



The Next Generation AED by HeartHero

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Be prepared. Be empowered. Be a hero.

Not FDA approved



Saving lives in 2020

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HELLO,

We created HeartHero to empower anyone, anywhere to save a life. We are designing and building the highest-quality, least-expensive automated external defibrillator (AED) on the market, and pairing it with a lifesaving ecosystem that immediately engages the chain of survival. It is our mission to save more lives from sudden cardiac arrest (SCA) than all other AEDs combined.

We hope you will join us.

Sincerely,

Gary Montague
CEO & Founder, HeartHero



SUDDEN CARDIAC ARREST IS A **PUBLIC HEALTH CRISIS**

360,000+

AMERICANS PER YEAR
suffer a sudden cardiac arrest

70%

OF SCA CASES
occur at home

3

MINUTES
or less is when an AED
should be placed

74%

CHANCE OF SURVIVAL

10

MINUTES
is the average time
an ambulance arrives

8%

CHANCE OF SURVIVAL

DON'T WAIT



We have the opportunity to empower the families of **86 million** people with cardiac risk factors to save the lives of their loved ones.

MISSION

HeartHero wants to empower anyone, anywhere to save a life by designing and building the highest-quality, least expensive automated external defibrillator (AED) on the market.

VISION

Create an environment that inspires our people to provide innovative technology that will save more lives per year than all other AEDs combined.

WHERE THE INDUSTRY FALLS SHORT

Each year, two million people receive a diagnosis that puts them at a significant risk for SCA. If a SCA occurs outside of a hospital setting – at home, at work, or in their community – they must wait for help to arrive. It is almost always too late.

To date, the AED market has failed to address the SCA epidemic in an impactful manner by not offering a device that is accessible to people in critical need.

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“Bring portability, awareness, and a lower cost to these devices...and that’s why I’m excited to see HeartHero’s new AED come to the market. SCA is one of the biggest health crises out there, and it doesn’t discriminate – the healthy, young, and active are targets along with any other demographic...something I can attest to as fact.”

-Survivor and Product Champion, Jeff Utzinger



12M: High-Risk
2M: New Diagnosis Per Year

THE TRUTH ABOUT AEDS

Current AEDs on the market are:

- ◆ HEAVY
- ◆ NOT PORTABLE
- ◆ EXPENSIVE
- ◆ INTIMIDATING
- ◆ NOT CONNECTED

Not FDA approved



1.26 lbs
6" x 6" x 1.5"



Intelligent (AI)

- Alerts emergency medical services (EMS) automatically
- Streamlines data from device and app to create the best possible outcome
- Detects a heartbeat and only shocking if needed

Affordable

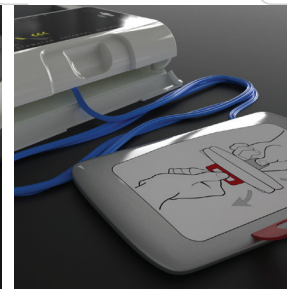
- Costs half as much as current AEDs while offering superior features
- Empowers home use or use on-the-go
- Reimbursable by HSA/FSA

Intuitive

- Gives step-by-step voice instructions
- Displays visual prompts for user
- Bilingual Communication

Lightweight

- Fits in the palm of your hand or in a small bag
- Designed by usability experts for portability
- Weighs half as much as current AEDs



Indestructible

- Built to withstand extreme cold and heat
- Designed to protect critical components
- Designed for rugged and austere use

Reliable

- Uses easily accessible, store-bought batteries
- Alerts owner when battery is low
- Delivers same shocks as traditional AED

ELLIOT, THE HEARTHERO AED

HeartHero is disrupting the market with the next generation AED. Our goal is to make the AED a household necessity for those at risk. Like an Epi Pen, which is immediately used for an anaphylactic emergency, our AED, if applied within three minutes, can significantly increase the chance of survival.

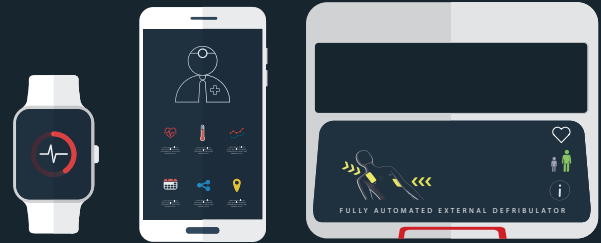
Application is simple. When pads are applied, the device determines if a lethal heart arrhythmia is present. If detected, the HeartHero AED automatically delivers the shocks necessary to restart the heart.

Multi-Market Viability

Our device's portability, affordability and user-friendliness will enable us to bring our AED to the consumer market, while offering us key competitive advantages in the current business and institutional markets.

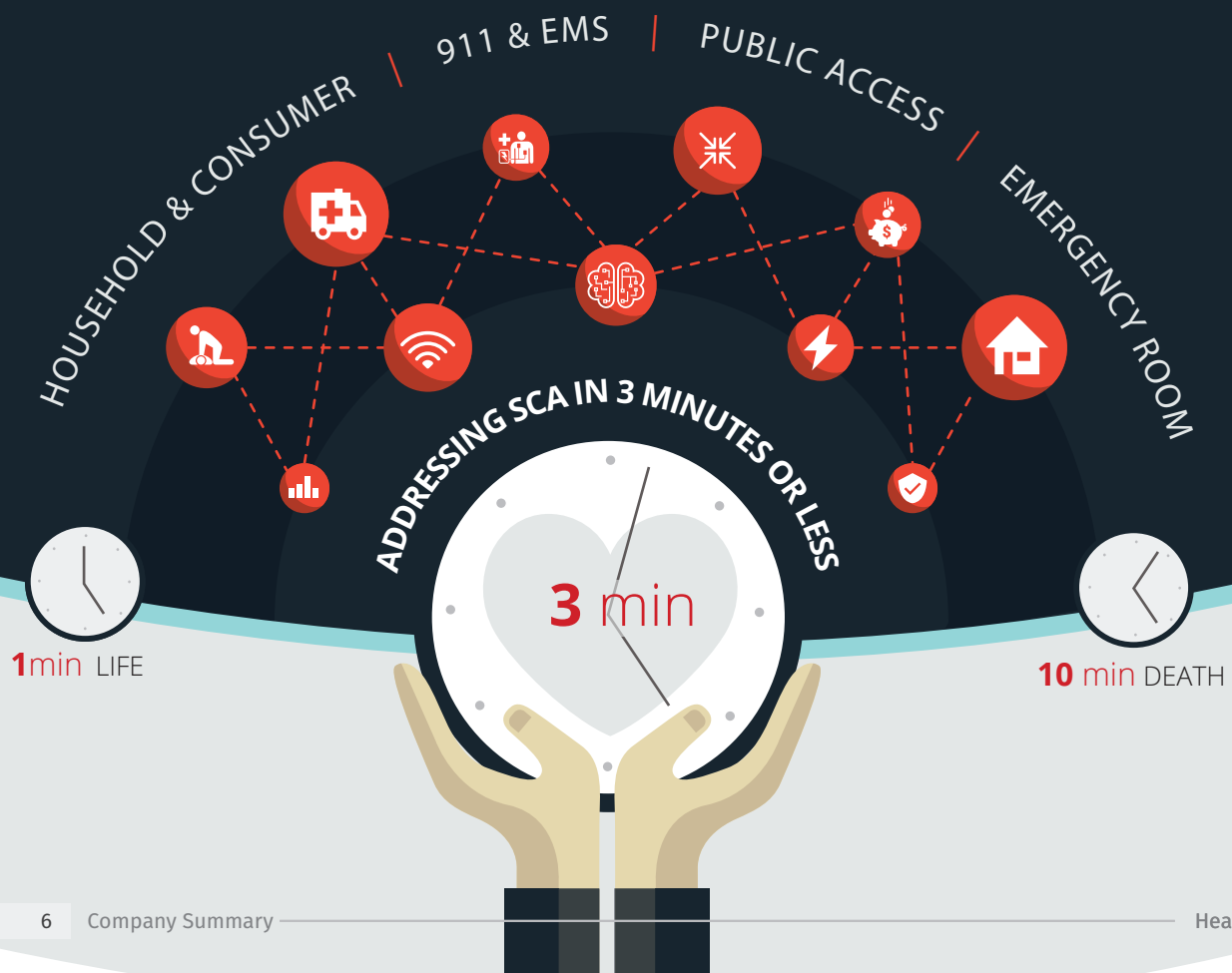
HEARTHERO'S LIFESAVING ECOSYSTEM

By empowering the human element through a seamless system of interconnected data and alerts more lives will be saved.



INTERCONNECTED FEATURES

- Intelligent (AI)
- Connected Application
- Real Time Pairing
- Cellular Enabled
- Portable
- Intuitive
- Pathway of Communication
- Public Notification of SCA
- Immediate Event Data
- Predictive Analytics



PROGRESS-TO-DATE

01. Completed the exploratory/discovery and concept phases	Dec 2015
02. Patent submitted and held teleconference with the FDA for review of findings	Dec 2016
03. Completed Phase 1A – 1st Prototype AED with single 9-volt battery	Aug 2017
04. Demonstration Prototype II – 50% smaller; faster charging time	Dec 2017
05. Secured battery partnership with Duracell	Mar 2018
06. HeartHero awarded Office of Economic Development and International Trade (OEDIT) grant of \$250,000	Jun 2018
07. HeartHero equity partner, PIC Investment Group, invests \$250,000	Jul 2018
08. Closed \$1.5 million of seed-round funding	Aug 2018
09. Launch of functioning Device - same biphasic charge as PHILIPS AED	Sept 2018
10. ACEP innovatED Medical Device Winner	Oct 2018
11. ACC's Health Care Innovation Medical Device Winner	Mar 2019
12. Closed \$6 million Series A Round	Aug 2019
13. Benchmark solidified as Contract Manufacturer	Oct 2019
14. Tooling purchased	Oct 2019
15. Plastics	Nov 2019
16. Preparation Packet for Regulatory Submission	Jan 2020

INTELLECTUAL PROPERTY

Our first prototype generated its shocks from a single store-bought battery, a first for an AED. Our IP, that is trade secret, includes a revolutionary circuit board layout that enables the device to provide a shock with a store-bought battery in a smaller format AED. HeartHero has also filed a design patent for our alpha form factor. We will continue to develop our intellectual property, identify patents and file accordingly during 2019.

PATENT NUMBERS

United States Patent & Trademark Office

AED Device & Method of Use - 15/847,826

HeartHero Logo - 5,644,175

Elliot - 5,755,128

European Union Trademark & Designs Office

AED Case - 00623067-0001

AED Pad Compartment - 006263067-0002

Pending Patents

AED Case - 29/661,184 (US), 2019-3773 (JPN), 186187 (CAN)

AED Handle - 29/661,187 (US), 2019-3774 (JPN), 006263067-0002 (EU), 186188 (CAN)

AED Pad Compartment - 29/661,192 (US), 2019-3775 (JPN), 186186 (CAN)

AED Device & Method of Use - 17883862.9 (EU), 2019-532736 (JPN)

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Dr. Ira Dauber**Triple Board Certified**

Internal Medicine, Cardiology,
& Critical Care, specialist in
Interventional Cardiology.

Scientific Advisor
for HeartHero

If your heart stops because of sudden cardiac arrest, the time it takes to place an AED and restart your heart will determine if you live or die. Your chances of survival, brain function and quality of life increase, the sooner your heart restarts. Readily-available AEDs, like HeartHero, can make all the difference.

LEADERSHIP

Our management team's industry experience includes 20+ years of designing and building medical devices and navigating the FDA. With success across a variety of consumer-focused industries, we balance medical experience with business, marketing and sales strategy.

**GARY MONTAGUE**

Chief Executive Officer/Founder

As CEO, Gary Montague's drive to bring HeartHero to consumers stems from watching too many people die from SCA because help arrived too late. A former CIA Medical Officer, Navy Corpsman, and Emergency Room PA-C, Gary brings his extensive experience in the field of emergency medicine to the device startup. His vision for the company is to close the wide gap between SCA and lifesaving help by empowering people.

**DR. WILLIAM QUIRK**

Investor Relations

With over 30 years of experience in the field of emergency medicine, Chief Medical Officer, Dr. William Quirk brings a wide range of medical knowledge and business acumen to HeartHero. As a successful medical device entrepreneur and seasoned startup investor, Dr. Quirk is well-positioned to lead HeartHero in bringing the device to market.

**JAKE ROST**

VP Operations

Jake Rost, principal with See Level Consulting, has spent over 25 years in leadership positions advancing sophisticated technology devices for the medical, biotech, and commercial industries. During this time he has been a part of over 75 different product launches in addition to being involved in two sell side and 8 buy side M&A transactions. Jake now provides start, scale and exit strategies for manufacturing and design executives, physician entrepreneurs and inventors.

**ANTHONY VERDEJA**

Vice President of Sales and Strategy

With nearly a decade of experience in the AED industry and a career focused in sales, VP Anthony Verdeja is experienced in bringing new AED products to market with a strategic vision. During his successful career he has continually proven himself as a leader in the resuscitation industry. His expertise and market insight specific to AEDs will allow him to establish HeartHero as a leader in the industry.

**ENDSLEY EGGERT**

Executive Assistant to the CEO

With a strong background in Film Production, Experiential Marketing, Graphic Design, and Corporate Events, Endsley brings a creative edge to the HeartHero team. Along with keeping the office up and running, Endsley is privileged to help HeartHero in bringing the device to market through marketing and social media.

ABOUT GARY MONTAGUE, FOUNDER & CEO



GARY MONTAGUE

Founder & CEO HeartHero
Former Senior Officer, CIA
PA-C (EM-CAQ)
Former Marine Corps Scout Sniper Corpsman

Gary Montague is the founder and CEO of HeartHero, a medical device company and creator of "Elliot," an award-winning and revolutionary personal Automated External Defibrillator (AED) device which makes life-saving technology available to the consumer market. Gary created HeartHero to empower anyone, anywhere to save a life. HeartHero is designing and building the highest-quality, least-expensive AED on the market, and pairing it with a lifesaving ecosystem that immediately engages the chain of survival. Gary's mission, via HeartHero, is create a better outcome for Sudden Cardiac Arrest (SCA) and save more lives.

Gary is a former U.S. Navy Corpsman attached to the U.S. Marine Corps Scout Sniper Platoon. After honorable discharge from the military, Gary became a Physician Assistant with a specialty in Emergency Medicine. Due to Gary's extensive military and medical experience, he then joined the CIA as a Senior Officer. Gary left the CIA after the birth of his first child and HeartHero was born shortly thereafter. As CEO, Gary brings his unique experience to the device startup with a life before profits approach.

Gary holds a bachelor's degree from Excelsior College and earned a Master of Science in Medicine from Saint Francis University. He is also attended the Physician Assistant program at Red Rocks Community College and obtained his certification. Gary resides in Denver, Colo. where HeartHero is headquartered.



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Suzy Kassem

“Doubt kills more dreams than failure ever will.”

MEDIA CONTACT INFORMATION

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