

Dalla startup all'impresa di famiglia.

Percorsi di crescita e di innovazione
per tre settori industriali.



On-site brain protection system

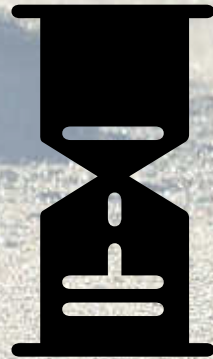
Milano, 12th July 2016

ACUTE BRAIN DAMAGE



#5 Million patients
\$330 Billion

HYPOTHERMIA



Current devices lack either the **portability** for emergency use or the ability to maintain **stable temperature control over time**

EARLY ON-SITE TREATMENT





Portable



Head targeted
hypothermia

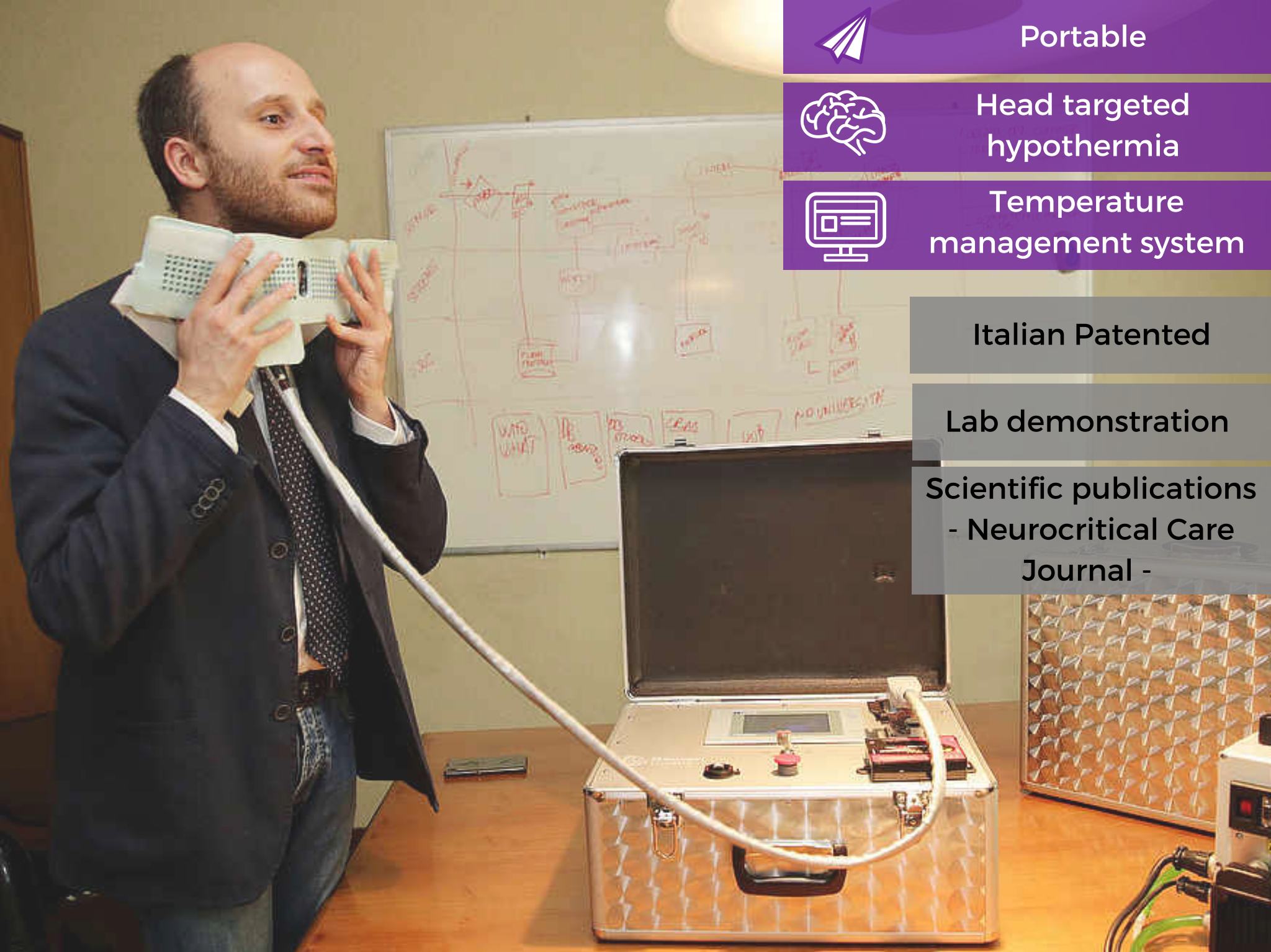


Temperature
management system

Italian Patented

Lab demonstration

Scientific publications
- Neurocritical Care
Journal -



Team



Enrico Giuliani
CEO & Founder



Mary Franzese
CMO & Cofounder

R&D

7 engineers



Advisors

University & Experts



UNIMORE
UNIVERSITÀ DEGLI STUDI DI
MODENA E REGGIO EMILIA



Studio Bergonzi & Cossiga
di Bergamo Studio
Contributo del lavoro

Burani & Lancellotti
COMMERCIALISTI ASSOCIATI

maroscia e associati
PROPRIETÀ INTELLETTUALE

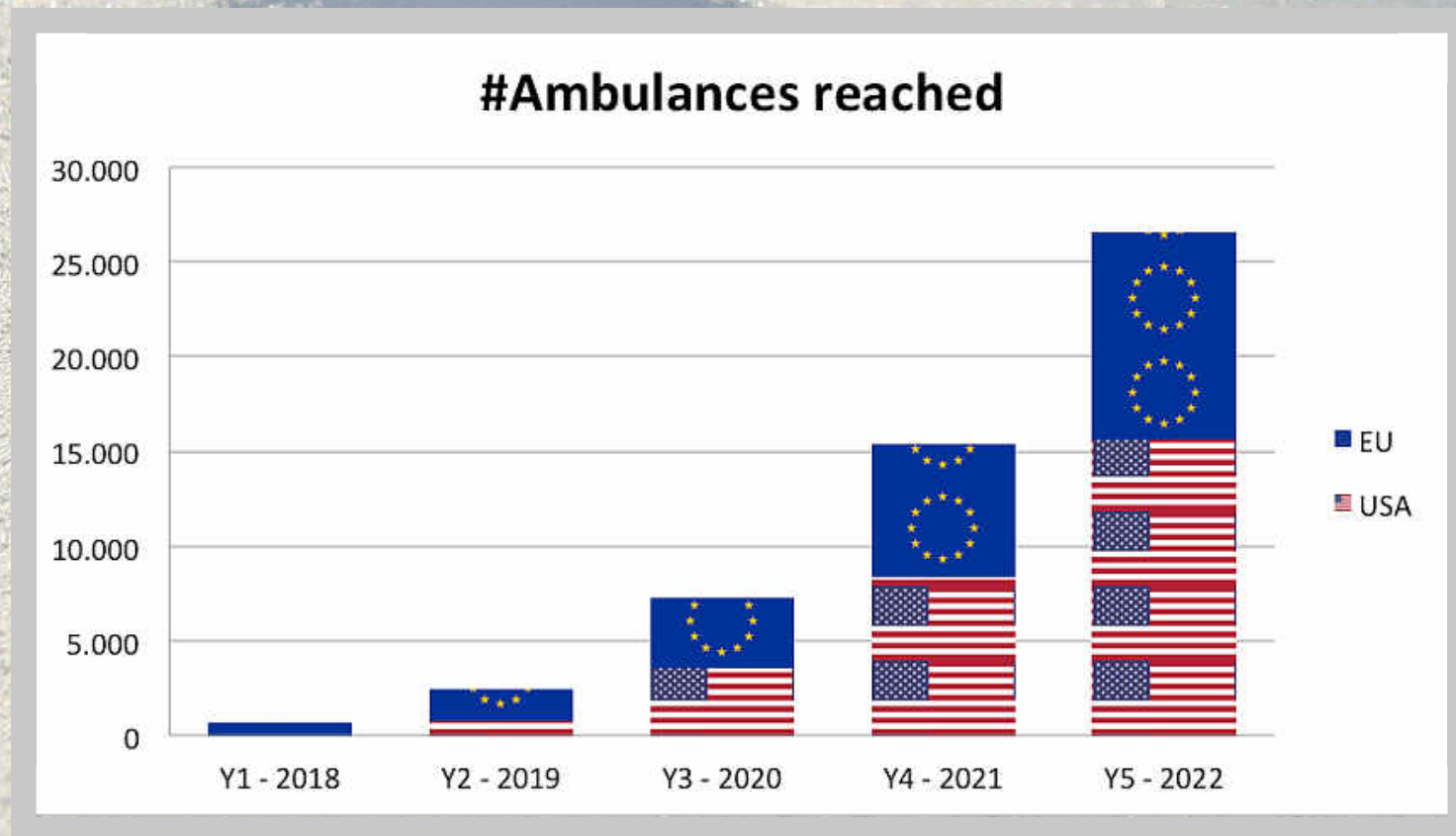
Primary Target Customers



Hospitals

Emergency services

- Ambulances
- Firefighters
- First responders



Business Model



REGULAR Profile

(< 100 uses/year)

- **Neuron Guard Kit** € 10K
 - Control Unit
 - 2 Inner Cores
 - 5 Outer Shells
- Additional Shells** € 200 per unit

PREMIUM Profile

(> 100 uses/year)

- Neuron Guard Kit** € 3.8K
- 1 Control Unit
 - 2 Inner Cores
- +**
- Fixed Fee** € 200 per use

Business Model (2)



Addressable Market

\$ 2.5 billion by 2019

— TEMPERATURE MANAGEMENT —

Direct Sales

Distributors

Partners



Action Plan



2016

2017

2018

Q2/2016

Q3/2016

Q4/2016

Q1/2017

Q2/2017

Q3/2017

Q4/2017

Q1/2018

Industrialization

Pilot Trial

Clinical Trial

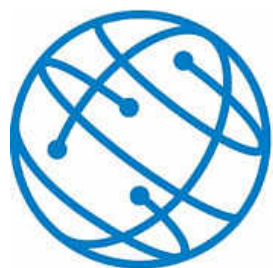
Scientific Marketing

Regulatory Clearance

PCP

FUNDING NEED: € 2.5 Million
(To reach the market in 2 years)

1st Place Category Internet of Thing and Hardware



Intel Global Challenge
at UC Berkeley



Intel Business Challenge
Europe 2014



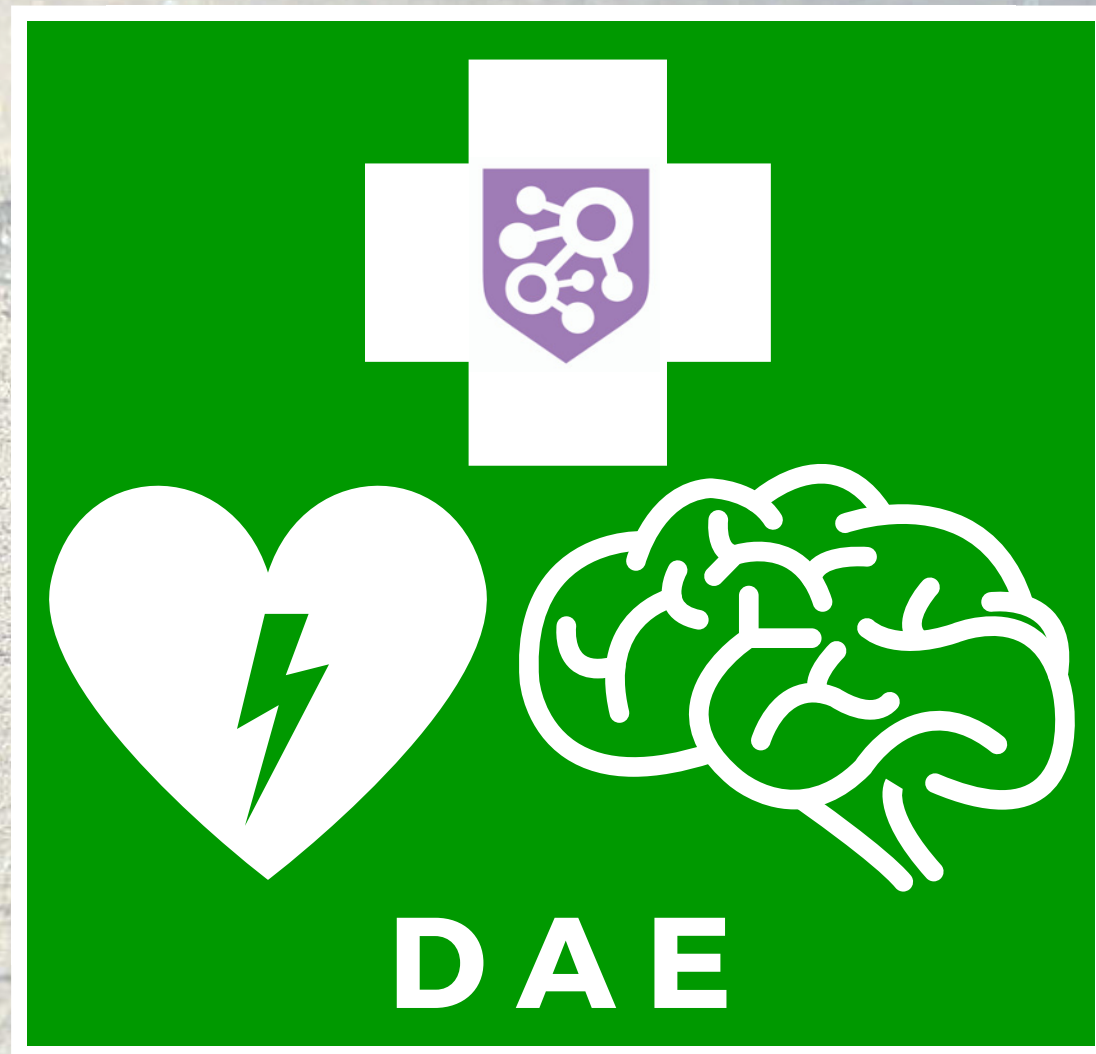
**SMART & DISRUPTIVE
COMPANIES
ITALIA**



VISION



A Neuron Guard Kit in EVERY PUBLIC PLACE





Neuron Guard

Time is brain..

Freeze it!

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Enrico Giuliani

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