

“...THE BIGGEST **GAME-CHANGER**  
IN COMMUNITY RESUSCITATION  
IN A COUPLE OF DECADES.”

PROF. COLIN ROBERTSON  
UNIVERSITY OF EDINBURGH

Every minute counts in treating cardiac arrest. CPR combined with an automatic external defibrillator (AED) has the potential to save up to 70% of arrest victims' lives.<sup>1</sup>

But only if they're used quickly enough.

Putting AEDs on public transport, in schools, colleges, restaurants, shops and offices, could avoid thousands of needless deaths each year.

To help make that possible, we've worked with a major manufacturer to create a dramatically cheaper AED.

**NOW, WE NEED YOUR  
SUPPORT TO PLACE THESE IN  
COMMUNITIES ACROSS THE UK.**

## Get in touch today.

Call us to learn more about our innovative AED and discuss joining our early investors.

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### Driver First Assist

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- <sup>1</sup> <https://www.resus.org.uk/resuscitation-guidelines/adult-basic-life-support-and-automated-external-defibrillation/>
- <sup>2</sup> Resuscitation Council (UK), NHS England, British Heart Foundation. Consensus Paper on Out-of-Hospital Cardiac Arrest in England, 2014.
- <sup>3</sup> Out of Hospital Cardiac Arrest Outcomes – Review of the first 5 years and forward strategy, Warwick University, 2018.
- <sup>4</sup> Ibid.
- <sup>5</sup> [www.resus.org.uk](http://www.resus.org.uk), as <sup>1</sup>
- <sup>6</sup> The New Ambulance Standard, Easy Read, NHS England, 2017.
- <sup>7</sup> <https://www.marketsandmarkets.com/Market-Reports/automated-external-defibrillator-market-549.html>

# AN AED REVOLUTION



**HEART-STARTING  
TECHNOLOGY**

**80% CHEAPER**

**WILL YOU INVEST TO  
HELP US **SAVE LIVES?****

## WHY PUBLIC ACCESS DEFIBRILLATORS MATTER

Every year in the UK, around 60,000 people experience an out-of-hospital cardiac arrest (OHCA).<sup>2</sup> And our national average survival rate is about 7%.<sup>3</sup>

If we could achieve the world's best OHCA survival rate – Norway's 25% – it's estimated that an additional 5,750 people would go home to their families.<sup>4</sup>

Immediate intervention after an OHCA is critical.

Treatment with an automatic external defibrillator (AED) within 3-5 minutes of collapse can save 50-70% of lives. And each minute of delay reduces the probability of survival by 10%.<sup>5</sup>

NHS England's target ambulance response time is 8 minutes.<sup>6</sup> That means it's rare for the emergency services to treat casualties in time.

The answer lies in making defibrillators widely available to the public through the Public Access Defibrillator (PAD) scheme. But Driver First Assist (DFA) research shows price is a barrier.

**The PAD system relies heavily on fundraising and charitable donations, and costs for a single unit start from around £1,000.**

## CAN YOU HELP US SAVE 5,750 LIVES THIS YEAR?

### CREATING A REVOLUTIONARY AED

DFA is a not-for-profit organisation, working together with the emergency services to train drivers in life-saving first aid. Our partners are some of the UK's largest commercial road users.

These businesses understand the importance of early AED availability and told us their willingness to provide them to drivers would increase substantially at lower prices.

DFA pledged to find a low-cost solution.

Working with a well-established AED manufacturer, we have created a new, internationally type-approved unit using:

- Technical innovation
- Smart sourcing of electronic components
- Delivery through a lean supply chain

Our AED carries the CE mark and is fully compliant with EN 60601 Regulations.

**THE RETAIL PRICE IS JUST £220**

**80% CHEAPER THAN OTHER AEDS ON THE MARKET TODAY.**

### USING OUR NETWORKS FOR CHANGE

Thanks to the quality of our courses, we have strong networks with the emergency services, corporate leaders, MPs, medical experts, and Highways England.

Our mission is to use this dramatically cheaper AED to encourage businesses and the authorities to extend the current PAD system. To date:

- Social entrepreneurs in the Republic of Ireland have placed an advance order for 5,000 of our AED units.
- A major UK city has agreed on a trial project to place our AEDs on all public transport and in bars, restaurants, cafés and retailers – creating a blueprint for UK roll-out.

### YOU CAN PLAY A CRUCIAL ROLE

With our unique network for sales and a global defibrillators market predicted to grow at a CAGR of 3.4% to 2025,<sup>7</sup> this is not only a ground-breaking community healthcare project, but an exciting project financially, too.

At DFA, we are currently searching for investors to join us. We need help with the cost of product licensing and launch activities and our first year of working capital.

**CONTACT US TODAY: 0303 040 1020**