

Evidence-based diagnostics in orthopaedic surgery

2022

Reach us at

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LinkedIn: www.linkedin.com/company/incight-biomedical/



The current gold-standard approach for diagnosis of articular cartilage pathology during joint surgery is based on visual evaluation by the surgeon. This method is subjective and poorly reproducible, resulting in unsatisfactory treatment outcomes for patients.

At Incight Biomedical, we developed JEDI to address this shortcoming. JEDI is a smart optical sensor that combines photonics and machine learning for accurate intraoperative diagnosis of articular cartilage pathology during joint surgery.

Our vision is to eliminate subjectivity in joint surgery and equip orthopaedic surgeons with quantitative diagnostic tools to enhance clinical outcomes and ultimately improve patient quality of life.



Business Objectives



The market potential for JEDI is significant: → 10M joint surgeries annually; each costing up to \$10K



Our value proposition is a unique optical-sensor for preoperative quantitative diagnosis of cartilage pathology



Our target customers are hospitals, vet clinics and research labs



Our revenue models is a hybrid approach of hardware sales and SaaS (software as a service)

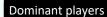


Our marketing strategy is to engage with public and private clinics in Finland as early-adopters.



Market analysis

Market concentration



No dominant players

No similar device in the market

Orthopedic Devices Market:

\$5.3B Estimated market (2022):

CAGR:

6.2%

Global sales projection (2029): \$10B

Arthroscopic Devices:

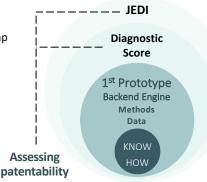
Estimated market (2022): \$1.5B

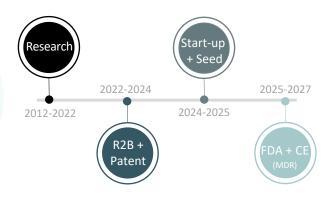
Global sales projection (2029): \$3B

Merits

assets

EIT Health 1st Place 3rd Place MedTech Bootcamp *TSL Student Track Terkko Health X 05.2022 04.2022 12.2021 04.2022 08.2022 **SPARK** Top 5 ideas *TSL Pitch Finland





Timeline

Team



Isaac Afara Project Lead

Ervin Nippolainen Technology Champion



Jouni Lounasmaa **Business Champion**



Awuniji Linus



Iman Kafian-Attari



Jari Torniainen Application Scientist Application Scientist Application Scientist

* TSL: Tahko Skii Lift