

**EXHIBIT A**

**MOLE DETECTIVE WEBSITE (JUNE 12, 2013)**

Exciting new updates coming soon register to get the latest updates

We promise not to spam

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**DOWNLOAD**

# Mole Detective™

Mole Detective™ is the first and only app to calculate symptoms of melanoma right on the phone!

- Analyze potentially cancerous skin moles
- Record and catalog moles to track evolution
- Set an alarm reminder to recheck your moles

Download now for iOS and Android!

 Available on the iPhone  
**App Store**

 Available on the  
**Android Market**

Click here to watch a Demo Video!

✓ **mole detect**

Click here to see our next release coming soon.



### Analysis Made Easy

Mole Detective™ does the work for you, automatically identifying and measuring symptoms of melanoma. Using a dermatologist-created program, Mole Detective™ measures:

- Asymmetry
- Border
- Color
- Diameter
- Evolution

for signs of cancer.



### Detect, Record, Connect

Mole Detective™ offers a powerful system that allows you to analyze a mole and track its progress over time. Evolution is one of the most tell-tale signs of melanoma. Automatically get reminders on your phone to retake pictures of moles

Available now for only \$4.99.



EXHIBIT A-1

Demo



To help you assess your moles, Mole Detective™ uses the ABCDE analysis used by dermatologists all over the world combined with shape recognition software.

[Click here to play Demo »](#)

## What is the ABCDE method?

This is a simple acronym that describes the most common symptoms of melanoma. If you visit a dermatologist, often they will mention this acronym and ask you to track these symptoms at home. Mole Detective™ is a tool that helps you more easily track these symptoms so you can better understand if you have a potentially dangerous mole. You should visit a dermatologist annually and use the ABCDE method to highlight suspicious moles to your doctor.



Copyright © 2012 New Consumer Solutions LLC. All rights reserved. Mole Detective™ is an iPhone/iPod/iPad app created by Kristi Zuhke and Jason Sogges. Legal Disclaimer: Mole Detective™ was created with intention to educate people about melanoma and make it easier for people to perform self-checks at home. This tool is not intended to diagnose, treat, prevent or cure any type of cancer. At no point should this tool be used as a substitute for a professional medical opinion. Never disregard, avoid or delay obtaining medical advice from your doctor or other qualified health care professionals because of any information obtained on Mole Detective™. If you should have a question or a concern with the health of your skin, always consult a doctor. New Consumer Solutions is not responsible or liable for any course of action or treatment that you may or may not take as a result of this app. It is encouraged to use Mole Detective™ as a tool to share with your doctor to help your doctor understand your concerns but all medical advice and diagnosis should be done by your doctor. Privacy Notice: The images of moles are the private property of the user. The images remain on the user's application. New Consumer Solutions LLC will not have access to these photos and cannot use them for their own purpose.



**EXHIBIT B**

**MOLE DETECTIVE, DESCRIPTION ON  
GOOGLE PLAY STORE (JUNE 12, 2013)**





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MY MOVIES &amp; TV

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## Mole Detective

Lasarow Healthcare Technologies Limited



★★★★★ (7)

\$4.98 BUY

Users who viewed this also viewed



### Doctor Mole

MARK SHIPPEN

★★★★★ (115)

Free



### Instant Heart Rate - Pro

AZUMIO INC.

★★★★★ (7,489)

\$1.99



### Runtastic Heart Rate PRO

RUNTASTIC

★★★★★ (1,524)

\$1.99



### RunKeeper - GPS Track Ru...

FITNESSKEEPER, INC.

★★★★★ (60,050)

Free

Users who installed this also installed



### Korean Food Guide

DANNY ROA

★★★★★ (12)

\$1.99



### SpotMole

CRISTIAN MUNTEANU

★★★★★ (54)

Free



### Best Ab Workouts

CC MATTHEWS

★★★★★ (11)

\$0.99



### Tubewalker

MARK MOXON

★★★★★ (11)

\$2.93

OVERVIEW

USER REVIEWS

WHAT'S NEW

PERMISSIONS

## Description

Mole Detective™ takes pictures of moles on your skin and analyzes their symptoms of melanoma to increase the chance of detecting skin cancer in early stages. The survival rate of melanoma is a dismal 15% at stage four. However, when caught early, the survival rate is 95%. Early detection is critical. Mole Detective™ helps you to detect skin cancer earlier by helping you track the top five symptoms of the cancer right at home.

Overview:

1. Indicate where on the body your mole of concern is placed or select a mole to update that you have already been tracking.
2. Take a picture of the mole
3. The app analyzes your mole using the dermatologist ABCDE method and gives you a risk factor based on the symptoms your mole may or may not be showing
4. If you are updating a mole, you can see past pictures and how it has changed by selecting the Evolution tab.
5. After you save the mole, set an alarm reminder to update your mole analysis and then find a dermatologist near you.

A sign of melanoma is change over time but who can remember what their mole looked like a month ago? This app allows you to first understand the top 5 symptoms of the skin cancer including tracking the change over time so you don't need to rely on your own memory of what exactly that mole looked like 30 days ago.

Mole Detective was inspired by a stage four melanoma survivor. Our mission is to decrease the amount of people who are faced with fighting to be in the 15% survival rate of stage four by getting people to notice their moles are showing symptoms and going to the dermatologist.

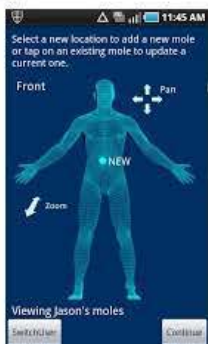
It is important to see a dermatologist yearly and use Mole Detective™ monthly to help identify mole problems. If a mole is showing symptoms of melanoma or changes rapidly, please visit your local doctor for a professional visit. The only certain way to diagnosis a mole is through a biopsy.

LESS

Visit Developer's Website

Email Developer

## App Screenshots



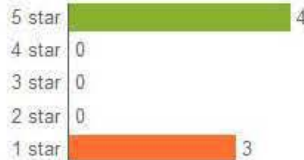
## Videos



EXHIBIT B-1



## User Reviews

[Write a Review](#)


Average rating

3.3

★★★★★  
7



A Google User - October 9, 2012 - Motorola XOOM with version 2.51 [Go](#)

### ★★★★★ Always Force closes

App takes you into first screen. Then selected the start option. The app then force closes. Contacted company said they were working on it but that was 3 week ago...no update yet. Very frustrating!



A Google User - October 5, 2012 - Samsung Galaxy S3 with version 2.51 [Go](#)

### ★★★★★ Says the same all the time

No matter what mole you take a picture of it says shows symptoms of melenoma see your dermatologist



A Google User - September 19, 2012 - HTC G2 with version 2.5 [Go](#)

### ★★★★★ What happened?

This was an ok app untill the update. Now forceclose every time. G2 phone.

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**Mole Detective**  
LASAROW HEALTHCARE TECHNOLOGIES LIMITED  
Mole Detective™ takes pictures of moles on your skin and analyzes their symptoms.  
★★★★☆ \$4.98 BUY

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**EXHIBIT C**

**MOLE DETECTIVE 2, DESCRIPTION ON  
iTUNES STORE (JUNE 12, 2013)**





# iTunes Preview

[What's New](#)
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## Mole Detective 2

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By New Consumer Solutions LLC

Open iTunes to buy and download apps.


[View In iTunes](#)

**\$4.99**

Category: [Health & Fitness](#)

Updated: Sep 07, 2012

Version: 2.5

Size: 4.2 MB

Seller: Kristi Zuhlke

© 2012 New Consumer Solutions, LLC

Rated 4+

**Requirements:** Compatible with iPhone 3GS, iPhone 4, iPhone 4S, iPhone 5, iPod touch (4th generation), iPod touch (5th generation), iPad 2 Wi-Fi, iPad 2 Wi-Fi + 3G, iPad (3rd generation), iPad Wi-Fi + 4G, iPad (4th generation), iPad Wi-Fi + Cellular (4th generation), iPad mini and iPad mini Wi-Fi + Cellular. Requires iOS 5.0 or later.

### Customer Ratings

We have not received enough ratings to display an average for the current version of this application.

All Versions:

★★★★★ 9 Ratings

### Description

Mole Detective™ takes pictures of moles on your skin and analyzes their symptoms of melanoma to increase the chance of detecting skin cancer in early stages. The survival rate of melanoma is a dismal 15% at stage four. However, when caught early, the survival rate is 95%. Early detection is critical. Mole Detective™ helps you to detect skin cancer earlier by helping you track the top five symptoms of the cancer right at home.

To see a video tutorial of the app, please visit [www.moledetective.com](http://www.moledetective.com).

#### Overview:

1. Indicate where on the body your mole of concern is placed or select a mole to update that you have already been tracking.
2. Take a picture of the mole
3. The app analyzes your mole using the dermatologist ABCDE method and gives you a risk factor based on the symptoms your mole may or may not be showing
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A sign of melanoma is change over time but who can remember what their mole looked like a month ago? This app allows you to first understand the top 5 symptoms of the skin cancer including tracking the change over time so you don't need to rely on your own memory of what exactly that mole looked like 30 days ago.

Mole Detective was inspired by a stage four melanoma survivor. Our mission is to decrease the amount of people who are faced with fighting to be in the 15% survival rate of stage four by getting people to notice their moles are showing symptoms and going to the dermatologist.

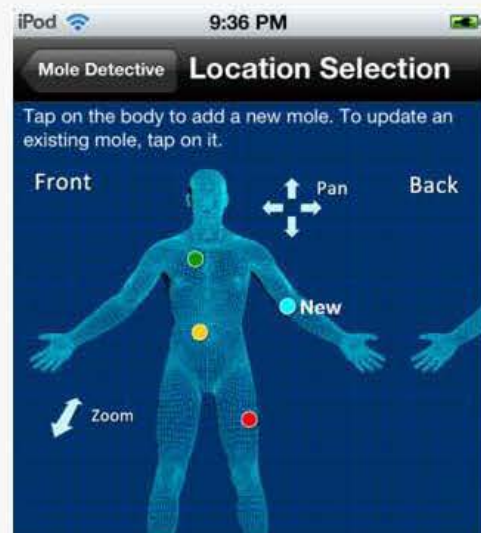
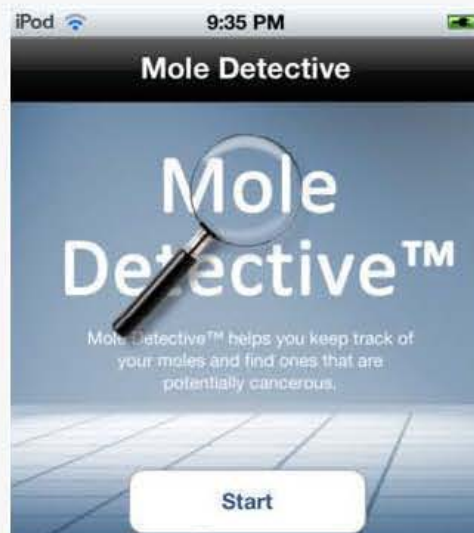
It is important to see a dermatologist yearly and use Mole Detective™ monthly to help identify mole problems. If a mole is showing symptoms of melanoma or changes rapidly, please visit your local doctor for a professional visit. The only certain way to diagnosis a mole is through a biopsy.

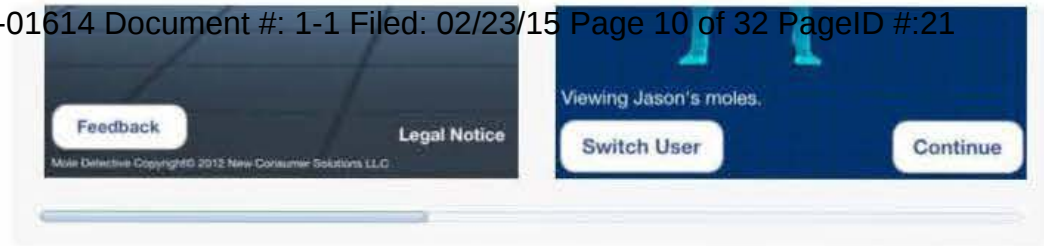
[New Consumer Solutions LLC Web Site](#) [Mole Detective 2 Support](#)

### What's New in Version 2.5

Updated support infrastructure.

### iPhone Screenshots





## Customer Reviews

**Good stuff ★★★★★**

by Fair skin blue eyed texan

I work at a dermatologist and I thought I would compare what it said to what my docs say. And to my dismay. It was correct! That's enough for me to believe this works! And to top it off. It got my husband convinced to go to see a derm!!!

**Works for me! ★★★★★**

by Stevecojones

I also took this to my Dermatologist – she wasn't happy, but said it was a good tool to use between check ups. Now I use it with my wife and son.

**Needs work ★★★**

by GladIdidn'tpay\$

Unable to view serial pics of a specific mole. Should see pics alongside each other to look for progression of a mole. Probably do better to take close up pic and make notes. App only fair at picking up suspicious moles. People at risk for Melanoma should be seen every 6 months(or less) based on what dermatologist says.



**iTunes**



26,621,876



**App Store**



7,627,156

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**iTunes**

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Redeem iTunes Gift Cards  
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**EXHIBIT D**

**MOLE DETECT PRO, DESCRIPTION ON  
iTUNES STORE (JULY 1, 2013)**

Q mole detective X



**Mole Detect Pro**  
Lasarow Healthcare Tec...  
Health & Fitness  
★★★★☆ (6) \$4.99



2 of 2

EXHIBIT D-1



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Info



Mole Detect Pro 4+

Lasarow Healthcare Technologies Limited

★★★★☆ (6)

\$4.99

Details

Reviews

Related



EXHIBIT D-2

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Bell 4:20 PM

Discard Moles details Save

December 22nd, 2012 at 12:30

**Medium Risk**

This mole shows several symptoms of melanoma. Contact your dermatologist to get it checked immediately.

Share to raise awareness in support against skin cancer

[f](#) [t](#)

CHECK AGAIN

Calendar icon, Eye icon

Bottom bar: Person icon, Checkmark icon, Info icon, Clock icon, Plus icon



EXHIBIT D-3

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Reviews

Related



Bell 4:20 PM

mole detect

**High risk**

This mole shows several symptoms of melanoma. Contact your dermatologist to get it checked immediately.

Navigation bar: Person, Checkmark, Info, Clock, Plus



EXHIBIT D-4



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# Info



Details

Reviews

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Bell 4:20 PM

mole detect

Progress bar with 5 segments (A-E) and 4 months (Jul-Oct).

Bottom navigation bar: Person, Checkmark, Info, Clock, Plus



EXHIBIT D-5



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Bell 4:20 PM

Reminders

September 22th, 2012	Low >
September 21st, 2012	High >
August 1st, 2012	Medium >
July 3rd, 2012	Low >

EXHIBIT D-6

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## Description

Mole Detect™ saves lives through the early detection of potentially fatal melanoma.

Melanoma is a serious and sometimes life-threatening cancer. If the skin receives too much UV light (from the sun and sunbeds), ordinary skin cells called melanocytes may begin to grow abnormally and become cancerous. Everyone is at risk of getting skin cancer. It is very important to always examine your skin for new moles or changes in your moles.

Dermatologists recommend that you examine your skin from head-to-toe once a month, all year round, looking for any suspicious moles using the ABCDE signs of melanoma. It is vital to catch melanoma early. If melanoma is found and

EXHIBIT D-7



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Top Charts



Genius



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melanoma early. If melanoma is found and treated early, the chances of recovery are very good. If it is not found early, melanoma can grow deeper into the skin and spread to other parts of the body. Once melanoma has spread to other parts of the body beyond the skin, it is very difficult to treat.

ABCDE METHOD - This methodology is the recognized international dermatological standard to help you identify some of the usual signs of melanoma. With Mole Detect the ABCDE method is completely programmed into our app to help make self-examination accurate and easy. Protect yourself and your loved ones by examining and getting to know your skin on a regular basis with Mole Detect.

EXHIBIT D-8

BODY MAPPING - Locate and identify your moles on our body map to help you track your



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BODY MAPPING – Locate and identify your moles on our body map to help you track your moles accurately.

PORTAL - Never lose your records. Send, store, access and update your mole information on our secure server.

AUTOMATIC REMINDERS – Receive automatic reminders to check your moles regularly

KEEP NOTES – Make important and relevant notes about each mole

LEARN, EDUCATE & SHARE – Learn important facts about melanoma and how to examine yourself properly.

THE ABCDE'S OF SKIN CANCER

EXHIBIT D-9



Featured



Top Charts



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**EXHIBIT E**

**MOLE DETECT WEBSITE (JANUARY 9, 2014)**

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**Mole Detect™ saves lives through the early  
detection of potentially fatal melanoma**  
by helping you check and track your moles



Download on the  
**App Store**



**Check moles on your phone**

Check moles based on the dermatologist approved ABCDE risk assessment method.



Mole Detect™ was featured in the [Wall Street Journal](#) and the [Dr Oz Show](#). [Read more](#)

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21



10

EXHIBIT E-1

Mole Detect™ saves lives through detection ...

www.moledetect.com

Google

mole detect™

DOWNLOAD THE APP

HOW IT WORKS

WHAT IS MELANOMA?


SUN PROTECT YOURSELF

CONTACT

# Mole Detect™ saves lives through the early detection of potentially fatal melanoma

by helping you check and track your moles

Download on the App Store



< Instant results

Get instant results on your phone thanks to our built-in image analysis algorithm.

>

Mole Detect™ was featured in the Wall Street Journal and the Dr Oz Show. [Read more](#)

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www.moledetect.com/#

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# Mole Detect™ saves lives through the early detection of potentially fatal melanoma

by helping you check and track your moles



Download on the  
**App Store**



## Interactive diagnosis

Review educational ABCDE symptoms with interactive animations.

1 2 3 4 5 6 7 8 9 10



Mole Detect™ was featured in the [Wall Street Journal](#) and the [Dr Oz Show](#). [Read more](#)

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10



Mole Detect™ saves lives through detection ...

www.moledetect.com

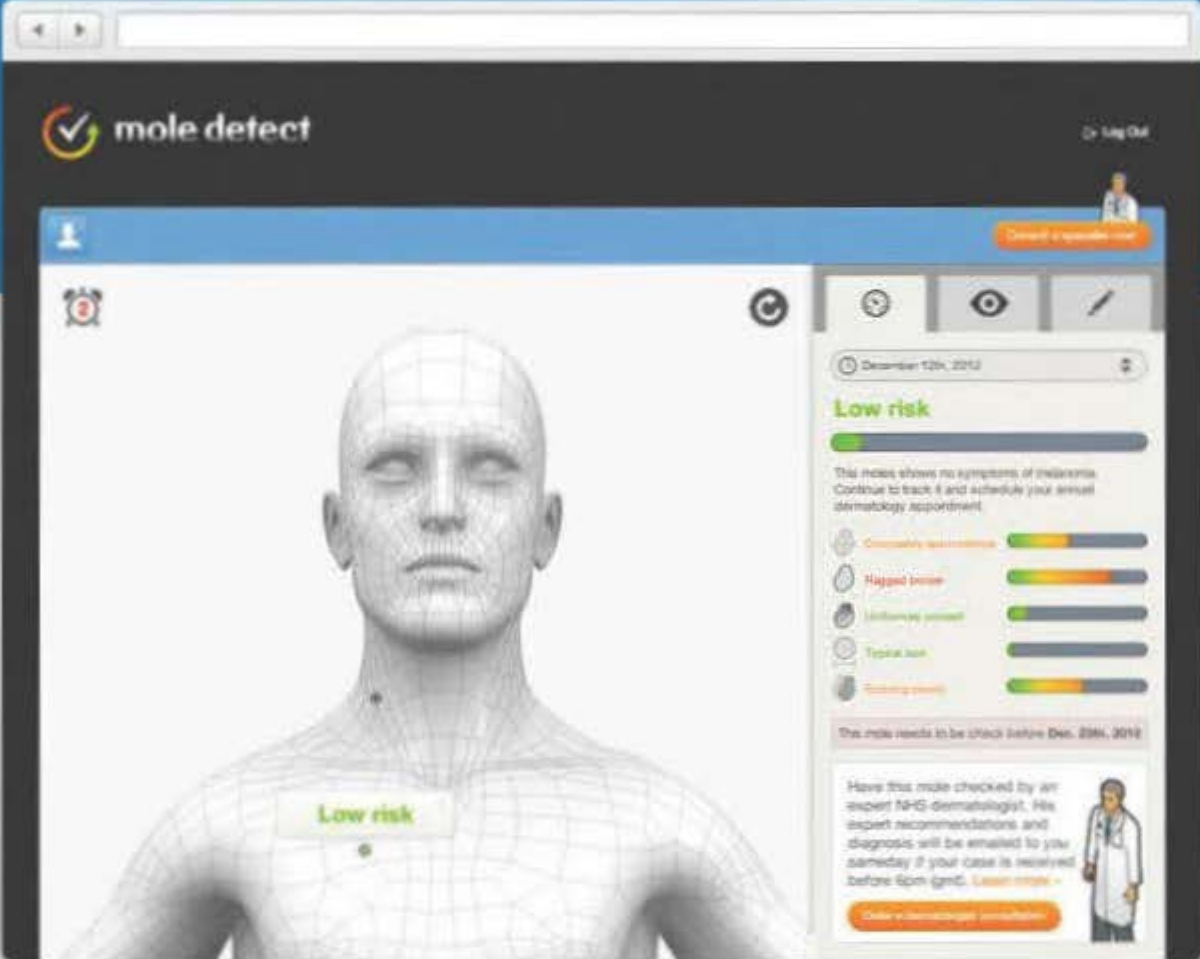
Google

**mole detect™** DOWNLOAD THE APP HOW IT WORKS WHAT IS MELANOMA? SUN PROTECT YOURSELF CONTACT

## Never lose your records

Store and access your mole information at our secure server free.

Preview [Log In](#)



**mole detect** Log Out

December 12th, 2013

**Low risk**

This mole shows no symptoms of melanoma. Continue to track it and schedule your annual dermatology appointment.

- Asymmetry assessment
- Irregular border
- Uniform color
- Typical size
- Changing shape

This mole needs to be checked before Dec. 20th, 2013

Have this mole checked by an expert NHS dermatologist. His expert recommendations and diagnosis will be emailed to you same-day if your case is received before 4pm (gmt). [Learn more](#)

[Order your dermatologist consultation](#)

## How it works

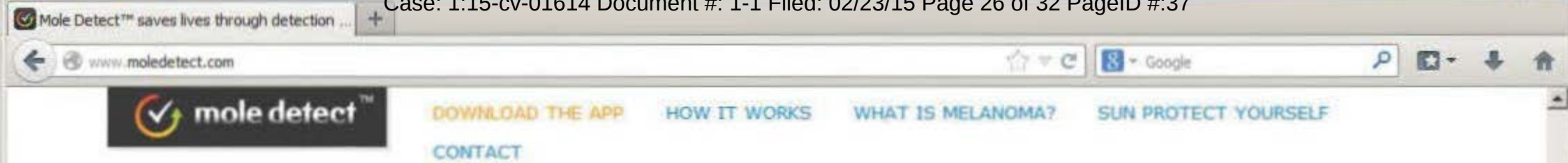
Mole Detect™ uses the dermatologist approved **ABCDE assessment method** to help you check your moles for signs of melanoma from the comfort of your home.

EXHIBIT E-4

Capture a mole

Get instant results

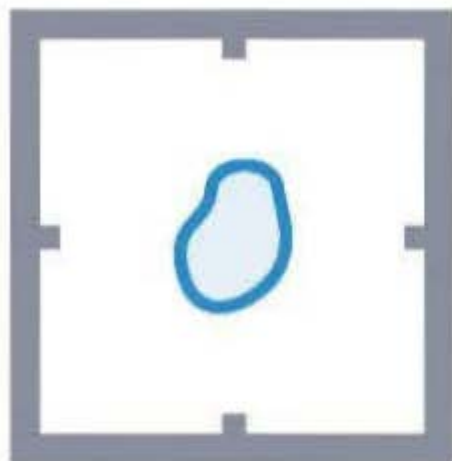
Review your ABCDEs



## How it works

Mole Detect™ uses the dermatologist approved **ABCDE assessment method** to help you check your moles for signs of melanoma from the comfort of your home.

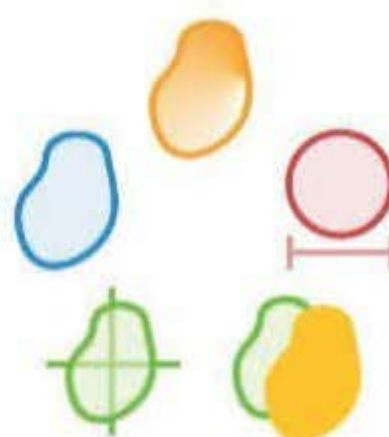
### Capture a mole



### Get instant results



### Review your ABCDEs



## What is melanoma?

Melanoma is the most dangerous of all skin cancer. It accounts for the majority of skin cancer related deaths (75%) and is most often caused by occasional intensive exposure to ultraviolet light from the sun or sunbeds that may result in skin cells growing abnormally and becoming cancerous. Dermatologists recommend that everyone perform a monthly self examination of their skin looking for new and suspicious moles.



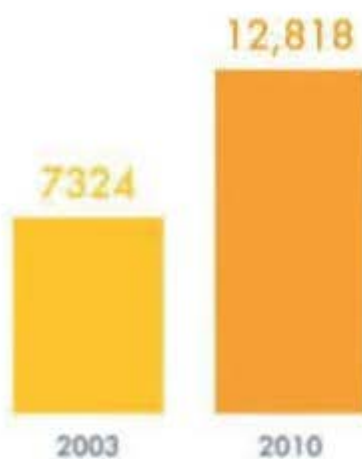
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## What is melanoma?

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The state of melanoma in **United Kingdom** — Early diagnosis is the key to long term survival

Number of new cases increases each year.



Melanoma is among the most common cancer especially in people aged 15 to 34.

5th

All ages

2nd

Aged 15-34

Melanoma is responsible for 75% of skin cancer related deaths. But 85% of early diagnosed patients enjoy a long term survival.



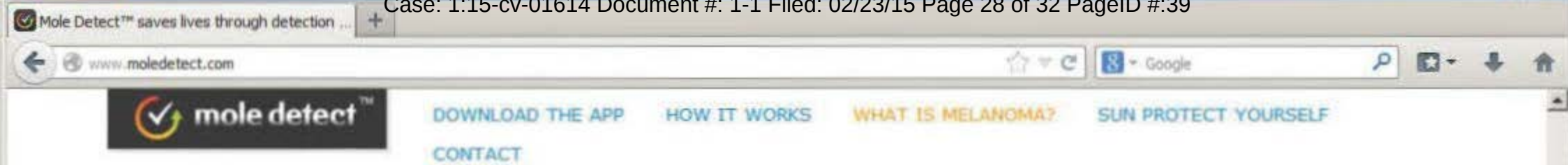
Why you should track your moles — The story behind Mole Detect™



One day a man, looking into a mirror, noticed a mole on his neck that looked different than what he remembered. He started to pay closer attention to it and over 2 months he watched it change dramatically...







## What is the ABCDE method?

Dermatologists have highlighted five symptoms to look for in moles while checking yourself for melanoma. Mole Detect™ helps you check your moles for these symptoms so you can better understand if you have a potentially dangerous mole.



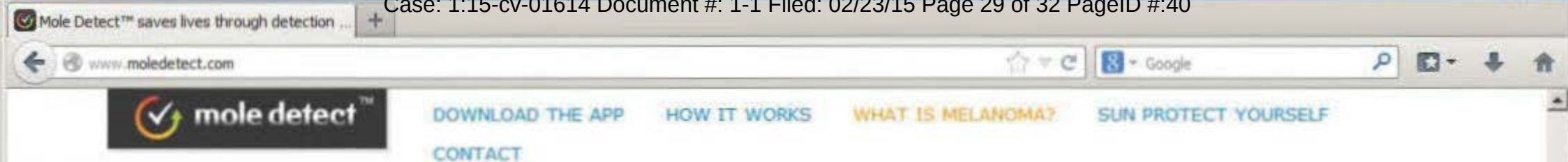
## Evolution

Dermatologist want to understand if a mole is evolving; changing in size, shape or color. Evolution is a potential sign of melanoma as it could be an indication of cellular growth. Evolution is also a symptom that can be caught early if you are doing regular tracking of your moles.



## People talking about it

Mole detect™ was featured in the *Wall Street Journal* and the *Dr Oz Show*, and recommended numerous times by its users. Don't hesitate to [rate it yourself on iTunes](#).



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..can you beat that, I like that..

Dr Oz

I just got back from the dermatologist because I scanned a few moles with Mole Detect™ and they came up "red." I'm glad I went because he will be removing all three of them. My mom had melanoma a few years ago and I had been meaning to get a full body scan. This app motivated me to do so and I'm so happy I did!

iTunes review

As a cancer survivor and a nurse, I urge you to try this app. It could save your life by alerting you to go to the doctor sooner than you may have. The camera is easy to use following the directions and helpful video. Being able to track changes is the most valuable part for both myself and my doctor. There is no more trying to remember if a specific mole looked the same a month ago - is the size the same, is it larger, was it always this color? Now when I go in for checkups it's easy to let my doctor know about changes. She is going to recommend it to her other patients.

iTunes review

I recommended your app to my facial lady and she used it on a lady to catch a mole that turned out to be cancerous- great job!!

Facebook post

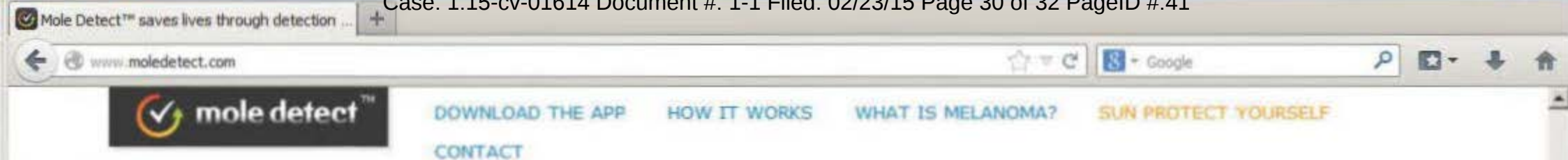
I had melanoma and use this to track my moles. I was doing it anyway with my cellphone but it was very cumbersome and confusing which mole picture was which. Now I can track each mole by the location on the body. This could really save my life and someone else.

iTunes review

I think this app is just incredible and has the potential to really save lives and get people thinking about how dangerous skin cancer is. -- What a fantastic app/idea! Skin cancer is so deadly now and more people need to be aware of it.

iTunes review





## Meet the team

Mole Detect™ is made by a team of talented and experienced people.



**Avi Lasarow**   
Chairman

A seasoned entrepreneur, Avi believes that making a difference to the people around us is imperative to success in business today. He has chosen to do this through the commercialisation of technology and medical science. "If you can make a difference in people's lives, success is a natural outcome". He has already successfully implemented this philosophy through his prior and present projects. Saving lives through early detection with innovative technologies such as Mole Detect™ is a natural step in his commercial endeavours.



**Dr John Ashworth**   
Consultant Dermatologist

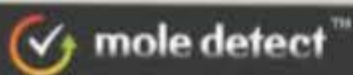
Dr John Ashworth is a consultant Dermatologist working both in private practice and through the NHS. Dr. Ashworth is a thought leader in the field of tele-dermatology and has provided 1000's of online consultations throughout the UK. Dr. Ashworth is registered with the British Association of Tele-dermatology and the British Medical Association.



**Ken Brown**  
Regional Director Europe

Ken Brown, lawyer turned entrepreneur, could not resist the challenge of building a business. As an advocate of the High Court of South Africa, he has successfully advised, represented and appeared for clients at the highest level in a wide variety of contentious matters. Having experienced cancer first hand with the death of a close family member, the choice to give up his legal practice and join the Mole Detect™ team - where our aim is to save lives - was an easy choice to make.



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is to save lives - was an easy choice to make.



### Hemanshu Shah

#### Chief Technical Consultant

Hemanshu is a serial entrepreneur, owner and founder of the successful company Enzigma Software Pvt Ltd. Enzigma Software's success is founded on their clients success, relying on such divers technologies as Salesforce.com's Visual Force & Apex, ASP.NET, PHP and Java. Enzigma Software is one of the first companies from India to launch a successful product called FTP Attachments on the Salesforce platform and the first ISV Salesforce.com partner.



### Kristi Zuhlke Kimball

#### America & LATAM

Kristi is a 6 year veteran of Procter & Gamble where she worked in Consumer and Market Knowledge. Over her tenure at P&G she worked on various brands including Gillette, Old Spice and Always. She left P&G in July 2011 to pursue her dreams of becoming an entrepreneur. Kristi's passion is innovation. She is now committed to launching several tools that improve lives across the world.



### Jason Boggess


#### Technical Consultant

Jason Boggess graduated from the Massachusetts Institute of Technology (MIT) Media Lab with a Masters of Science degree in Electrical Engineering and Computer Science, specializing in computer graphics and vision. While at the media lab, Jason worked on healthcare endeavors including NETRA and CATRA eyecare-on-a-cellphone projects which aim to bring sight to more than 1 Billion people world-wide by providing quick optical refraction information. NETRA was featured on CNN, the BBC, New York Times, New Scientist, and won part of the MIT IDEAS Global Challenge, was a Vodafone Foundation Wireless Innovation Project Winner, and presented at TED in 2011. His master's thesis and research in portable, cheap retinal imaging aimed to provide developing areas of the world with retinal disease diagnosis won the CIMIT Primary Healthcare First Place Prize and the MIT Ideas Global Challenge First Place Grand Prize. Over 300 million people will go blind without annual retinal exams, which now can be provided at a low cost.

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**Antoine Francisci** 

**User Experience Consultant and Designer**

Antoine is an independent consultant and designer who likes to imagine and craft user oriented applications and websites. His broad technical knowledge allows him to quickly visualise and plan interactive solutions that are both elegant and functional. Before Mole Detect™ Antoine has worked on various projects with a constant focus on delivering a best user experience possible.

## Contact us

### Send us a message

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