



# Blue Pea

by Newnop

Presented by Lennart Kaemper and  
Janith Dissanayake



# Say Hi to our team!



**Ka-young Sung**

BA

12+ copyrighting & branding  
experience



**Sungbong Kang**

BSc.

12+ engineering experience at  
LG, FORD, 50+ software  
projects at Newnop



**Janith Dissanayake**

MSc., MBA

2 x R & D presidential award  
PLEASE (World bank) chief  
statistician



**Lennart Kaemper**

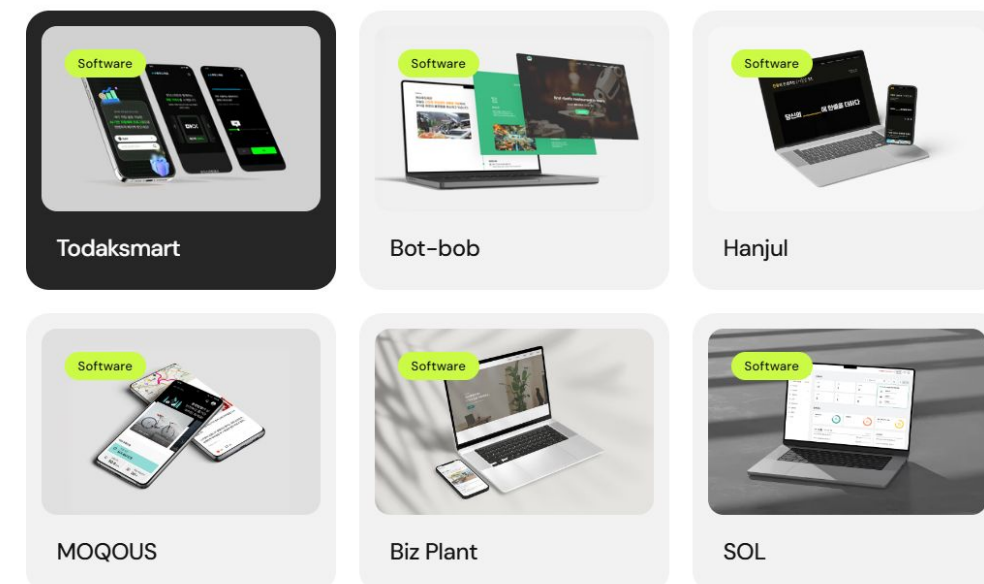
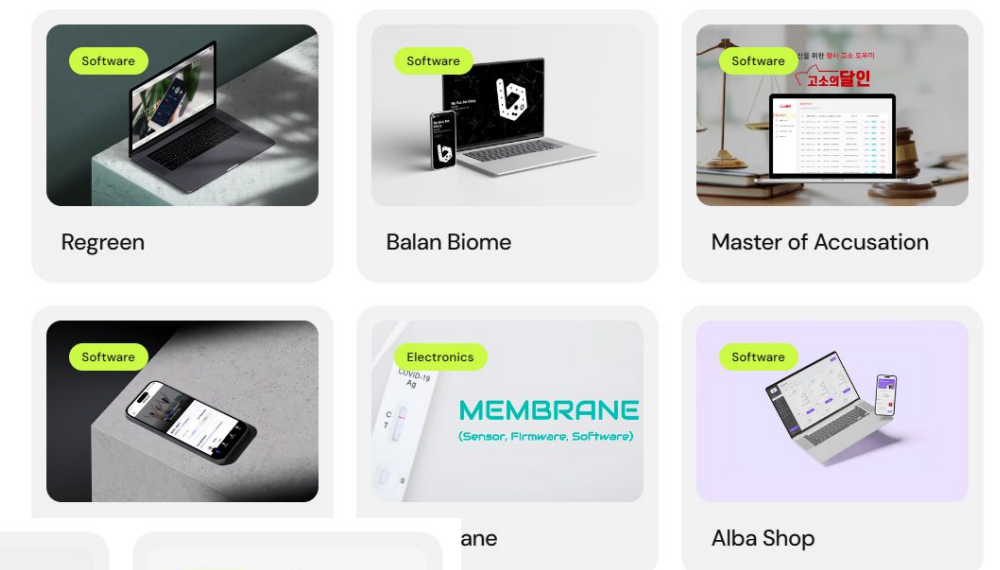
BSc.

10+ sales experience  
US EU compliance

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# The world's best IT solutions Provides.

Newnob is a powerful IT solution company that provides trust to customers with professional technology and provides customized high-quality outsourcing at an efficient cost. We aim to provide innovative solutions to global clients with business problems. I promise.



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# THE PROBLEM STATEMENT



14,247 people die daily from cancer!

## Lack of awareness

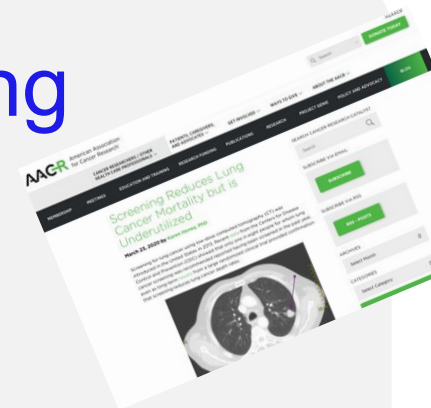
Only 3.6%

Correctly identified cancer warning signs in a UK study (Katriina et al., 2015)

## Lack of screening

4.75 million

Lives saved due to screening interventions in the US from 1975~2020 (NCI Press, 2024)



## Lack of Infrastructure

7000 lives

Additionally could have been saved in Britain if digital infrastructure was developed (The Sun, 2024)

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# Why Blue Pea?

To reduce cancer deaths by early diagnosis

AI-powered risk assessment  
for screening

**95% reduction**

In cervical cancer can be achieved with proper  
screening (WHO.INT)

Digitalization of health  
records

**Just 0.24\$**

per patient per year investment in digital infra  
could save more than 2 million people i the next  
decade (WHO.INT)

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# TECHNOLOGY OFFER



## How we plan to solve this?

By digitalizing the health data

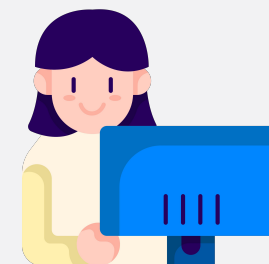
### User App



- Gather socio-economic data
- Gather Behavioral data
- Gather cancer history data
- Gather test report data
- Gather treatment history data

As a health  
companion

### Admin App



- Gather screening data
- Gather treatment sequences
- Analyze data for trends
- Deliver reports
- Analyze policy effectiveness

As a nationwide  
data pool

### R & D



- Develop risk models
- Develop AI models for screening
- Develop electronics for diagnosis
- Curate data
- Provide infrastructure

As an ESG  
company

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# TECHNOLOGY OFFER

## A user app UX UI MVP for oral cancers

### Survey

9:41 3 of 4

**Oral Health**  
Sharing details about your oral health helps us understand any current issues or symptoms.

1. Have you experienced any oral symptoms recently?

☒ Yes

Select cancer type

☐ Oral Cancer

☐ Lung Cancer

☐ Skin Cancer

☐ Blood Cancer

Every 6 months

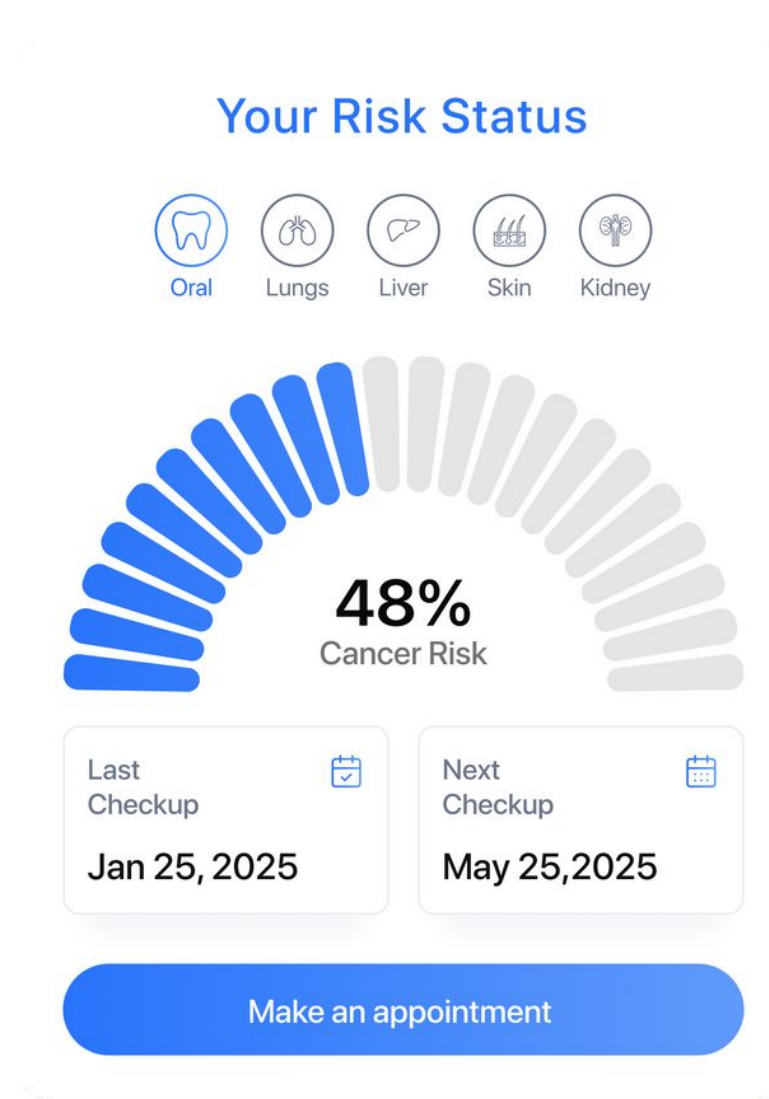
☐ Annually

☐ Only when necessary

☐ Never

[Next](#)

### Risk Assessment



### Screening Appointment

9:41

**Making an Appointment**  
Choose a convenient time and date for your screening appointment.

Select a clinic

Colombo National Hospital

Select a doctor

Dr. Sarvitha Perera

08:00 AM 08:30 AM 09:00 AM

09:30 AM 10:00 AM 10:30 AM

Evening

02:00 PM 02:30 PM 03:00 PM

03:30 PM 04:00 PM 04:30 PM

[Make an appointment](#)

### Results

9:41

**My Appointments**  
Keep track of all your scheduled and completed appointments effortlessly.

Upcoming Completed

Colombo National Hospital  
Appointment ID: AID128450  
Screening  
Monday, Dec 23 12:00 - 13:00  
[Cancel](#) [Reschedule](#)

Colombo National Hospital  
Appointment ID: AID128450  
Diagnostic  
Monday, Dec 23 12:00 - 13:00  
[Cancel](#) [Reschedule](#)

Colombo National Hospital  
Appointment ID: AID128450  
[Cancel](#) [Reschedule](#)

Reports Home Appointments

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# TECHNOLOGY OFFER



From MoUs with universities to healthtech firms



**Blue Pea Application development**  
MoU signed with 2 medical faculties in SL  
LOI with cancer research center in SL

**Otoscope & ventilator Development**  
Otoscope: PCB done; Ventilator : Being Certified for export



**MoU with Hospital ERP firm in LK**  
20% ERP system ownership + exclusive data access and integration with 19 hospital data in operation

**UX UI MVP Prototype**  
2025.02

**PoC research Publication**



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# MODE OF COLLABORATION

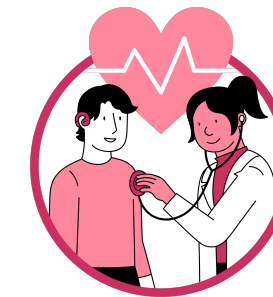
We are in data & diagnosis business



Data

Annonymized risk API

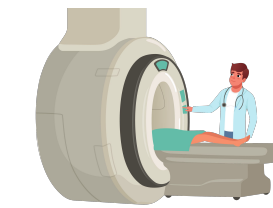
Subscription: Free, basic, premium



Insurance,  
governments,  
research,  
health tech

Vision APIs

Subscription: Free, basic, premium



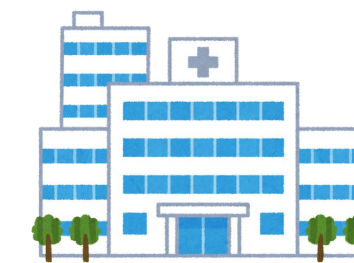
electronics firms,  
research,  
hospitals



Electronics

AI-integrated screening devices

B2B Sales, Agents

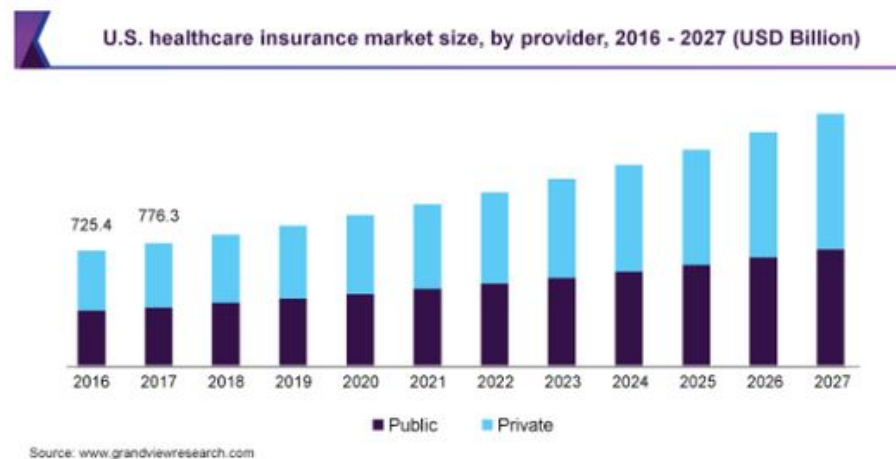


Hospitals  
NGOs  
Governments

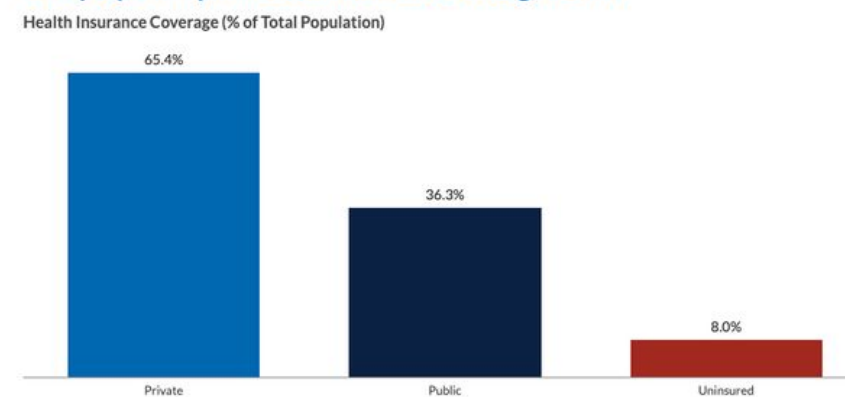
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# MODE OF COLLABORATION

## Your health and life is the biggest asset!



Most people had private health insurance coverage in 2023



305 million people have health insurance in the US

1 API @0.3 USD = 90 mil USD

Assuming they will call the API only once to renew the health insurance/ year

Assuming only private sector will use this

90 mil x 0.65 = 58.5 mil USD

Accounting for 65% of insurance companies using the API/year

Within two years we plan to capture 50% of the market shares

29 mil USD

Being conservative with just the US market/ year

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# MODE OF COLLABORATION



With your investment  
of 100,000 USD

- We will build the system
- Collect the data and develop AIs
- Maintain the system for a year
- Build a sales and marketing team

For any question  
[hello@newnop.com](mailto:hello@newnop.com)

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# Q&A

## *With*



Janith Dissanayake

MSc., MBA

2 x R & D presidential award

PLEASE (World bank) chief  
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Lennart Kaemper

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NEWNOP

Thank you for listening!

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