



Blood Pressure & Stress Pattern Detector Key Features!

**** Identifies Key Patterns Linking Personal Variables and Catalysts with Abnormal Blood Pressure, or Stress. Then Draws Helpful, Insightful Conclusions!***

**** Includes Positive, Colorful Charts and Graphs for User Understanding, Clarity and Healing.***

**** 100% Advertisement & Clutter Free!***

**** Offers New Learning, Holistic Insight and Understanding of Lifestyle Patterns and Blood Pressure.***

**** Absolutely Massive American, Canadian, Australian, S American, & European Market. Offering Excellent ROI Potential.***

**** Available on Google Play & Apple for only \$8.99 per year!***



Google Play





Market Problem

As we all are well aware, minus the few who manage to live in a mental bubble - the world's human population is currently on fire and decaying with stress. Financial pressures, deadlines, divided politics, ideologies, workplaces, homes and relationships. Unhealthy diets, faster rates of speed and consumption, an infinite race leading to infinite peaks and mountains, some for the better, some for the worse. It is the bittersweet fruit of progress and a beautiful at times, but intensely industrialized modern world. International war and security issues, displacement, hunger crisis, rapidly accelerating global warming, out of synch biorhythms, widespread, common depression. It is one with consequences, both positive and negative. And I understand, I did not list any of the good here, but there are space constraints and points to be made. The picture is not all dark, but nor is it all bright. Particularly within acute, stress related illnesses associated with this new era and evolving landscape. One of the primary health consequences and emerging trends is increasing blood pressure issues and misunderstanding in populations. This is not a myth, but a statistically proven rise and widespread problem. Also is stress, naturally associated with these paramount environmental and societal changes, performance demands and shifts.

Unfortunately - or fortunately, as a byproduct to this crisis and for our purposes here, it provides an excellent market for health, lifestyle and fitness related solutions and technology. The market for health and fitness apps was estimated at \$8.2 billion in 2022, and is expected to increase to \$35.7 billion by 2030. Customers and individuals with blood pressure and heart issues are commonly seeking alternative healing, assistance and knowledge. Cardiovascular centers at major universities and hospitals have 3 - 6 months (or more) wait periods for appointments. Answers ironically arrive slowly, through various prescriptions, multiple visits, testing, trial and error. Where stress, blood pressure and heart issues are commonly viewed and diagnosed without concrete solutions, and are often misunderstood. In the new, epic, stress laden modern world, heart and blood pressure issues are becoming ubiquitous and prevalent. The heart and body's circulatory system is a sensitive organ and is highly receptive to environmental stimulants and stressors, these including emotional, mental, chemical and psychological.

On a specific market level, for our concerns here, currently there is no similar blood pressure app that actually synthesizes and analyzes data over time, specifically searching for patterns and conclusions in this critical way. The quality of our product - and low price point, sets it apart. Most importantly, the particular combination of elements and dynamics which lead to high or low blood pressure. This makes ours a unique, ground breaking concept, with immense potential. Particularly in future models, such as Psychology, which we anticipate over 1 million downloads in 3-5 years.

How We Provide a Solution

This unique Blood Pressure App helps to fill this gap, and offers reliable, strong, inspiring hope, relief and awareness. Yet the price is very balanced, moderate and so are the expectations. There are no extremes here, which we feel leads to increased chances and rates of success. Our App helps present user based data and input in highly constructive, intelligent, productive manners. But at the end of the day meets FDA clearance standards for a non medical device/exemption status, is HIPPA compliant, insured and protected. Partially because it avoids crossing certain lines, diagnosis and using specific language. It simply constructs user data in a meaningful way. We offer a unique view and lens of the customer's lifestyle data, input and answers to important questions. We construct it into a new age concept and analysis, which is safe, relevant, trustworthy. And ultimately deserves it's rightful place and home in the health technology field. All of which is available to the general public. As noted in the holistic vision of Pattern Detector, similar knowledge has been an elemental aspect of ancient religions, alternative health practices, science and study for 1000's of years, but is slowly becoming lost. We have attempted to design and create something beautiful, intelligent and inspiring.

Market Comparison

Please perform a brief comparison and search via Google Play, on your tablet or laptop. Visit the Google Play Store and type in the key words *Heart Health*, or *Blood Pressure Analysis*. Please do so via tablet or laptop where competition is significantly reduced and limited vs. a mobile phone. You will see a variety of heart apps, but none of which actually analyze for patterns. Download numbers vary between apps from 50k to 500k, several have 1 million downloads, and a few over 5 million. For our purposes, please view the *Cardiogram Heart IQ*, which is a much more sophisticated app and has earned over 5 million downloads. It is \$55 per year. Let's assume 2 million of these folks paid for the subscription. That's an amazing \$110 million in gross profit, not including renewals. The scope and purpose of the *Cardiogram IQ App* is different, yet ours is simply a slightly separate branch or offshoot, on the very same tree. On a pivotal point, our price is 84% less and performs a very unique role and function. Yet if assuming we capture only 10% of that number (5 million), at 500k downloads for 5 years, we are still looking at very nice profit projections - with the potential for substantially more.

Target Market

It's a simple theory; the target market is anyone who uses a mobile phone, tablet or laptop regularly, is health conscious, willing to be or learning. Which is an extremely large percentage of the modern population across the world. Particularly the US, Australia, Canada and Europe. We are seeking individuals primarily between the ages of 35-80, while beginning to experience blood pressure and stress problems. We will be reaching an international market and the potential there is phenomenal, positive and widespread. One must understand, we are generally only vying for a combined 5,000 downloads per month between Apple and Google Play. Due to an international market, anticipated high quality, appealing product, and lastly utilizing both Android and IOS operating systems, the odds are in our favor that we will accomplish these reasonable sales and market goals. Thank you again for listening and reading.

The Big FDA Question? (Addressed)

Naturally there is an Elephant in the room, which needs to be addressed before acquiring capital - and launching this positive, breakthrough holistic health App. To be perfectly honest, the same holds true and is relevant with future, similar models (our next interest currently is psychology). I understand after talking with different folks, a few are concerned, have questions, and several are confident in giving us a green light. Here is how we address the issue of, *can this be perfectly safe, legal and successful - without a long, laborious FDA approval?* The answer is Yes. Absolutely. Risk is a mild aspect of that response, but naturally risk is a part of everything we do in life. Even ironically closing a car door! (Humorously, I won't include my story here).

I would like to first cite the issue and double standards of supplements not requiring FDA approval. Supplements can genuinely be dangerous, toxic and problematic to the human body, and yet require absolutely zero FDA oversight and approval. Naturally they have great positive benefits as well, and I definitely believe in and use them. They are actually a food born substance - often from powerful plants, roots and herbs that are digested into the human body. Yet again, ironically they do not require FDA oversight. The risks of inexperienced supplement use and experimentation are literally 10 to 1000 times greater than the use of this benign blood pressure and stress analysis App. It is even debatable that there is extremely low, to no risk of using our pattern analysis. So that is one philosophical, legal and ethical defense of why Pattern Detection should not need an FDA approval. Secondly, all models of Pattern Detector will be fully insured and protected with commercial insurance by The Hartford. Which is certainly a degree of protection, security and peace of mind. I have secured an initial quote for up to 100k downloads. Higher download levels require a second review for accurate price and quote adjustment.

I'm aware and agree, it's not quite sufficient to cite just one or 2 examples and answers, and leave it at that. Let's now take it straight from the horse's mouth - the FDA! The FDA has compiled an extensive 12 page list of technology that it **DOES NOT** want in an application process & exempts from FDA requirements. Let's look at where Pattern Detector fits into some of these categories. A complete, more extensive list can be found at the FDA's official website;

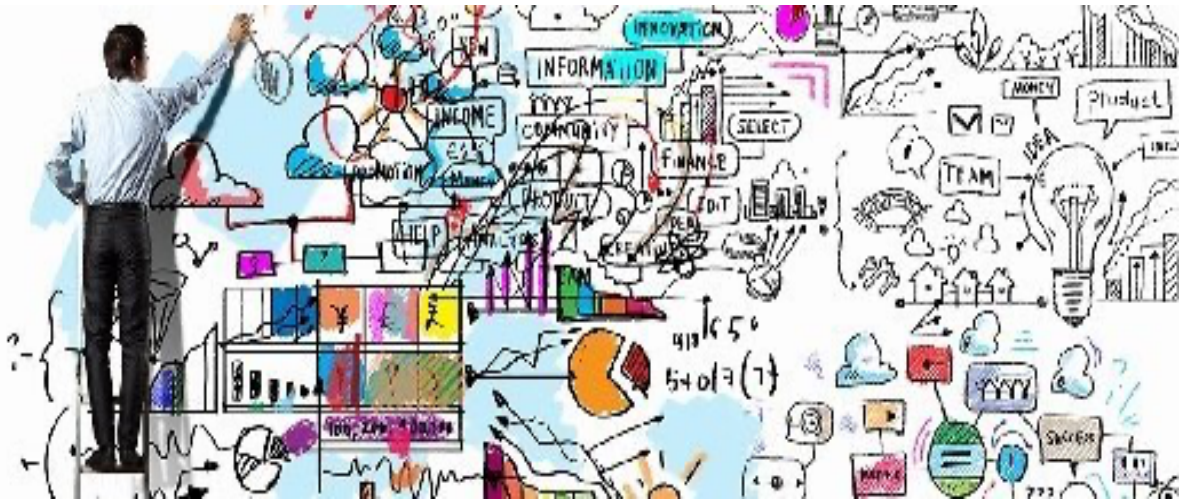
<https://www.fda.gov/medical-devices/device-software-functions-including-mobile-medical-applications/examples-software-functions-are-not-medical-devices>

" 6. Software functions that are intended for individuals to log, record, track, evaluate, or make decisions or behavioral suggestions related to developing or maintaining general fitness, health or wellness, such as those that:"

* Please see FDA Website. Thank you.

" 12. Software functions that provide patients with simple tools to organize and record their health information – These are software functions that provide patients with tools to organize and record health information without providing recommendations to alter or change a previously prescribed treatment or therapy. Examples include:

- Software functions that provide simple tools for patients with specific conditions or chronic disease (for example, obesity, anorexia, arthritis, diabetes, heart disease) to record their events or measurements (for example, blood pressure measurements, drug intake times, diet, daily routine, or emotional state) and share this information with their health care professional as part of a disease-management plan."



The Holistic Vision of Pattern Detector

Pattern Detector uses highly relevant user input, answers and information to cohesively streamline important, unified conclusions for awareness, healing and health purposes. In this model it is used to relate and link user catalysts to abnormal blood pressure (and stress). Over time it analyzes and identifies patterns, where personal catalysts and blood pressure problems connect, or intersect in the middle. The primary theme is that variables and catalysts, when united, interact and create health issues. Because essentially their behavior and effects can change when combined. It is a matter of how they come together in certain combinations, to create high blood pressure or stress for example. Which are all highly subjective and unique from individual to individual. This concept can be greatly expanded to additional health fields and areas. It is similar to discovering the combination to a lock or password that opens an important door or answer. The questions are meant to dig slightly deeper under the surface, and prompt the individual to stop, think and reflect.

Pattern Detector operates on one important, emerging phenomenon and truth in the modern world. That being the world and it's people are operating at exponentially faster paces and speed than any point in history. Consequentially people have lost touch with something special - an inherent, intrinsic skill in their body, mind and spirit to heal. It actually starts with the ability to listen within. Unfortunately this natural gift and ability has been mired by 100's of years of conditioning and distraction. Humanity is losing it's gifts of connecting and good consciousness. Generally speaking, societies are moving too fast in the modern world for authentic well being. To pause daily, connect, mentally process, reflect and absorb the truth and intimacy which surrounds them. Over time excess speed and stress is clearly corrosive to the brain, energy and our life force, and leads to a decline in mental clarity, awareness and ultimately identifying one's own patterns hiding just under the surface. And of course, solutions as well ~

There is clearly a complex story to declining health in America and the world, which is where our project, idea and product suddenly becomes viable. One sees the story slowly happening all around us, and is relative to history as well. There have been few golden ages in civilizations, but yes there have been several. Yet despite all of it's fruits and benefits, the 21st century has generally produced a commonly intense lifestyle of degrading one's self with stress related illness, all to sustain it and survive. This is common in the highly intelligent, educated and affluent as well - they are not excluded from this picture. Next we run to audaciously expensive clinics, doctors, tests and procedures to fix ourselves. Some may say, well what's wrong with that? Because it's a broken way of system and living, is non sustainable - and literally breaks and causes more problems than it fixes. It is the analogy of attempting to fill a bucket with water, that is full of small holes. The bucket will never become full or whole this way. In many instances it's depleting sensitive budgets, homes and families, while adding further complexity. I see it often, and many ask what are the solutions? Yet this is also the emerging dawn of a new era and hope in the 21st Century. As every great era has held similar promises and changes before us. There is Light..... People are inherently good. Many are seeking new ways of learning, growing, living & being.

Serendipitously, this is where Pattern Detector helps individuals to regain sacred ground in their personal battle for innate, better health and healing. It subliminally draws on ancient philosophies, healing practices, & religions which are 1000's of years old, from proven techniques, such as the Tao, Buddhist philosophy and Yogic Science. Which essentially view a universe as a matrix of elements that exist exteriorly - and within, which are all interconnected. This is what we are looking for - the interconnectivity! These elements and dynamics coalesce to ultimately produce our experience of existence and life itself. In our case here it's blood pressure, stress, well being and whole states of oneness.

Pattern Detector digests these personal elements and catalysts in 10 minutes or less, then carefully analyzes and streamlines them over time, and in the final step identifies hidden patterns. Ultimately drawing moderately advanced, helpful conclusions. It's foundation and roots ensuring success is the virtue of balance. It's not designed to be too simple - or too complex. This all leads to awareness healing, understanding, hope and ascension or vertical progress. Regardless of specialized visions of the product, descriptions and aspirations, Pattern Detector's purposes on a more down to Earth basis can expand across multiple fields and areas - particularly Fibromyalgia, Psychology and Bio-Rhythms. It has universal potential and extremely unique purposes, within not only it's uses for the individual and society, but excellent marketing, business and sales potential as well. Thank you and we hope to collaborate with you for the ultimate in health, healing and states of oneness ~

Here's how it works!

*** Please Note; These are Very Raw Concepts and Not What the Actual Finished App Will Look Like. Please View Our Prototype. Thank you.**

The Individual is first prompted to fill in personal information, password and signs a simple medical liability release ~

Next, the Individual simply fills out a brief, 5 - 10 minute questionnaire ~

Here are some sample questions.....

(Q) Within the recent 12 hours, have you experienced any of the following? You can have more than one answer for each question. Also, if you are not comfortable or don't feel up to it, you can skip any question at any time and move forward. Pattern Detector will simply adjust and correct for it later in our analysis!

Please check each box that applies! Then Answer Accordingly.

- 1) Stimulants - Yes/No
 - a. Alcohol
 - b. Caffeine
 - c. Tobacco

- 2) Stress Levels - Yes/No
 - a. Mild
 - b. Moderate
 - c. Severe

- 3) Recent Exertion &/or Exercise - Yes/No
 - a. Mild
 - b. Significant
 - c. Extreme or Intense

- 4) Diet - Yes/No
 - a. Light
 - b. Moderately Heavy
 - c. Unhealthy or Extremely Heavy

- 6) Mental Tension/Stressors - Yes/No
 - a. Excess Screen Time
 - b. Excess Study, Writing, Analyzing or Concentration
 - c. Extreme Thinking, Reflecting or Worrying
 - d. Conflict Resolution, Arguing, Intense Debating or Pushing

- 7) Over the Counter Medications - Yes/No
 - a. Anti Allergen
 - b. Stomach
 - c. Headache/Pain/Anti Inflammatory
 - d. Please Fill In or Describe

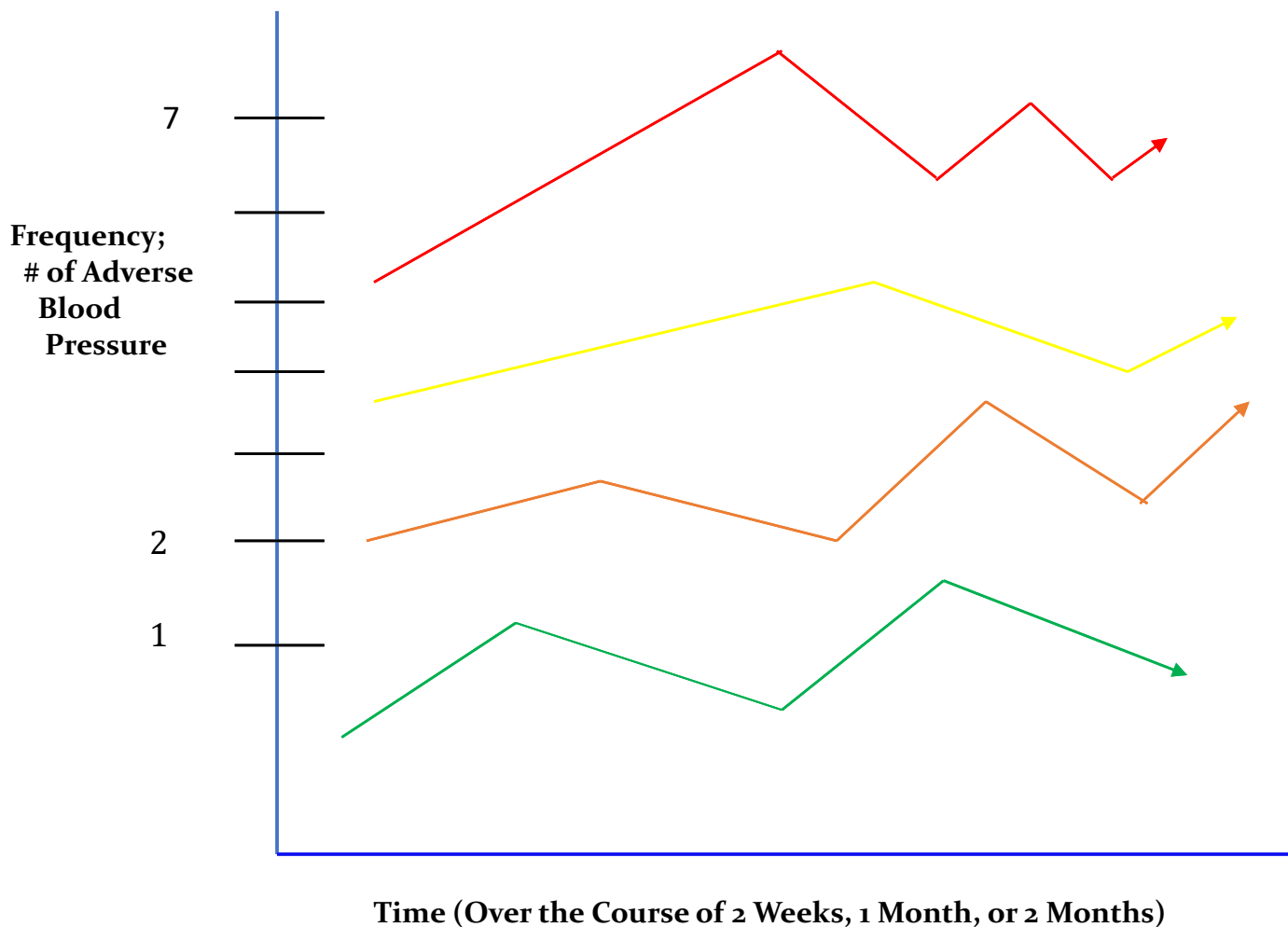
- 8) Climate - Yes/No
 - a. Hot Climate or Extreme Heat
 - b. Moderate or Pleasant
 - c. Unseasonably Cold or Extreme Cold
 - d. Cold Combined with Moisture, Heavy Rain or Snow

- 9) What was your sugar level & intake recently, at or around the time of blood pressure test? (your best estimate is fine) Would you label it as:
 - a. High
 - b. Moderate
 - c. Low

**** Plus 10 more relevant Questions with Subsets to Answers!!**

Next the User downloads an external blood pressure reading, or manually enters one. Then over a specific time period; such as 1 week, 2 weeks or 60 days, the Individual intermittently returns at any time to answer the same questions. At the end of the time period, Pattern Detector crunches the data and provides 4 total, yet separate and unique, helpful, insightful conclusions.

Basic Example of BP Pattern Detector Conclusion #1



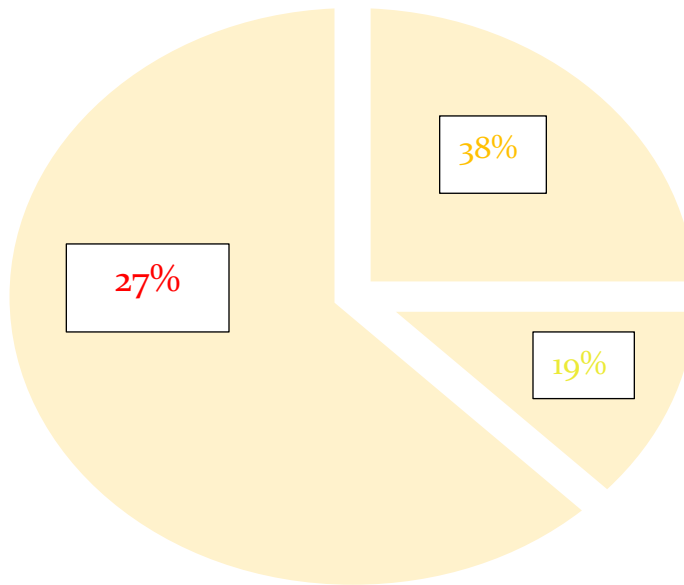
Pattern Detector Warning System Explained; Abnormal Blood Pressure Data

- * Catalysts Definition/Explained - Yes to Questions in Questionnaire
- * Algorithm is Enhanced by Weighing and Eliminating Certain Answers

- A) **Green** = 1-3 Key Catalysts (Safe)
- B) **Yellow** = 4-6 Key Catalysts (Caution)
- C) **Orange** = 7-8 Key Catalysts (Warning)
- D) **Red** = 9 or More Key Catalysts (Alarming)

Blood Pressure & Stress Pattern Detector

Conclusion 2



Pattern Detector Found the Following Conclusion from Your Blood Pressure Data!

*** Please Note: Due to High Number of Variations and Space Constraints, Only Your Most Prevalent, Relevant Answers Are Listed.**

*** 14% of Your Abnormal BP Data Had Only 1-3 Key Catalysts;**

Variables or Catalysts Listed.....

*** 19% of Your Abnormal BP Data Had 4-7 Key Catalysts;**

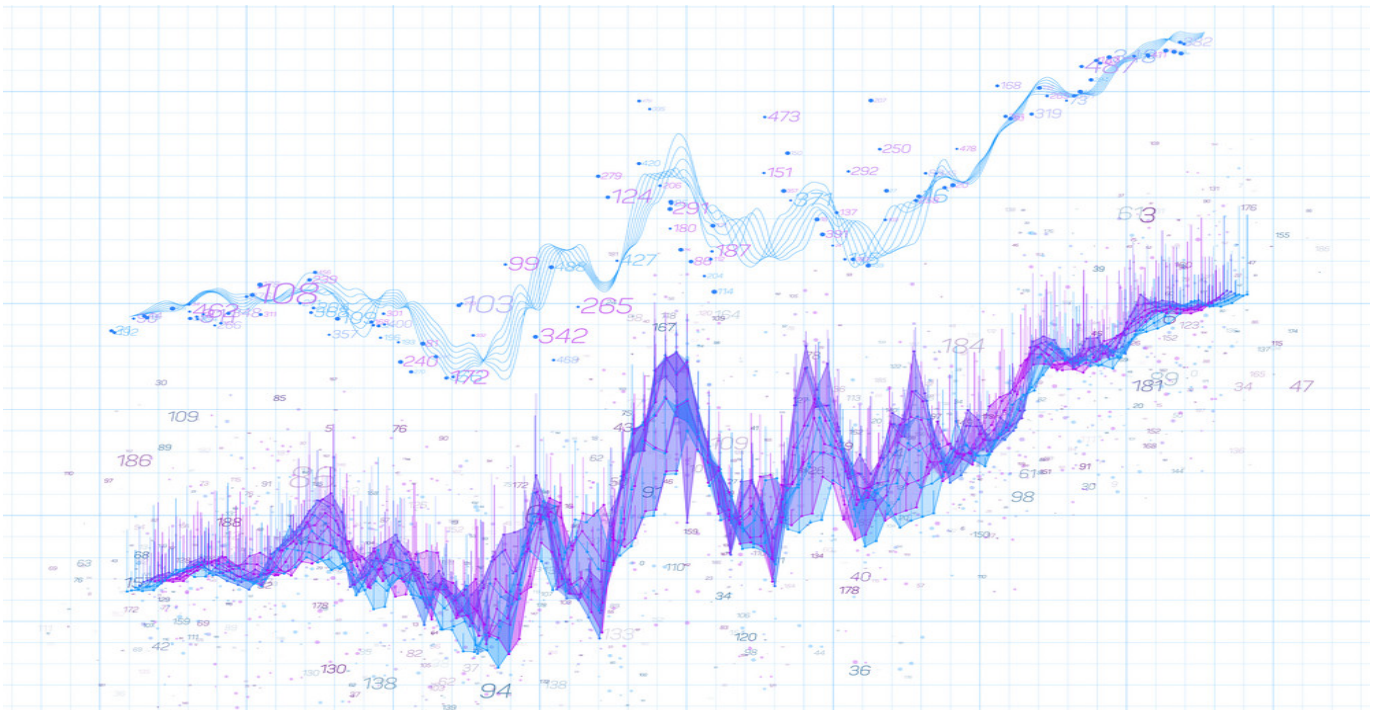
Variables or Catalysts Listed.....

*** 40% of Your Abnormal BP Data Had 7-8 Key Catalysts;**

Variables or Catalysts Listed.....

*** 27% of Your Abnormal BP Data Had 9 or More Key Catalysts;**

Variables or Catalysts Listed.....



Ultimate Pattern Detector Conclusion

Pattern Detector will have an Ultimate, Final Conclusion, identifying the top 2 most relevant, identifiable Patterns, from a special, advanced algorithm created by my colleague and Trigma Software Builders. It will be very effective. The App also will include a beautiful dashboard, insightful holistic learning, settings and history, where the user can choose to download previous results as a PDF file. These can be shared for any future health & psychology collaboration. Thank you!



Primary Capital Request

**Investment in 1 App Model = \$100,000
(Please Note, this is Negotiable)**

**Offering a Respectable 37.5% Share of Gross Profit to Investor
(Deposited Immediately on a Monthly or Quarterly Basis
According to Your Preference, After Initial Google & Apple Fees).
I Will Pay for All Monthly
Operating Costs!
Business Terms are Flexible and Negotiable.
Thank You!**

Initial Distribution of Capital

- Trigma Software (Android & Apple Tablet, Mobile and Laptop App) = \$37,800
 - Continued Project Management, Quality Control & Oversight
(4 Months During Build Time) = \$8,000
 - Commercial Insurance for 1 Year = \$997
- Legal Fees (for example, creation of medical liability release to be
used in App, transition to LLC, business contract, etc.)
= \$5,000
 - Initial Marketing & Advertising for 1 Year = \$44,000
 - Trademark Application, Misc. = \$4,000

Total = \$100,000

Conservative Profit Scenario

Acquire **250k in Downloads** over the Course of 5 Years via Google Play and Apple, with Additional **62.5k in Renewals (25% Renewal Rate)**.

Download Goals, per Year:

30k in Year 1 = Approximately 2,500 Downloads per Month

40k in Year 2 = Approximately 3,300 Downloads per Month

50k in Year 3 = Approximately 4,160 Downloads Per Month

60k in Year 4 = Approximately 5,000 Downloads Per Month

70k in Year 5 = Approximately 5,830 Downloads Per Month

* Available for Download via Android & Apple Tablet, Mobile Phone and Laptop

Total Gross Profit:

\$8.99 Per Download, for 1 Year of Service = **\$2,809,375**

Costs/Deductions for 60 Months:

- 30% Google & Apple Fee = **\$842,812**

- 37.5% Investor (Immediately After Google & Apple Fees) = **\$737,461**

Operating Costs for 60 Months:

* (Please Note - I will pay for these out of gross profit):

- \$125k Marketing & Advertising (\$25,000/yr. x 5)

- \$5k Commercial & Professional Insurance (\$1,000/yr. x 5)

- \$8,040 Extra Data Storage (\$134/mo. x 60)

- \$66k Trigma Monthly Maintenance & Upgrades (\$1,100/mo. x 60)

- \$125k Personal Assistant for Cardiovascular Center Communication and Canvassing, Various Office & Internet Tasks, etc..
(\$25,000/yr. x 5)

Investor's Total Profit = \$737,461.00

Minus Original 100k in Capital = \$637,461.00

Moderate Profit Scenario

Acquire **345k in Downloads** over the Course of 5 Years, via Google Play and Apple, with Additional **85k in Renewals (25% Renewal Rate)**.

Download Goals, per Year:

30k in Year 1 = Approximately 2,500 Downloads per Month
50k in Year 2 = Approximately 5,000 Downloads per Month
75k in Year 3 = Approximately 6,250 Downloads per Month
90k in Year 4 = Approximately 7,500 Downloads per Month
100k in Year 5 = Approximately 8,300 Downloads per Month

* Available via Android & Apple Tablet, Mobile Phone and Laptop

Total Gross Profit:

\$8.99 Per Download, for 1 Year of Service = **\$3,865,700**

Costs/Deductions for 60 Months:

- 30% Google & Apple Fee = **\$1,159,710**
- 37.5% Investor (Immediately After Google & Apple Fees) = **\$1,014,746**

Operating Costs for 60 Months:

* (Please Note - I will pay for these out of gross profit):

- \$125k Marketing & Advertising (\$25,000/yr. x 5)
- \$10k Commercial & Professional Insurance (\$2,000/yr. x 5)
- \$14,400 Extra Data Storage (\$240/mo. x 60)
- \$66k Trigma Monthly Maintenance & Upgrades (\$1,100/mo. x 60)
- \$125k Personal Assistant for Cardiovascular Center Communication and Canvassing, Various Office & Internet Tasks, etc.. (\$25,000/yr. x 5 Years)

Investor's Total Profit = \$1,014,746.00

Minus Original 100k in Capital = \$914,746.00



Positive Selling Points

- ✓ - Meets FDA Non Medical Device Standards & Policy
- ✓ - Will be Fully HIPPA Compliant/Ready
- ✓ - Commercial Insurance Policy Guarantee (For \$1 Million)
- ✓ - Diligently Vetted, Designed and Studied for 9 Months
- ✓ - Coherent to Google Play Policy and Standards
- ✓ - 100% Advertisement & Distraction Free
- ✓ - Positive, Passive Income
- ✓ - Punctual 3 Month Build & Launch Time
- ✓ - Growing, Positive Demand in Health, Lifestyle & Fitness Technology Market
- ✓ - Excellent, Experienced Software Building Professionals
- ✓ - Outstanding, Quality Finished Product Anticipated
- ✓ - Huge American, Australian, Canadian & European Market
- ✓ - Personally Available to Answer Questions, Communicate, E-Mails and Concerns from an Investor Any Time.



Balanced Marketing Plan

Currently we have adapted a diligent, balanced marketing & advertising plan, which is always open and flexible for change. My plan is aligned with the popular scientific theory *Occam's Razor*. I will follow a basic 3 prong/point marketing and advertising plan. The key virtues are balanced and centered, yet steady, positive growth. I will additionally consistently re-invest my own profits into new, fresh and necessary advertising modalities, to boost download and sales numbers. Initially my plan includes 3 simple channels & avenues of focus;

A) Clinical, Fitness and Organic Health Store Grass Roots Initiative: This is a key component of my marketing plan. Over the span of the first 2 years, I will be dedicated to contacting, e-mailing and calling over 150 major US cardiovascular centers, clinics, fitness and organic health store organizations. Essentially building a grass roots network. Included in this effort is hiring a part time assistant at \$25/hr., to stay *continually active* in cardiovascular center communication and canvassing to other venues, therefore increasing consistency and exposure. I will also create a high quality, glossy single bar brochure for on the ground per need basis, and an e-mail flyer to help showcase the product to important contacts.

B) Refined & Perfected Google Key Word Search: With the help of our software team, we will perfect, adjust and exponentially expand the free Google key word search for the App. The chief word is free, and to maximize this benefit. This is proven by many App and Software developers to be an extremely effective, yet free method for boosting App exposure and downloads.

C) Publication & Internet Advertising: Initially I will diligently invest in targeted, quality advertising in local and regional health, holistic, fitness and recreation publications. To compliment this, I plan to allocate 15% of the budget for low cost, but effective Facebook advertising for targeted ages, seniors and individuals through *Constant Contact* or *Meta*. Eventually I plan to significantly boost and spend more on higher quality, higher impact advertisements in popular health, recreation and heart magazines. Such as **Men's Health**, **Outside** (an audience of 50 million viewers), **Woman's Health**, **Spirituality & Health**, **Light of Consciousness**, and **Psychology Today**, within approximately 3 years of launch.

Thank You So Much for Viewing and Visiting
the Blood Pressure Pattern Detector Pitch Deck!



Wishing You Inner Peace, Inspiration,
Holistic Well Being & Positive Breakthroughs!

Light & Peace,

*Justin Featherston &
Pattern Detector Team*