

GeniusMed

Bio AI & Smart Device R&D

Corporate Presentation & Investment Proposal

An innovative biotech company solving intractable disease and critical social challenges with AI & smart devices

Established

2026.05

Core IP Filed

6 Domestic, 6 PCT

Partners

10+ Countries

An Advanced Solution

**Connecting Life,
AI & Smart Devices**

CEO Brian Lee

Seongnam, Gyeonggi-do, Korea | <https://www.geniusmed.co.kr>

Executive Summary



Mission

Solving high-mortality diseases and severe social problems with AI & smart technologies



Core Business

Bio AI Smart Glasses R&D
Bio & medical device sales and trade



Technology

AI-based early disease diagnosis & AI agents,
Drowsy-driving prevention & autonomous-driving technology



Market

Entering the global IVD, smart glasses, and autonomous-driving convergence markets



Partners

10+ partner countries incl. Korea, Japan, China, Switzerland & Singapore — R&D, marketing & sales network



IP Status

Smart glasses + autonomous driving:
2 filed
Bio AI diagnosis & agents: 4 filed

Company History & CEO Message

Company History

2025.05

Filed 2 patents: Smart glasses, AI & autonomous driving (PCT completed)

2025.08

Filed 4 patents: Bio AI diagnosis & AI agents (PCT completed)

2025.08

Marketing partnership with Shanghai Upper Bio-Tech Pharma Co., Ltd. & Singapore BamX Pte Ltd.

2025.09

R&D partnership with IT Lab Co., Ltd., Japan

2026.02

Joint R&D partnership with CSEM SA, Switzerland

2026.05

GeniusMed Co., Ltd. incorporated

2026.08

Joongang Ilbo 2026 Second Half Innovation IT Grand Prize (Industrial Convergence & Smart Technology category)

CEO Message

“

I launched our Bio AI, smart device, and AI agent businesses in the first half of 2025, driven by our inventions in smart glasses, AI, and autonomous driving.

As Meta, Samsung, Google, and Apple scale up smart-glasses investment, our focus is on solving critical social problems with smart glasses and AI: preventing drowsy-driving accidents and enabling early diagnosis of severe diseases.

GeniusMed will continue to grow so that each business we have launched bears strong results.

— Brian Lee, CEO

Core Technology ① Bio AI Smart Glasses Diagnostic System

AI Smart Glasses Medical Platform



Biometric Authentication

Key commands execute only when user voice + iris / fingerprint / dermal recognition match



Early Disease Diagnosis

Early detection of ocular, diabetes, hypertension cardiovascular, brain & respiratory diseases



Emergency Response

Auto-call 119 / 112 / hospital on cardiac arrest or accident, with location & video sent



Personalized Care

Medical records + live data analyzed for treatment suggestions



AR HUD · Real-Time Medical Telemetry

Heart Rate

138 BPM

Blood Pressure

155/100

SpO₂

95%

ECG Status

Abnormal

Location

Shared ✓

Hospital Link

Connected



Phone & vehicle sync | Built-in AI chip | Voice control

Core Technology ② Anti-Drowsiness & Autonomous Driving Patents

 6 domestic patents filed incl. diagnosis & agent technologies (25.05.30, 25.08.12)
+ PCT international applications: 6 completed (25.06.09, 26.06.02, 26.08.05)

Patent ①

Driver drowsiness detection & response system and accident-prevention method

Smart-glasses cameras detect eye, eyelid & pupil changes; EEG, PPG, ECG & skin-conductance sensors confirm drowsiness, then the vehicle transitions to autonomous mode

Patent ②

Eye & biosignal analysis-based drowsiness-detection smart glasses and method

Frame sensors measure EEG via scalp contact; upon confirming drowsiness, the AI executes deceleration, shoulder pull-over, cool-air blast & alerts to surrounding vehicles

How It Works

Technology: Smart Glass + Autonomous Driving

Biosignal Detection



AI Drowsiness Check



Autonomous Takeover



Decelerate & Stop



Alert Nearby Vehicles

Core Technology ② Anti-Drowsiness & Autonomous Driving Patents



A woman wearing smart glasses driving a self-driving car sees a HUD displayed on her lenses.



The augmented reality HUD of the smart glasses displays drowsiness detection information, the vehicle is driving autonomously, and AR navigation and surrounding vehicle information are projected on the windshield.



A scene unfolds on a city highway, with a vehicle driving autonomously, smart glasses wirelessly connected to the vehicle's artificial intelligence system to detect drowsiness and display warning information on the HUD.

Core Technology ② Anti-Drowsiness & Autonomous Driving Patents



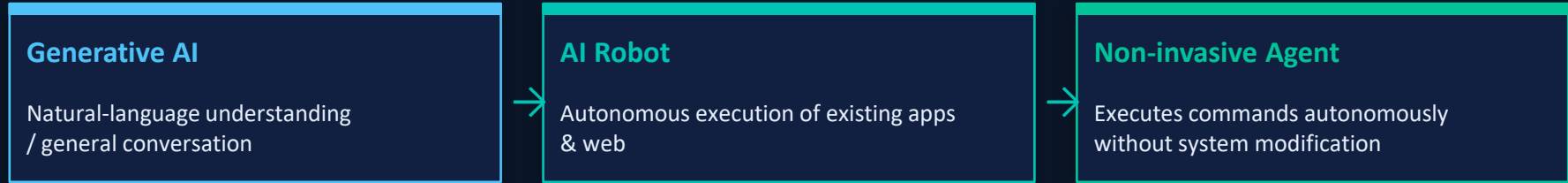
When a driver wearing smart glasses falls asleep on the drive, the glasses detect vital signs and connect to the vehicle's artificial intelligence system, displaying a warning message.



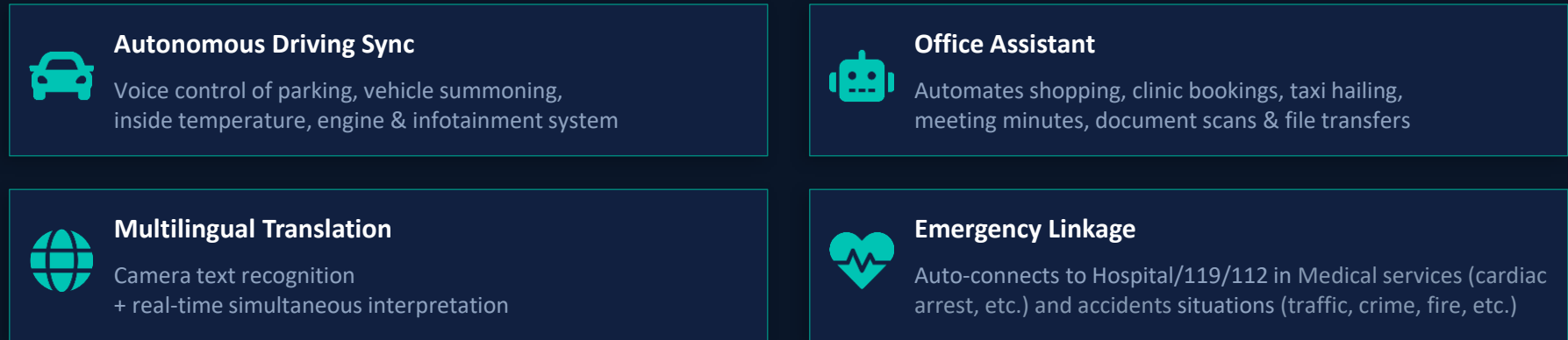
Warnings such as "WAKE UP!" and "DROWSINESS DETECTED" are displayed on the windshield of the vehicle, and the artificial intelligence system detects a drowsy driver and responds immediately.

Core Technology ③ AI Agent (Non-invasive Autonomous Agent)

A next-generation AI agent that autonomously handles daily life, work, medical & financial tasks from a single user command



Key Application Areas



※ Phone-call reporting is limited in cardiac arrest, crime & fire situations
→ Auto-detection & instant reporting needed (golden-time response)

Competitive Edge

Differentiation vs. Competitors

Category	Big Tech / General (Meta·Apple)	Medical AR (MediThinQ etc.)	GeniusMed
Fundus-based disease diagnosis	×	△	◎
Multi-biosignal integration	△	×	◎
Emergency (EMS) auto-linkage	×	×	◎
Smart mobility	×	×	◎
Iris·Voice multimodal security	△	×	◎
All-day lightweight form factor	◎	×	◎

USP Medical-specialized (fundus) + integrated multi-sensor + urgent rescue·EMS linkage + smart mobility + multimodal security
= a core edge competitors lack

Business Model

Pillar 1

Bio & Medical Device Sales · Trade

- ▶ Domestic & overseas IVD product distribution
- ▶ Biopharma & medical-device import / export trade
- ▶ Leveraging partner channels in China, Japan & Singapore, etc.
- ▶ Current primary revenue base (immediate income)

Pillar 2

Bio AI & Smart Device R&D

- ▶ AI smart glasses, ECG patches productization
→ B2B / B2C sales
- ▶ Drowsy-driving and drowsy-work accident prevention tech licensing (automotive, aviation, maritime, production sites)
- ▶ Bio AI disease-diagnosis SaaS subscription model
- ▶ AI agent platform API provision

💡 Short term: Medical device trade & sales revenue | Mid term: Technology licensing / productization | Long term: Recurring SaaS subscriptions

Global Partnerships

CH Swiss

R&D

CSEM SA

www.csem.ch

Swiss federal research institute
(world-class research organization)

JP Japan

Marketing

OfficeHase Co., Ltd.

Japan marketing partner

JP Japan

R&D

IT Lab Co., Ltd.

IVD medical devices & biopharma
development

CN China

Marketing

Shanghai Upper Bio-Tech Pharma

IVD medical device development,
China marketing partner
(Beijing Stock Exchange listed)

SG Singapore

Marketing

BamX Pte Ltd.

ASEAN (Southeast Asia) marketing partner

KR Korea

R&D, Sales

Seegene Co., Ltd.

IVD medical device development & sales



Global Partnership Network

Global R&D Collaboration — CSEM MoU & Eurostars

Global R&D Collaboration



MoU signed with Switzerland's CSEM

Signed electronically on Jul 2, 2026 · valid 2 years

- Joint development integrating vital-sign monitoring (HR, HRV, SpO₂, blood pressure, EEG) into the smart glasses
- GeniusMed = lead & system integration / CSEM = optical sensing·biopotentials·digital-health R&D partner
- Signatories: CEO Brian Lee, CSEM Jens Krauss (VP, MedTech BU)

2026 Eurostars 11th Call

- Eurostars: Sep 10, 2026 deadline · joint proposal with CSEM
- If selected, Korean SME funded up to **67%** of project cost via Korea Institute for Advancement of Technology
- Strengthens eligibility for global gov't R&D funding

CSEM Profile

Non-profit RTO founded by the Swiss federal gov't in 1984
~640 researchers from 45 countries (HQ Neuchâtel)
World-class in ultra-low-power chips, biosensors & wearable vital-sign monitoring

Market Opportunity

Global IVD Market

\$113B+

~6% CAGR 2028E

Smart Glasses Market

\$52B+

~25% CAGR 2030E

Autonomous Driving Market

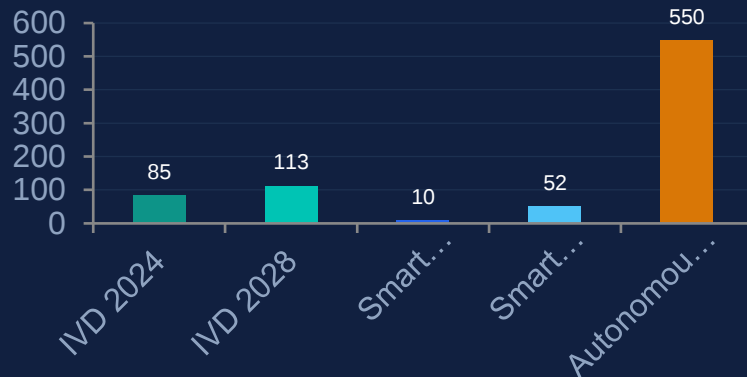
\$550B+

~35% CAGR 2030E

Growth Drivers (Tailwinds)

- ✦ Massive smart-glasses investment expansion by Meta, Samsung, Google & Apple, etc.
- ✦ Deregulation of autonomous-driving frameworks driving surging tech demand
- ✦ AI advances expanding the non-invasive medical diagnostics market
- ✦ Aging societies fueling explosive demand for early chronic-disease diagnosis
- ✦ Tens of thousands of drowsy-driving casualties annually
→ preventive solutions needed

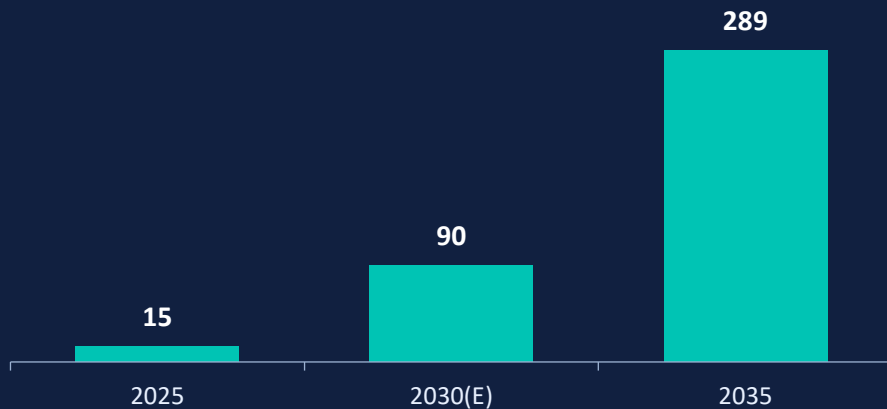
Market Size Comparison (unit: \$B)



Explosively Growing Smart Glasses · Digital Health Market

Market Growth

Projected smart-glasses users (millions)



KRW 291T

2040 smart-glasses market size (HSBC Global Research)

+322%

2025 AI-glasses shipments, YoY (Omdia)

15M units

2026E AI-glasses shipments

※ Once smart glasses featuring our proprietary functions launch, the market could exceed HSBC's estimate.

Roadmap & Targets

Growth Roadmap

2026

IP Rights & Global Collaboration

- Full patent filing: Bio AI diagnosis & AI agent
- Joint Eurostars proposal with CSEM
- Recruiting core talent

2027

Prototype & Clinical

- Target 95% AI diagnostic accuracy
- 1st Integrated device prototype, medical-data AI
- Clinical validation: SNU Bundang Hosp., Severance Hosp. (KR) & Mayo Clinic (US #1 hospital)

2028+

Global Commercialization

- PCT-based entry: US·EU·China·Japan·India
- Approvals·SaaS·licensing revenue ramp-up
- Groundwork for tech-special IPO

- **1st product:** Implementation of the inner multi-modal sensor function in the eyeglass frame
- **2nd product:** Added automatic integration with fundus examination, emergency rescue, and the Emergency Medical System (EMS)
- **3rd product:** Addition of smart mobility technology to prevent drowsy driving accidents

Shape the Future of Healthcare & Mobility with GeniusMed

Proprietary Patents

6 domestic filed / PCT completed

Global Partner Network

Partners in 10+ countries

Hybrid Revenue Model

Trade + licensing / productization
+ SaaS

Massive Market Entry

IVD · Smart Glasses ·
Autonomous Driving



jae0420@hanmail.net



THE SHARP Bundang Park River #201-1007, Dolma-ro 169, Bundang-gu, Seongnam, Gyeonggi-do, Korea