

Evidence-based diagnostics in orthopaedic surgery





## Vision

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.

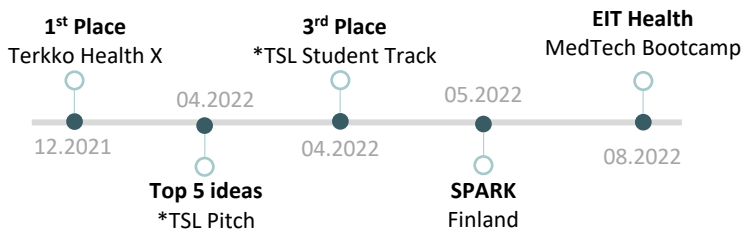
## Business Objectives

-  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

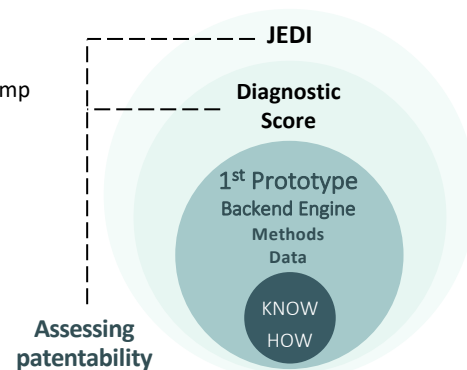


## Merits

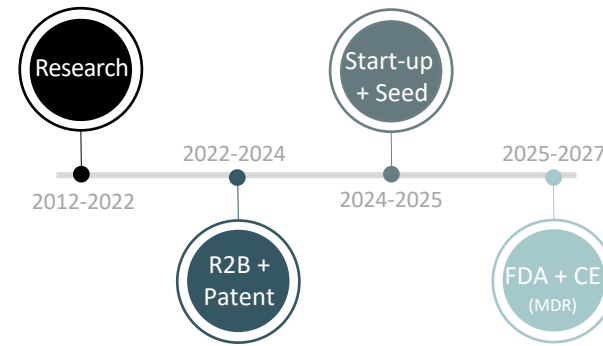


\* TSL: Tahko Skii Lift

## IP assets



## Timeline



## Team

