

TeleMedTest

Peter Zvara, MD, PhD
Founder

Current Problem

Lower Urinary Tract Symptoms (LUTS)
Discomfort in frequency/urgency of urination

Uroflowmetry

Costly equipment - \$20,000

Costly test - \$300 / test

Low accuracy

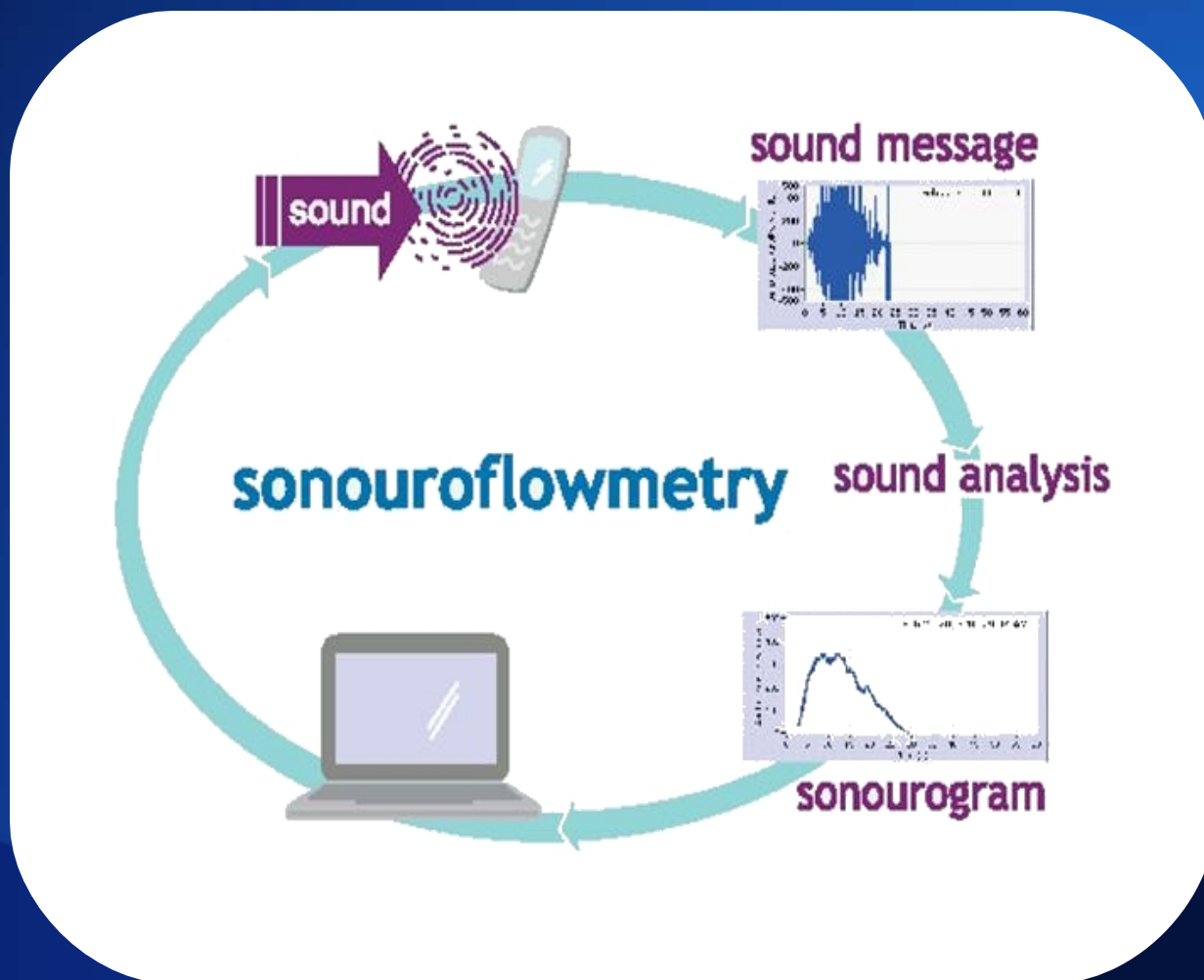
Time consuming



Our Goal

Better testing
at a lower cost

Sonouflowmetry (SUF)



Using Sonouflowmetry

Register on TMT website



Dial toll-free SUF phone number



Record data and symptoms



Graph of data generated



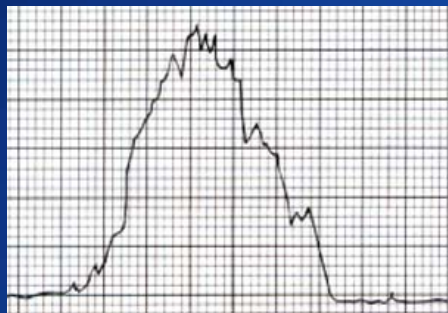
TMT provides summary of data



You and your doctor can view results

Data Comparison

Uroflowmetry



Sonouroflowmetry



Competitive Advantages

Uroflow

Cost ~ \$300 / test

Available only in
urologists' office

Low accuracy

Sonouroflow

~ \$80 / 24 hours

Universally accessible
via phone

Increased accuracy

Value Proposition

Doctors

Save time / costs

New revenue stream

Better care of patients

Patients

Comfort of home testing

Better treatment

Improved quality of life

Management Team

Current Team

Peter Zvara, MD, PhD

Katarina Zvarova, MD, PhD

John Brohan

Hiring Needs

Business Management

IT support

Market Size/Growth

Market

Urologists - 13,000

Primary Care Physicians - 194,000

LUTS Epidemiology

2000
30m patients

→

2025
42m patients

39% growth

Go-to Market

- Complete Phase 3 clinical trial
- Retain marketing firm
- Promote SUF
 - Present at urology conventions
 - Market test to PCPs and Urologists
 - Market to pharma companies
 - Preview to insurance companies



Challenges

Direct Competitors	→	None
Indirect Competitors	→	Uroflowmetry market
Other Challenges	→	Time to FDA approval 510(k) clearance Reimbursement rate

Business Model

SUF test prescribed



Doctor files insurance claim



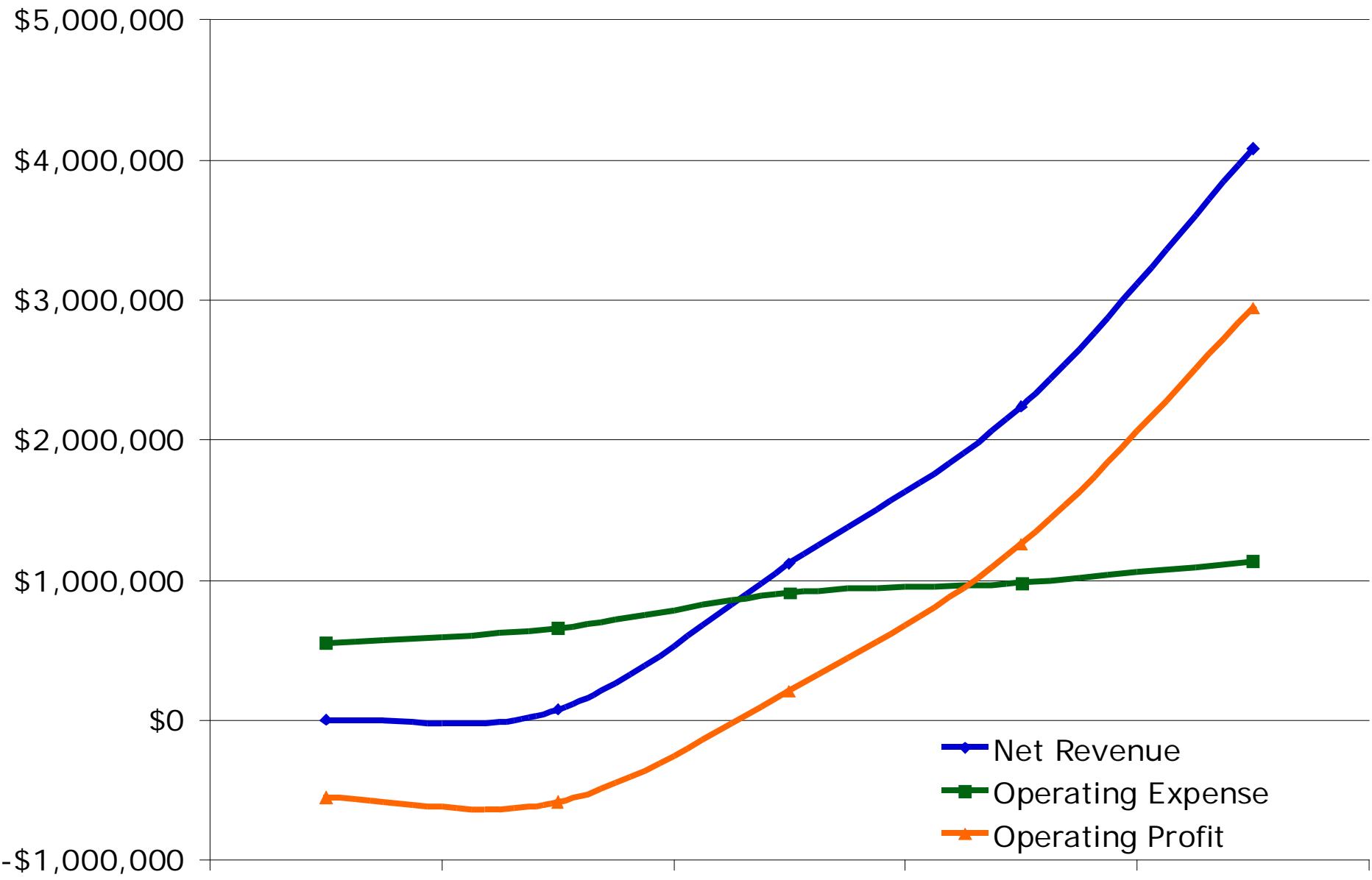
Insurance reimburses



Doctor \$40



TMT \$40



	2009	2010	2011	2012	2013
Urologists	0	0	75	203	442
PCPs	0	0	100	270	489
# of tests	0	0	28000	56000	102000

Capital Needs

Raised To Date - \$66,000

TMT Needs

\$500,000 - Phase 3 clinical trial

\$350,000 - Personnel

\$230,000 - Marketing

\$20,000 - Refine website and software

\$1.1 million Total

Exit Strategy

Acquisitions / License Technology

Potential Firms:

Uroflow Mfrs

Laborie

Dantec

Healthcare Diagnostics

Verathon Medical

Pharmaceuticals

Sanofi Aventis,
Pharmacia, Alza,
Pfizer, Abbot Labs,
Yamanouchi ...

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