



## SHEZAN RESEARCH AND ACCELERATION CENTRE



### One line pitch:

Lifensor is point-of-care blood tester for few-minute diagnosis of diseases such as cancers and sepsis in few minutes making lab visits unnecessary.

### Market Analysis:

In order to estimate the market size for a certain type of cancer i.e. prostate cancer, male population over 50 is considered on the target region, i.e. IRI in this case, which is around 8.4 million people and is expected to double in ten years and almost triple in twenty. Assuming 12% market share, and the fact that each individual does a PSA test once a year, a million cartridge sales is concluded for this product. The sales of handheld devices is not taken into account as profitable, as the cartridge sales will be. Key partners of Lifensor include a reputable vital sign monitor maker along with NHRC where cobranding with the former is considered as go-to-market strategy.

### Value proposition:

-Faster method: time plays a critical role in saving lives of patients diagnosed with sepsis where minutes count in recovery of patients, also early diagnosis of cancer in patients' blood bring about more chance for successful treatment. -User –friendly for both patients and operators: Finger prick instead of Venipuncture, and few droplets instead of few vials of blood. Easy-to-use and no need for trained personnel as the device shall recognize autonomously. -Cost Saving: Multi-factor test with a single tests and lower costs in mass production of test cartridges -Real time reporting and result transmission: Results are immediately printed and shared on cloud for online records of patients.

### Business Model:

Value proposition: -Faster method: -User –friendly: -Cost Saving: -Real time report and transmission: Customers: Hospitals, ambulances and clinic technicians and practitioners. Customer Relationships: Market of medical equipment diagnostics Channels: Corporate partner to act as distributor of SHEZAN product. Revenue: In an 8-year period EBIT is expected 3.5 million euros. Key Activities: Development BioFET tech as well as Lifensor handheld. Obtaining Certificates e.g. CE and IRI FDA. Key Resources: BioFET & lab-on-a-chip tech, innovation team and network. Certificates, patents and TM. Key Partners: Saadat Co., corporate partner Costs: Tech development, scale- and TQM.

### IP and Regulatory situation:

A provisional patent has been filed and TM registration is in the process at the moment. 2 other patents are targeted for this fabrication and bioprocesses of this product. Trade Mark Registration for Lifensor is in process however international TM registration is to be completed. CIS countries, Commonwealth of Independent States, are the next target, for which Lifensor will file local patents there in time. Lifensor is establishing two partners in Russia and Belarus as corporate partners to make market penetration there as well. So Internal Certificates of Food and Drug Administration for the CIS countries are Compulsory and will be applied for. Having CE paves the path for that.

### COMPANY PROFILE

- **Website:**  
www.SHEZAN.ir
- **Field:**
- **Contact:**  
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- **Location:**  
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Iran
- **Founded in:** //2015
- **Employees:** 5
- **Financial information (€):**
  - **Company stage:**  
Pilot Phase
  - **Capital raised to date:**  
175,000
  - **Monthly burn rate:**  
12,000
  - **Capital seeking and date:**  
200,000, on Feb 2017
- **Investors:**  
SHEZAN Researcha and  
Acceleration Centre