# Company Profile

**Industry Sector:** Healthcare  

**Company Overview:** Insert/Thervoyant enables targeted delivery of new therapeutics through minimally-invasive image-guided procedures. Insert MRI moves beyond conventional surgical planning and device navigation by providing real-time monitoring, tailoring and validation of therapeutic delivery.  

**Tagline:** Enabling Therapies Through MR Fluoroscopy  

**Target Market(s):** Major Hospitals and clinics.

# Key Value Drivers

**Technology:** Real-time, patented, magnetic resonance fluoroscopic imaging technologies for therapeutic delivery and device navigation.  

**Competitive Advantage:** Apps-based approach to minimally invasive MR procedure enables 1) products tailored to surgical rather than diagnostic markets and 2) dramatically faster and less expensive development and regulatory processes.  

**Plan & Strategy:** 1) Demonstrate value of technology in low barrier to entry neurosurgical procedures (brain biopsy, brain drug delivery) 2) Extend to higher prevalence procedure in clot removal in hemorrhagic stroke. 3) Consulting services to increase technology adoption and ensure build of pathway to future sales.

# Management

**Leadership:** Ed Barker  

**Scientific Advisory Board:** Dr. Azam Ahmed, medical luminary with strong history of technical design and creativity. Dr. Azam is the Midwest NIH StrokeNet Coordinator for the MISTIE trial in hemorrhagic stroke. Rock Mackie, former founder of Accuray and now co-founder of HealthMyne. Dr. Mayfiled clinic, early adopter of MRI technologies. Second person on advisory board.

# Product Pipeline

1. **Pipeline One:** Direct sales of drug monitoring and prediction capabilities to research universities doing trials in new brain drug delivery agents.  

2. **Pipeline Two:** Direct sales of product to pharmaceutical companies conducting clinical trials on paired device and targeted therapy.  

3. **Pipeline Three:** Personalized dose scheduling for guided removal of blood clots in hemorrhagic stroke to reduce patient’s long term neurological deficit.
4. Pipeline Four: Consulting services.