

Initial Investor Deck

Better Injections, Less Risk, Less Pain



Working with the youngest patients requires a different tool



Our founder, Dr Donny Suh, Pediatric Ophthalmologist



One of Dr. Suh's typical patients

The traditional syringe has a real flaw



The problem:

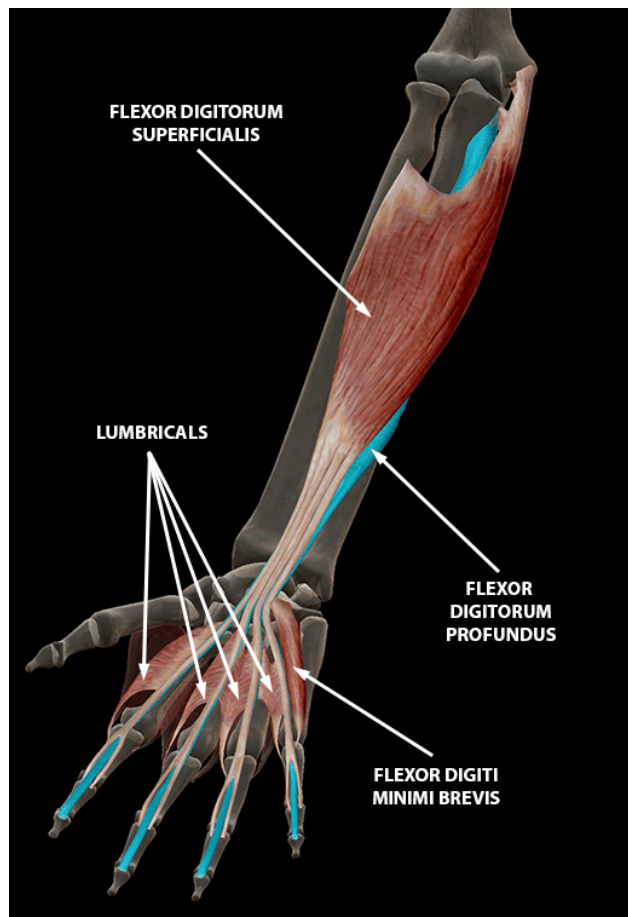
- Using a traditional syringe requires hyperextending the hand
 - Diminished control— You can't look at three places at the same time (injection site, dose, plunger)
 - Smaller doses-- difficult to be precise
 - Larger doses-- need multiple syringes and injections (more time)
 - Impossible to aspirate (pull back the plunger) with one hand
- This creates multiple problems for practitioners and patients
 - More unnecessary **pain** for patients
 - More **risk** of delivering too much or too little of a medication
 - Less efficiency, more **waste**

The Suh Precision Syringe is a compelling solution



- **How we're different**
 - We added a plunger controlled by the index finger, not the thumb
 - More control, better performance, more patient comfort
 - A better tool that yields better results— proven via clinical research
- **Why it matters**
 - New, simple technology delivers better results
 - Less patient pain
 - Less risk of delivering too much or too little
 - Less waste
 - Patented solution— protects market
 - Not a one size fits all, but suits specific medical procedures in specific medical specialties
 - Applying dermal fillers
 - Anesthetic for root canal

What Makes it Different



Why it's Different

- Precision Syringe better suits user's anatomy-- Smaller and Finer muscles being used
- All fingers are in close proximity for finer control

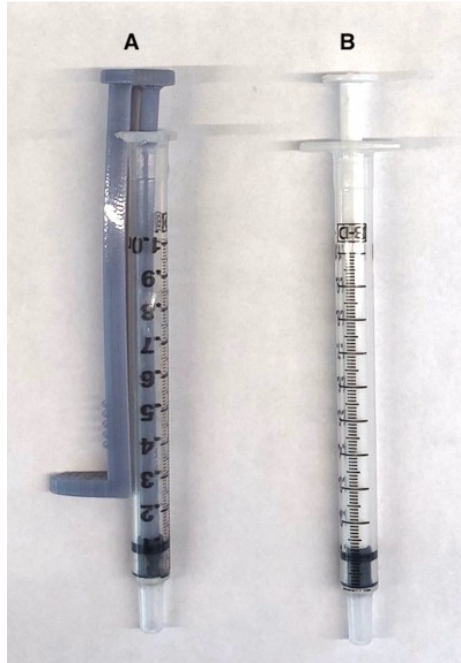
Why it Matters

- Precise injection and aspiration both possible with one hand
- Needle remains stable during injection without distraction of moving the fingers for injection
- Works well even with small hands
- Greater ability to focus on injected amount without distraction of injection effort
- Multiple micro-injections possible

Market Size and Potential

Specialty	Procedure	Number of Procedures/ Year (USA)
Dermatology	Applying Fillers	7.8 M
Dentistry	Root Canal	10.9 M
Ophthalmology	Strabismus surgery	0.5M
Phlebotomy	Blood Draw (Human)	400 M
Animal Research	Blood Draw (Animal)	0.5M
Veterinary Medicine	Blood Draw (Animal)	4M
Primary Market Segments (USA)	~425M treatments requiring needles per year (USA)	
Other Market Segments (USA)	~600M treatments requiring needles per year	
Total Market outside USA	~1,025M treatments requiring needles (USA)	
Total Global Market	~2.1 Billion syringes per year	

The Suh Precision Syringe is proven to perform better than the conventional syringe



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A comparison in precision and accuracy of the conventional syringe to the Suh precision syringe

This article was published in the following Dove Press journal:
Clinical Ophthalmology

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Purpose: To compare the accuracy and precision of a conventional intraocular syringe to the Suh precision syringe (SPS), a new injection device designed to decrease operator error and to reduce adverse outcomes by providing a more ergonomic technique for periocular and intraocular injections.

Methods: Participants were instructed to inject a specified quantity of water into a 0.2 mL polymerase chain reaction (PCR) tube and a sheep eye, first with the conventional syringe, and then with the SPS. The degree of needle movement during injection was video recorded and analyzed for forward-retraction movement and variability in movement. The volume of water injected into the PCR tube was also documented. Data was analyzed using a Wilcoxon signed-rank test.

Results: As compared to the conventional syringe, the SPS had significantly less forward-

“As compared to the conventional syringe, the SPS had **significantly less forward-retraction movement** when injecting into the sheep eye.” (21% less movement)

“The SPS demonstrates significant potential to **decrease the overall risk involved with injections through reduction of forward-retraction movement during device operation.** This new syringe design also provides better control with injection depth and drug injection volume.”

Clinical Ophthalmology, September 2019

Technology

- The technology is very simple and easy to explain– we added an index finger grip to existing technology
- Product can be injection molded using very well understood processes that benefit from scale
- Clinical research has proven efficacy
- Prototype is being tested with practitioners across target specialties
- No meaningful technology risks are anticipated

Regulatory Approach

- Targeting USA first– 510k has been accepted and is under review by FDA
- Reference device is very well understood BD syringe, nothing exotic to explain to regulators, no unusual risks
- International Patent being filed, expect to launch globally but concentrating on establishing US market first.

Competitive Landscape

- Reference device (BD Luer-Lok syringe) is widely used across every medical specialty
- Limited direct competition from syringe design
- Competition for reducing risk on injections--
 - Diabetes Pump (Not priority segment)
 - Reciprocating Syringe (too large for most applications)

Competitive Differentiation

- Competitive differentiation
 - Less patient pain
 - Less risk of giving too much or too little medication
 - Ability to scale as more practice members can deliver a perfect injection
- Patent protected
- First mover advantage
 - Not expected to last long as other syringe designs can be offered quickly by existing players
 - May be strong in particular segments
- Prominent position of Founder in Pediatric Ophthalmology
 - Frequent Speaker and Author at Major Conferences

Go-to-Market Strategy

- Target customer is large specialist practice in Target Segment led by a prominent physician who buys for efficacy, not cost control
- Revenue model– Single Payment per unit
- Marketing
 - Target thought leaders in specific specialties
 - Attend conferences and publish
- Sales
 - Start with small direct sales force (focused by specialty) and move to third-party sales force at earliest opportunity
- Pricing
 - Price for market penetration initially, then raise price as volumes increase and costs come down
- Additional Segment
 - Significant opportunity for licensing to pharma company as prefilled syringe packaging. (Botox off patent, bioidentical competitors already in market; opportunity to differentiate via better delivery device)

Financial Model

		Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7
Sales Volume (000)		1,250	11,972	22,022	29,018	45,727	59,445	77,279
Price/unit		\$ 0.15	\$ 0.15	\$ 0.18	\$ 0.18	\$ 0.18	\$ 0.20	\$ 0.20
Cost/unit		\$ 0.81	\$ 0.41	\$ 0.20	\$ 0.18	\$ 0.16	\$ 0.15	\$ 0.15
Annual Revenue (000)		\$ 187	\$ 1,796	\$ 3,854	\$ 5,078	\$ 8,002	\$11,889	\$15,456
Annual Costs (000)		\$1,012	\$ 4,849	\$ 4,459	\$ 5,289	\$ 7,316	\$ 8,917	\$11,592
P&L (000)		\$ (825)	\$(3,053)	\$ (606)	\$ (210)	\$ 686	\$ 2,972	\$ 3,864
Market Share of Priority Segments		0%	3%	5%	7%	11%	14%	18%

Management Team and Advisory Board

Management Team



Adrian Blake, CEO

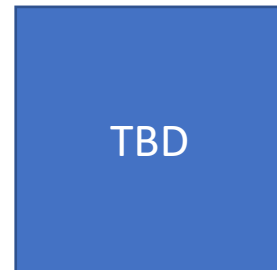
- Experienced Management Consultant (McKinsey)
- Specializes in turnarounds
- Previous PE exit experience

Advisory Board



Donny W. Suh, MD, FAAP, MBA, FACS

- Professor at U of California at Irvine
- Chief of Pediatric Ophthalmology and Strabismus at Gavin Herbert Eye Institute



Exit Strategy

- Objective– Exit with sale to existing player, e.g., Becton Dickinson, Allergan, et al.
- IPO would be viable at \$10M revenue
- The management team intends to operate the company regardless of an acquisition
- Current P/E Ratios in Medical Equipment between 22x and 25x imply valuation of \$50-60M in Year 7

The Takeaway

- We have a patented technology that has clinically proven better efficacy than the incumbent
- We are targeting specific segments where it is worth spending an extra dollar to reduce risk
- Market potential is very large– we don't need much to create millions in value
- Timing is good– filler market expanding fast, Botox off patent

Thank You!

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