



# Next Generation Cardiac Analysis

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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



# CARDIAC DISEASES

are the  
**No 1 Killer**  
in the world

# Precordior Solution

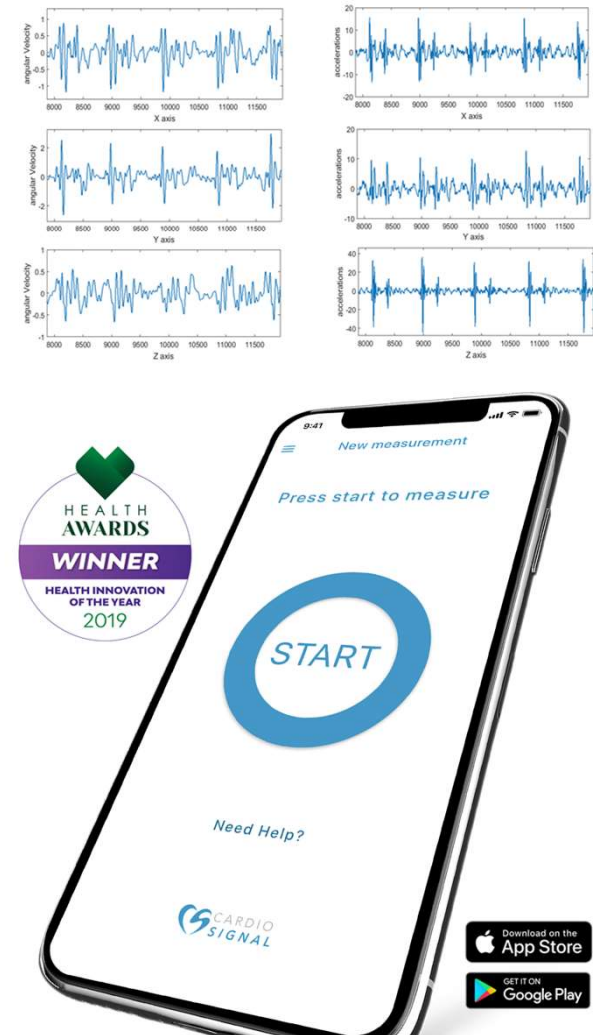
Saving lives - Detect cardiac diseases with your smartphone

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!

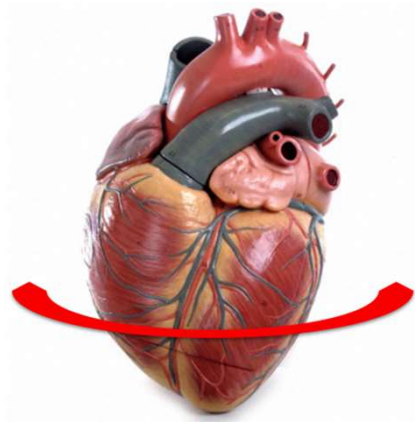


# Precordior Technology & IP

The **ONLY** fundamental non-invasive invention in cardiac function assessment in the **past 50 Years**

Gyrocardiography measures heart's rotation

more than 50% of your heart's energy is rotational



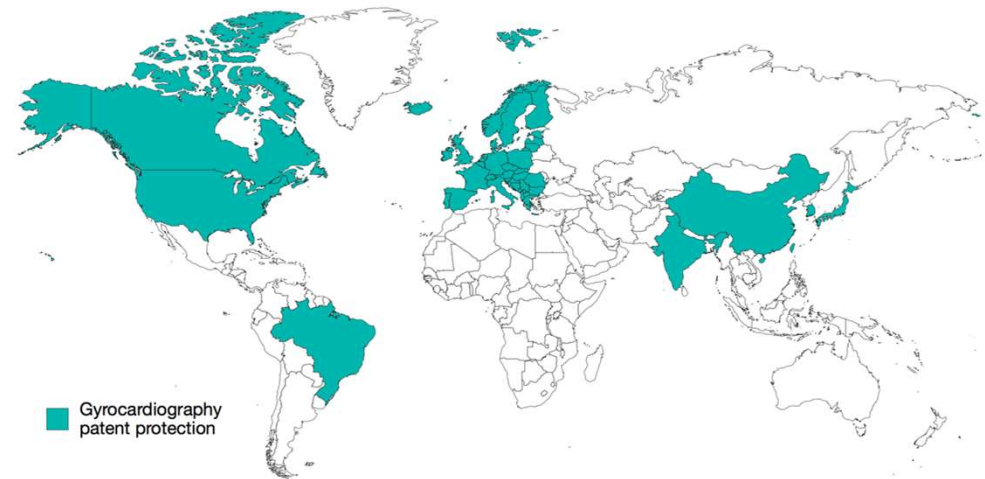
Cardiac  
Time  
Intervals

Strength  
&  
Rhythm

**21 granted patents**

**7 Patent families with Global Reach**

Precordior



 **CARDIO  
SIGNAL**  
by Precordior

# Precordior Product Portfolio Status

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 use 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 your 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



# Precordior Team

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.



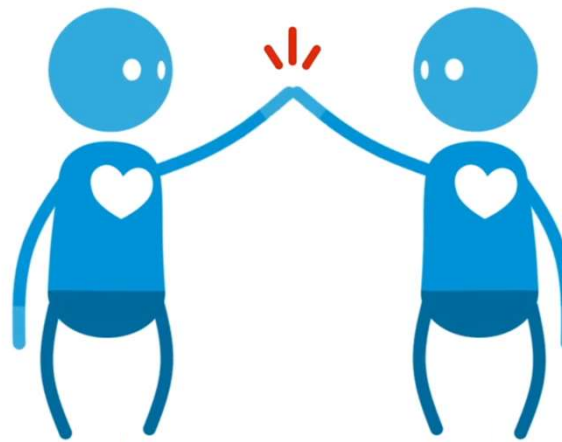
## **Ville Ingman, Chief Growth Officer**

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

### **Contact:**

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