



DEEP HELP

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Deep Help / Sales of Defibrillator

Needs evaluation in Finland

-homes where are people who belongs to high-risk group (about 1 million)

-homes where are visitors who belongs to high-risk group

-the taxis (10 000 in Finland)

-shops

-department stores

-hotels

-trains

-ships and ferries (many defibrillators for each one)

-sports clubs

-patrol cars

-ambulances

-fire trucks

-pharmacies

-sports facilities

-road transportation vehicles

-construction sites

-old people

-old people's homes

Sales target for 5 years

Finland	-good marketing 9%	500 000
Nordic countries	-25 million inhabitants 3%	800 000
Rest of Europe	-more than 700 million inhabitants 1%	7 000 000
USA	-300 million inhabitants 1%	3 000 000
Canada	-35 million inhabitants 1 %	350 000
Asia	-?	
Australia	-?	
Africa	-0	
South-America	-?	
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Total		11 650 000

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