



A 21st Century Operating System for Human Health.

Early detection, preventative health for all 8 billion+ of us.

Briefing H1 2025

Healthcare has a participation (access) problem

[The Problem]

People don't (can't) participate in healthcare or preventative health

The human & economic toll of this is staggering.

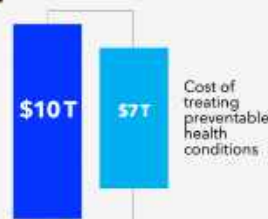
7 out of 10 deaths are the result of a preventable condition.



"If only ..."

Avoidable Deaths

\$7 trillion of \$10T spent on health is to treat preventable conditions.



2023 Global Health \$

Avoidable Cost

Data doesn't (can't) participate in healthcare

Health outcomes are in systemic decline as a result.

3rd leading cause of death is misdiagnosis by a Doctor.

In the USA (2013 Data)



Plus: **18 MILLION** diagnostic errors each year.

Avoidable Errors

Declining life expectancy in rich countries.

USA, UK, EU and Australia are going backwards, while health expenditure increases.



Avoidable Decline

Solving this changes everything about human health

[The Other Side]

If all 8 billion+ people, and all health data, could participate actively in preventative healthcare **the trajectory of human health (and humanity) would re-set**

Early detection and data disrupts everything.

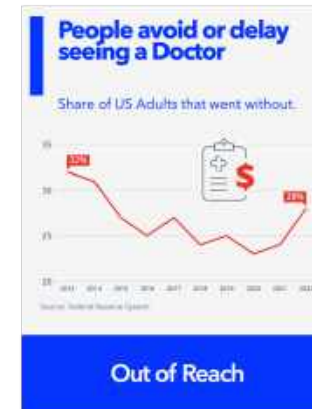
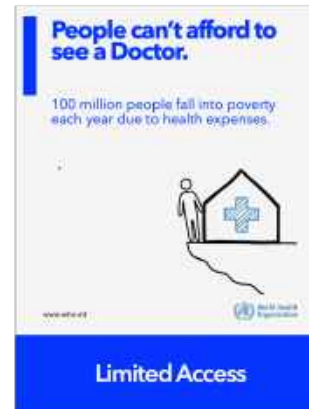


A 10% reduction in avoidable mortality in the US alone unlocks **\$10 trillion** in social value.

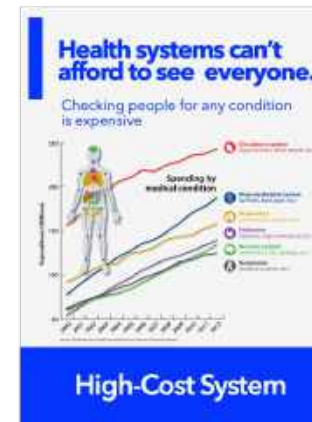
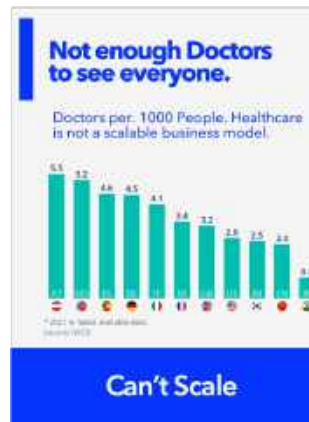
The access problem can't be solved by the existing health system

[Context]

Despite \$140 trillion invested in healthcare over the last 20 years, **access is worse today**



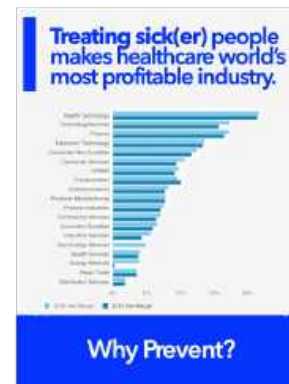
The system can't scale.
Capacity constrained, high-cost operating infrastructure + extractive business model



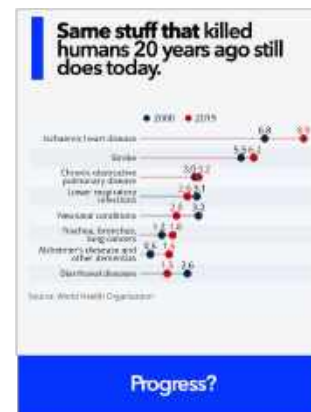
It can't be solved by investing more \$ into existing health systems

[Context]

The economic incentives to take on universal access and participation **don't exist.**



A golden age of innovation has done little to improve access, participation or **the resilience of the species**



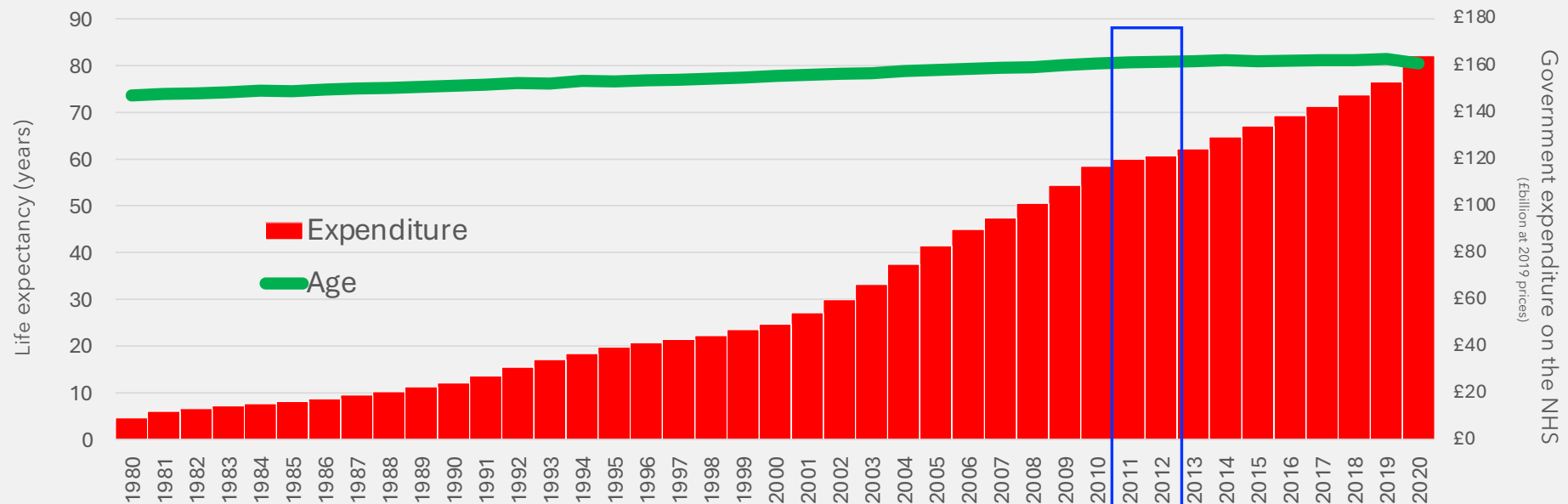
Traditional health systems stopped being effective decades ago

[Context]

We lived longer when we smoked indoors and drove without seat belts

Health systems are hostage to ever rising costs, degrading outcomes and soaring profitability.

Economic & data architectures are the root cause of a systemic decline in life expectancy



Exactly the same dynamic exists in every OECD country, with the US recording the largest investments in health and largest declines in life expectancy.

A new operating model for human health

[The Solution]

WE HAVE



**A Health System for Treatment/Cure
of Injury, Illness & Disease**



Universal access, active health data can't be achieved through today's healthcare system

WE NEED



**A Health System for Preventative Health,
Early Detection & Predictive Prevention**

- Accessible by 8 billion+ humans



 **helfie.ai**

BOTH NEED



**A data protocol advances & protects
human life & human agency in an AI-
powered world**

- True public digital infrastructure for data



**Decentralised Human
Architecture Foundation**

 **helfie.ai**



**Helfie is the world's first healthcare model
scalable across all 8 billion+ humans**

Helfie is building preventative health into the everyday lives of all humans



So, everyone participates regularly & effortlessly in preventative health



Early Detection

Is the starting point for healthcare for every human



Active Data

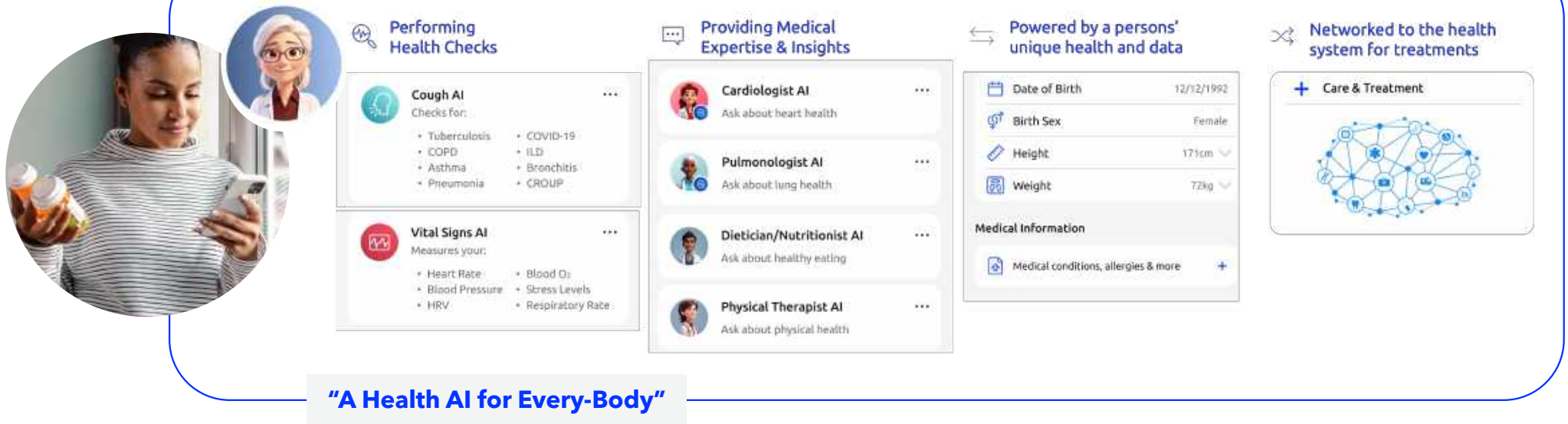
Data is active in every health interaction



Goal

No one succumbs to a preventable condition

Helfie is pairing every human with their own personal health AI that is capable of ;



AI HEALTH CHECKS

AI HEALTH EXPERTISE

Take A Selfie, Stay Healthy



Health's Super App



An AI that's capable of checking key health conditions through a mobile phone - accurately, instantly, for a few cents



General Health Check

Take A Selfie, Stay Healthy. Scan your face and check in on your health and wellbeing.



Checkup AI

Measures your body's key vital signs:

- Heart Rate
- HRV
- BP
- Blood O₂
- RR
- Stress
- Body Mass

[Check](#)


Blood Pressure

Explore your blood pressure and health in detail or get a quick measure



Advanced Blood Pressure

Analyses facial blood flow to indicate Blood Pressure, Blood Oxygen, HRV, And Respiratory Rate.

[Check](#)


Instant BP Check

Checks Blood Pressure fast using pulse wave analysis via touch

[Check](#)


Anemia AI

Explore for signs of Anemia by taking a picture

[Coming soon](#)


Heart Health

Explore your cardiovascular health by scanning your face



Heart Rate AI

Measures Heart Rate, HRV, Blood Oxygen & Respiratory Rate

[Check](#)


Respiratory Health

Explore your cough for signs of respiratory infection - just cough into your phone



Cough AI

Explores your cough and symptoms for signs of COPD, ILD, Pneumonia, Asthma, Bronchitis, Covid, CROUP, and Tuberculosis

[Check](#)


Tuberculosis AI

Explores your cough & symptoms for Tuberculosis

[Check](#)


Covid AI

Explores your cough & symptoms for COVID-19

[Check](#)


Lung AI

Measure your lung capacity and health by breathing into your phone

[Coming soon](#)


Skin Health

Explore your skin health by taking pictures



Skin Spot AI

Explores your lesions for skin cancer risk

[Check](#)


Skin Health AI

Explore your skin for a range of conditions

[Coming soon](#)



An AI that's capable of checking key health conditions through a mobile phone - accurately, instantly, for a few cents

Gut Health
Explore your gut health by taking a picture of your poo



Gut AI
Check your poo for indications of conditions like IBS, Celiac Disease, Lactose Intolerance, and Bowel Cancer

Coming soon

Women's Health
Explore Women's health issues



Endometriosis AI
Pain profiling: pelvic, bowel, urinary tract and dyspareunia

Coming soon

POTS AI
Checks for Postural Orthostatic Tachycardia Syndrome

Coming soon


Menopause AI
Track and manage menopause symptoms

Coming soon

Period AI
Tracks cycles, symptoms & hormonal patterns with AI-powered insights

Coming soon

Wellness
Explore your physiology for signs of stress by scanning your face




Stress AI
See if your body is stressed

Check

Mind Health AI
Explore your moods, stresses and mental well-being

Coming soon

Sexual Health
Check for STIs by taking a picture or chatting with Helfie



STI AI
Take a picture or chat

Check

Monkey Pox AI
Take a pic and know

Coming soon

Sleep Health
Checks your health while you're snoozing with Helfie




Sleep AI
Measures your sleep quality, identifies sleep apnoea

Coming soon



An AI that's capable of checking key health conditions through a mobile phone - accurately, instantly, for a few cents

Neurological Health
Explores your brain's health by interacting with Helfie



Cognitive AI
Listens to your voice for markers indicating signs of MS, ALS, Parkinson's, Dementia, ASD, Depression, Huntington's, and Schizophrenia Coming soon

Brain Eye AI
Alzheimer's, Parkinson's, Concussion Coming soon

Pain & Health
Just touch the part of your body that hurts



Pain AI
Explores your pain & likely conditions Coming soon

Body & Weight
Scan your body to monitor size & shape changes, muscle & fat composition and more



BMI AI
Instant weight-height body mass indication for general health Check


Body Composition AI
Check your body size, shape, muscle, fat %, water, bone density & more Coming soon

Diabetes
Explore signs of Diabetes by scanning your face



Diabetes AI
Analyses facial blood flow to indicate Diabetes Coming soon

Health Story
A secure, AI space to track, reflect, and get to know your health. From symptoms to triumphs.



Journal AI
Document your health story and connect dots with AI Write

Cough AI

Cough into your mobile phone and check your respiratory health



Cough & know if you have a respiratory condition and which one



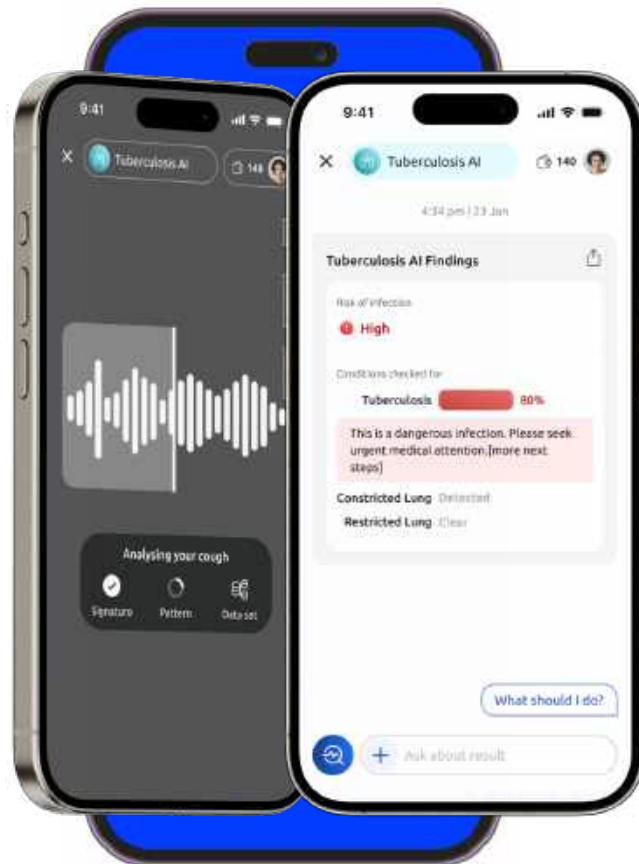
Takes
30 secs

Accurate
91-96%

Costs
\$0.25

Conditions Observed:

Chronic Obstructive Pulmonary Disease, Interstitial Lung Disease, Covid, Tuberculosis, Pneumonia, Croup, Bronchitis, Asthma, Black Lung



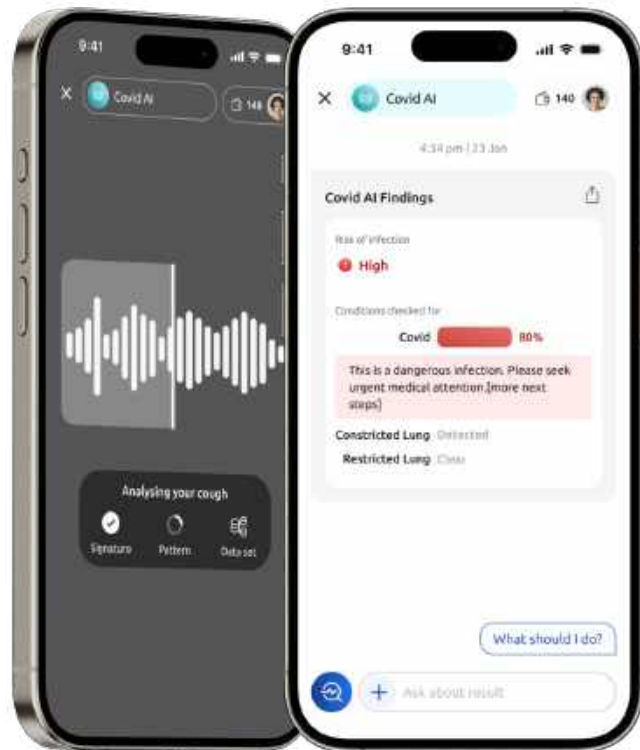
TB? Cough & know



Takes
30 secs

Accurate
94%

Costs
\$0.25



Covid? Cough & know



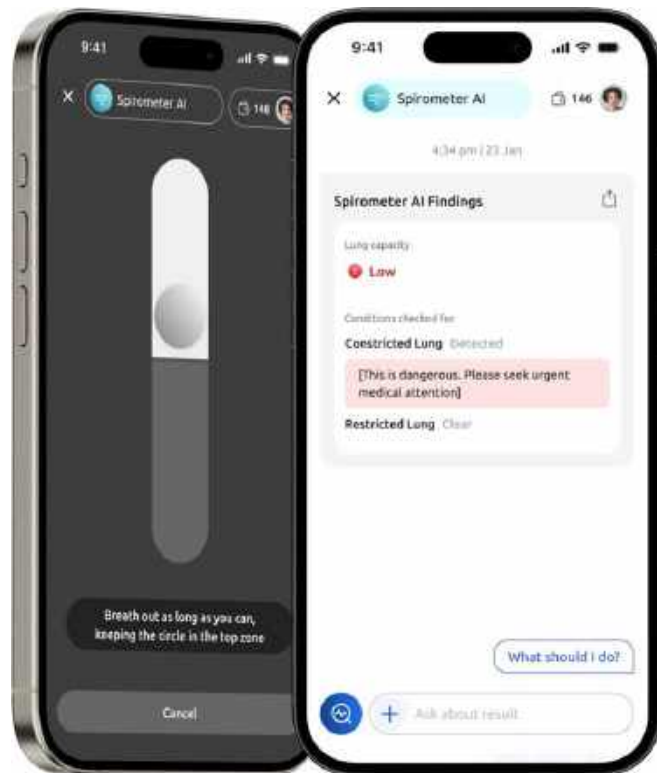
Takes
30 secs

Accurate
91%

Costs
\$0.25

Spirometer AI

Breathe into your mobile phone and check your lungs



Lung Health Breathe & know



Takes
15 secs

Accurate
98%

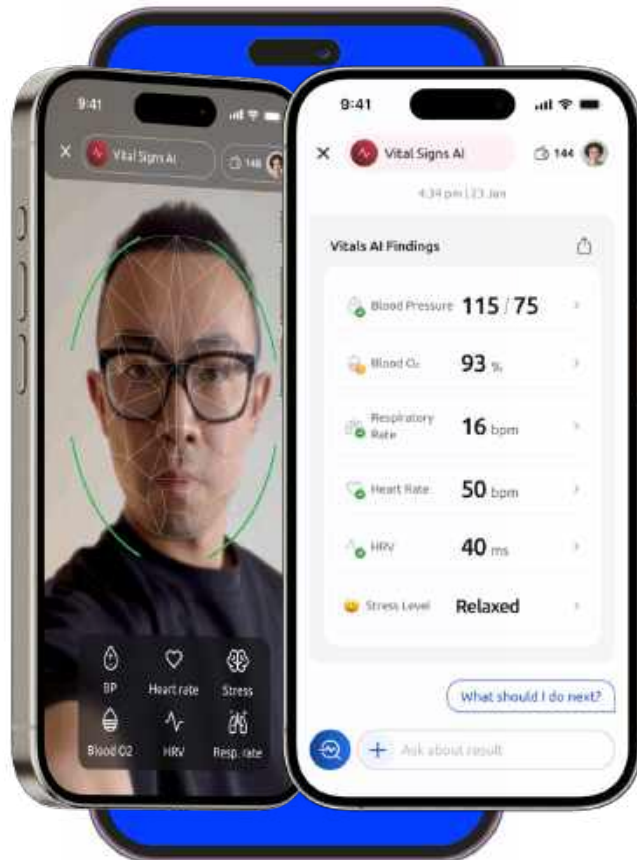
Costs
\$0.25

Conditions Observed:

Constricted / Restricted lung conditions and likely infections like COPD

Vitals AI

By scanning your face using your mobile, Helfie AI can check your body's vital signs



Vital Signs Scan & know

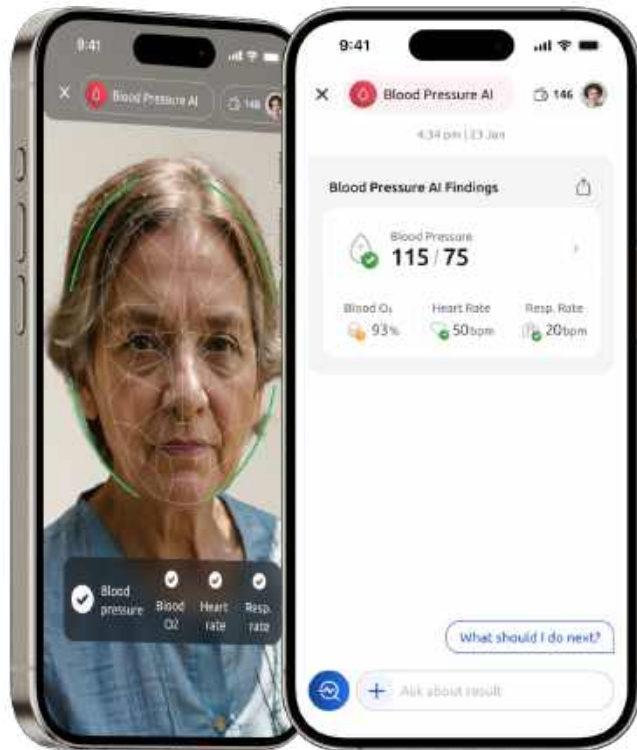


Takes
45 secs

Costs
\$0.25

Conditions Observed:

Heart Rate, HRV, Blood Pressure, Blood Oxygen, Respiratory Rate, BMI, Stress



Blood Pressure Scan & know



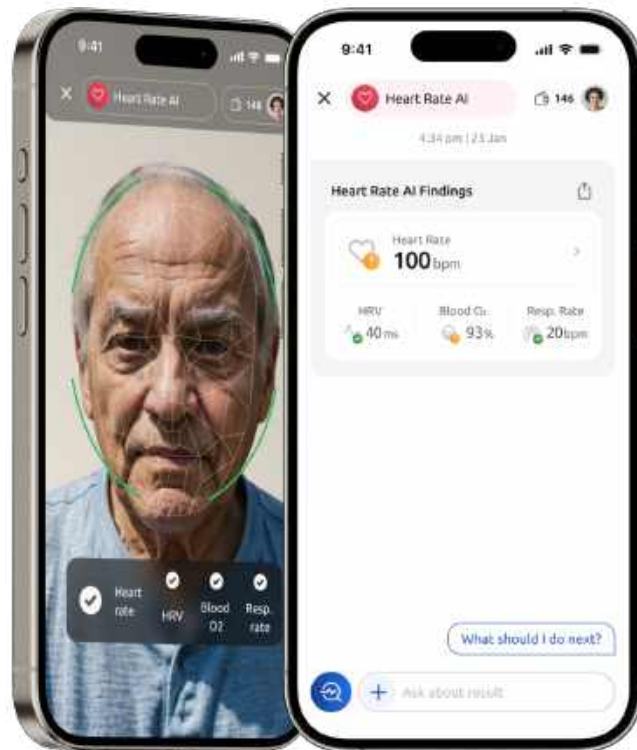
Takes
25 secs

Accurate
SBP +/- 10mmHg
DBP +/- 6mmHg

Cost
\$0.25

Conditions Observed:

Blood Pressure, Blood Oxygen, Respiratory Rate



Heart Rate Scan & know



Takes
25 secs

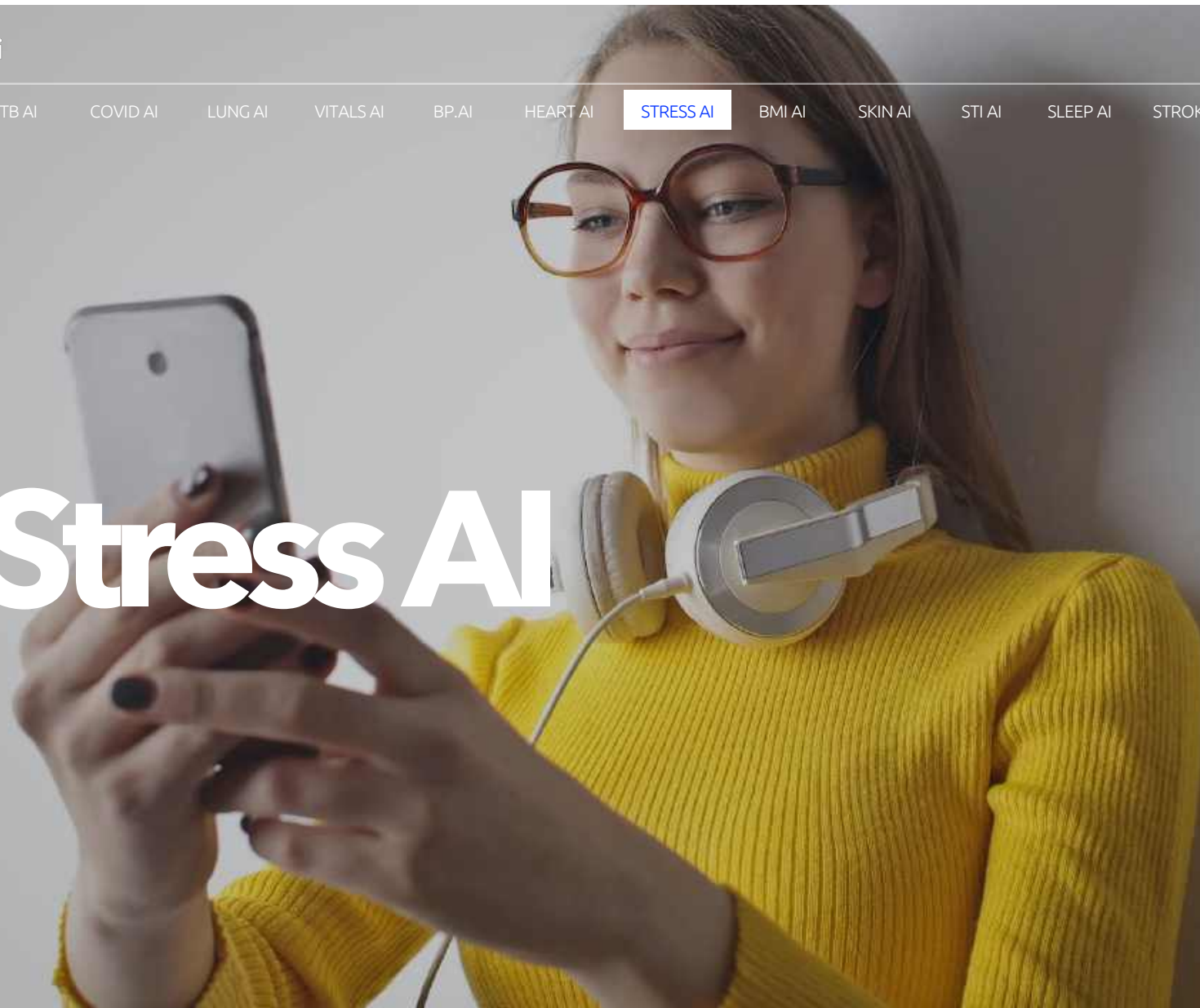
Accurate
+/- 3 bpm

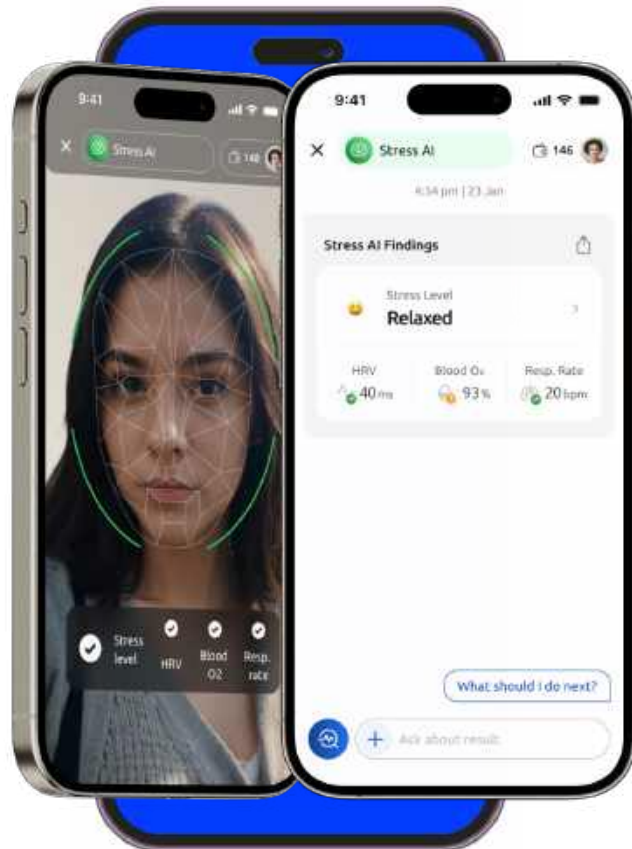
Cost
\$0.25

Conditions Observed:

Heart Rate, HRV, Blood Oxygen, Respiratory Rate

Stress AI





Stressed Scan & know



Takes
25 secs

Accurate
80%

Cost
\$0.25

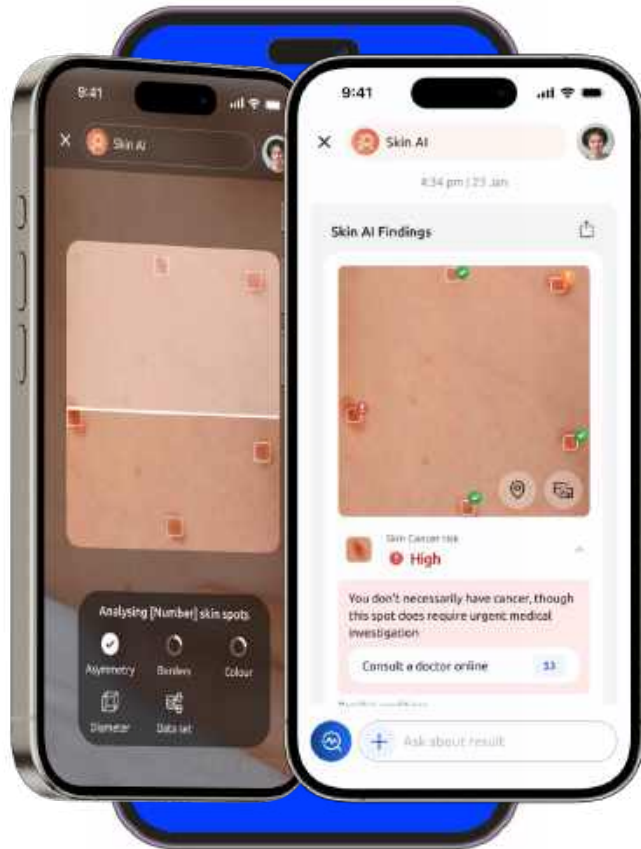


Conditions Observed:

Physiological markers for signs of stress

Skin AI

By taking a pic or video, Helfie AI can check moles for cancer risk



Skin Cancer Take a pic & know



Takes
15 secs

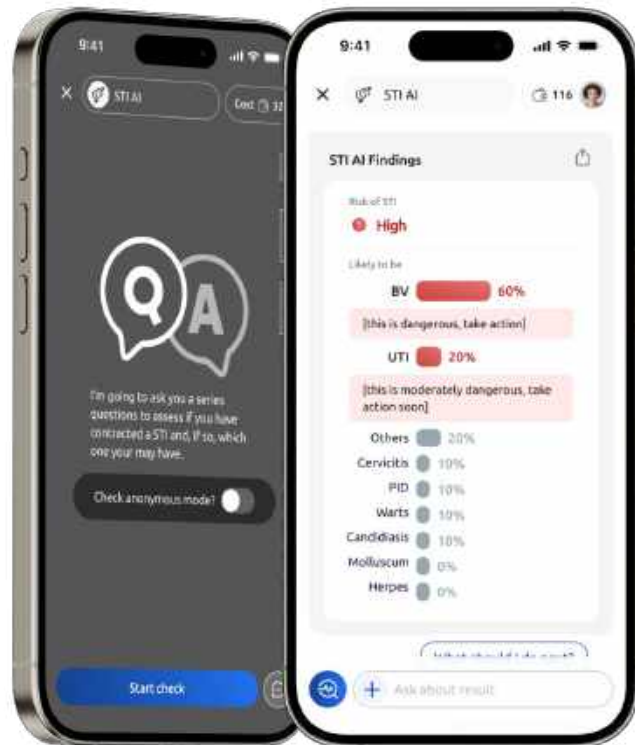
Accurate
91%

Cost
\$0.25

Conditions Observed:

All lesions for Skin Cancer Risk, and non-skin cancerous lesions

STI AI



STI Pic/chat & know



Takes
1 min

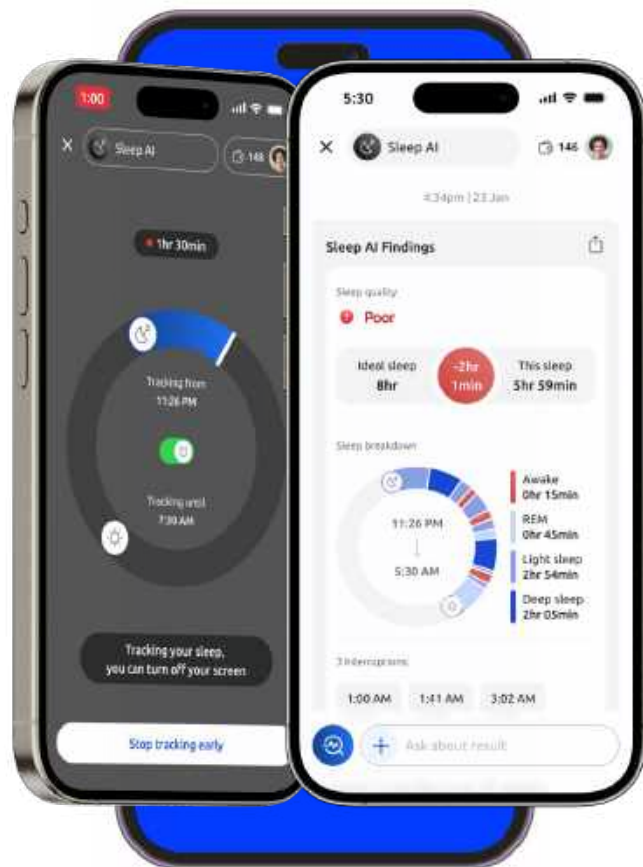
Accurate
90% +

Cost
\$0.25

Conditions Observed:

All Sexually Transmitted Infections

Sleep AI



Sleep Health Breathe & know



Takes
Sleep duration

Accurate
90% +

Cost
\$0.25

Conditions Observed:

Sleep Health, Breathing & Lungs, Sleep Apnea



 helfie.ai

COUGH AI

TB AI

COVID AI

LUNG AI

VITALS AI

BP AI

HEART AI

STRESS AI

BMI AI

SKIN AI

STI AI

SLEEP AI

STROKE AI

ENDOMETRIOSIS AI

Stroke AI

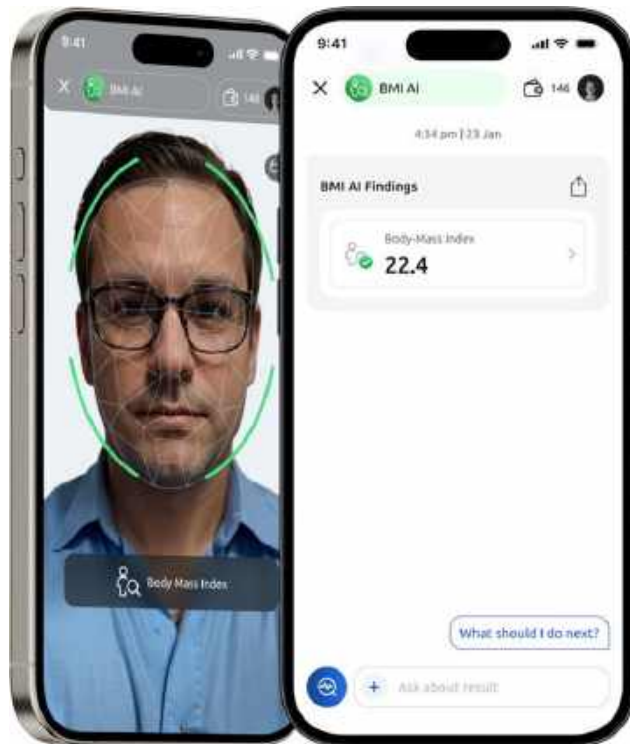


Endo- metriosis AI



AI HEALTH CHECKS

Body Mass AI



Body Composition Scan & know



Takes
30 secs

Accurate
90%

Cost
\$0.25

Observed:

Body shape and density, fat %, types of fat, weight circumference, muscle mass & more



Stroke Risk Chat & know



Takes
2 mins

Accurate
90% +

Cost
\$0.25



Conditions Observed:

Identifies risk of Stroke within 1-3-5 years



Endometriosis Chat & know



Takes
90 secs

Accurate
90% +

Cost
\$0.25



Conditions Observed:

Pain levels, presence of Endometriosis, and other conditions



Gut Health Take a pic



Takes
15 secs

Accurate
90% +

Cost
\$0.25



Conditions Observed:

Presence of gastrointestinal conditions like IBS, Coeliac Disease and Lactose Intolerance



Helfie AI will check for 90%+ of all human health conditions this quickly, accurately & inexpensively via mobile

Predictive Prevention:

Anticipating the emergence or onset of conditions earlier

Impact

Unlocking access to preventative health for billions of people around the world has the potential to profoundly impact people's lives



AI HEALTH CHECKS

AI HEALTH EXPERTISE

Super health intelligence at your command

The knowledge and capabilities of an entire healthcare industry - in everyone's hands



"Tell me about this?"



"Read & analyse this report"



"Should I eat this?"



"What did the Dr mean when she said...."



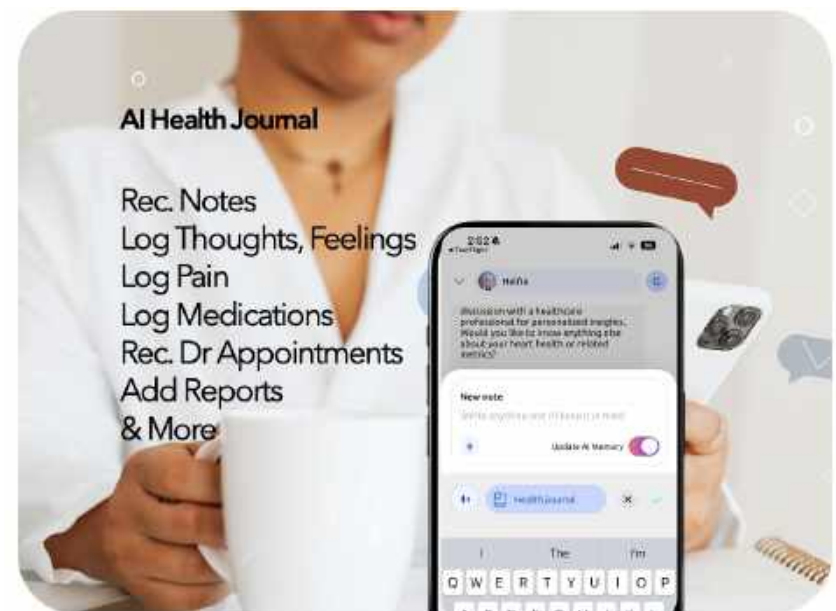
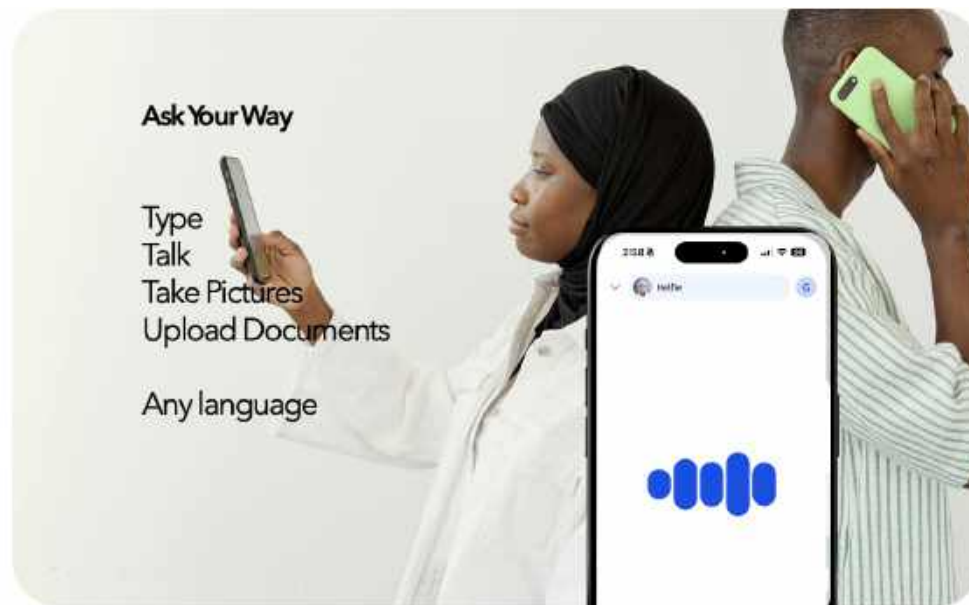
"Can't shake this headache"



"Is breast milk good for me?"

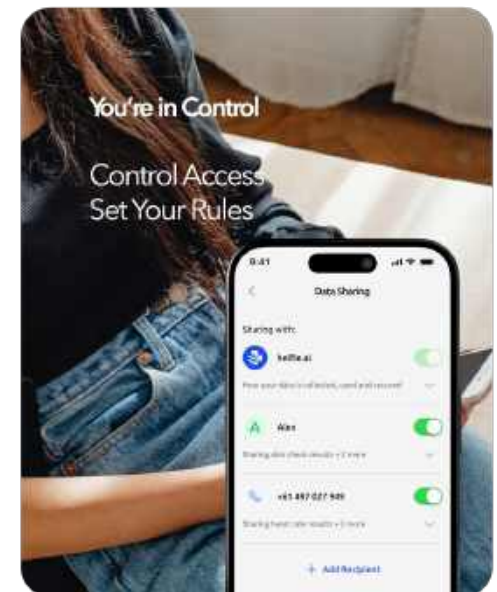
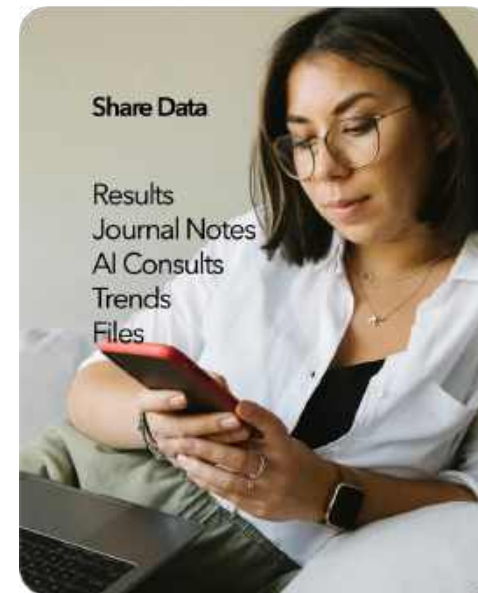
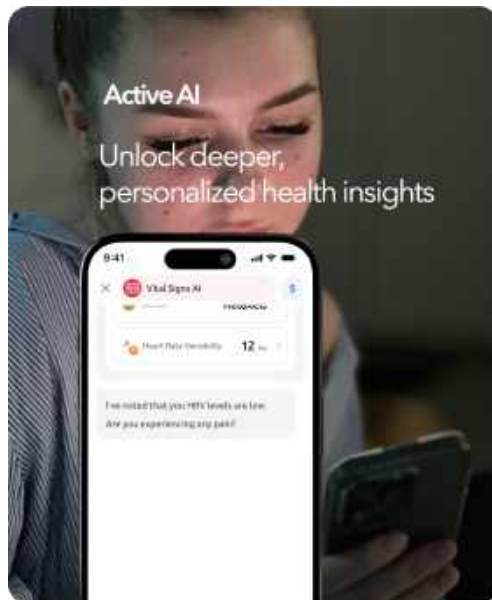
Helfie is pairing every human with their own Health AI

[How]



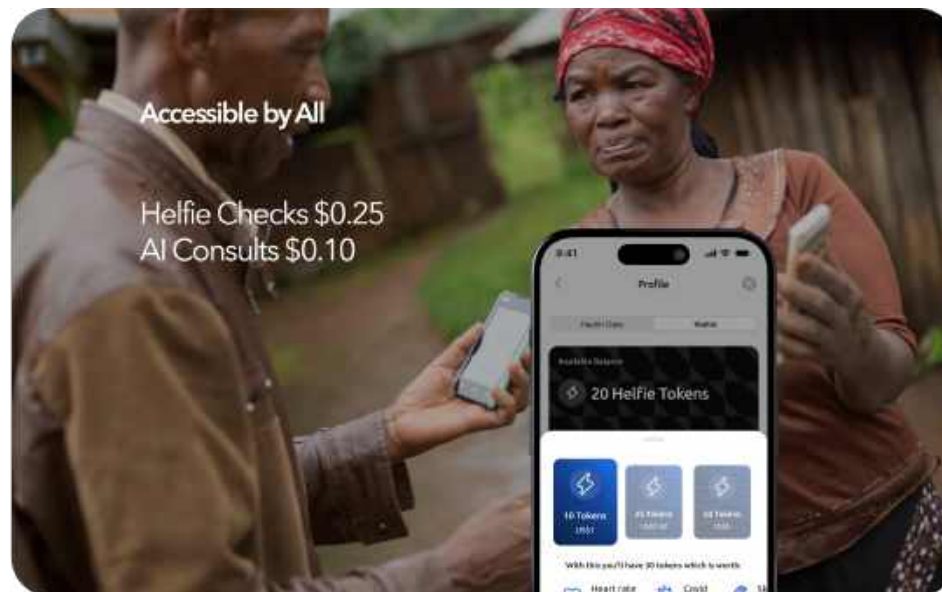
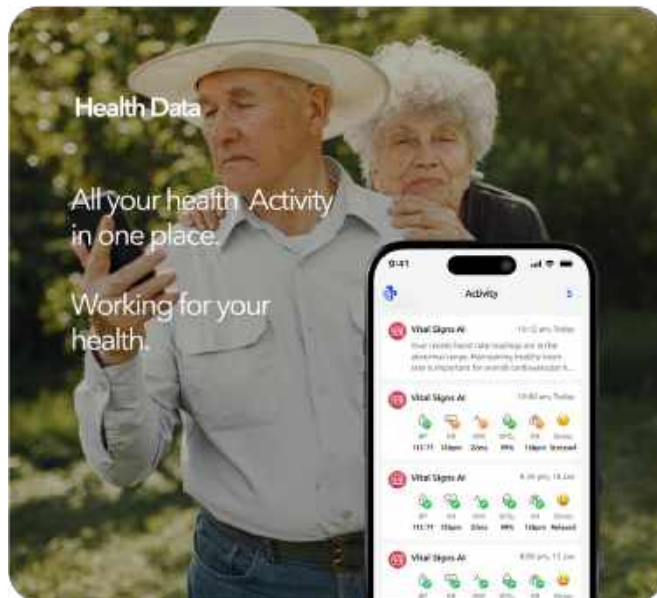
Helfie is pairing every human with their own Health AI

[How]



First health model scalable across all 8 billion+ humans

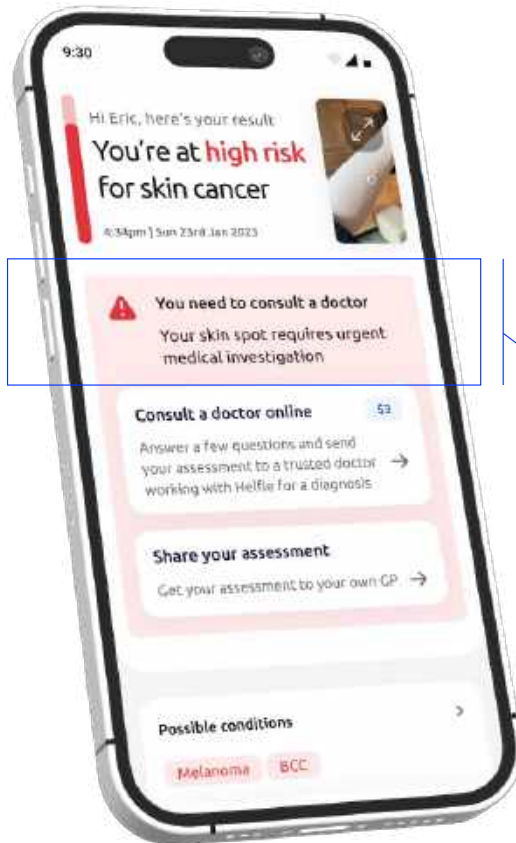
[How]





Informed and in charge

What happens after an AI Health Check, or when you
interact with Helfie AI?



Clear Next-Steps

With each AI result, Helfie lets you know what you should do next:



Medically

- What medical attention ought to be sought



Practically

- Personal action(s) that should be taken



AI Prompts

- Anticipates and prompts the next query.



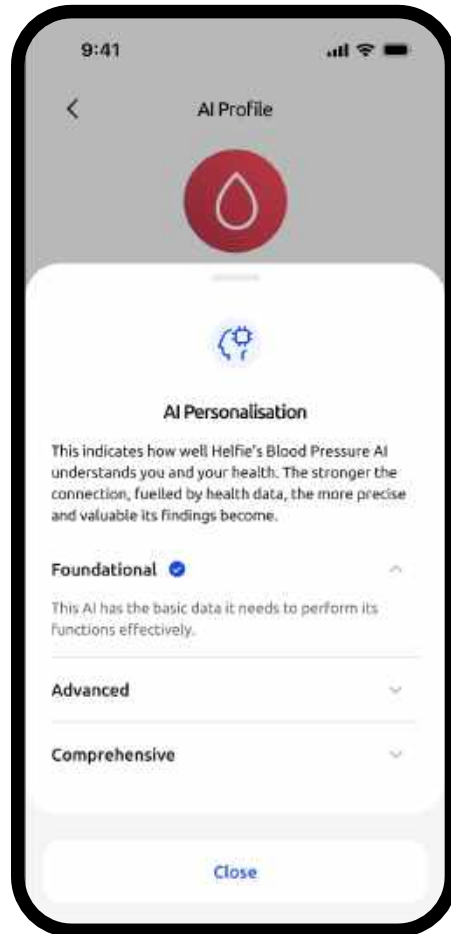
Other Actions

- Requirements of the check providers.

A woman's profile is shown in silhouette against a blue background. Overlaid on her face and neck is a glowing green binary code (0s and 1s), suggesting a digital or data-driven theme.

Health Data

Your health, your data ... Put to work to advance your health and wellbeing

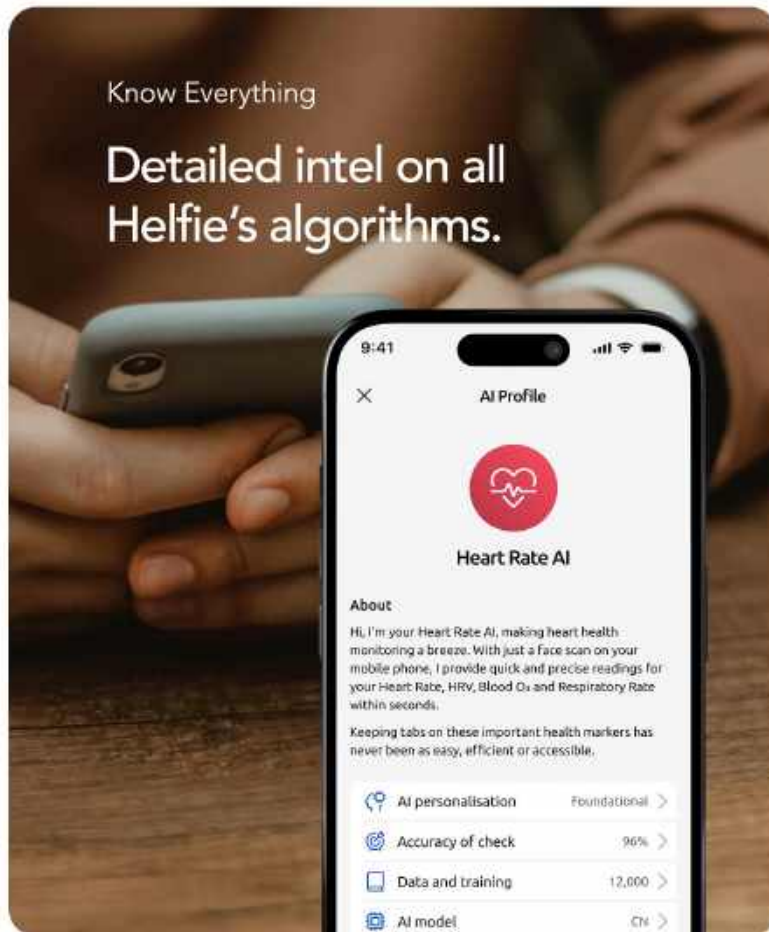


Your data makes *your* AI smarter

Helfie AI evolves with every interaction, learning from the data you choose to share. It remembers the details of all your interactions - big and small - so that each time you ask it something, it doesn't just respond; it understands.

By recalling this knowledge, Helfie delivers insights that are precise, thoughtful, and uniquely tailored to your circumstances. It's like having an AI that knows your health as well as you do - sometimes even better - helping you with information to make the right decisions, exactly when you need them.

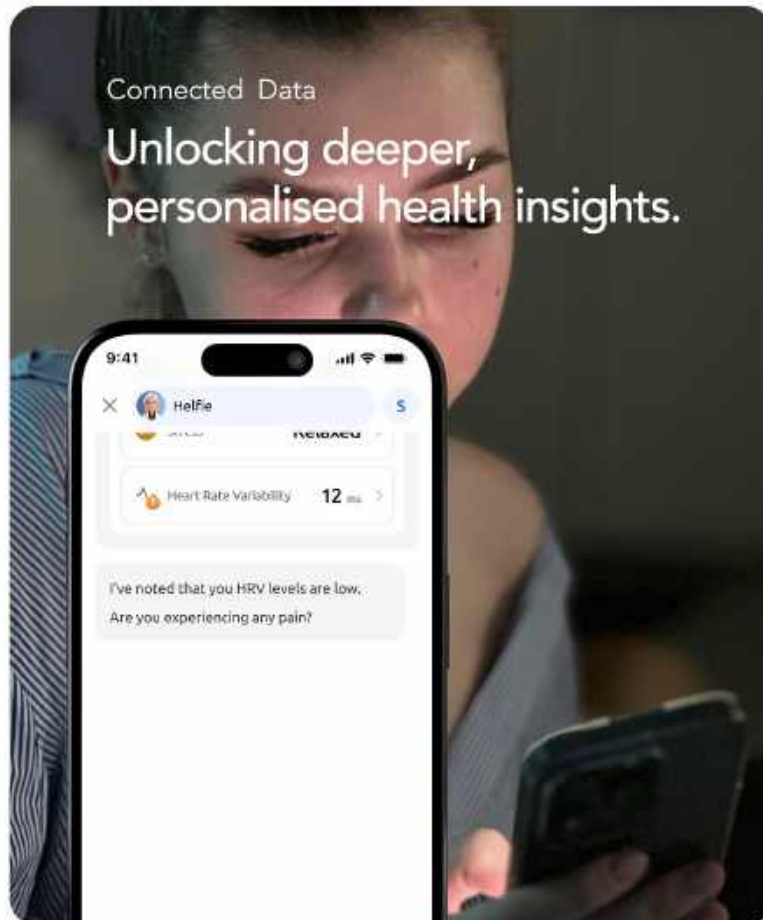




Know everything

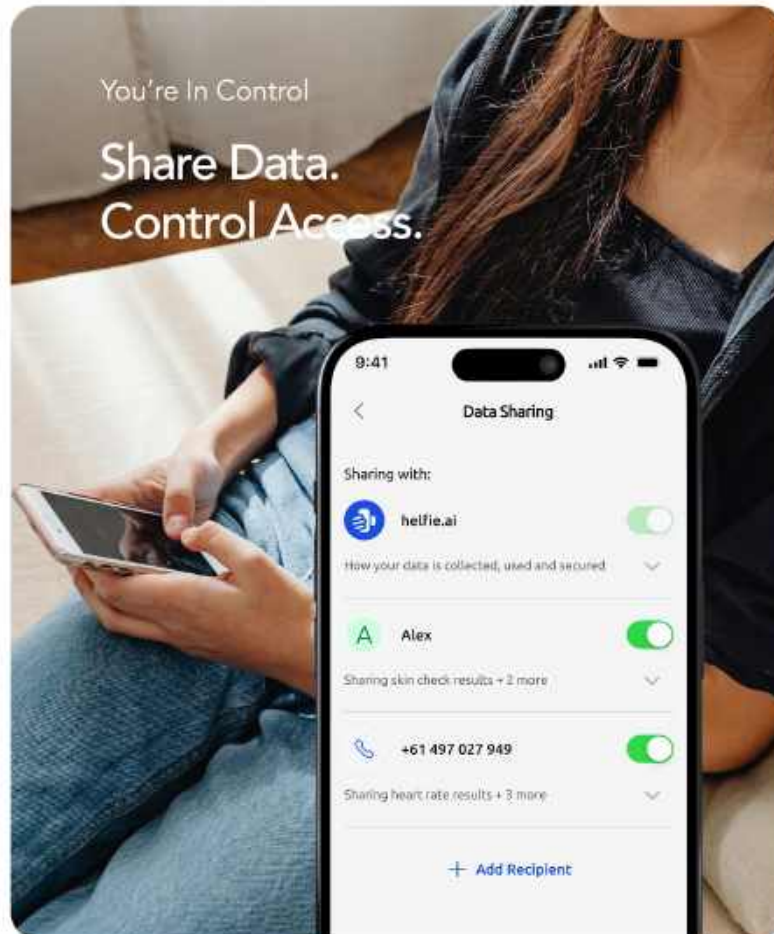
About the AI's that are working for you;

- How Accurate they are
- What data they have been trained on
- The credentials of the humans who created and trained them
- How they use your data



Your health data is "active"

Helfie AI doesn't let your health data sit still. It's in constant conversation with it - analysing, connecting the dots, and actively searching for important markers. By continuously processing information and identifying patterns, Helfie ensures nothing is missed, alerting you to what matters most, when it matters most



Your data is *your* data

In Helfie AI, your data exists for one reason only: to optimise your health

- You share your data
- You choose who sees your data
- You're in full control of your health data
- If your data has commercial value, you elect to realise it

Next – Your AI interacting with the health system

[How]



Your Health AI

Interacts with the entire healthcare ecosystem on your behalf – with one singular goal, optimising your health and wellbeing.

Talks, schedules appointments, shares data with doctors, carers



Tele Medicine



Doctor Booking



Specialist Referrals

Orders, monitor, assess, manages meds, treatment & care



Doctors Prescriptions



Script Fulfilment

Negotiates, optimises provider relationships



Insurance Rebates



Government Rebates



Donors & NGO's

Ensures all providers have data they need to make informed choices



Co-Diagnose (Dr+AI)



AI Checks for Liability (insurer)



Second Opinions

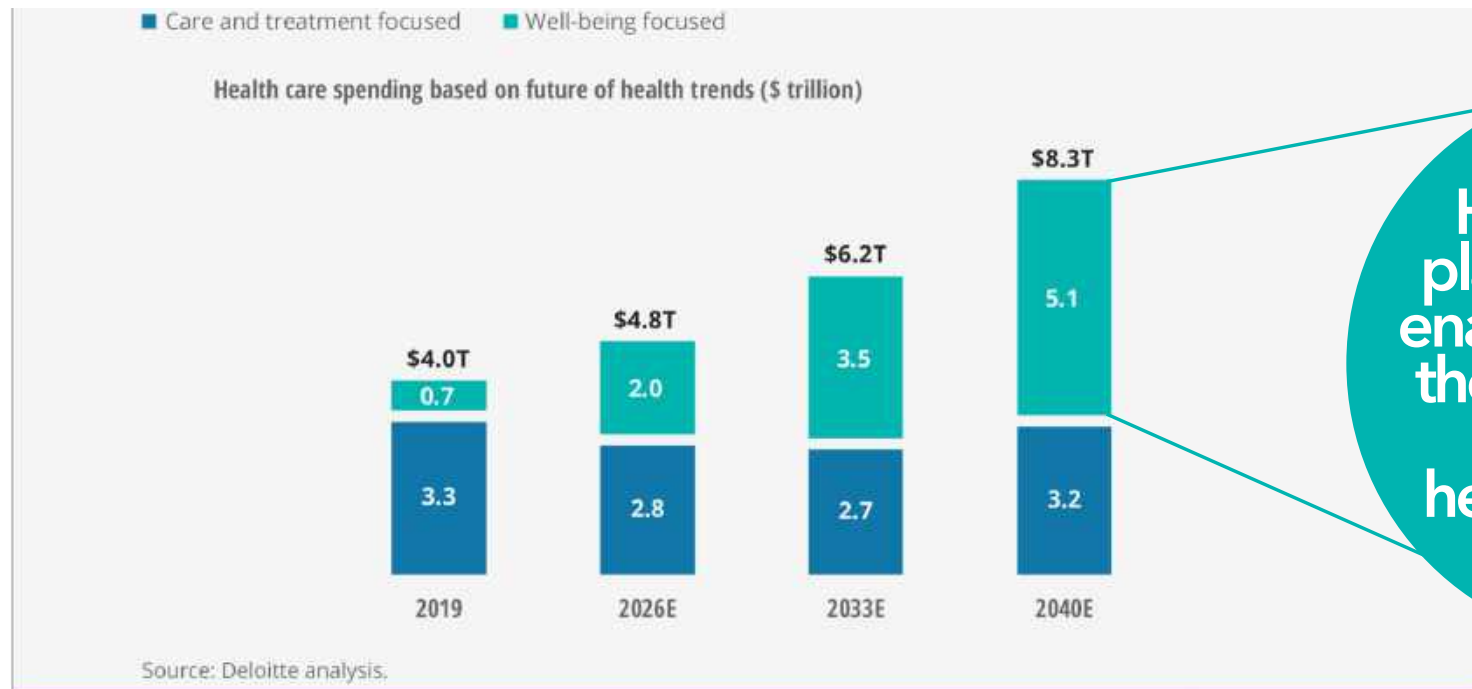
Capturing and realizing the value of health data for each human



A Multi \$ Trillion Opportunity

[The Opportunity]

By 2040, two thirds of all healthcare spending will likely be on well-being and early detection of diseases.



Helfie AI is the platform that will enable and power the transition to a preventative health economy.

**Unlocking widespread, regular participation in
preventative health demands that healthcare is this
easy, convenient, affordable**

The first AI-Powered Global Operating System for Preventative Health - Accessible by all of humanity



DEVELOPED MARKETS

**From days, weeks, months
and \$100's... to seconds
and a few cents**

For a simple a health check, or
see a specialist (if you ever get
around to doing it).



EMERGING MARKETS

**From nothing... to
checks in seconds for
a few cents**

Regular checks and health
expertise universally accessible,
and personalised.



INTERNET HEALTH

**From more Q's, anxiety
than answers... to clear,
personalized information**

Regular checks and health
expertise universally accessible,
and personalised.

End Capabilities Overview

For Information Contact:



George Tomeski
Founder & CEO
george@helfie.ai



Luke Housego
Chief Architect
Luke.housego@helfie.ai

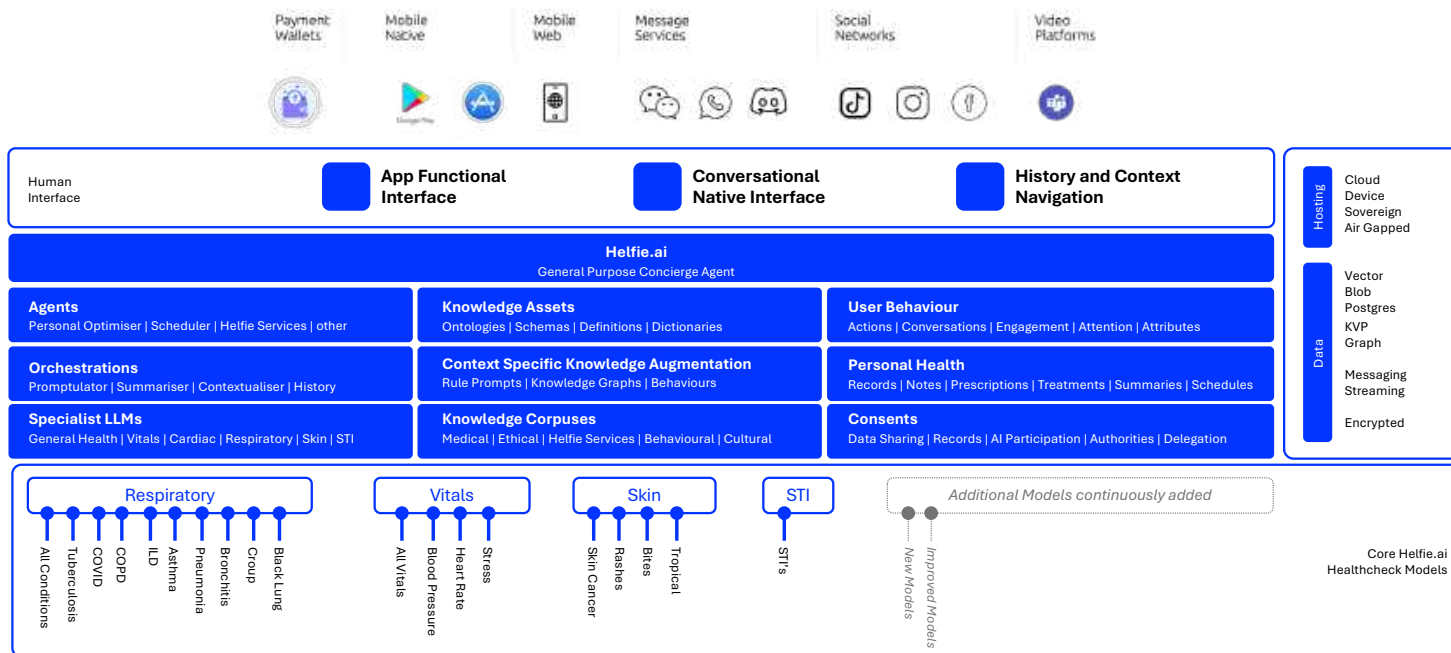


Nikhil Sehgal
CTO
Nikhil.Sehgal@helfie.ai



Helfie AI Network

First AI health network of its kind in the world – where an individual health context informs, drives and shapes the entire AI network for each user.



Helvie AI - Reference Architecture

