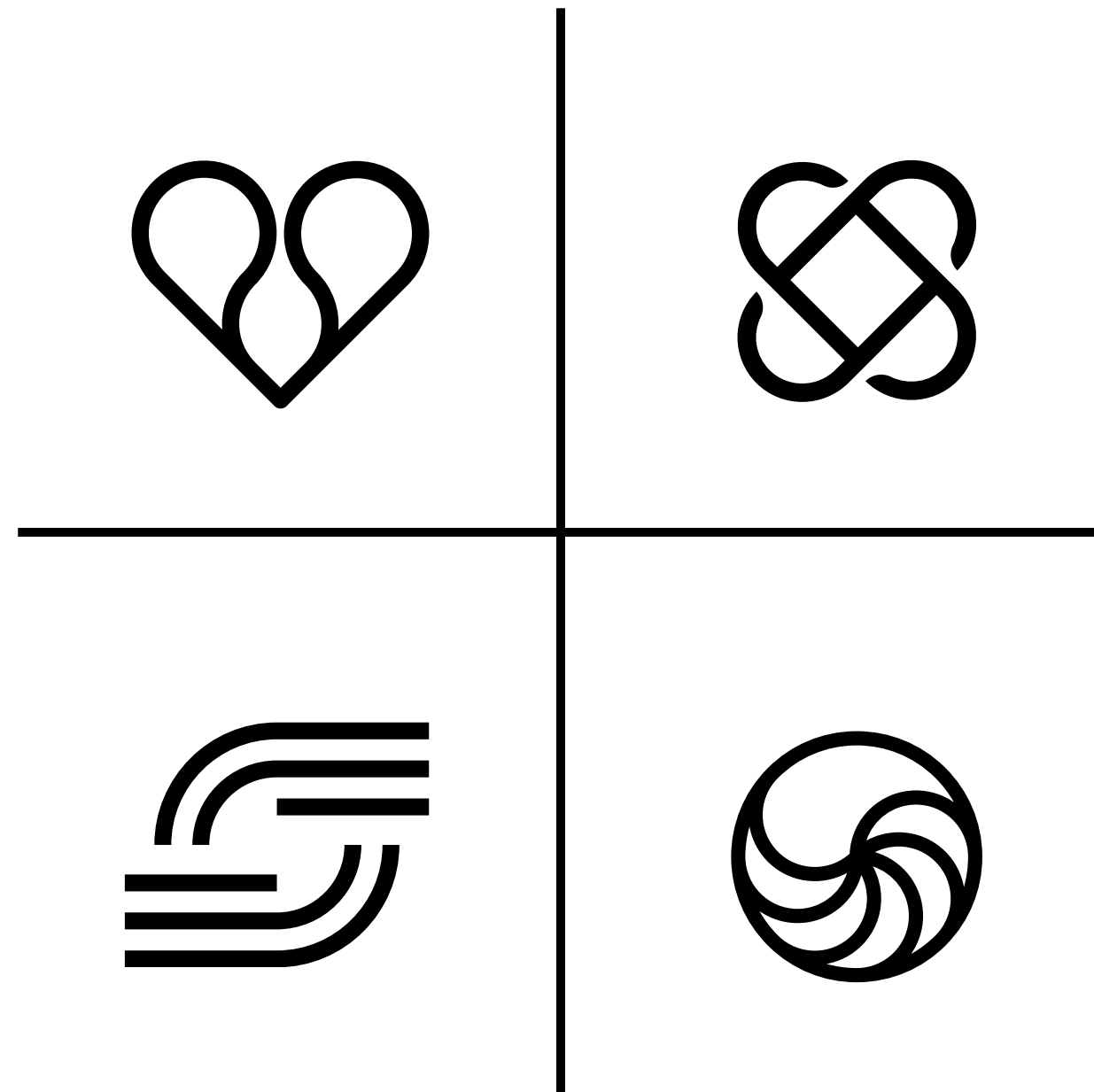
- Proof-of-concept study completed
- Parent testimonials
- PPI (Public & Patient Involvement) backed

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Business Model



User Type	Subscription	Notes
Parents	2£/2€ per year	Up to 2 devices
Clinicians/Clinics/Private practice/Health care workers/Midwifery	10 - 50£ per year	Min 5 devices
Hospitals	1000£ per year	Min 50 devices
Charities/NGO	Negotiable	Free for families in need



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Market Competition

- No other app at the market current offers similar solution.
- CranioApp = medical-grade, user-focused, AR-enhanced.

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Our Team and partner organisations



Mr Stefan Yordanov
Neurosurgery
Clinical Fellow



Mr Ibrahim Jalloh
Consultant
Neurosurgeon



Ms Nadia Krysteva
Chief Financial
Officer



8fold



Investment and Funding

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Build cost

App Developer: £84,325 per year for development, plus £15,000 for support per year

Health Economic Evaluation: £15,000

Commercialisation & Market Research: £15,000

DTAC Governance & Compliance Services: £55,750

MHRA/CE Mark Regulatory Advisory & Fees: £50,000

HTE Costs: £20,000 (over 2 years)

Total Estimated Budget: £245,750

Initial Funds Goal: 400 000£/30% equity

Yearly Support Cost: 60 000£

Break Even at 123 k users per year

Investment & 10 return

Tier	Price per 1% Equity	Total Raised (Est.)	Notes
Early Backers (First 10%)	£1,200	£120,000	🔥 Big incentive for fast movers
Mid-Tier Backers (Next 10%)	£1,300	£130,000	Still discounted
Final Tier Backers (Last 10%)	£1,333	£133,333	Full valuation (1% = £13,333)

Illustration	Illustration 1	Illustration 2 Early	Illustration 3 late
You invest	1000£	1200£	1333£
Net Cost	1000£	1200£	1333£
Stake	0.75%	1.00%	1.00%
Target Return	2500£	3000£	3000£
ROI	225%	250%	225%

Crowdfunding Strategy (via Crowdcube)

To maximize funding potential, we will implement a phased approach:

Phase Goal (£) Purpose

- Phase 1: MVP & Compliance (~6 months)
£100,000 Fix app functionality, update interface, start CE marking process
- Phase 2: Beta Testing & Partnerships (~12 months)
£150,000 Pilot launch with hospitals/clinicians, regulatory approvals, outreach
- Phase 3: Full Market Launch (~18 months)
£150,000 Large-scale marketing, NHS Digital Redbook integration, expansion

Crowdfunding Rewards Structure

Backer Level (£) Reward

£100 - £1,000 2-year free subscription + sponsor 5 families & friends, <1% equity shares

£1,000 - £3,000 3-year free subscription + sponsor 20 families & friends, equity shares

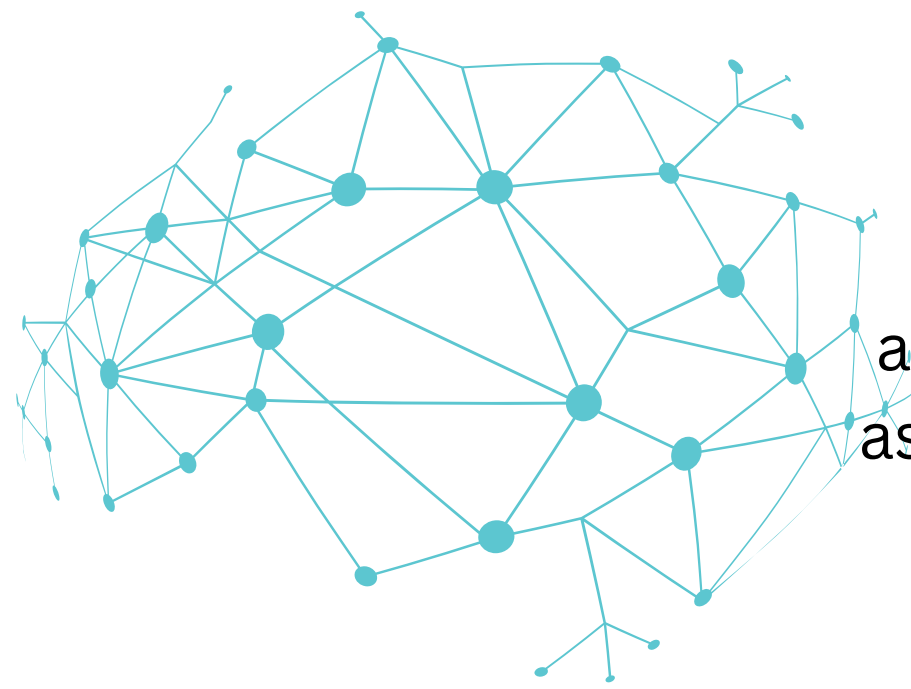
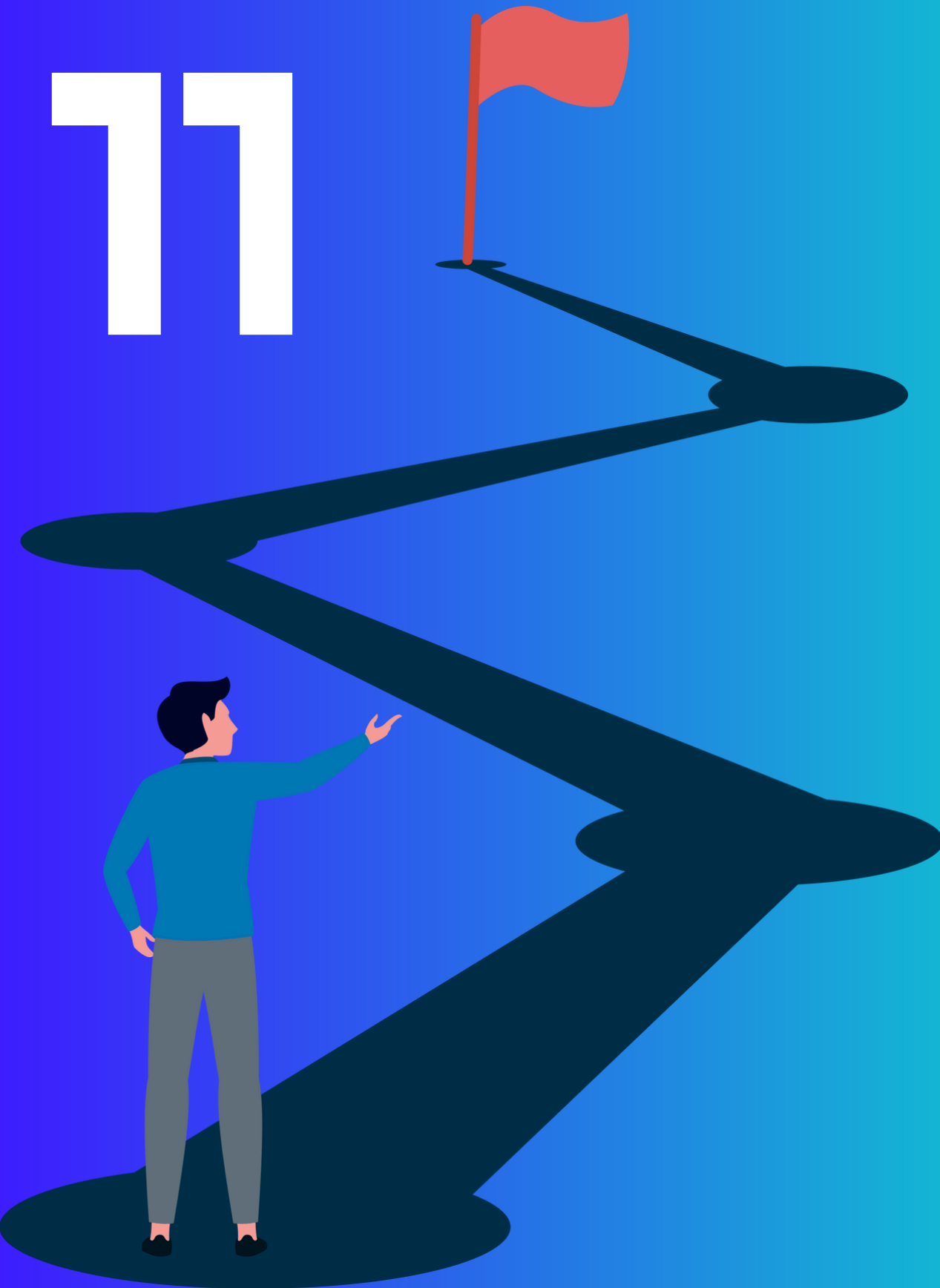
£3,000 - £5,000 3-year free subscription + sponsor 30/40/50 families & equity share

£7,000 5-year free subscription + sponsor 50 families & equity share

£10,000+ Major investor status, company logo in-app, free in-app commercials/logos, equity share, up to 100 yearly subscriptions to distribute

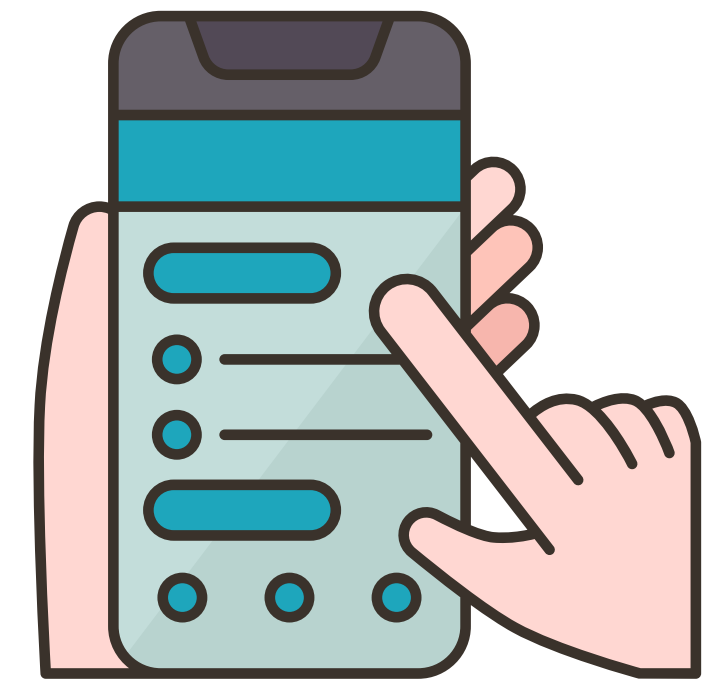


Future development 11



Introduction of machine learning and AI guides for parents according to the measures. The software has potential to pick up trends and abnormalities and help with disease prevention such as Hydrocephalus, Autism spectrum Disorders etc, or simply reassure parents of their normal health development

Mobile technology is an easy way of introducing health questionnaires. Including learning materials and normal development checkpoints.



Integration into existing electronic patient record system such as EPIC(R), etc, helping clinicians both in the community/hospitals with the potential to save time during appointments with real life health-economic impact



Thank You