Next Generation Cardiac Analysis

August 2020
CEO Juuso Blomster, MD, PhD

Business Finland Day 2020
The Problem

- Today’s treatment focuses on treating complications: heart attacks, heart failure and strokes
- Monitoring is not carried out today due to a lack of available and scalable technology
- 49 million people suffer from heart diseases causing 3.9 million deaths every year in Europe
- €210B health costs annually in Europe
Precordior Solution

Saving lives - Detect cardiac diseases with your smartphone

Application records micro-motions of chest for 60 seconds using the built-in motion sensors of your smartphone

A new way for doctors and consumers to detect
- Atrial Fibrillation,
- Coronary Artery Disease, and
- Heart Failure

No accessories needed!
Gyrocardiography measures heart’s rotation
more than 50% of your heart’s energy is rotational
Atrial Fibrillation

On the market in the EU. Class IIa medical device.
FDA 510(k) clearance process in progress. Expected to be completed by end of Q4 2020.

Heart Failure Detection

Research in progress in Finland and USA.
Expected completion by the end of 2021.

Heart Failure Follow-up

Research in progress in Finland and USA.
Expected completion by the end of 2021.

Coronary Artery Disease Detection

Research in progress in Finland.
Fully completed study in 2021.
Resources needed for R&D

First product released – Detection of atrial fibrillation

2 uses cases, detection of coronary artery disease and heart failure in pipeline
- Clinical validation studies needed, preferably data also from the US
- Building the product
- Understanding the markets

Venture capital investment?
A loan?
EU Grant?
SME 2 Instrument

The application  (use a consultant if needed)
Besides contents, how you present it in paper makes the difference
Give credible details – from R&D FTEs to your business model

~ 10% get in to the interview – prepare you case well!
  10 minutes pitch, 20 minutes discussion
The jury is mainly business people

Know your numbers by heart
Competition – know their numbers as well!
Practise! Go to Business Finland’s practise interview if available
Other EU Instruments? - Joint Technology Initiatives
Is there one fitting to your area of expertise?

ECSEL – Electronic Components and Systems for European Leadership

3 years Consortium projects, from academic institutions to big industry

Consortium preparation takes about one year, this is the time to get in
Define your role in the consortium

Our ECSEL projects:
APPLAUSE Wearable electronics for medical use, 2019-2022
MOORE 4 MEDICAL Bed sensors for medical use, 2020-2023
Operative Team of 18 persons with passion and high quality

Juuso Blomster, Chief Executive Officer
MD Ph.D Cardiologist. 15+ years experience in cardiology and pharmaceutical and healthcare industry. Former Director Physician at AstraZeneca Global R&D. Adjunct Professor, University of Turku.

Mikko Pänkäälä, Chief Scientific Officer
Ph.D. 7+ years experience in cardiac measurement technology. Inventor of gyrocardiography, over 40 patents pending.

Marko Mattila, Chief Technology Officer
20 years experience in IT solutions, coding and mobile industry. Management experience leading several multinational teams.

Ville Ingman, Chief Growth Officer
Sales expert with technical background. Former Global Sales Director at Vaadin (web development software). Responsible for 100+ accounts, lead generation, content marketing.

Contact:
CEO Juuso Blomster, MD, PhD
Juuso.blomster@precordior.com Tel. + 358 (0) 50 3100 194
Contact:
CEO Juuso Blomster, MD, PhD
Juuso.blomster@precordior.com Tel. +358 (0) 50 3100 194