



F9: Dapps, Products & Integrations

Catalizador de proyectos

Help2HEALTH ramping Up to +2 Billion People !!

<https://cardano.ideascale.com/c/idea/417523>

CATALYST FUND9

Help2HEALTH ramping Up +2B People



Help2Health -> Cardano+ Citaldoc

Introducing Cardano & ADA
in Health Market



powered by  citaldoc

Help2HEALTH ramping Up to +2 Billion People !!

Problem statement

Need to translate Help2Health to English & Portuguese to start the internationalization process to make available health care Cardano Smart Contracts and Ada way of payment to +2 Billion people

Synthesis of the problems

- Reduce language barriers to achieve greater access to health by incorporating professionals and patients who speak English and Portuguese
- To have positive outcomes in Health care is necessary to build a significant volume of patients.
- Access to quality health care
- Patient costs
- Data protection of health data.
- Adoption of cryptocurrencies in the health sector
- Financial education and blockchain diffusion

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Solution

To reach a bigger patients and doctors volume base, Help2Health must be multilingual.

Translate into English & Portuguese as a necessary step for the global scaling of our health care services

Why is it important?

- Impact in healthcare requires to be available to big volumes of patients . Thus translating “Help2health Cardano + Citaldoc” into English and Portuguese will enable us to escalate our telemedicine services and Cardano health smart contracts to over 2Billion people .
This action that will allow to reach more patients and health professionals in the world, will facilitate access to qualified, efficient, safe and personalized medical care.
The adoption of smart contracts of Cardano Blockchain in sensible health data such as doctors Prescription and Medical records will enable patients to have a more active role in the management and ownership of their health matters.
- Help2Health has been one of the companies selected by Catalyst Fund8 in the Business Solutions category (BtB, BtC)
We recommend the reading of the presentation made in the Catalyst Fund8 that was selected by the community
<https://cardano.ideascale.com/c/idea/397114>
- We hope we are providing you in this document solid fundamentals and good grounds to continue receiving your support in this Catalyst FUND9



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To develop the Help2Health Cardano+ Citaldoc multilingual platform (Help2HEALTH ramping Up +2B People)

Two (2) fundamental concepts must be kept in mind

- **Internationalization (i18n)**

Process of creating applications that can be adapted to different languages. Works as a first stage

- **Localization (L10n)**

Implies translation to a place or language specified by the user, this being possible thanks to the initial internationalization.

Localizing an app means developing it to support multiple languages and regions.

This makes the app accessible and usable to a wider range of users with a lower learning curve.

In application development, the localization obtains the language, but also the linguistic, cultural, legal, the format of dates, times, etc.

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THE MARKET

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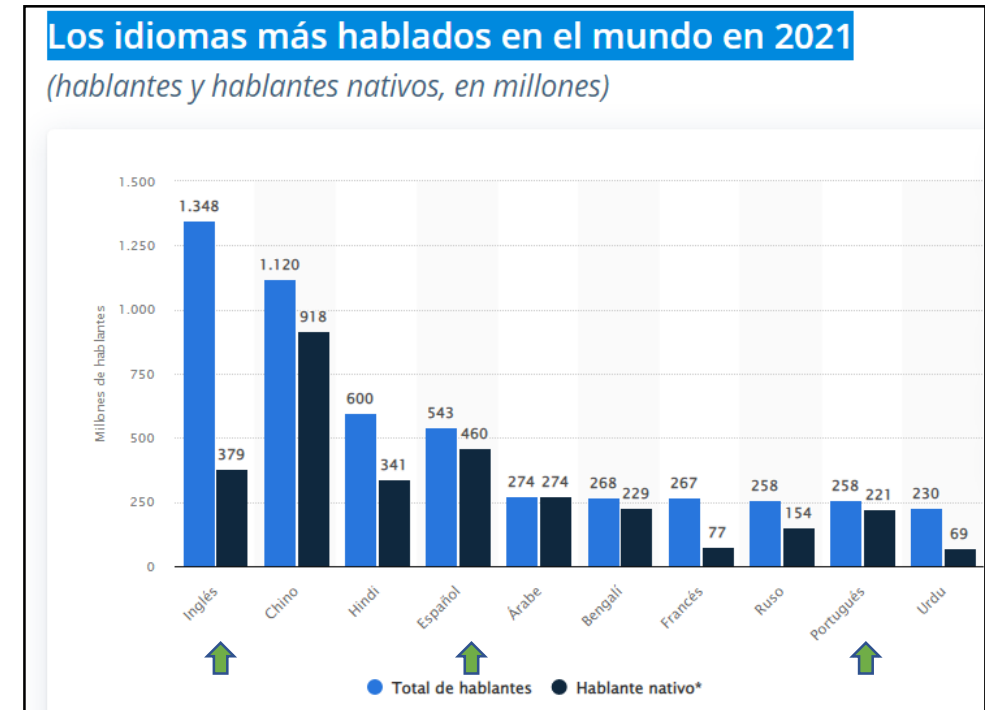
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MARKET

People who speak English, Portuguese and Spanish in the world (2021 data)

- People who speak English worldwide
Total 1348 Million (379 Million native speakers)
- People who speak Spanish worldwide
543 Million (460 Million native speakers)
- People who speak Portuguese worldwide
258 Million (221 Million native speakers)

Source: <https://es.statista.com/estadisticas/635631/los-idiomas-mas-hablados-en-el-mundo>



Total number of people who speak English, Portuguese and Spanish in the world 2.149.000.000.000

• Telemedicine market

By 2025, it is estimated that the telemedicine market in LATAM will be 3.48 Billion U\$D, an increase of 120% compared to 1.57 billion U\$D in 2020.

- Estimated Global Telemedicine Market for 2026 is USD 175 Billions

Source: Global Medical Trends 2021

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Opportunities

- Complement what was proposed in the Catalyst Fund8 through the English and Portuguese translation of Help2Health Cardano + Citaldoc, promoting the expansion of our Telemedicine services to more than 2.1 billion people.
- The pandemic and post-pandemic COVID19
- The growth of the blockchain market, especially the ecosystem related to Cardano and the still incipient use in the Health sector.
- The positive impact of integrating the use of smart contracts in the health area
- The push for payment of services with ADA
- The expansion and acceptance of telemedicine worldwide
- Have a fully functioning Citaldoc www.citaldoc.com telemedicine platform (+100,000 registered users)

Challenges

- Reduce the language gap by allowing users who speak English and Portuguese to join as health professionals to offer their services to patients in their preferred language. We are looking for a worldwide scaling of our telemedicine service.
- Incorporate professionals in the development area with a profile oriented to the Cardano, Haskell and Plutus blockchain. Stimulate the education of human resources oriented towards this knowledge
- Another main challenge is cultural and educational.
- Educate health professionals and patients about the relevance of cryptocurrencies and blockchain applied to health care.
- Educate health professionals and patients in the use of telemedicine tools efficiently and responsibly.
- Integrate the rest of the stakeholders (pharma, health coverage, pharmacies, diagnostic centers, governments).



Help2Health Cardano + Citaldoc

FOUNDERS



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MARTINA NASANOVSKY
Citaldoc English Translation



FERNANDO HONICH
Servers

Partners & Allies



Latam Cardano Community



11) KPIs

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- For Fund9 we consider that the most relevant KPI in the presentation of the monthly reports is to document the progress of the translation of the platform into English and Portuguese.
- Documentation and presentation of advances in computer development necessary to have the appropriate work environment for the incorporation of Help2Health Cardano + Citaldoc libraries and specific frameworks for internationalization and localization (i18next and react-i18next).
- Documentation, screenshots, sample video, updating of manuals and instructions for use for professionals and patients.
- Presentation of the updates of the terms and conditions and of the privacy policies that include the rights and obligations of the users and of the platform in the incorporated languages.
- Statistics on the incorporation of new users from other latitudes and the language selected for communication.
- The statistics of the actions carried out on social networks and their growth
- Documentation of participation in Catalyst and Cardano events
- Participation in events held by Help2Health aimed at health professionals and patients.
- Meetings with companies and leaders of the Cardano community to achieve specific alliances.

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FUNDING REQUESTED: 93.440 U\$D
We split investment in 4 (four) areas

➡	Translation (I18N + L10N) English & Portuguese	/ 27%
➡	Tech Development	/ 21%
➡	Education & Marketing	/ 18 %
➡	Backend & Admin	/ 34 %

CATALYST FUNDS
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CARDANO ADA DAPP powered by citaldoc

Project timing: 8 months from approval



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Summary

- Through the Help2Health project: Cardano + Citaldoc we strongly believe on the positive adoption of cryptocurrencies and smart contracts in the health sector in health professionals and patients who speak Spanish, Portuguese and English (**CATALYST FUND9 Project: “Help2HEALTH ramping Up +2B People”**)
- Educating the use of health technologies and encouraging financial education will help to generate healthy preventive habits, reduce existing inequity, help reduce health spending and improve the economic income of patients, professionals and other health stakeholders, thus achieving a remarkable social purpose by safely expanding patient health data sharing and empowering individuals to better manage their personal health data.



Regístrate a
Citaldoc
y **descubrí** una
nueva forma de
medicina



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