

Booth No. **8.1B40.4**

## Penguinpoint(MyHealthMart)



**MyHealthMart**

From Health to Wealth

Year Established	2022	Type of Business	Other
Website	www.ipenguinpoint.com	Main Export Countries	South Korea, United States
SNS	https://www.youtube.com/@penguin_point		
Main Customer	Domestic Customers		International Customers
The Person In Charge	Name	Department	Position
	Arok Choi	Software development	Manager
	Phone	Mobile	E-mail
	+82-10-4037-3756	+82-10-4037-3756	arok@ipenguinpoint.com

### Company Description

Penguinpoint is a company that recognizes the importance of personal health care and proposes new ways to effectively utilize it.

We collect personal health and medical data under the consents, sell the data to companies/individuals who want to purchase the collected data, and provide consulting and solutions.

### Product

#### MyHealthMart

**Function and Usage :** MyHealthMart is the world's first platform that allows individuals to trade their personal health records (PHRs). The app empowers users to commercialize and manage their health data, including medical records, genetic information, lifestyle logs, and environmental data.

**Marketing and Selling Points :** As a platform for trading and monetizing health data, MyHealthMart ensures secure and compliant access to diverse datasets such as medical records, genetic information, lifestyle logs, and environmental data. Take control of your health data, earn income from your information, and contribute to the advancement of personalized healthcare—all while maintaining your privacy and security.

#### Data Lab

**Function and Usage :** Data Lab, the web-based service, complements the MyHealthMart app by providing a comprehensive PHR catalog for potential data buyers. Designed with a focus on data exploration and analysis, Data Lab allows buyers to efficiently browse, select, and request data purchases or analyses.

**Marketing and Selling Points :** Data Lab is the ideal web-based platform for research institutes, hospitals, and companies seeking comprehensive personal health records (PHRs). It streamlines the browsing, selection, and acquisition processes, offering advanced tools to request specific datasets or custom analyses. Enhance your studies, improve patient care, and drive innovation with reliable, high-quality data. Partner with Data Lab to accelerate your projects and achieve impactful results.

