



Stage: Seed

Industry: Medical Device

Employees: 2

Funding to date: \$0K

Required Funding: \$1M

Use of Proceeds: R&D, Regulation preparation for FDA (510K), Clinical, Market, IP

Revenue Model:

	Price	BOM	COGS
Disposable	\$35	3\$	0.6\$
Device	\$200	55\$	11\$

Revenue Forecast :

	Disposable	Revenues
Year 2	500K	31.3M\$
Year 3	1M	35M\$
Year 4	7M	219.24M\$

Management Team:

- **Ari Eichenbaum - Founder + CTO**
Over 15 years of experience in mechanical design, and management of engineers in the fields of medical equipment and semiconductors. B.Sc. and M.Sc. degree in mechanical engineering from the Technion.
- **Sigal Avraham - Founder + COO**
Over 10 years of experience in accounting in the SOXS and Nasdaq regulation, Operation, Purchasing. Experience with ISO 13485 and FDA, CE Mark certifications. B.A in Political Science, M.P.A and M.B.A from the Haifa University

Auto insertion of accessories to colonoscopy

An automatic device for quickly advancing biopsy tool into position through the working channel.

Market Size

- 19M US / 39M in WW procedures performed annually.
- 1.6 million Americans, most of whom are diagnosed before age 35. Crohn's disease and Ulcerative colitis. Around 1 million new cases per year – IBD (Inflammatory Bowel Diseases).

Market Opportunity:

- Endoscopy device market in US was worth \$14.14B in 2018 and estimated to be growing at a CAGR of 6.95%, to reach \$19.79B by 2023.
- WW endoscopy equipment market was valued at \$24.32B in 2016 and is projected to reach \$34.82B by 2022.

Problem

- Colorectal Cancer (CRC) is the #2 leading cause of cancer-related deaths in the US with 50K deaths per year.
- Despite proven efficacy of colonoscopy procedure, only 2/3 of eligible patients get screened.
- Not samples are taken.
- Doctor's injuries.
- Risk under anesthesia.
- Typically, it takes between 30 minutes to an hour to finish the procedure.

Current solution

There is no current solution

Our solution

- A device and a disposable connected to the colonoscope working channel.
- The device includes a motor and controller.
- The disposable includes a retracting mechanism which an colonoscopy tool can be inserted through it.
- The device & disposable can be implemented on any colonoscope.

Added Value

- Clinics/Hospital - Shorten the process and Shortened time under anesthesia thereby reducing risk.
- Patients - All samples are taken.
- Physician - Prevent doctor's injuries



Current status:

- R&D plan.
- Founders team established.
- Patent submitted in the USA.
- Prototype complete + POC