



VEINSOUND

One line pitch:

VeinSound engineers and commercializes an innovative platform for delivering the only extracorporeal and non-invasive treatment of the varicose veins

Market Analysis:

The worldwide varicose vein treatment market is estimated at € 10 Billion annually with the lion-share distribution and opportunity in Europe at € 5.8 Billion with France driving it at € 2 Billion and in the United States of America at € 2.3 Billion.

Value proposition:

VeinSound's procedures are safe, painless, less traumatizing at significantly lower costs than current available and traditional "invasive" and "minimally invasive" incumbent methods. Unlike any other current competitive offering, there is no injection of foreign instrument or chemical in the patient's body, nor "mechanical" limitations to reach deep veins, which tend to be complex and tortuous in nature. VeinSound's technology and solutions enable to treat non-invasively varicose veins at the earlier stage of the pathology, preventing exposure to more devastating consequences such as embolism, edema and / or stroke.

Business Model:

VeinSound's business model is similar to the echograph products' and services' business model with a combination of leasing and product sales of Medical Devices, Probes series, software services, consumables and maintenance. VeinSound's customer acquisition is comparable to the echograph's, adding therapeutic benefits atop of diagnostics to the non-invasive treatment of vein pathologies. "At their practice procedures, lower costs and financing" added values will insure retention and fuel growth. Becoming the vascular doctors's tool of choice and expanding to the vein / plastic surgery and cosmetic markets, augmenting future services will create pull and loyalty.

IP and Regulatory situation:

VeinSound is offering a unique non-invasive varicose vein treatment platform, leveraging its expertise in High Intensity Focused Ultrasound which technology has been developed in partnership with and patented by the INSERM - French Institute of Health and Medical Research - and INSERM Transfert has granted the Exclusive Perpetual and Transferable rights to VeinSound in the "Vascular Therapy" Field of Use. VeinSound's regulatory strategy is to adress CE-Mark and FDA Approval simultaneously to maximize revenues.



COMPANY PROFILE

- **Website:**
<https://gust.com/companies/veinsound-us>
- **Field:**
- **Contact:**
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- **Founded in:** //08/2017
- **Employees:** 3
- **Financial information (€):**
 - **Company stage:**
Proof Of Concept
 - **Capital raised to date:**
150 000
 - **Monthly burn rate:**
15 000
 - **Capital seeking and date:**
500 000 - 10/2017
- **Investors:**
BPI, Private