

[96] FIRST DIGITAL HEALTH AFFORDABLE SYSTEM FOR THE TREATMENT OF OVERWEIGHT AND OBESITY FOR BILLIONS

Alex Melamud, CEO, Melcap Systems, Haifa, Israel

o Investment Rational

Melcap is an Israeli digital health startup, developed a novel, cost-effective, wireless ingestible capsule system for the treatment of Obesity and Overweight. Melcap has launched its First-in-Human clinical study in an Israeli Hospital. Huge market volume: \$250B annually. First truly affordable, AI-based weight loss system. Patented, combined therapy and behavioral psychology approaches which finally help to Globally Prevent Obesity.

o Business Strategy

Melcap system used both by Overweight and Obese individuals. Currently, 1.5 billion overweight adults do not have a treatment solution. The market strategy includes endorsements, health clubs, HMO's, Insurance Companies, Drug /Medical Devices Distributors, Weight loss programs are companies partnerships like Weight Watchers. Sales via distributors, retailing in convenience stores/pharmacies, Online including subscriptions. Start OTC sales after Post-market Follow up.

o Core Technology

The technology is based on the proven and proprietary advanced paradigm of Gastric Electrical Stimulation of an enteric part of the digestive system. Present possible device solutions are implantable, very expensive and intended only for severely obese individuals. Melcap system is based on the disposable vitamin-sized capsule for home administration. It's chemical free, noninvasive, mobile, wearable and with zero complication.

o Product Profile/Pipeline

The system comprises three main parts: a disposable capsule, reusable wearable chest band, and a mobile app. In the pipeline the system with long gastric retention (LGR): 7-10 days; additional applications: Gastroparesis and Functional Dyspepsia. Melcap conducts First in Human trials. The market potential estimated in \$2.5 Billion. Possible collaborations with Weight watchers and IT companies: Apple, Samsung.

o What's Next?

The company plans to complete the LGR system development, following by FIH. The pivotal clinical study for the Appetite Reduction (AR)system following approval sales in Israel. The multi-center pivotal clinical study for CE mark and FDA approval boosts the global market penetration. The company will start rounds A and B after completing clinical studies and starting sales in Israel