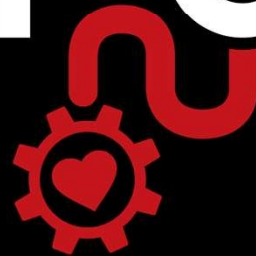


IMPULSE



innovation with heart

Who We Are



A Medical Devices Company that develops Affordable Healthcare Technologies for the developing world.

We Rethink Medical Devices

The Problem

- Anaphylaxis:
- Affordability:
- Clinical Efficacy:
- Safety:



The ZiBiPen



Reloadable

∴ Cost Effective

Clinically Effective

Safe

Accepted for Grant – U.K

Filled for PCT

The solution is bigger than we thought...

Hypo-
glycemia

Drug
Overdose

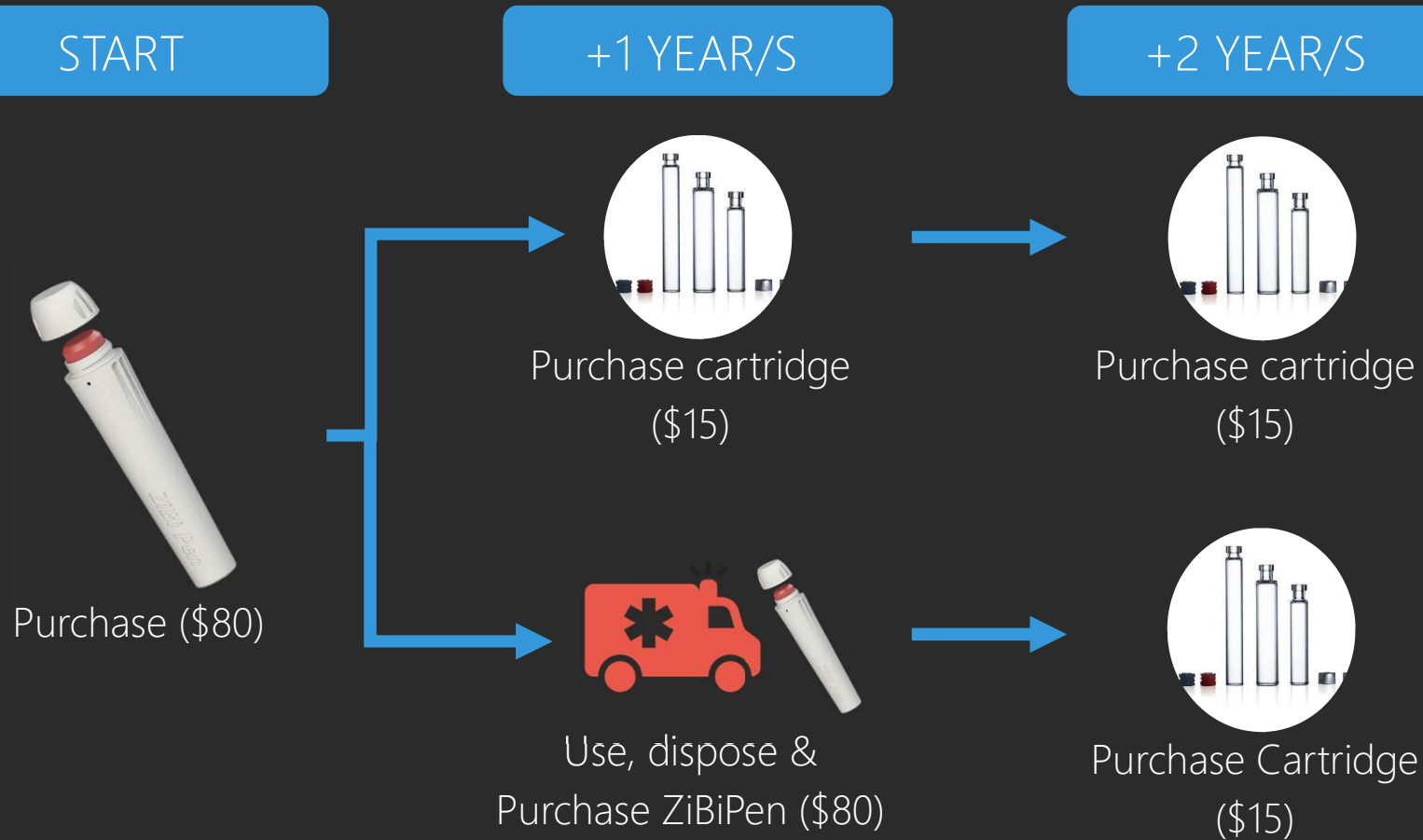
Asthma

Anaphylaxis

Anti-
psychotic



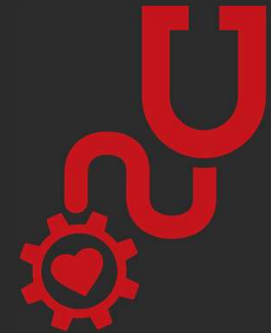
Commercialisation Model



Adrenaline Auto-Injector Competitors

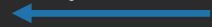


Affordable



Our device is the only Re-loadable Adrenaline Auto Injector in the market

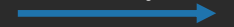
Clinically Ineffective*



Adrenaclick

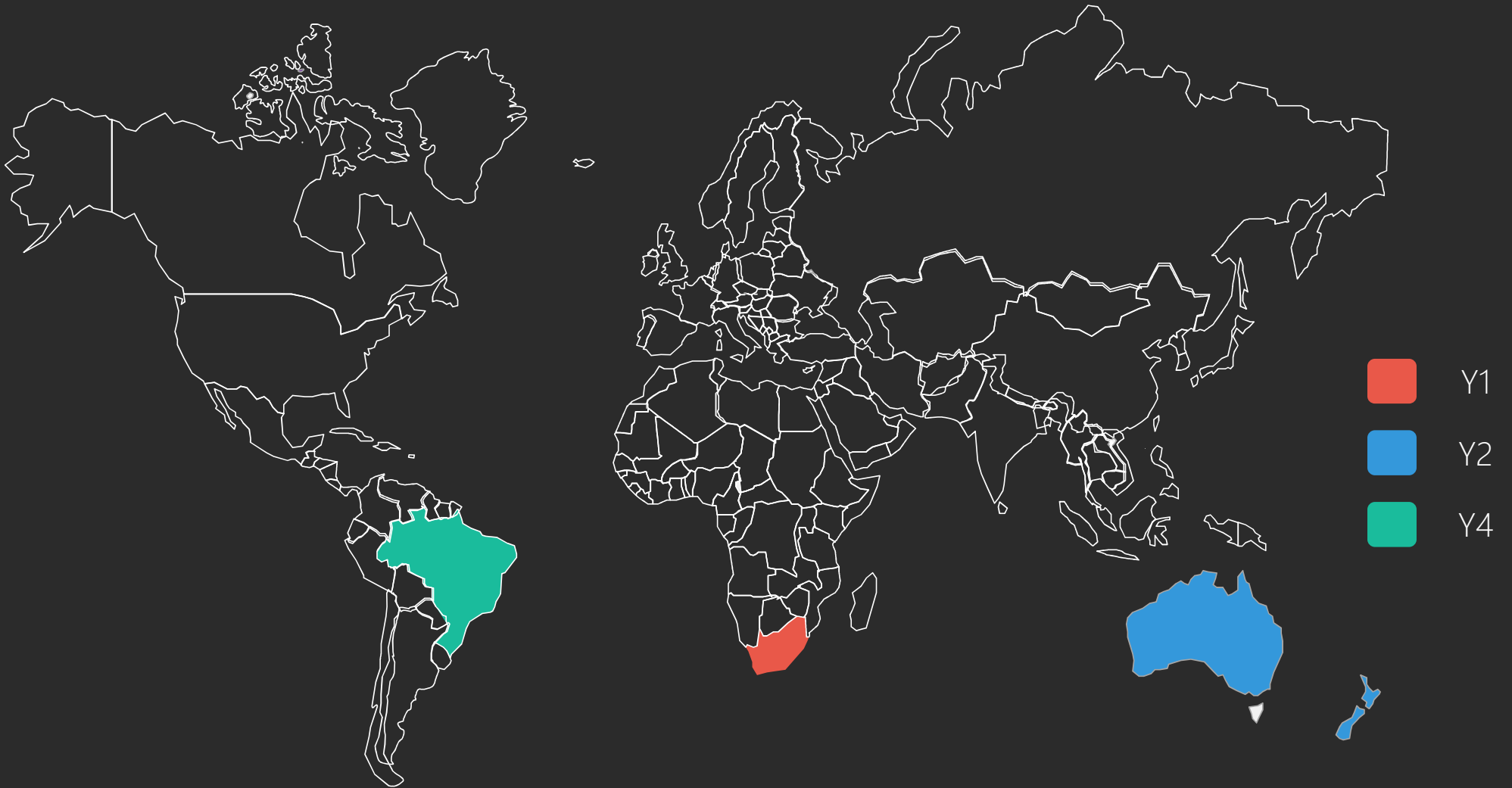


Clinically Effective

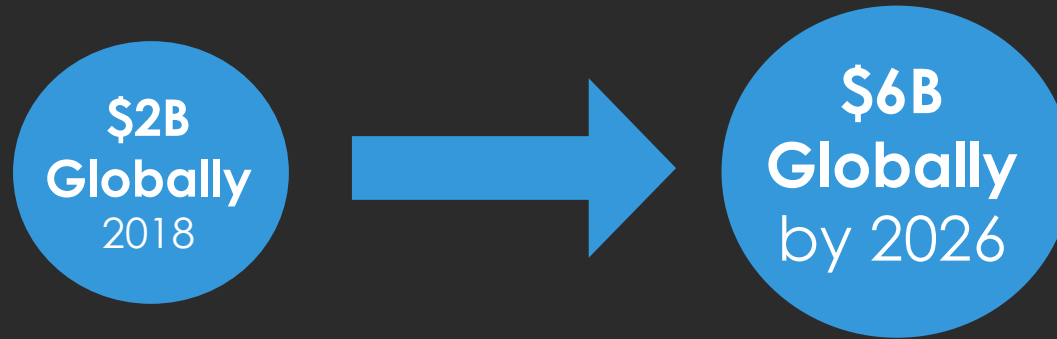


Expensive

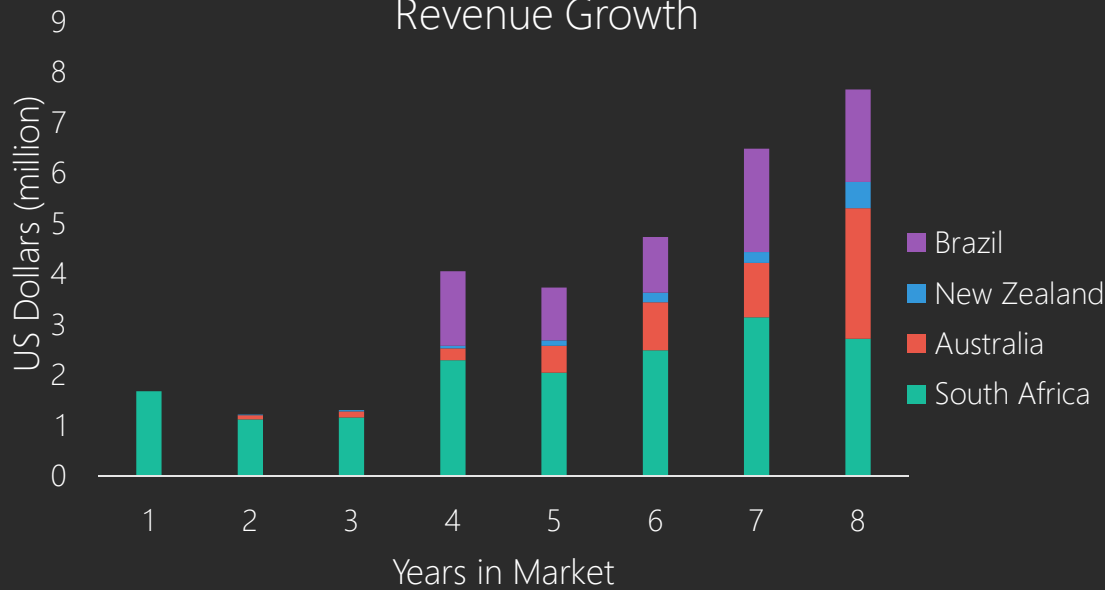
Market Strategy



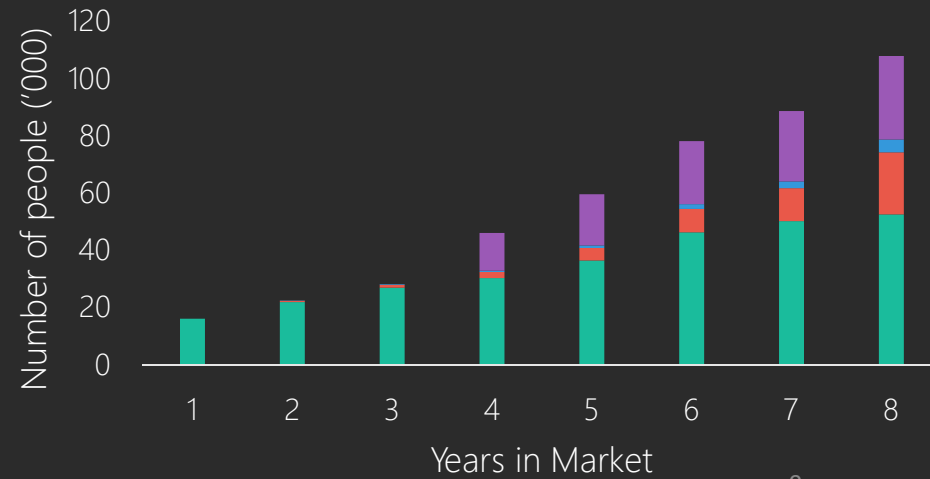
Projections



Revenue Growth



Customer Growth



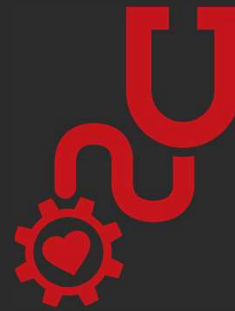
What are people saying?

"I was so excited to read about this new product but would be so glad to know if you have any stockists"

"I am desperately contacting you to find out where I can find a ZiBiPen. My 5yr old son has a serious bee allergy..."

BI

I would pay
\$80+



"My daughter has a severe nut allergy, so we keep EpiPens at all times. However, they are expensive and expire within months. How do I purchase ZiBiPens from you?"

Founders



Gokul Nair
Co-Founder
MSc Biomedical Eng



Giancarlo Beukes
Co-Founder
MSc Biomedical Eng

Advisors



Prof Michael Levin
Clinical Expert



Francois Oosthuizen
IP & Mentorship

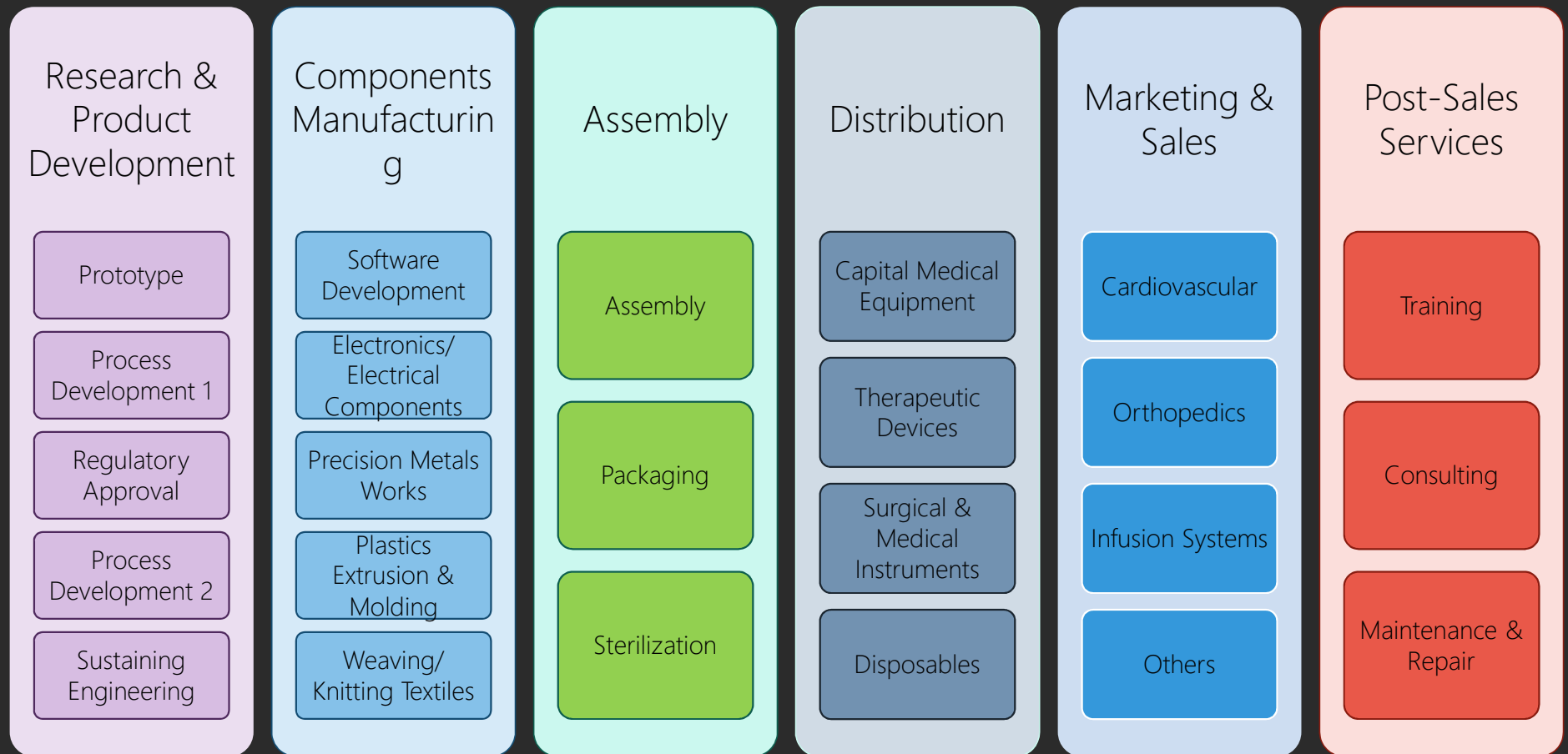


Saberi Marais
Gov. Funding &
Mentorship

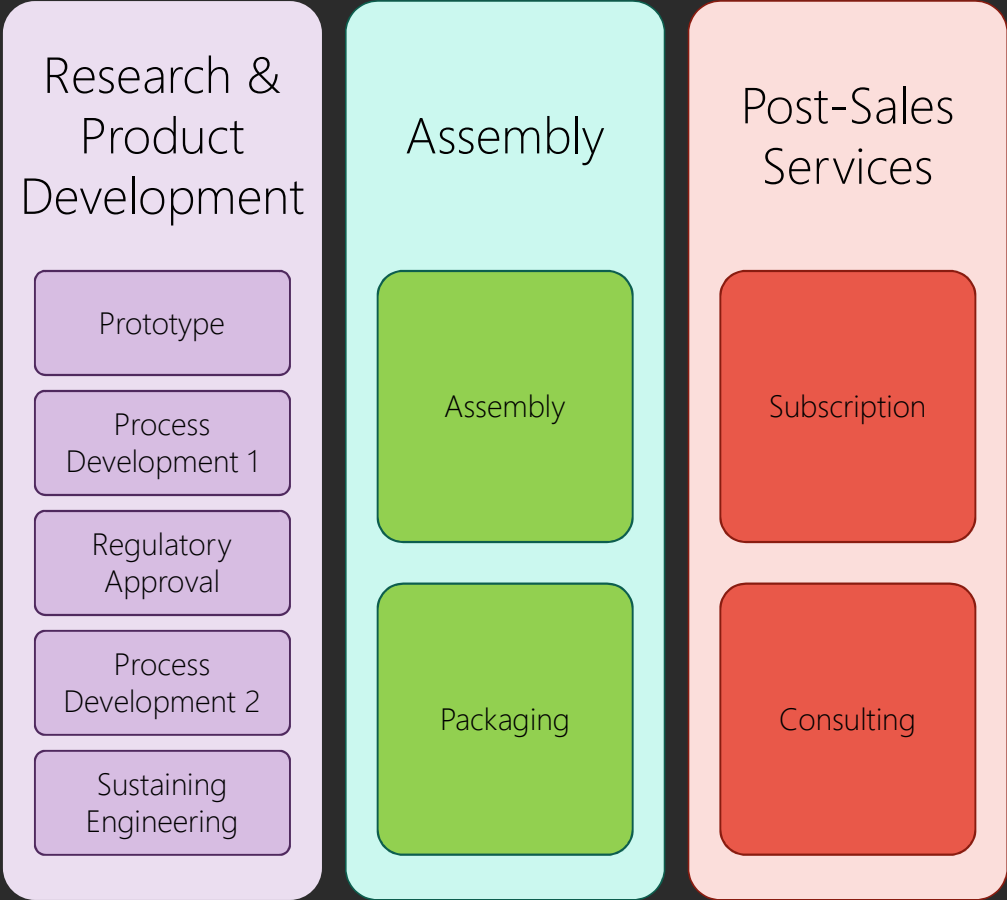


Assoc. Prof
Sudesh Sivasu
Technical Expert

Medical Devices Value Chain



Our Business Model





The Design Course

- Learning the basics of medical device development
- Understanding regulatory pathways
- Understanding reimbursement strategies
- Rapid Prototyping

Commercialization

- Learning the basics of commercialization
- Graduate School of business course
 - Understanding the customer
 - Lean validation
 - Value Chains
- Big companies don't do enough R&D
- Most of it fails
- De-risking innovation



Assistive Mechanisms

UCT



MDD – Tech-Dev & IP



Seed
Funding



Mentorship



UCT GSB
Incubator



Sources of Funding?

- 
- Med Tech = High financial barrier to entry
 - Institutional funding
 - Government – TIA, IDC, MRC, DTI etc
 - Private Equity
 - Venture Capital
 - Angel Investment
 - South Africa has a very conservative funding culture that needs to change
 - Bootstrap

The Brick Wall?



Funding Tech
vs Business



Ambiguity in the
regulatory space



Lack of ISO 13485
accredited
contractors



Entrepreneurial
Environment

What have we learnt?



Believe in
your tech



Utilise the available
resources at UCT



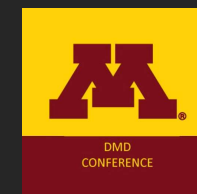
Listen, Learn,
Execute &
keep moving
forward



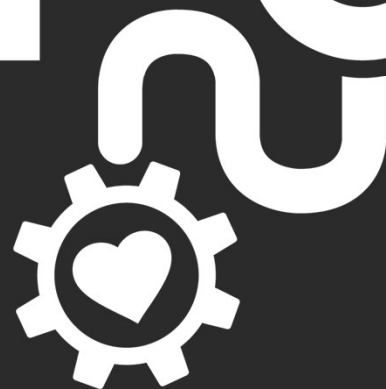
Hussle &
Celebrate
Small
Victories

Traction

- Most Viable Business Award from UCT's Graduate School of Business
- Represented South Africa at the Xi'an International Entrepreneurship Competition.
- Mili Valuation Competition (U.S.A Design of Medical Devices Conference) 2nd Place
- 1st Place in the MERCK Accelerator, Satellite program in Cape Town
- 1st Place and Runner up in the GCIP Medical Devices sector



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www.impulsebiomed.com

Email: info@impulsebiomed.com