

## Abstract title – Treating Pain Without the Pain

Company name- FUSMobile \* Website- [www.fusmobile.com](http://www.fusmobile.com) \*

CEO name- Ron Aginsky

CATEGORY: Medical Devices \*

### SESSIONS

- Is it time to celebrate the rebound of the medical device sector?

o Executive Summary / Investment Rational Briefly describe the company's technology or therapeutic focus; the market opportunity, progress made to date, key partnerships or joint ventures, investment to date; and management strengths.

- FUSMobile offers a non-invasive, interventional ablative procedure for pain management. Our technology expands the current market reach, offering wider points of care and significantly improving patient experience and clinical outcome. To date, the company raised approx. \$20m from various investors, including OrbiMed and other reputable VC, companies and individuals. FUSM management consists of strong experienced team, consultants and investors

o Core Technology What is the technology, its uniqueness, and its value proposition?

- The company's High intensity focused ultrasound (HIFU) treatment platform, the *Neurolyser*, is designed to non-invasively destroy neural tissue and relieve suffering form chronic pain. The treatment does not require a sterile setup, is shorter, has lower disposable costs, and is using existing coverage codes.

o Product Profile/Pipeline Briefly describe the company's product/pipeline, status, and market potential. Discuss milestones, potential collaborations, and partnerships.

- The Neurolyser is in development for a range of common indications, including low back pain, knee and hip arthritis, sacroiliitis, and bone metastases. Addressable market >\$7B. Regulatory approvals are anticipated in 2024 following multiple clinical studies. Company is interested to expend its collaborations with strategic partners to enhance its market reach.

o Business Strategy Briefly describe how the company will apply its core technology, generate short-term and long-term revenues.

- Launch in EU and NA, where sales shall be done via local distributors with the goal of establishing a cohort of highly productive clinics and academic institutions as a core of future expansion. Possible sale Models includes plain vanilla sale (Equipment, Consumable & Service), Pay per Use or Leasing models (both would be based on hard commitment for minimum number of procedure).

o What's Next? R&D, Preclinical / Clinicals, Organizational Plans, Financial Plans

- Expending the Neurolyser platform for additional image guided modalities and clinical indications.