

Please complete the ABSTRACT TEMPLATE online, for Biomed 2023 Company Presentations

ABSTRACT TEMPLATE: CHECKLIST AND INSTRUCTIONS

All items marked with an * are mandatory to complete

The maximum number of words for this abstract is 400

Please be sure to complete the following:

Company name Cherry Imaging Ltd. * Website <https://www.cherryimaging.com/> *

CEO name Saar Wollach

Select a CATEGORY: Health IT/Digital *

(Delete categories you are not selecting)

Select up to two SESSIONS per abstract from the list below *

(Delete sessions you are not selecting)

7. Patients are Consumers at Home – How Far Can They Manage Their Health?

13. Skin health and Beauty

You may delete the section instructions, leaving only the bolded bullet title

Answers below should not exceed 60 words per question:

- **Executive Summary / Investment Rational**
Cherry Imaging develops an Imaging platform that captures 3D model of a patient face with its proprietary scanner and now also with a mobile device and perform facial aesthetic assessment, treatment planning and follow the outcome of the treatment. The company is at full commercial phase, working with pharmaceutical companies and manufactures of aesthetic medical devices to support its clinical trials and directly with dermatologist and aesthetic clinics to assist with personal treatment evaluation and follows treatment outcome.
- **Core Technology**
- Cherry Imaging offers a unique 3D facial scanning technology that is fast and smooth, using either their proprietary scanner or a mobile device. The scanning process is simple and doesn't require any special setup, producing accurate and calibrated 3D models. With Cherry's AI analytical tools, users can perform personal aesthetic analyses and track treatment progress and outcomes.
- **Product Profile/Pipeline**
- Cherry's imaging platform includes a mobile application and online software. Currently, the technology requires scanning at an expert site. However, the company is developing a new app that will enable home self-scanning. This will open up business opportunities for remote consultations and treatment monitoring. The app is expected to launch later this year.
- **Business Strategy**
Cherry's business model is based on Software-as-a-Service (SaaS). Users can either pay per scanning or opt for a monthly subscription. This model aims to create a new user experience that will encourage patients to purchase dedicated treatments and increase their satisfaction and loyalty. It's a win-win model for both the clinic and Cherry, as it provides a gold standard for personal consultation and follow-up with Cherry's solution.

- **What's Next?**
Cherry Imaging is raising funds to accelerate market expansion, further develop their technology, and launch home scanning in 2023.

Questions for category: Service Provider

Answers should not exceed 60 words per question

- **Main Service:**
Using precise imaging and cherry's AI aesthetic assessment, Cherry Imaging supports personalized treatment planning and follow-up at dermatology and aesthetic clinics.
- **Key Strengths:**
What is the uniqueness and key value proposition, management experience, etc?
- **Experience with Israeli Companies:**
If relevant, please provide examples.
- **Key Markets:**
The company has set its sights on conquering the highly coveted markets of Israel and the United States, which are both renowned for their willingness to embrace cutting-edge technologies.