



SurgiNovi

PATIENT-SPECIFIC ORTHOPAEDICS



Dr Hosamuddin Hamza | July 2018

Why Patient-Specific?

We are in the era of personalized medicine. We need to come up with smart, patient-tailored healthcare solutions timely available at a low cost.

Commercially available Orthopaedic Surgical Guides are dedicated for specific implants and straight-forward cases. That's to say, the current surgical guides are implant-specific rather than patient-specific.

Surgeons pursue to find Patient-Specific Surgical Guides for Knee, Hip, Shoulder replacements in addition to Osteotomy, Spine and Tumor Surgery; while having Complete Control over surgical planning.

Investors strive toward clinically proven healthcare solutions in a timely fashion, few logistics, minimal errors and fast returns. Customer's feedback is instantly given, and any technical or sales modification can be quickly applied.

SurgiNovi: Patient-Specific Orthopaedics

Continuously developing smart technology along with clinical validation. A holistic technology that merges surgical precision with cost-effectiveness.

Complex Cases

completed with confidence.

Operative Time

reduced to half.

Surgical Instruments

decreased by 80%.

3D Planning

optimized surgical accuracy.



SurgiNovi Creates the Most Accurate, Affordable and Reliable Technology in Orthopaedic Surgery...

Patient-specific templates (PST) for joint replacement, spine fixation and tumor surgery. Over 15 unique, patented devices and methods in the area of patient-specific orthopaedics. Affiliated with 5 academic departments worldwide that run laboratory validation and clinical trials. Surgeons continue working with SurgiNovi due to accurate planning, instant communication and short delivery time. OrthoNovi software is now available for total knee arthroplasty, unicompartmental knee replacement and spinal pedicle screw fixation.

Market

Top Benchmark Competitors:



A technology from smith&nephew

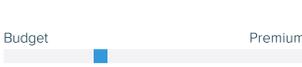
Visionaire



materialise



PSI



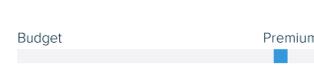
- Strength: Good illustration about the surgical technique and risk management.
- Weakness: Design is limited to Knee implants by Smith & Nephew.

The Opportunity: SurgiNovi has open platform system that fits for any type or size of implants.



- Strength: Mimics software has excellent CAD tools and good planning options.
- Weakness: Too expensive, needs long learning curve.

The Opportunity: SurgiNovi offers affordable, User-friendly software for surgeons .



- Strength: Massive sale, high production power and good marketing
- Weakness: Outsourcing causes delay (delivery time = 4 weeks).

The Opportunity: SurgiNovi offers hospital-based system where no single step is outsourced.

SurgiNovi: Strategy

Surgeons are involved in 3D Planning.

Patient Care

Minimally invasive surgery, no violation of medullary canal, low blood loss, minimal risk of infection.

Smart System

Developing hospital-based systems for surgical departments, where scanning, planning and surgery are completed.

Evolving Technology

Continuous R&D, technical training for surgeons, serving maximum number of patients with multiple surgical operations.

Clinical Validation

Each product, service or system has been patented and clinically validated to ensure positive results.

Open Platform

Applicable for any type, size, brand of orthopaedic prostheses and any kind of surgery.

Social Impact

Higher workability, less disability and higher workforce.

Market Validation & Traction

We have a few, useful numbers in hand:

400 Cases

in 2018

\$160,000

Revenue

60%

Profit Margins

Market Segments



- 25% Affiliated Departments
- 20% Orthopaedic Surgeons
- 20% Implant Companies
- 20% Distributors
- 15% Research Centers

Monthly Reach/Outreach



Board

Thanks for everyone who had footprint in the initiation and implementation of SurgiNovi, to name a few:



Hosamuddin Hamza

Managing Director

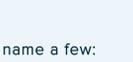
Dentist, with excellent background in medical marketing, orthopaedic research and 3D printing. He is the man of technology, management and marketing.



Mohamed Saeed

Chief Technology Officer

With over 20 completed technical projects as a software engineer, and excellent understanding of 3D planning and reverse engineering.



Mahmoud Hafez

Head of Scientific Office

Over 50 publications, book chapters and patents in computer-assisted orthopaedic surgery. Average 1000 arthroplasty using PST or navigation.

Explore Orthopaedic 3D Technology

Our awesome model still seeks a minimum of 2M USD to complete 2020 market needs.

Funding Goals

Hiring a teamwork of software engineers and marketing/sales staff as well as purchasing 3D printers. The company's property has over 15 patents each values 1 million dollars. R&D budget will be directed toward patenting more models, designs and ideas and the processing fees of patents' applications.

Achievements

First 3D printer with a distributor in the Middle East. Purchasing few 3D printers for both research and production. We completed filing 15 patents in national and PCT offices. We completed 3 out of 10 modules in orthopaedic software for 3D planning. We performed over 400 cases using our software and technical resources. We need to finalize pending projects, get more visibility, do more training courses and to become a real medical technology hub.

Funding Allocations



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