

StockWatchIndex Research Report

biotricity is a modern medical technology company focused on delivering innovative, real-time remote biometric monitoring solutions to the medical and consumer markets, including diagnostic and post-diagnostic solutions for chronic conditions and lifestyle improvement.

biotricity's R&D continues to focus on the preventative healthcare market, with the vision of putting health management into the hands of the individual. The company has a longstanding medical device history and aims to support the self-management of critical and chronic conditions with the use of innovative mobile solutions to ease the growing burden on the healthcare system.

CHANGING THE HEALTHCARE INDUSTRY REAL-TIME MONITORING

The Company's first product is designed to track and report Cardiac activity in real-time, enabling physicians to remotely monitor and diagnose cardiovascular disease, while patients continue their daily activities. The technology also has numerous additional applications beyond remote cardiac monitoring.

ADVANTAGIOUS REVENUE MODEL FOR DOCTORS AND HOSPITALS

The company has established a financially advantageous model that fits into the established insurance billing code and provides a reoccurring revenue program for doctors, hospitals and IDFs. In addition, the technology is easily adoptable for applications adjacent to the MCT market.

GRANTS AND PARTNERSHIPS

Current company projects have been funded by the NRCC, including a study to determine if ECG readings have predictive value for use in preventive medicine applications. **biotricity** retains ownership of all intellectual property rights under its R&D partnerships.

“ Are medical grade devices the next generation of wearables? ”

- FORBES

“ Innovative mobile solutions to ease the growing burden on the healthcare system ”

- Chairman & CEO
biotricity



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REAL-TIME TECHNOLOGY

Proprietary technology for real-time remote biometric monitoring and diagnostic solutions for the medical consumer market.

RESEARCH

Current projects funded by the NRCC - Predictive value for preventive healthcare applications. Research study grant for next generation variability heart rate research

SUPERIOR MODEL

Mobile Cardiac Telemetry - MCT Technologically superior and financially attractive model for medical Practitioners

PARTNERSHIPS

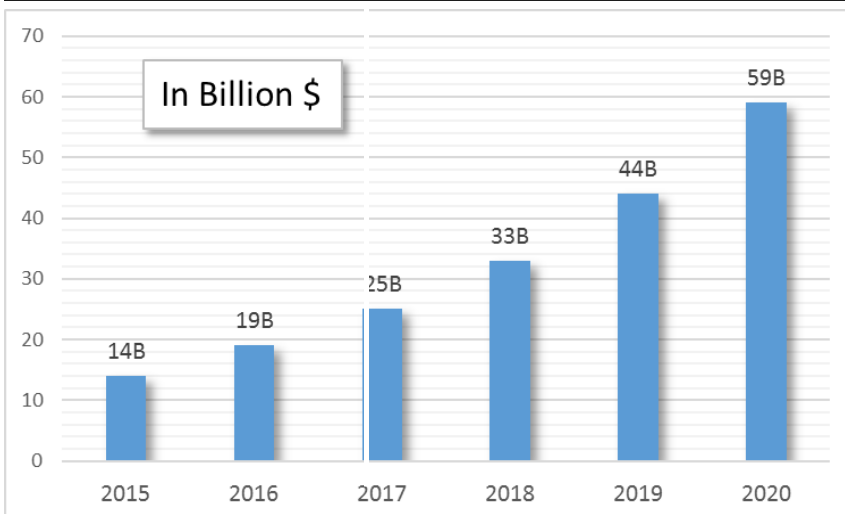
Partnerships with Canada NRC CNRC, Alberta Health Services and the University of Calgary. BTCY retains ownership of all intellectual property rights

The total connected Health Market is expected to grow at a 33% CAGR, reaching \$59 Billion by 2020.

COMPETTITIVE ADVANTAGES OF BIOTRICITY'S MCT SOLUTIONS

- Better and user-friendly diagnostics
- Recurring reimbursement to doctors, hospitals and IDTFs
- Compliance of BTCY technology with Insurance Billing Codes
- Cellular Connectivity enables emergency response
- Motion recognition tracks exercise and activity - detects disorientation
- Technology easily adaptable to adjacent target markets and applications
- Increasing acceptance of advanced and user-friendly BTCY medical monitoring technology and software by physicians and consumers
- Cellular connectivity allows emergency response
- Monitoring from the comfort of your home
- Easy patient compliances with caregiver's instructions
- Avoidance of unnecessary hospital visits
- Increase patient compliance and cooperation.
- Retain intellectual property rights

CONNECTED HEALTH MARKET



CAPITALIZATION

Symbol	BTYC
Exchange	OTCQB
Current Price	\$2.25
52 Week Range	\$2.25 - \$2.25
Average Volume	500
Shares Authorized	125 Mill
Shares Outstanding	25 Mill
Float	1.75 Mill
Market Cap	\$56 Mill

THE MARKET Estimated at \$59 Billion

The total connected health market is expected to grow at a 33% CAGR, reaching \$59 Billion by 2020.

Market growth has been driven by increasing high-quality offerings of smart gadgets and the wide-spread utilization of connected medical devices and mHealth apps in the management of chronic diseases.

Rising healthcare costs creating a need for more affordable monitoring, diagnosis and treatment options. The wide availability of robust cellular and WIFI networks at reasonable cost, capable of providing uninterrupted healthcare diagnosis and monitoring services, support the fast expansion of the market.

The easy access to this technology and the focus on patient-centric healthcare are expected to drive the growth of the market during the next few years. Growth beyond these projections is currently only held back by the fear of data theft and the existing resistance of physicians to apply the new technology and educate their patients in the use of these new devices and software.

Once these applications will be made available more widely for iOS and Android, the market is bound to expand even more rapidly.

173 MILLION UNITS

According to the International Data Corporation, wearable device shipments will reach 173 million units by 2019. At the same time, cardiovascular disease related cost will reach \$1.1 Trillion by 2030.

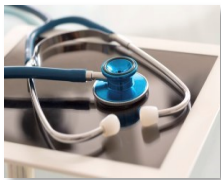


MEDICAL CARE IS CHANGING

The face of medical care is rapidly changing. In order to maintain profitability, cost needs to be managed carefully, as opposed to the insurance-driven cost pass-through model of the past. Healthcare providers who do not optimally manage cost, and are not able to reduce costly patient hospital visits, are being penalized.

REMOTE PATIENT MONITORING SOLUTIONS

The current economical environment and the pressure on the entire medical system to reduce cost, forces hospitals to transform “volume to value.” Medicare’s commitment to risk-based arrangements means that 85% of all hospital payments are expected to be value-based by the end of 2016. Innovations in mobility, wearable tech providing vital and medical-grade biometric monitoring are at the heart of the next generation of patient care.



MEDICAL GRADE DATA

In order to make this new technology successful, it has to deliver medical grade data that is scientifically accurate and reliable, coupled with a technology that provides an optimal user experience. BTCY’s remote patient monitoring solutions deliver this promise. It supports those efforts by helping to monitor chronically ill patients at home and intervene earlier, to reduce the likelihood of hospital admissions. BTCY’s products significantly improve care delivery, a personalize patient approach and create favorable financial results for physicians, hospitals and patients.

BENEFITS OF BIOMETRIC REMOTE MONITORING

The benefits of remote care are plentiful and there’s good news: biometric remote monitoring is happening right now and it’s working wonders. **biotricity’s** product offerings provide the tools to improve real time monitoring of patient conditions, personalize and improve physician/patient relationships and drastically reduce cost.

- Decreases resource requirements
- Generates significant savings per patient
- Improves care coordination
- Produces increased ROI for physicians and hospitals
- Increases patient compliance

EXPANDING INTO THE CONSUMER MARKET

The number of people diagnosed with chronic illnesses is increasing exponentially and clinically reliable mobile monitoring devices can provide a cost effective solution for disease management. Based on the rapidly increasing expansion of mobile networks for consumers, **biotricity** is expanding medical-grade monitoring into the consumer market via its **biolife** solution. This product empowers users to self-manage chronic conditions and helps users to make lifestyle changes by combining medically relevant ECG data with social media interactivity and a lifestyle log.

BIOTRICITY TEAM (complete team at biotricity.com)

Waqas Al-Siddiq, Chairman, CEO & Founder is an expert in wireless communication technology. Academically, he was distinguished for his various innovative designs in digital, analog, embedded and micro-electro-mechanical products. His work was published in various conferences such as IEEE and the National Communication Council. Waqas has held several high-level design positions in IBM, AMD and Intel. Waqas has a dual Bachelor's degree in Computer Engineering and Economics, a Master's in Computer Engineering from Rochester Institute of Technology and a Master's in Business Administration from the Henley Business School. He is completing his Doctorate in Business Administration at Henley, with a focus on Transformative Innovations and Billion Dollar Markets.

Amir Ali, Chief Development Officer - Mr. Ali has over 20 years of experience in launching companies and producing innovative products, services and solutions. Prior to joining biotricity, Mr. Ali served as CEO at AT Labs Inc., where his team pioneered the concept of wireless mobile thin clients to access secure enterprise applications through the cloud for customers in healthcare, government, enterprise and the retail sector. Under his guidance, companies have grown in revenue from zero to over \$160 million. He has worked with many leading industrial and financial institutional funders, including Jafo, Bay Partners and JP Morgan, with whom he has raised over \$35 million.

Spencer LaDow, Vice President—Engineering - Spencer is an expert in wireless communication and has worked with the United States Department of Defense. His academic career was highlighted by various innovative projects and designs. Spencer obtained his undergraduate degree while balancing a full time job at Flightline Systems Ultra Electronics, a small defense contractor. His specialties are in the design and implementation of radio frequency, digital, analog, embedded software and PC software. Spencer also has experience in working with marketing, sales, and manufacturing teams in order to develop products for large-scale output. Spencer has a Bachelor's degree in Computer Engineering from Rochester Institute of Technology.

Board of Directors

Waqas Al-Siddiq, Chairman, CEO & Founder

Norman Betts, PhD - Accomplished professor and accountant, also serves as a board member for the Bank for Canada. Mr. Betts was a member of the New Brunswick Legislative Assembly and held three different cabinet positions, including Minister of Finance.

Dave Rosa - Dave was CEO of Sunshine Heart, served as President and Chief Executive Officer and took the company public, raising \$120 Million during his tenure. Mr. Rosa was Vice President of Global Marketing for Cardiac Surgery at St. Jude Medical, Inc. Mr. Rosa also held top management positions at A-Med Systems Inc. and at SCIMED Life Systems.

Board of Advisors

John Rother - Medicare Policy Expert, President and CEO for the National Coalition of Healthcare. Worked for AARP for 27 years and was Chief Counsel for Labor and Health for U.S. Senator Jacob Javist. Mr. Roth received the Robert Ball Award for Outstanding Achievements in Social Insurance and Medicare from the Academy of Social Insurance.

Dr. Danny Sands - Participatory medicine pioneer. Dr. Sands spent six years at Cisco as Chief Medical Informatics officer. Prior he was chief medial officer for Zix Corporation. He holds degrees from Brown University, Ohio State University and the Harvard School for Public Health. He is the recipient of numerous health IT awards and has been elected to fellowship in both the American College of Physicians and the American College of Medical Informatics. Dr. Sands is a founder and co-chair of the Society for Participatory Medicine and he was recognized by Health Leaders Magazine as one of "20 People Who Make Healthcare Better"



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