



Insert / Thervoyant

Company Logo Goes Here

Contact:
Mr. Ed Barker

Location:
Madison, WI

Email:
ed.barker@insertmri.com (262) 271-0321

Website:
http://www.insertMRI.com



Company Profile

Industry Sector: Healthcare

Company Overview: Insert/Thervoyant enables targeted delivery of new therapeutics through minimally-invasive image-guided procedures. insertMRI 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. Mayfield 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.



Small Business Innovation Research (SBIR)
Small Business Technology Transfer (STTR)

National Institutes of Health
Commercialization Assistance Program (NIH CAP)



4. Pipeline Four: Consulting services.