

[382] MAGENTA MEDICAL: MINIMALLY-INVASIVE BLOOD PUMPS FOR THE TREATMENT OF ACUTE HEART FAILURE

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- **Investment Rational**
Magenta Medical was started by 2 successful serial entrepreneurs to treat Acute Heart Failure, due to congestion or low cardiac output. There are over 1 million hospitalizations each year in the US with a primary diagnosis of Acute Heart Failure and the prognosis is bleak. The market for temporary mechanical circulatory support is booming and is hungry for innovation.
- **Business Strategy**
Magenta intends to bring its technology to market by securing regulatory approvals in target markets (US, Europe, Asia) and partnering with local and strategic distributors that will sell its devices to hospital cardiology departments.
- **Core Technology**
Magenta specializes in the design and development of miniaturized self-expanding blood pumps that operate in the human body from a few hours to several days, depending on the indication. Advantages include a smaller crimping profile, less vascular access complications, and higher flow rates.
- **Product Profile/Pipeline**
(1) Transcatheter Renal Venous Decongestion (TRVD): reduces renal venous pressure to unload the kidneys and promote fluid and sodium removal. In feasibility clinical trials, \$1.5-2B market in the US. (2) percutaneous Left Ventricular Assist Device (pLVAD): arterial pump moving blood from the left ventricle into the aorta, temporarily unloading the failing heart. In early R&D, \$3-5B market in the US.
- **What's Next?**
Develop the next-generation TRVD System, freeze the design of the pLVAD for high-risk PCI patients, and bring it to FIM studies.