



A breath towards better health

march 2022

**Do you know anyone
who has “gluten sensitivity”?**



40%

have gluten
sensitivity
(only 90% know)

10

year delay in
diagnosis

- \$11K USD health costs p.p.a.
- 8 lost work days p.p.a.
- develop additional conditions (incl. cancer)

60%

**struggle to manage
gluten sensitivity**

HARD TO MANAGE BECAUSE...

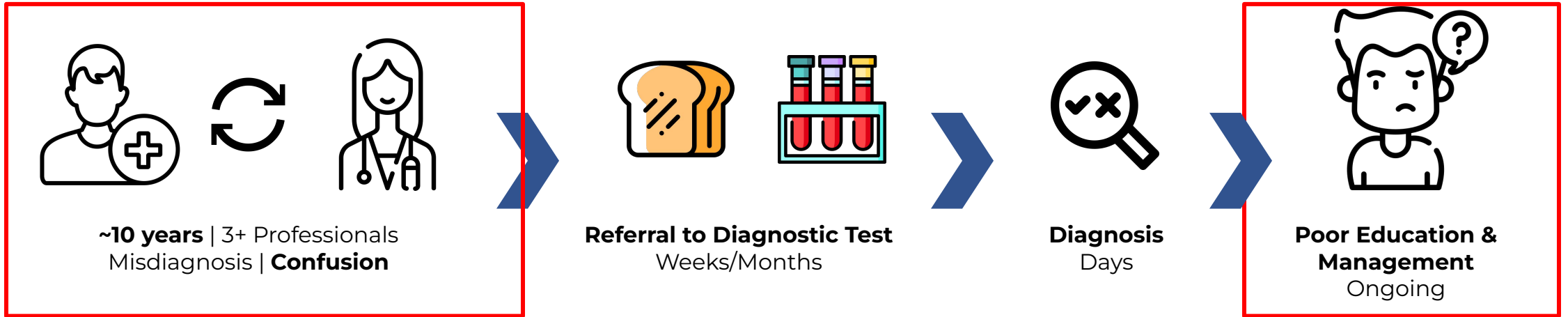
non-specific symptoms

low understanding of these conditions
even among professionals

no way to monitor symptom
improvement over time

PATIENT JOURNEY

current journey is **wasteful**



EXPENSIVE!
Time & Money

**NOT A GOOD
EXPERIENCE!**

**SUBPAR
OUTCOMES!**

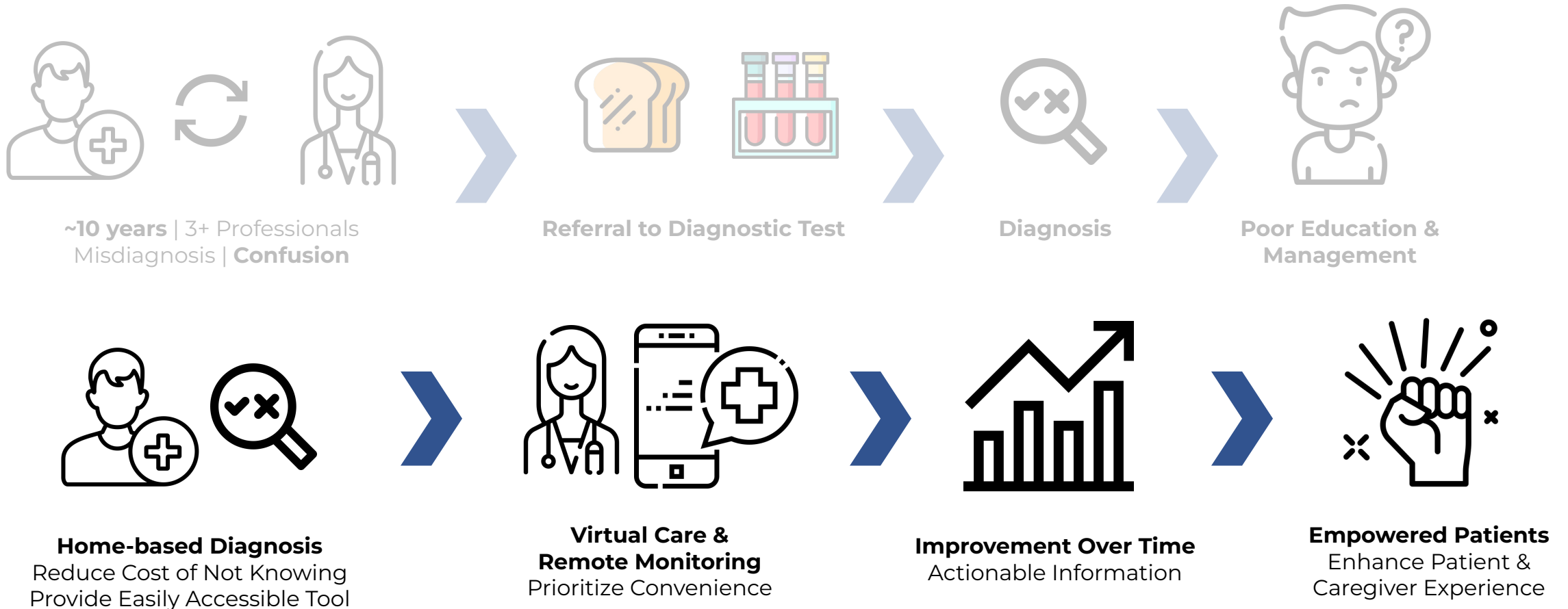
..let's do better

Value Proposition

KD empowers individuals to more effectively, affordably, and conveniently manage their gluten sensitivity through an AI-driven behavioral approach.

PATIENT JOURNEY

empower patients to **do something about it**



massive potential impact

4K \$USD p.p.
per year

8 productive work
days p.p. per year

GOAL

25% increase in
diagnosis*

GOAL

4X improved
adherence*



solution part 1 **Gluten DTX**

a **seamless** way to...

- 1 **learn** about your condition
- 2 **monitor** your diet and symptoms
- 3 **improve** through clinically validated behavior recommendations proven to reduce symptoms



**WELLNESS
PRODUCT**

2022-2023

**DIGITAL
THERAPEUTIC**




2025-2026

solution part 2 **BreathSense**

an **affordable at-home** way to...

- 1** **diagnose** your condition
- 2** **measure** change in biomarkers (linked to symptoms) over time
- 3** empirical data to **guide improvement**



-  **High risk.** See a health professional.
-  **Moderate risk.** Monitor symptoms. Consider seeing a health professional.
-  **Low risk.** No gluten sensitivity OR are managing symptoms well.

**WELLNESS
PRODUCT**

2023-2024

**DIGITAL
THERAPEUTIC**

2025-2026

solution part 3 **Gluten DTX Check**

for health professionals, a way to...

- 1 centrally manage care** across health teams
- 2 provide virtual 1:1 coaching**
- 3 stay up-to-date with** insights from Key Opinion Leaders



LAUNCH

2023-2024

an integrated solution



GLUTEN DTX 2022

Develop **behaviour** that helps you feel better.
Learn as you go.



BREATHSENSE 2023

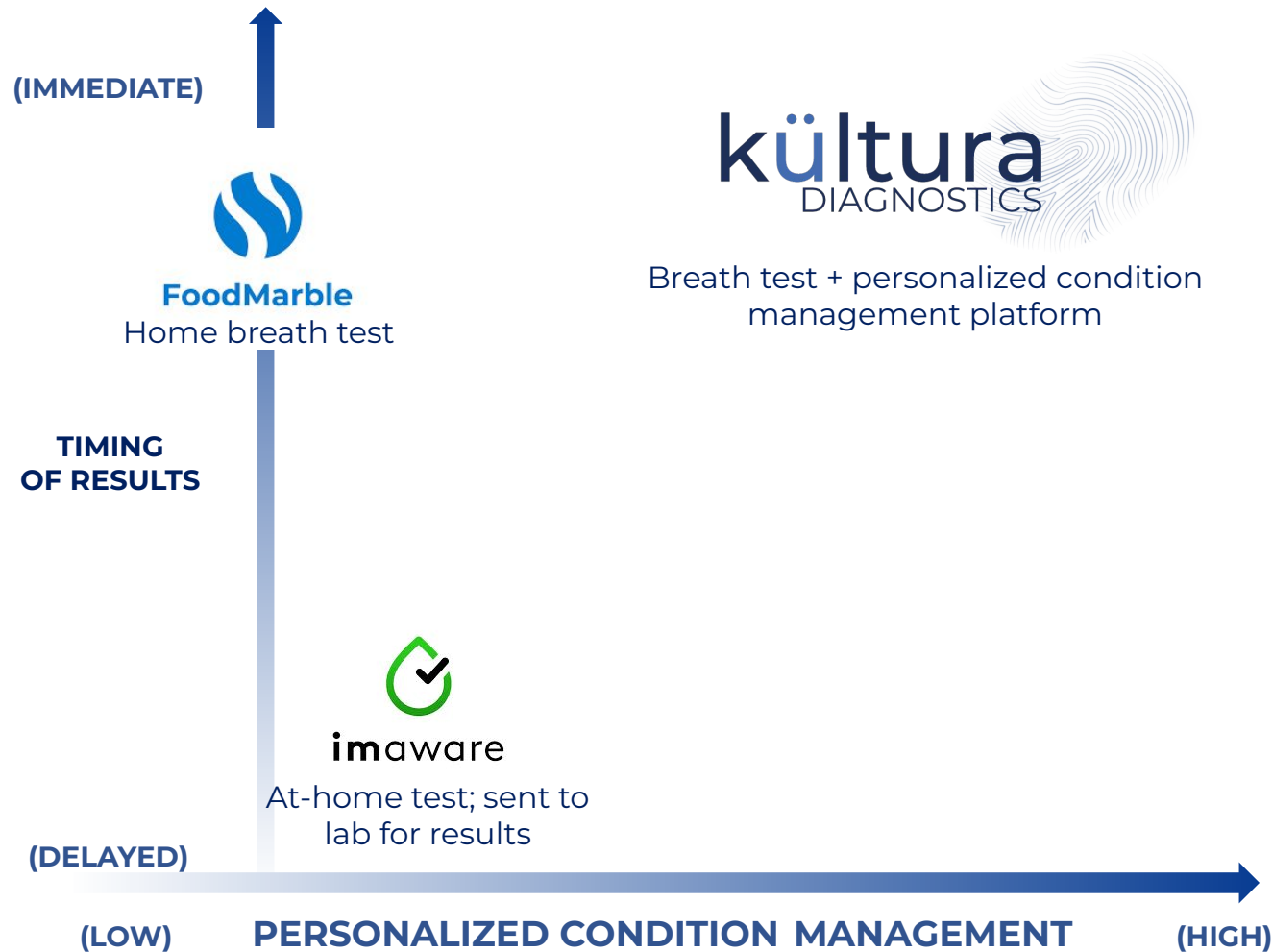
Monitor symptoms **daily** through data points that **further guide** behavior change.



GLUTEN DTX CHECK 2024

Simplify management.
Coach towards outcomes.

competition is sparse; need is real



indirect competition is good at one thing not the other

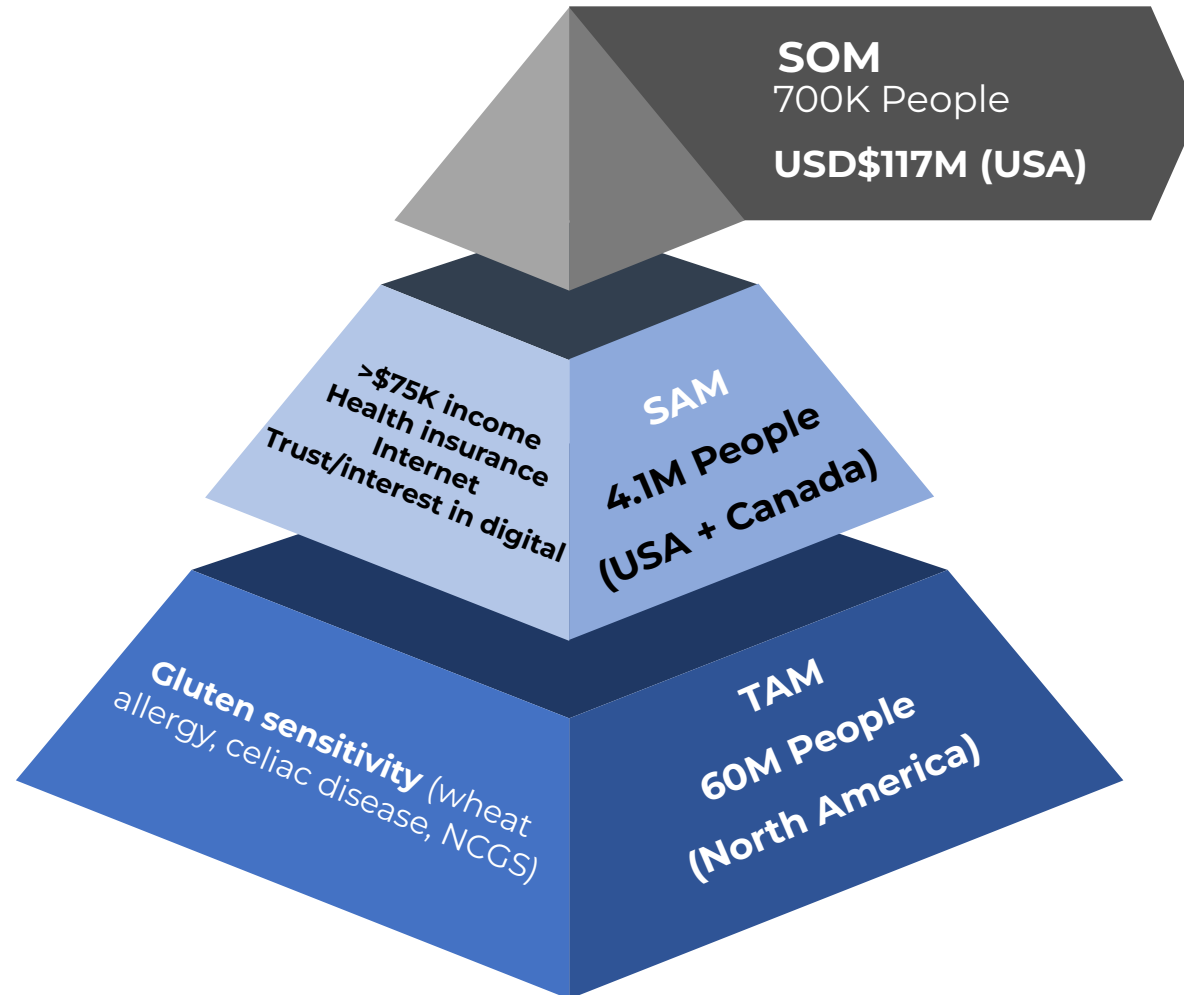
breath-based sensors



digital health management tools



there is significant opportunity



High **solution search behavior**
Most Googled condition(s) in several states
Google Ads



High **health conscientiousness**
Female (Age 20-35)
Social media and influencer campaigns



High **rate of complaints to professionals**
Female/Male (Age 40-50)
Reach through health professionals

business model to create “stickiness”

design for what works



Convenience
Affordability



Short Meaningful
Interactions



Relevant, Simple &
Visually Appealing

go to where they are



align with their values



SMEs, PUBLICATIONS, CLINICAL
TRIALS & CONFERENCES

recruit through trusted sources

Family doctors
Dieticians & Nutritionists
Celiac Disease Specialists

establish affordable price and multiple points of value

GLUTEN DTX APP

\$10 USD / month
SUBSCRIPTION

BREATHSENSE

\$219 USD
ONE-TIME PAYMENT

GLUTEN DTX CHECK

\$99 USD / month start
SUBSCRIPTION

reward continued use

Discounted Subscriptions
Coupons (GFD Products)
Reimbursement



tech evolution over 5 years

GlutenDTX

Collect Data

- Education
- Behavioral intervention
- Symptom and food diary



PHASE 2
2022-23

GlutenDTX

Collect Data

Previous PLUS:

- Clinically validated management programs



GlutenDTX + BreathSense + GlutenDTX Check

Collect Data

Previous PLUS:

- At-home risk assessment
- Virtual care
- Personalized



PHASE 3
2023-24

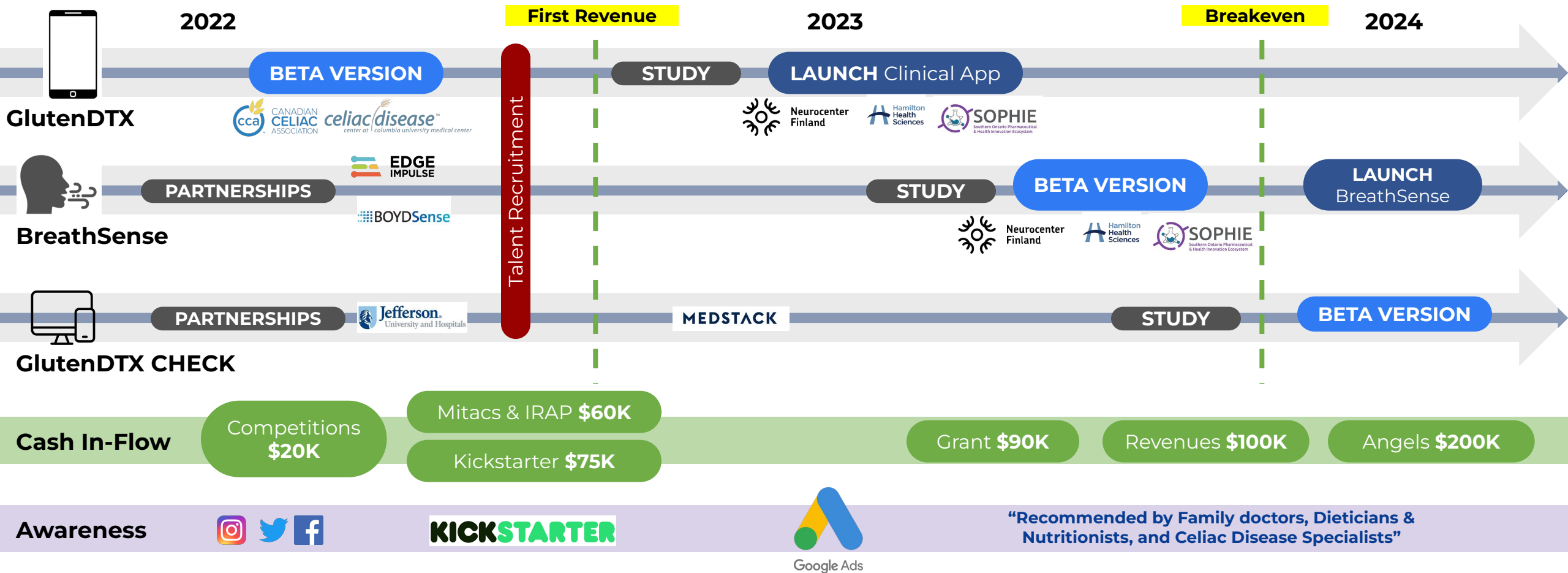
GlutenDTX + BreathSense + GlutenDTX Check

Previous PLUS:

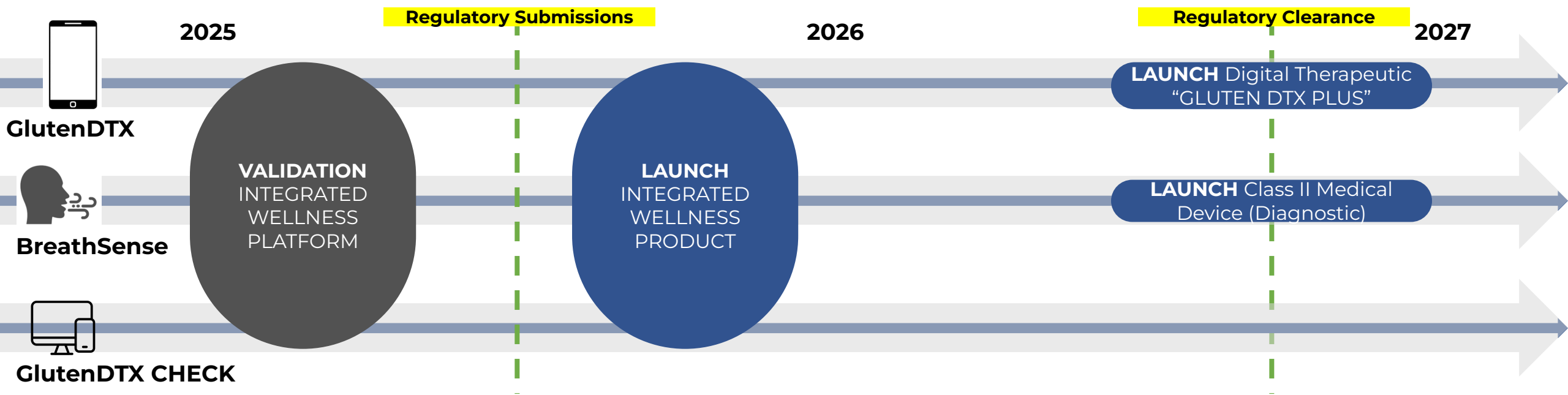
- Rapid at-home diagnosis
- Monitoring with real-time analytics



revenue generation & staggered market entry



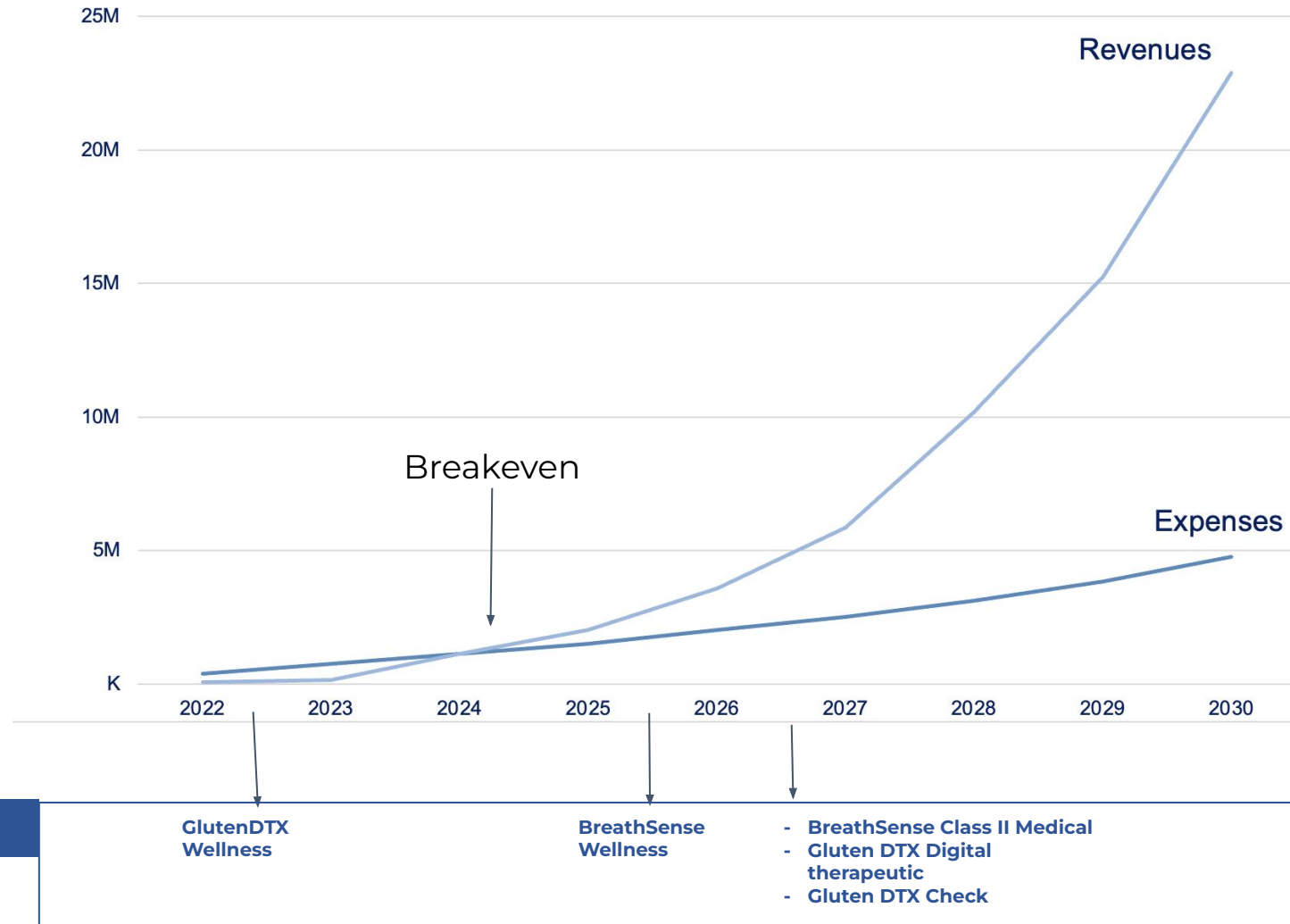
wellness product first, then regulated device



Awareness | Instagram, Twitter, Facebook, Google Ads | "Recommended by Family doctors, Dieticians & Nutritionists, and Celiac Disease Specialists" | **Academic Publications** | [ClinicalTrials.gov](https://clinicaltrials.gov)

ISSCD | International Society for the Study of Celiac Disease

revenue projections 2022-2030



funding **to-date**



BUSINESS \$3K

- Incorporation (2022)
- Website
- Corporate Legal

R&D \$5K

- GC-MS Column
- Analytical Lab Services

PROTOTYPE \$5K

- Beta Version (GlutenDTX)
- CAD Model (BreathSense)

KICKSTARTER CAMPAIGN \$2K

- Google Ads
- Promotional Video

our ask **3:1 match**



multidisciplinary team



SARRAH LAL

MBA, MEng, GPLLM(c)

Analytical chemistry. Business and method development. Management consulting.



AMBER NAWAZ

Chem.Eng, BSc

Corporate strategy consulting. Digital health and RPM solution dev. Product launch.



DANIEL CAO

MEng, MD(c)

Academic research. Software development. Clinical practice.

ADVISOR NETWORK

Harold Wodlinger, PhD Engineer & Entrepreneur
Mark Larche, PhD Immunologist & Entrepreneur
Abubaker Khalifa, MD Clinician Entrepreneur
Joanna Dionne, MD PhD Gastroenterologist & Clinical Trials
Maria Ines Pinto, MD Celiac Disease Specialist
Guillaume Chenegros, PhD ML & AI Specialist
Ian Levitt Software Development Advisor
Jenna Mistry Patient Advisor

SUPPORTING ORGANIZATIONS



contact us

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kültura
DIAGNOSTICS

A stylized fingerprint graphic composed of concentric, wavy lines, rendered in a light blue color, positioned behind the company logo.