



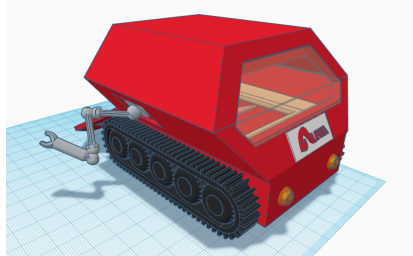
## MEDEVAC

76 ALPHA

*Rapid response, reliable care: MedEvac is here!*

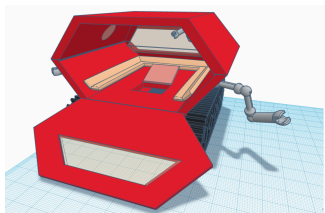
### **PRODUCT DESCRIPTION**

Here at Alpha, we proudly announce the invention of MedEvac (Medical Evacuation), a revolutionary rescue vehicle. In the face of natural disasters and war zones, this truck's fully automated, cutting-edge technology enables efficient search and rescue operations. This high-tech vehicle can deliver relief to individuals in need without endangering the lives of human rescuers thanks to artificial intelligence (AI), sophisticated sensors, and autonomous navigation.<sup>[1]</sup> The truck will be loaded with medical robotic arms and supplies to protect the health of those who have been rescued. This vehicle will be built with resistance materials made from a mix of metals such as steel and aluminum to grant patients the best possible chance of survival.



### **THE SCIENCE**

MedEvac is based on the design of a rescue vehicle able to traverse all types of terrain in various weather conditions. Specifically, the vehicle will be sent to war zones in order to extract innocents caught in the crossfire, as well as to remote regions affected by natural disasters such as wildfires and earthquakes. To locate patients, the vehicle will use a combination of satellite imagery, thermal imaging, and shared information from other MedEvacs to chart the most viable route. Once the route is charted, the vehicle will travel unmanned, using its sensors, cameras, and GPS tracker to avoid any major obstacles, while still maintaining the most direct path. Instead of using tires, our vehicle will



use treads as wheels for better mobility over debris and natural terrain. The interior front and side walls of the rescue vehicle will be composed of foldable benches for patients who aren't seriously injured and are still able to walk. The back wall will have a loading ramp for those in wheelchairs or on stretchers for ease of transportation. For severely injured patients that need to lie down and receive immediate medical treatment, the benches will be equipped with the function to turn into pull-out hospital beds. As such, this vehicle contains a maximum occupancy of 20 non-critically injured survivors, although the number may vary depending on the severity of the injured individuals and the number of beds required. As for the overall design of the vehicle, the front of the vehicle is slanted to assist in its maneuverability and act as a reinforcement in case of a crash. There will be two mechanical arms attached to the interior and two on the exterior of the vehicle. The exterior mechanical arms are responsible for clearing small obstacles in the path of the vehicle, as well as extracting immobilized patients. The interior arms are responsible for treating immobilized individuals by performing simple medical procedures. To keep the patient alive long enough to reach the nearest medical facility, usually located outside of the "damage area", the interior arms will function as an AI nurse. The AI nurse will immediately diagnose the patient's vital signs, and apply the best treatment using its vast database of medical information. The medical supplies from the first aid supply cache are located underneath the patients (above the treads). This will be done in a triage manner, with patients in the most critical condition being treated first.

### **TARGET MARKET**

At ALPHA, our mission is to offer medical evacuation in extreme circumstances such as earthquakes and wildfires. As such, our targeted customers include government emergency departments, military forces, and humanitarian groups. These organizations understand the importance of an evolving technology for ensuring

1. Barrie Kirk, "Business opportunities in automated vehicles", 2016

patient safety, while at the same time ensuring the safety of rescuers. All in all, MedEvac can reach the expectations of consumers in terms of personal safety.

### **PROMOTION MARKETING STRATEGY**

To ensure the successful launch of our product, we will take a three-pronged approach focused on partnering with governments and non-governmental organizations.

First, we will work with sectors of the government in charge of emergency management, defense, and humanitarian aid. In order to pursue government contracts that show how committed we are to saving lives and reducing the likelihood that rescuers would lose their lives, we will also take part in government bidding.<sup>[2]</sup> The vehicle will also be on display at government trade events and exhibits to explain how its features actually work. To demonstrate the capabilities and efficiency of the MedEvac, staged simulations in safe situations may be necessary. In the exhibits, we also offer a special VR experience. With our VR experience, officials are able to experience MedEvac's life-saving capabilities in a virtual reality simulation of natural disasters. They can navigate hazardous environments, locate the survivors, and witness the vehicle's advanced sensors and autonomous navigation in action. This is an immersive tool showcasing MedEvac's impact which will allow authorities from the government to personally witness our vehicle's cutting-edge features.

Secondly, to outline ALPHA's dedication in development and safety, we will collaborate with humanitarian organizations. This will include working together in advertising campaigns and fundraisers for disaster locations. Additionally, we will endorse influencers to represent our company as brand ambassadors in order to increase our exposure. These collaborations will include content creation, event engagement, and spreading our product with their personal connections. This will increase ALPHA's brand awareness and show our dedication to making a positive impact on society.

Lastly, we offer extensive technical assistance and training services to ensure the quality of the medical equipment. Our assistance program is designed to provide quick and reliable support to the government and personnel responsible for operating and maintaining the MedEvacs. We have a dedicated team of highly skilled and reliable technicians and experts that are available to address any technical queries. We understand that effective utilization of these advanced medical evacuation systems is crucial in emergency situations, and we are committed to supporting the government in every step of the process.

### **FINANCE**

<b>Cost Per Unit Breakdown</b>	
Reinforced All-Terrain Vehicle	\$295,000.00
Medical Kit	\$2,947.00
AI Station	\$20,000.00
External Mechanical Arm	\$50,000.00
Internal Medical Arm & Equipment	\$30,000.00
Self-Driving Technology, Cameras, LIDAR sensors	\$50,000.00
Assembly Cost	\$30,000.00
Logistical Expenses	\$10,000.00
<b>Total Per Unit Cost</b>	<b>\$487,947.00</b>

	2023	2024	2025	2026	2027
<b>Initial Investment (USD)</b>					
Government Grants & Subsidies	\$5,000,000.00				
Private Equity Investment	\$2,500,000.00				
Total Initial Investment					
<b>Revenue (USD)</b>					
Number of Units Sold	10	75	175	300	450
Unit Price	\$555,000.00	\$555,000.00	\$555,000.00	\$555,000.00	\$555,000.00
<b>Total Revenue</b>	<b>\$5,550,000.00</b>	<b>\$41,625,000.00</b>	<b>\$97,125,000.00</b>	<b>\$166,500,000.00</b>	<b>\$249,750,000.00</b>
<b>Expenses (USD)</b>					
Unit Cost	\$487,947.00	\$487,947.00	\$487,947.00	\$487,947.00	\$487,947.00
Total Cost of Goods	\$4,879,470.00	\$36,596,025.00	\$85,390,725.00	\$146,384,100.00	\$219,576,150.00
Marketing Expenses	\$100,000.00	\$500,000.00	\$2,000,000.00	\$3,000,000.00	\$4,500,000.00
Employee Costs (Administration)	\$500,000.00	\$750,000.00	\$800,000.00	\$1,000,000.00	\$1,250,000.00
Research & Development	\$1,500,000.00	\$2,500,000.00	\$5,000,000.00	\$6,000,000.00	\$7,500,000.00
<b>Total Expenses</b>	<b>\$6,979,470.00</b>	<b>\$40,346,025.00</b>	<b>\$93,190,725.00</b>	<b>\$156,384,100.00</b>	<b>\$232,826,150.00</b>
<b>EBITDA (USD)</b>	<b>-\$1,429,470.00</b>	<b>\$1,278,975.00</b>	<b>\$3,934,275.00</b>	<b>\$10,115,900.00</b>	<b>\$16,923,850.00</b>

Our financial plan outlines our projected company growth from 2023 to 2027. In our first year, we plan on conducting a test run where we expect to sell approximately 10 units from government contracts. As our product involves significant research and development, we plan on obtaining \$5,000,000 in funding from government subsidies and grants focused toward humanitarian aid and \$2,500,000 from private investors.