



NOUVEAL

One line pitch:

E-fitback is an interactive medical software that secures, automates and optimizes the preparation and the follow-up of patients.

Market Analysis:

Qualitative : Following a European directive, healthcare centers from every member (of UE) must reach 66% of outpatient surgery. Thus they need to optimize their organization to enhance it. Every healthcare center should be interested in a tool such as E-fitback to at least reach this goal and/or maintain a high rate in outpatient surgery. Besides, the malleability of E-fitback offers a wide range of use and therefore of different types of healthcare centers (e.g. oncology, clinical research...). Quantitative : 2.500 healthcare centers in France representing a €45 million potential market. More than 10.000 in neighbouring countries for a €96 million potential market.

Value proposition:

E-fitback is entirely customizable which means any healthcare center and/or practitioner can implement its very own protocols. The app provides an interface dedicated to healthcare professionals and another one for patients. Healthcare professionals can monitor their patients during their whole care pathway. Only patients needing special attention trigger automated alerts after answering medical questionnaires designed by the professionals. Patients can also do their preadmission online from home, which is something our competitors do not offer. All data exchanged within the app are hosted by a Hosting service provider accredited by the French Ministry of Health.

Business Model:

E-fitback is provided to healthcare centers as a service (SaaS model). Pricing is determined on monthly basis according to the number of patients followed up by the healthcare center thanks to E-fitback (e.g. 1.500 patients followed up per month = €1.500/month). Price includes : - Software installation and maintenance - A one-day training course for medical teams - Hosting - Interoperability - Professional dashboard & Patient mobile app - Professional interface for the implementation and modification of an unlimited number of protocols.

IP and Regulatory situation:

No IP rights have been declared except the trademark on the name "e-fitback". - Regarding the regulatory situation of the app, we planned to obtain the CE marking for medical devices (from the European Directive n°93/42/EEC concerning medical devices). - As a medical device it will have to respect the EN ISO 14971 standard regarding the application of risk management for medical devices, and the EN 62304 regarding the life cycle process of medical devices' softwares. - It will also have to respect the French law on privacy and protection of personal data (law n°L1110-4)

e-fitback

COMPANY PROFILE

• **Website:**

<http://www.e-fitback.com/>
- <http://www.nouveal.com/>

• **Field:**

• **Contact:**

FALZON Alexandre
afalzon@nouveal.com

• **Location:**

35 rue d'Yvours
69540 Irigny
France

• **Founded in:** //09/2013

• **Employees:** 20

• **Financial information (€):**

- **Company stage:**

Commercial availability

- **Capital raised to date:**

40 000

- **Monthly burn rate:**

- **Capital seeking and date:**

1 000 000 // October

• **Investors:**

Emilie FALZON DINALE -
Nouveal, Alexandre FALZON -
Nouveal, Guillaume FAYOLLE -
Nouveal, Franck
COUTURIEUX - Elcia, Potential
investors (in progress) : SHAM
via Angelor // Malakoff Mederic