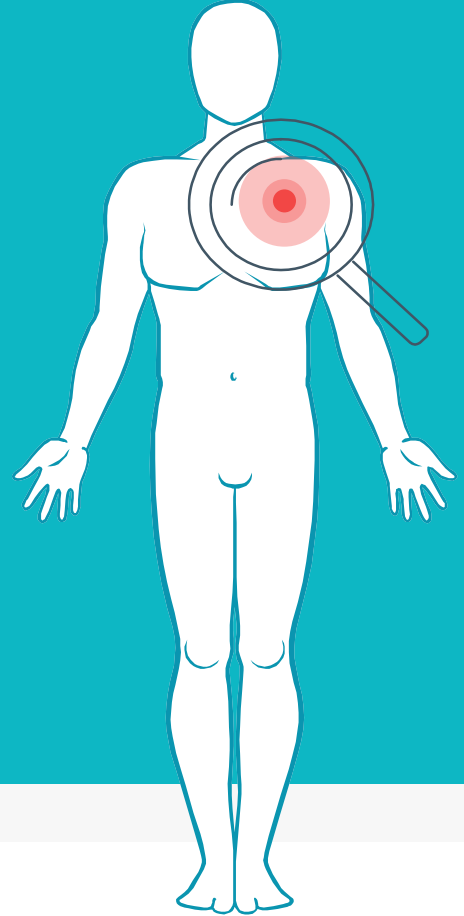




# CHECK YOUR SKIN

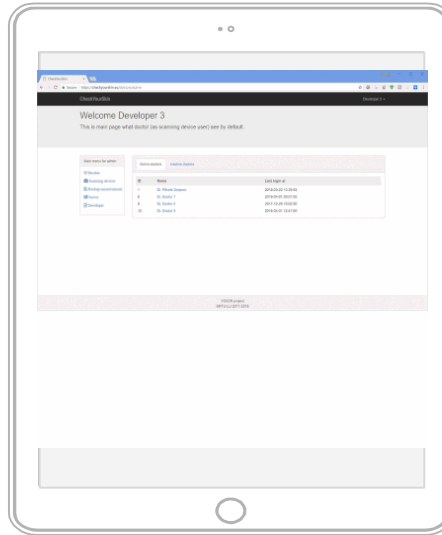
PORTABLE DIAGNOSTIC AID

EMILIJA, DMITRIJS



# VISION

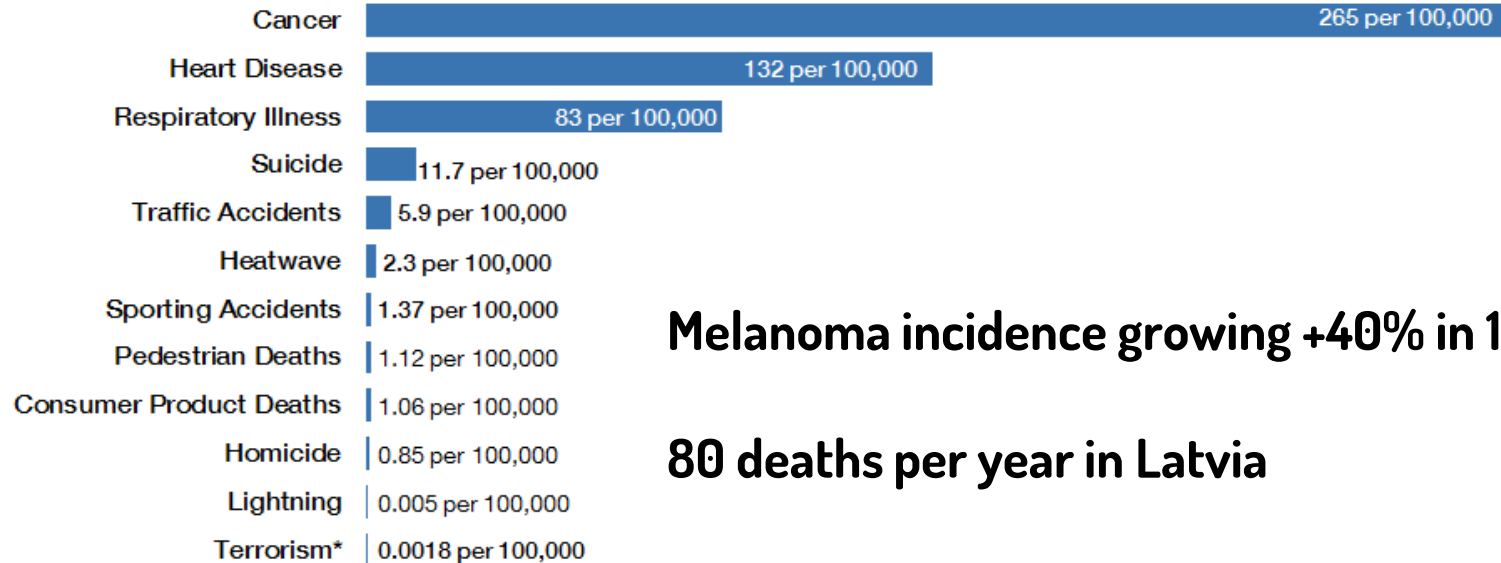
**To save lives by bringing easy to use skin cancer screening to patients**



# FACTS

## Causes of death in the EU

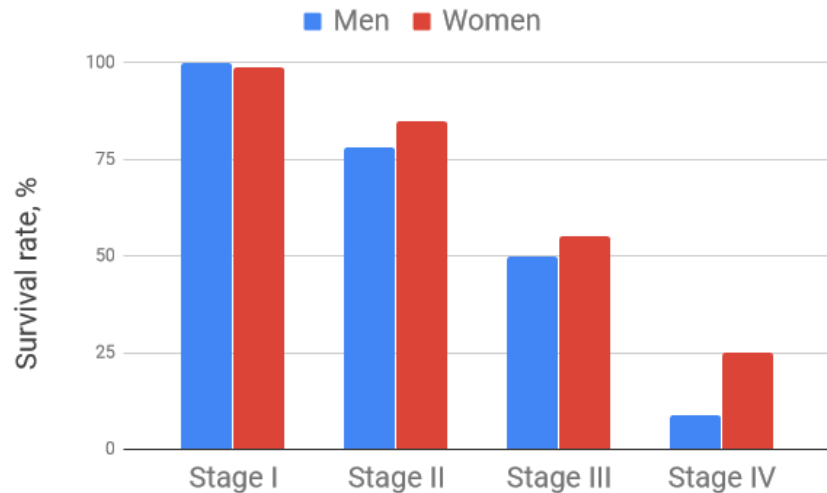
Deaths per 100,000 people, 2013 or latest year. EU28.



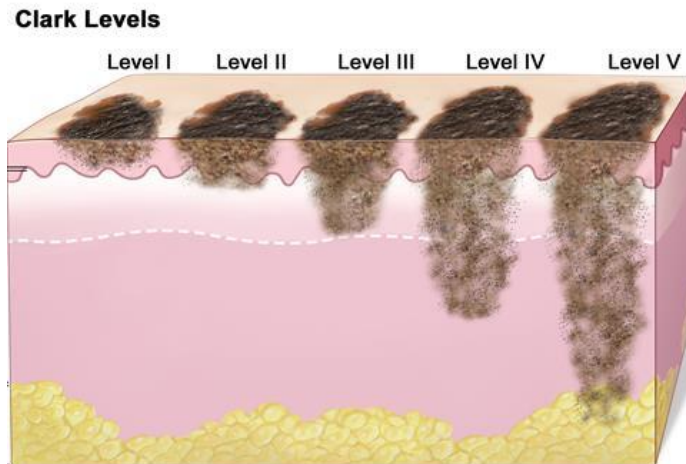
**Melanoma incidence growing +40% in 10 years**

**80 deaths per year in Latvia**

# FACTS



# 95%



# 5%

## WHERE IS THE MONEY?

- ▶ Main market - Family doctors (GPs)
- 

Seasonal:

- ▶ Travelling screening bus
  - ▶ Sanatoriums
  - ▶ Exhibitions
- 

- ▶ Future plan - Government



# TEAM

## Dermato-oncologists

Experienced doctors of the Oncology  
Center of Latvia



We have passion for science  
and hope to bring our results  
to the society

## University of Latvia

10+ years of research in  
biophotonics  
5 Dr.phys.

## Riga Technical University

Hardware and software design  
3 Dr.Sc.ing.

# WHY WILL WE SUCCEED?

**European regional  
development fund**

Successful project funding

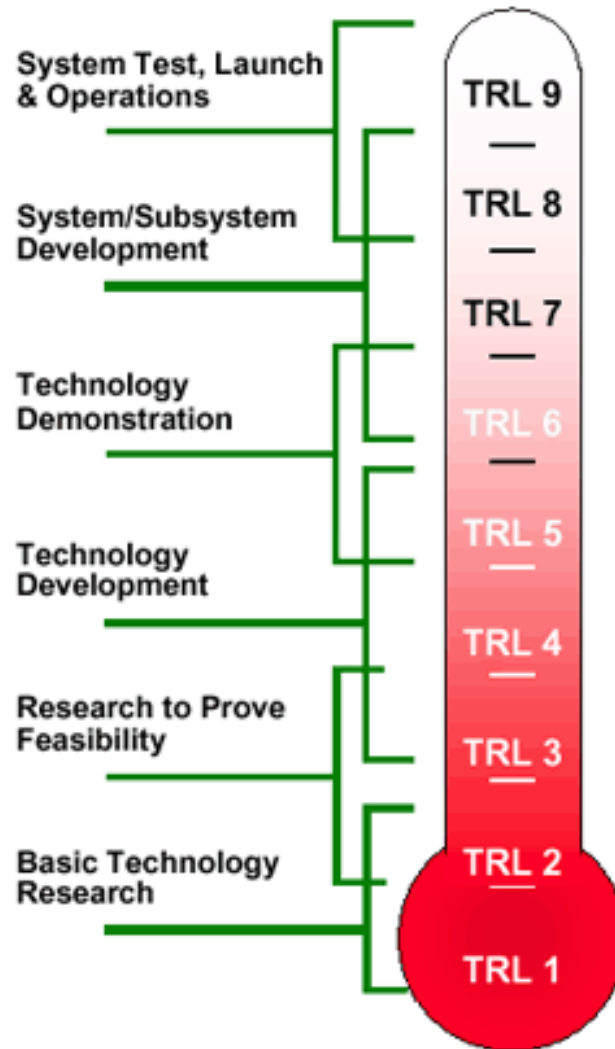
**MINOX 2018**  
Grand-prix

**Latvian Academy  
of Sciences prize**

One of top achievements in  
Latvian science in 2018

**Latvian Council of  
Science**

New project funded



No patents now, but  
ERDF will allow to  
license the IP



## VALIDATION

- ▶ Tested on 1000+ patients
- ▶ 100% accuracy, no false negatives (12 approved melanomas)
- ▶ Ongoing testing with one regular General Practice doctor
- ▶ Ongoing tests with other scientists in Hungary

# STRATEGY

## OUR APPROACH

**200€** equipment sales price  
(accepted in market research)

**190-770€** savings/month per  
doctor

**100€** monthly service fee

10% royalties to the government for IP

## COMPETITORS

4000€ sales price for high end

200€ sales price for cheap low  
quality

## COSTS TO START

Minimal Viable product for first round of 100 devices

Design + Manufacturing setup already implemented

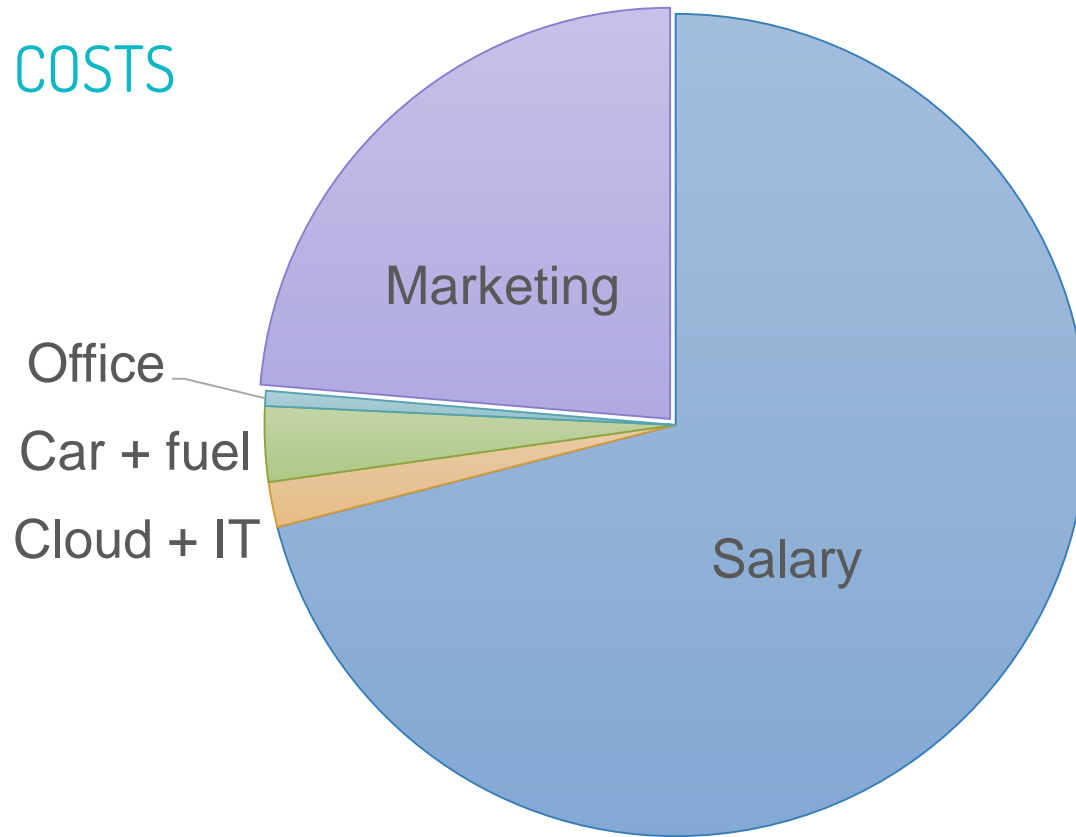
5000 EUR for consulting (or from board)

+

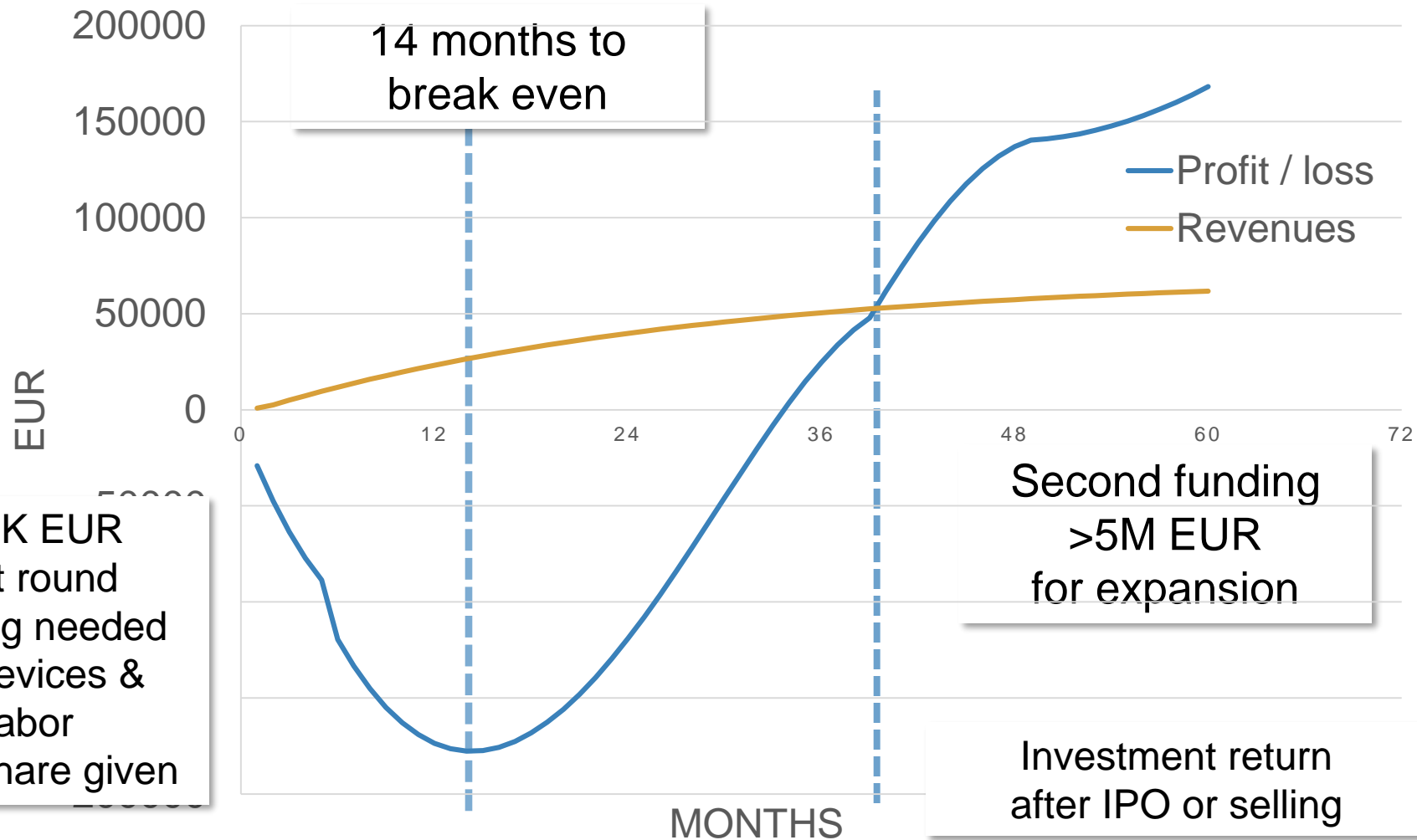
8000 EUR for batch of 20 devices (400 EUR/pcs)\*

\*price drop expected for II round

## RUNNING COSTS



**Total 17 000 EUR/month**, will increase gradually



## EXPANSION REGIONS



Emilija Vija Ploriņa  
[plorina@lu.lv](mailto:plorina@lu.lv)

Dmitrijs Bļizņuks  
[dmitrijs.bliznuks@rtu.lv](mailto:dmitrijs.bliznuks@rtu.lv)

**NATIONAL  
DEVELOPMENT  
PLAN 2020**



**EUROPEAN UNION**  
European Regional  
Development Fund

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INVESTING IN YOUR FUTURE

Emilija Vija Ploriņa  
[plorina@lu.lv](mailto:plorina@lu.lv)

Dmitrijs Bļizņuks  
[dmitrijs.bliznuks@rtu.lv](mailto:dmitrijs.bliznuks@rtu.lv)



**NATIONAL  
DEVELOPMENT  
PLAN 2020**

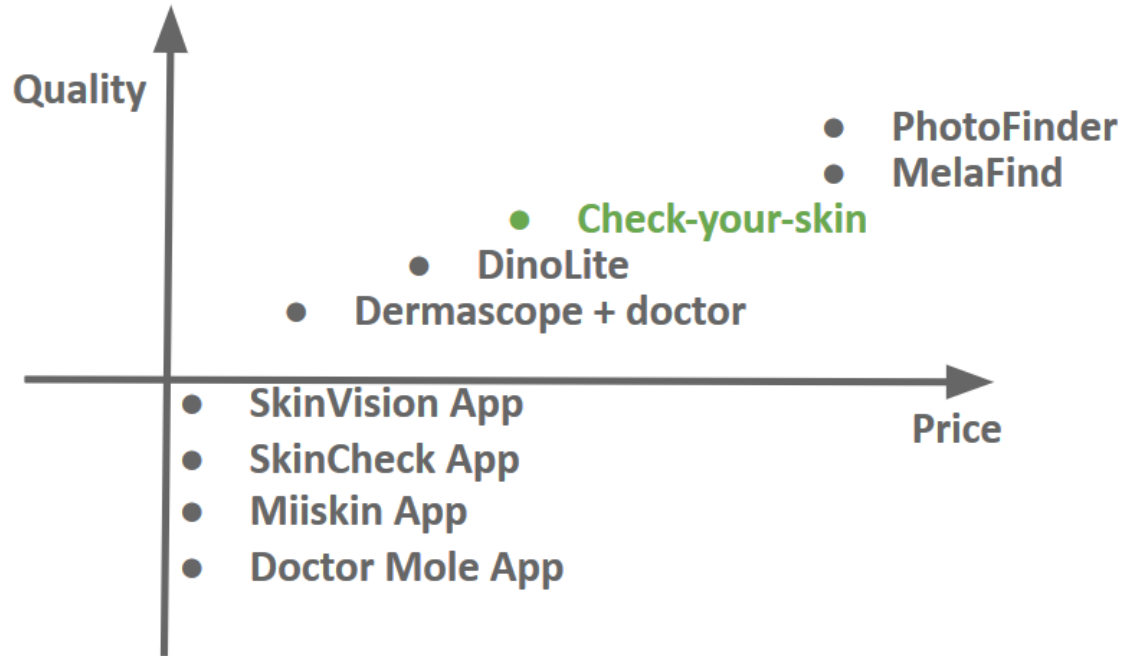


**EUROPEAN UNION**  
European Regional  
Development Fund

INVESTING IN YOUR FUTURE



# PRODUCT PLACEMENT



- ✓ Non-invasive
- ✓ Portable
- ✓ Quantitative
- ✓ Reliable (Sp=98%)
- ✓ Uses various spectra
- ✓ Image analysis within seconds
- ✓ Wireless
- ✓ Image evaluation in time (Archive)
- ✓ Affordable