Robotic AI-powered ultrasound system for superior endometriosis diagnosis and management.

Hadas Ziso

Company name- EndoCure

* Website- EndoCure.tech

* CEO name--- Dr. Hadas Ziso

CATEGORY: Medical Devices

• Women's health: cutting-edge innovation to tackle collective pain points • Israeli medical contribution to breakthrough science and technology

o Executive Summary / Investment Rational Endometriosis is a chronic, debilitating disease, that is undiagnosed on time. EndoCure provides highresolution robotic AI-powered ultrasound imaging for superior disease management. We have completed preclinical POC, detecting 2 mm lesions with our system. We have won two IIA grants, of $0.67M. our CEO, Dr. Hadas Ziso, is a second-time founder, together with Prof. Moshe Shoham, who led Mazor's exit.

o Core Technology What is the technology, its uniqueness, and its value proposition? Our innovation merges biology with state-of-the-art technology. Initially, ultrasound contrast agents accumulate within the endometriosis lesions. Subsequently, our robotic scanning system integrates with a standard ultrasound probe. The imaging data is then streamed to our software, which undergoes processing to generate DICOM sub-mm volumetric data. Leveraging the power of AI, we can effortlessly detect and accurately map enhanced lesions.

o Product Profile/Pipeline In the USA, 6.5 million women suffer from endometriosis, while globally the number reaches 200 million. Our direct customers are imaging centers & hospitals, who will buy our robotic system. At $1,500 per test, our SOM in the US stands at $1.35B. Looking at international expansion, two strategies are considered: collaboration with established distributors or forming strategic partnerships like Philips.

o Business Strategy Our initial strategy focuses on direct sales to endometriosis specialists. Gaining the endorsement of these specialists will catalyze broader acceptance among a wider customer base. As our product garners trust, our ambition is to position our solution as an alternative to diagnostic laparoscopy. This evolution will see our target market grow to encompass Ob/Gyn professionals and sonographers.

o What's Next? R&D, Preclinical / Clinicals, Organizational Plans, Financial Plans We are currently developing the robotic system for human use and planning to begin FIH clinical trials by the end of 2024. We plan to fundraise $1.5M to accomplish this goal. A broader clinical trial will be conducted in the US, prior to FDA submission, to be accomplished within 3 years. We plan to fundraise $4M to accomplish this goal.