# The Problem (Motivation)

**Glaucoma** is a disease where

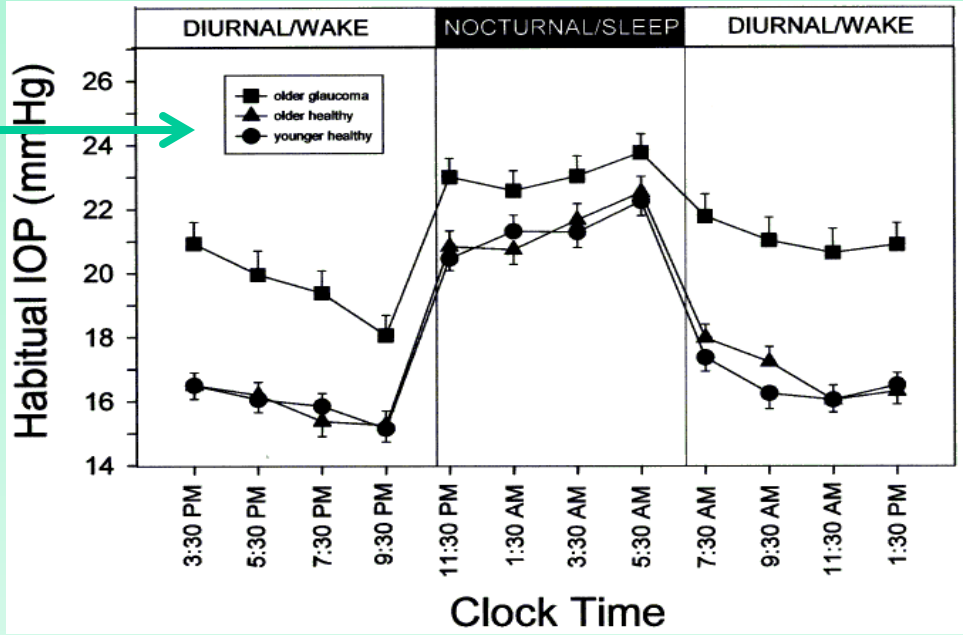
**People could get blind under medical supervision!!**

**REASON**

1. significant **diurnal change**
2. **patients progress in spite regular three-month visit to the clinic** to check their IOP
3. the patient does not feel any pain while the disease progresses.

## Conclusion

**Must measure at home several times**



# Current solutions pain

Many kinds of competing devices on the market

However current devices are:

- very expensive
- cannot be self – used
  (those who can are inaccurate)
- Heavy - not portable
- difficult to align by self

Applanation


Indentation


Air Puff

## Conclusion

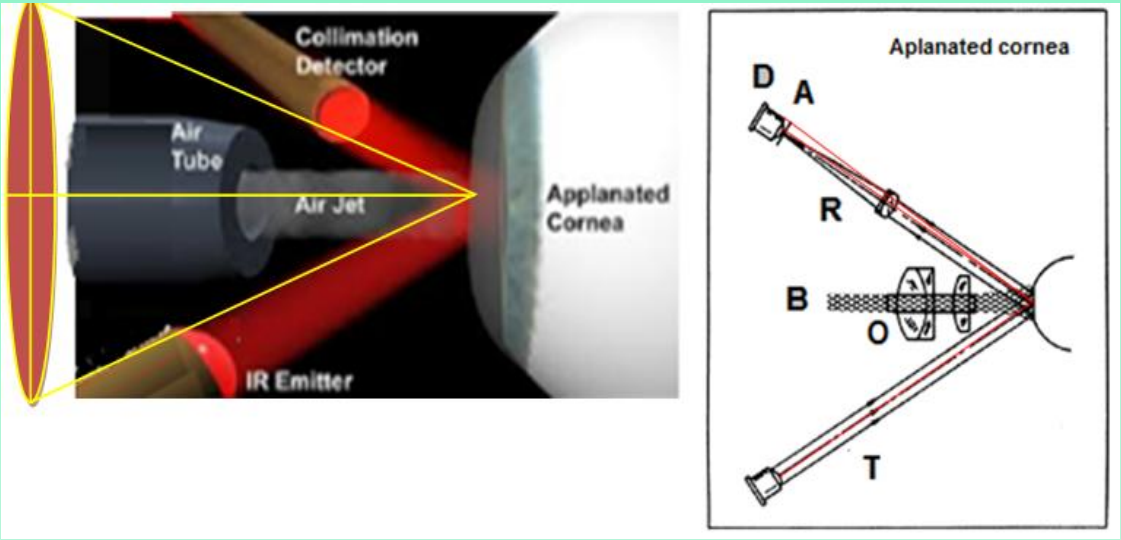
**<u>No one on the market suitable for self-use at home</u>**

# Current technology & ours

## Current technology

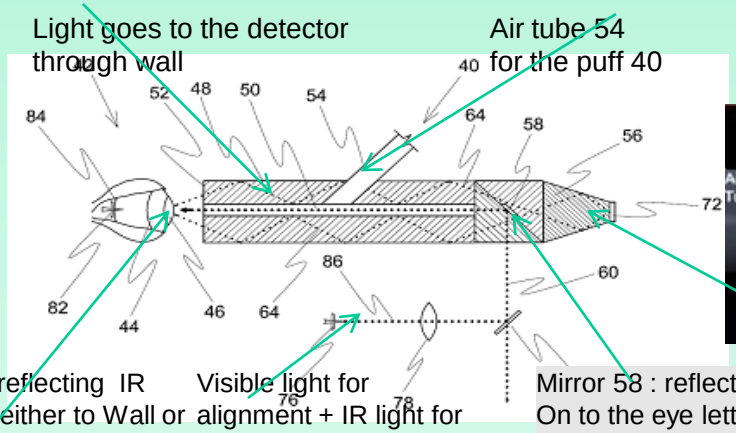
**<u>Problems</u> of Current technology**

**1,<u>alignment must be very accurate</u>**
**<u>Requires</u> heavy** microscope
**2.the maximum reflected intensity** at applanation needs calculation




## Our solution

**<u>The only</u> solution for home tonometry**



# Our solution advantages

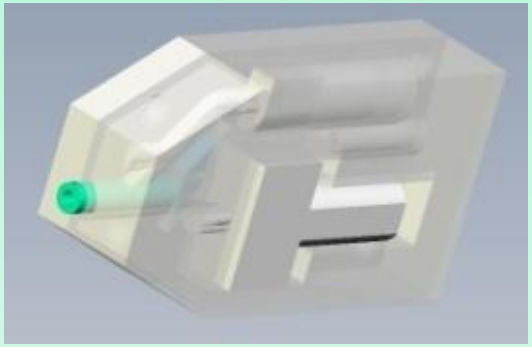
## for EASYIOP IOP measuring device

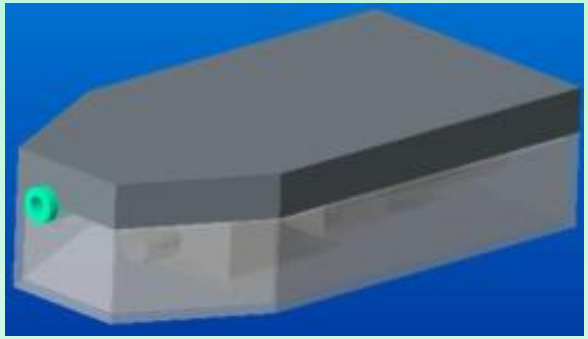
1. It is inexpensive
2. Self operated
3. Accurate as the expensive devices at the clinic
4. Accurate and still portable device
5. Does not need accurate positioning with respect to the eye as other
6. Transmitting measured data to ophthalmologists via Smartphone

**Our device is the only <u>accurate</u> & <u>easy to use</u> device on the market which is inexpensive and portable.**

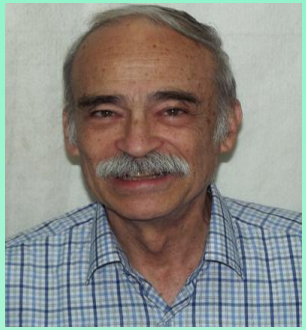
**The ideal home tonometer**

# Our unique Tonometer





# Leadership Team



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# The BIG DATA EasyIOP SERVER

- Building database server for collecting data from EasyIOP users:
  Patients, Ophthalmologists, clinics, HMOs, Research institutes, and more.
- Allowing Big Data analysis for:
  Improving ways of Glaucoma treatment
  Improvements in treating glaucoma patiens

# Company Background

- Technology sector: IOP measuring device – we will consider only noncontact IOP measuring devices (puff tonometers)
- Mission: Develop inexpensive IOP measuring device allowing glaucoma patients to measure at home & get reliable treatment
- Technology: Originally invented by us noncontact IOP measuring device using **non-imaging optics**
- Current stage: Startup improved version of our initial prototype
- We need to raise: $2 million until 510K

# Market

- How big the market is in dollars
- there is a definite market for a few hundred dollars home accurate portable IOP monitor (recommended by several Ophthalmologists ):
- Unit price approximately a few hundred dollars
- 70 M worldwide have glaucoma (source WHO)
- 35 M know they have the disease (source WHO)
- 250 M worldwide have elevated IOP patients at risk(source WHO)
- **Thus a very large market is expected (in the 20 Billions)**
- Target market:
- End user at home
- Recommendation by the ophthalmologist
- Insurance reimbursement
- Large marketing

# Business Model

- Sell the end product
- Reach customers by

1. Distributors
2. internet

- Building database server for collecting data from EasyIOP users:
  Patients, Ophthalmologists, clinics, HMOs,
  Research institutes, and more

Allowing Big Data analysis for improving ways of Glaucoma treatment

# Product Development and Regulatory Pathway 510K procedure

- Current product development stage: preparation for clinical tests
- development milestones and the timeframe:

| Stage | Time | Total |
|---|---|---|
| 1. Build 5 prototypes for clinical tests | 6 Months | 6 months |
| 2. Good manufacturing testing | 4 months | 10 months |
| 3. 510K testing | 5 Month | 15 months |
| 4. Production | 5Months | 20 months |
| 5. reserve for unexpected | 4 month | 24 months |

- regulatory pathway for approval: no need

# Intellectual Property (IP)


- Our patens: So far we have issued one patent in **5 countries**. It is based on our invention of non imaging intraocular pressure measurement device
- We intend to apply for more patents: in various aspects of the invention
- The terms licensed IP: Non-imaging intraocular pressure measurement
- Our IP attorney: Goller & Bregman Jerusalem

Thank you