

# Brilliant and Company

Brilliant and Company has developed PiCO GO to place actionable air quality data in the hands of patients, parents and care providers like teachers and kindergartens.



## PREVENTING ASTHMA THROUGH DATA

Brilliant and Company's digital therapeutics solution consists of air quality sensors that track environmental data. The same technology is also used in its other product PiCO Home. PiCO GO also comes equipped with a wristband to monitor biometric data. Asthma patients share analytics from PiCO GO devices with their doctors through the companion mobile app. This allows doctors to monitor patient health, identify triggers for potential asthma attacks, and provide recommendations to help avoid them.

## LACK OF INDOOR AIR QUALITY INFO PUTS OUT CHILDREN AT RISK

Over 26 million people in the US suffer from asthma and six million of those patients are children. Asthma related illnesses rank 3rd for childhood hospitalizations. That's in part a result of children spending up to 90% of their time indoors, where air pollutant levels are up to five times higher than levels outdoors. Lacking vital information about indoor air quality - and being able to do something about it - can put our children's health at great risk.

## DIGITAL THERAPEUTICS: A NEW FRONTIER

Digital Therapeutics is a relatively new market that was valued at USD \$2.24 billion in 2018. But it's also a market that has been growing at a 21% CAGR for the last 3 years. This market will grow to USD \$8 billion annually by 2025. While digital therapeutics is a growing market, the global market for asthma treatment is already huge and will be worth over USD \$20 billion by 2025. The US market alone will be worth USD \$14 billion and treatment for asthmatic children will be worth USD \$250.6 million.

## AMAZON-READY

Brilliant and Company's product is already listed on Amazon in the US and its partnered with Korea University Medical Centre, Korea Environment Corporation, ICONS, Bandan-air and Rayli-japan.

PiCO GO is not yet in the market but in partnership with six Korean university hospitals the company is conducting clinical research. So far, these academic institutes have purchased 270 PiCO GOs for a combined value of USD \$42,000. They have plans to purchase an additional 300 units in 2021.

## A MISSION BORN OF EXPERIENCE

Brilliant and Company knows what it's like to suffer from asthma and air pollution. They are patients too. Its co-founders have worked together for seven years to solve the problem of air pollution and asthma through four product iterations to date. In 2013, founder Ryan Yun was living in Beijing, where he realized the importance of being aware of air quality and how it affects our daily lives.

He also realized that the situation for those with respiratory conditions is much worse. The team consists of expert AI engineers with over ten years of experience working for companies like Hyundai, as well as business and global marketing professionals who have previously worked at companies like HSBC, MULBERRY and Klaus Investment Partners.

[www.brilcom.com](http://www.brilcom.com)

+82-10-8879-3263

Jungyeon Yun | [ryan.yun@brilcom.com](mailto:ryan.yun@brilcom.com)