

HEALCERION

One line pitch:

Healcerion provides a cable-free compact ultrasound device to monitor pregnant women in developing countries and for emergency responders worldwide.

Market Analysis:

Every two minutes, a pregnant woman dies in childbirth and in subSaharan Africa women are 136 times more likely to die than in developed countries. Also many people die in all countries in emergency situations like car accidents, earthquake, various disaster, and war. Many priceless lives could be saved in these situations by having access to an ultrasound device. But, conventional ultrasound machines are too expensive for developing countries and too big to carry in many situations. To solve these problems, compact ultrasound device is very essential and absolutely needed. The compact ultrasound market is growing 11.6% every year and expected to be 2 billion dollars worldwide in 2021.

Value proposition:

We, Healcerion, provide the handheld ultrasound device for medical workers in low resources settings. This battery operated device has full ultrasound diagnostic functions and weighs less than a pound. It connects wirelessly to a doctor's smartphone and provides high quality ultrasound images. The mobile app displays the ultrasound images and can send them to doctors in other hospitals if needed. It is now selling at 10% of the current machines which sell for up to \$60,000. Our device is less expensive than competitive devices which start at \$10,000 and the only one that is wireless. We are developing critical advanced features such as cloud service and a diagnostic guide function.

Business Model:

Our customers are hospitals, governments, and international organizations. We have two distributors in Korea and more than 5 in other countries. We will sign distributors in 25 additional countries during this year. The medical device industry is capital intensive. Currently, our main revenue comes from product sales. Since competitors prices are much higher than ours, we can achieve a strong gross margin. Achieving strong sales volumes will help us reduce variable costs of production, increasing our gross margin further. We are also planning to offer lease options for large customers as an alternative.

IP and Regulatory situation:

Any company who wants to sell medical device must get the mandatory certificate for each country. We have three medical certificates: Korean FDA, CE, and FDA. With these certificates, we can sell our product in Korea, European countries, most of Southeast Asia, and the United States. We don't have any conflicts with other company's IP. We have patents on miniaturization, lowpower consumption, and mobile app functions. These patents will help us to protect our advantage over competitors.



COMPANY PROFILE

- **Website:**
www.healcerion.com
- **Field:**
- **Contact:**
RYU Jeong Won
DrRyu@healcerion.com
- **Location:**
#804, E&C
VentureDreamTower 3rd,
Digitalro-31gil 38-21, Guro-gu
08376 Seoul
South Korea
- **Founded in:** //02/29/2012
- **Employees:** 25
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
6,860,000
 - **Monthly burn rate:**
100,000
 - **Capital seeking and date:**
12,000,000
- **Investors:**
SoftBank Ventures Korea ,
Magellan Technology
Investment , M-Venture
Investment , G.N.Tech , KDB
Bank