

# PITCH DECK

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Treat psoriasis comfortably



# We are on a mission

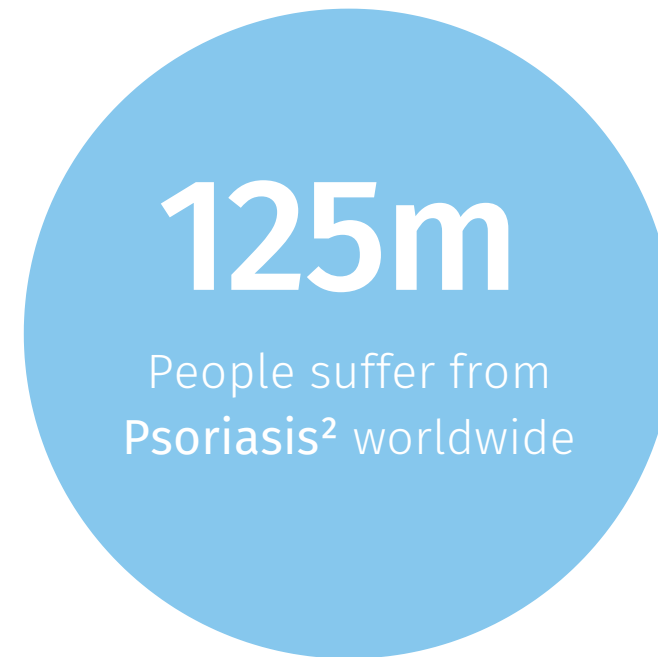
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Empower every person with a chronic skin condition to live **comfortably** by delivering **personal, effective, and affordable** care.

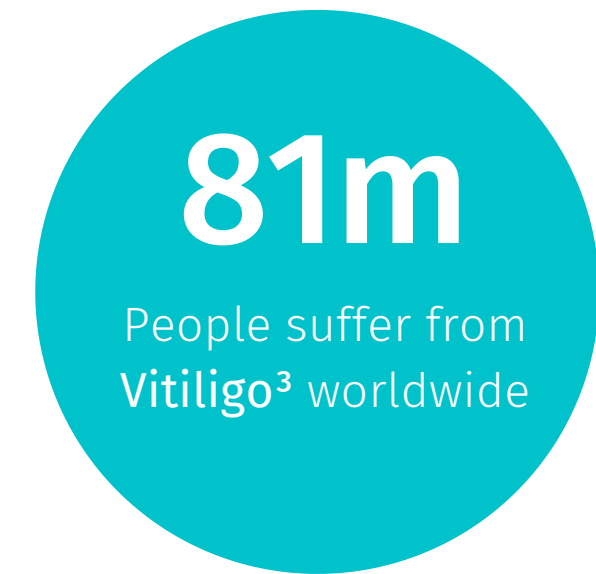
People with **chronic skin conditions** can receive a **costly** steroid cream - or, if that's **ineffective**, they might start taking **prescription medications**, which can run up to **40,000 EUR** per year per patient. Many skip over light therapy because it is **inconvenient** to access multiple times a week.



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Symptoms of **eczema** include **itchy, red, and blistered** skin that easily **breaks** open and **weeps**.

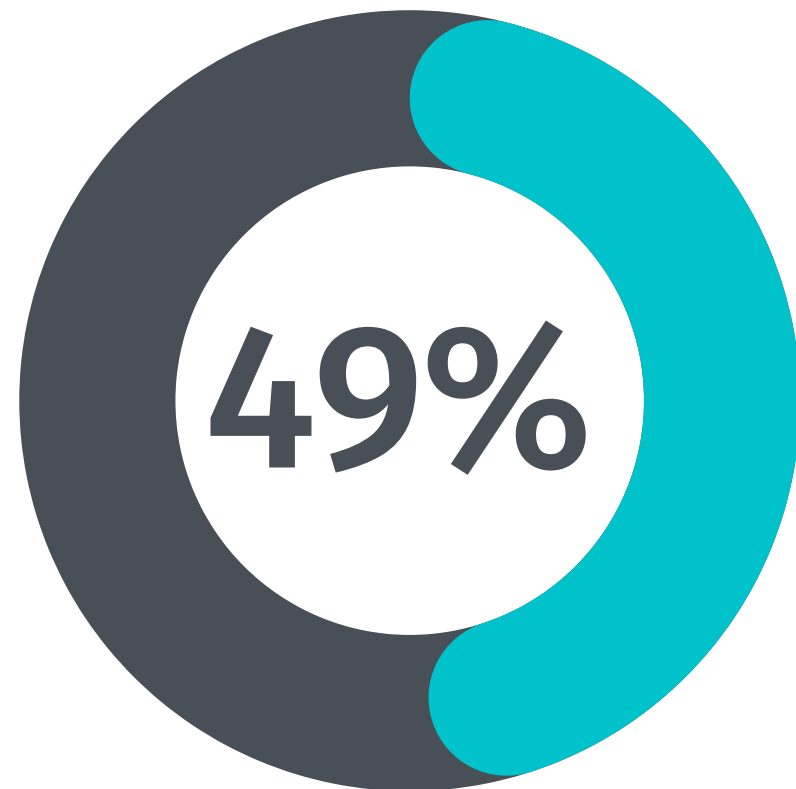
**Psoriasis** is an inflammatory disease causing reddish, scaly, weeping, itchy, and painful patches of skin.

**Vitiligo** is a disease that causes patches of **depigmented** skin.

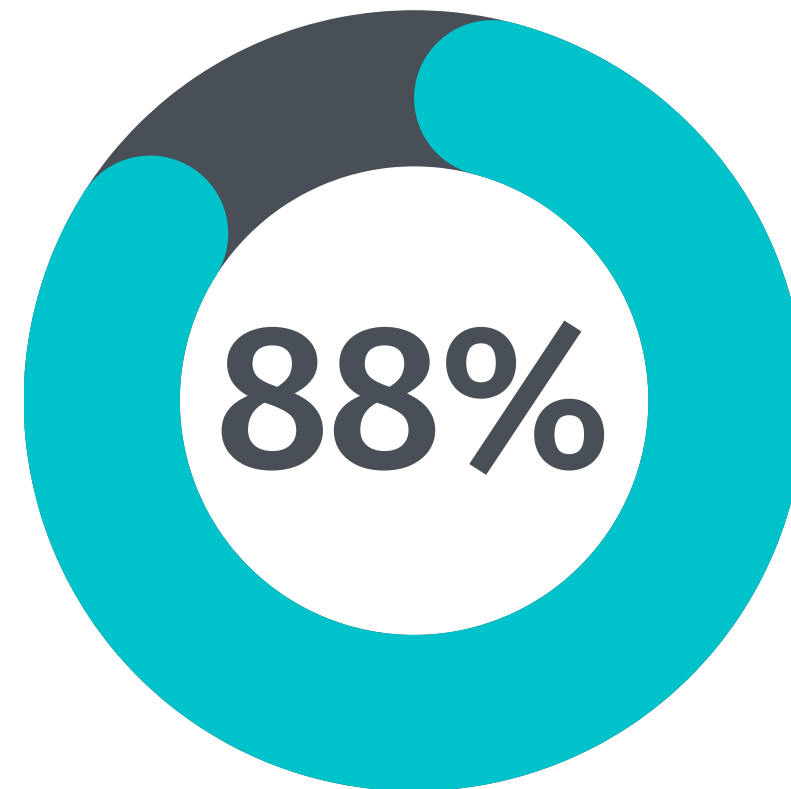


# Chronic Skin Condition **Effects More** Than Just a Skin

Miss work regularly<sup>1</sup>



Affects their emotional wellbeing<sup>1</sup>



## **Common Psoriasis Comorbidities**

Depression/Anxiety

Inflammatory Bowel Disease

Metabolic Syndrome

Hypertension

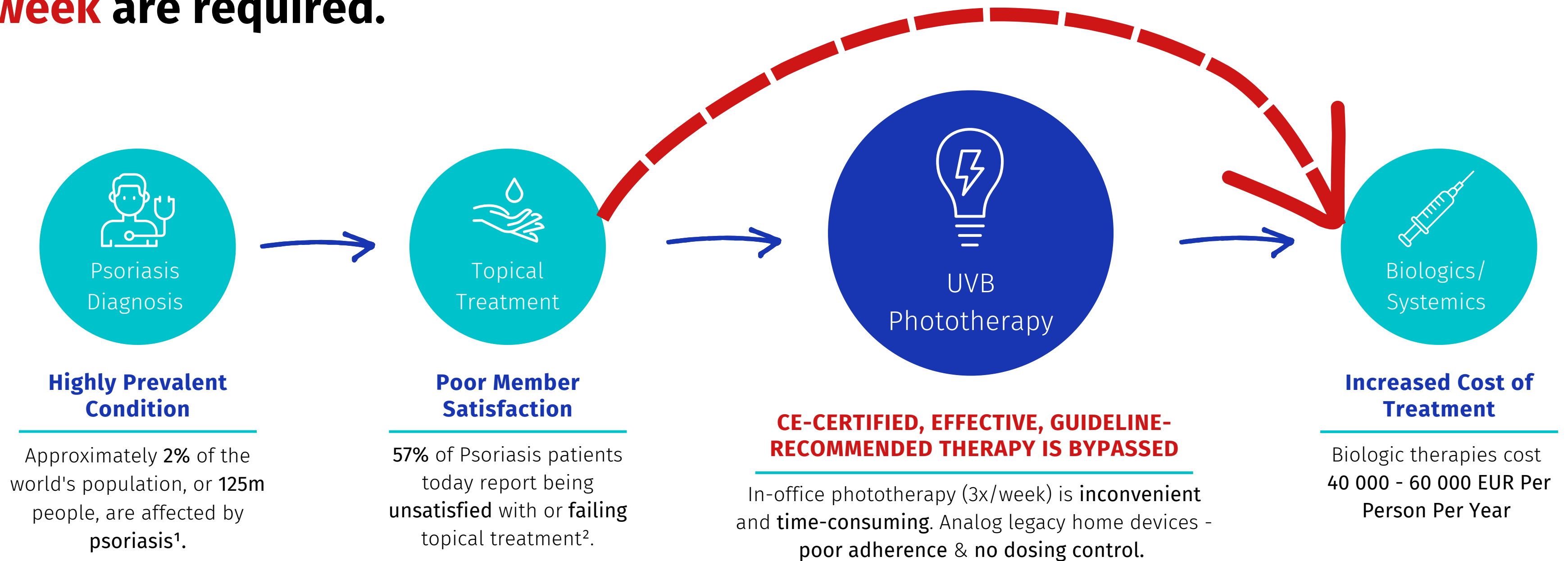
Obesity



Diabetes

1. Armstrong, A. W., Schupp, C., Wu, J., & Bebo, B. (2012). Quality of life and work productivity impairment among psoriasis patients: findings from the National Psoriasis Foundation survey data 2003–2011. *PloS one*, 7(12), e52935. ,

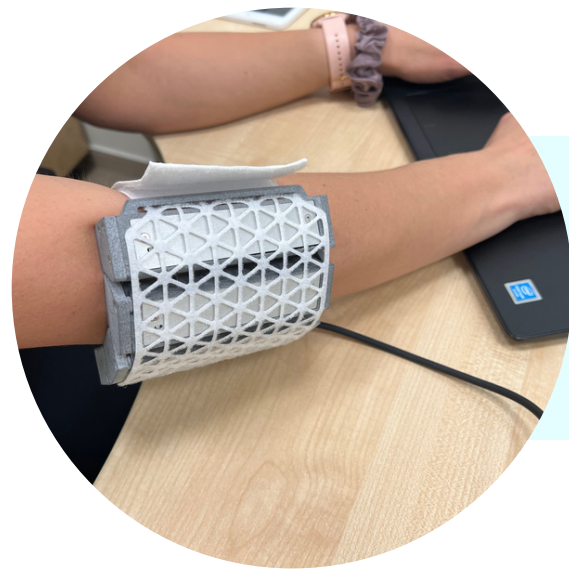
Only **10%** of dermatologists' offices had light-therapy devices (which resemble a tanning booth) because of **low usability**. It is mainly caused by patients rarely committing to a **±12 weeks** program where up to **3 visits a week** are required.



1. National Psoriasis Foundation, 2. Wu, J. J., Lu, M., Veverka, K. A., Smulders, M., Papademetriou, E., Yu, J., & Feldman, S. R. (2019). The journey for US psoriasis patients prescribed a topical: a retrospective database evaluation of patient progression to oral and/or biologic treatment. Journal of Dermatological Treatment, 30(5), 446-453.

# Emplastrum created its **light-therapy** device to help people make treatment more **affordable** and **accessible** to more patients. Emplastrum combines **technology & data science** to deliver **better care to home**.

Patient using Emplastrum Device



Bluetooth connected



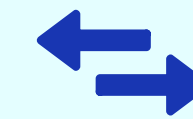
Emplastrum APP



Secure Cloud Server



Comprehensive Tech-Enabled EmCare Monitoring & Coaching



EmCare Guides



## Personalized, Intelligent Treatment

Prescribed dosing, treatment updates, member-reported outcomes, and photo documentation via smartphone app

## Technology-Enabled Support

Real-person, real-time monitoring of treatment progress and coaching to drive adherence and positive outcomes



A small **clinical study** done by the company suggested that Emplastrum's device was about as **effective** as other treatments, **leading to moderate improvements** in people's conditions.

**100% of study participants achieved improvement within two weeks.**

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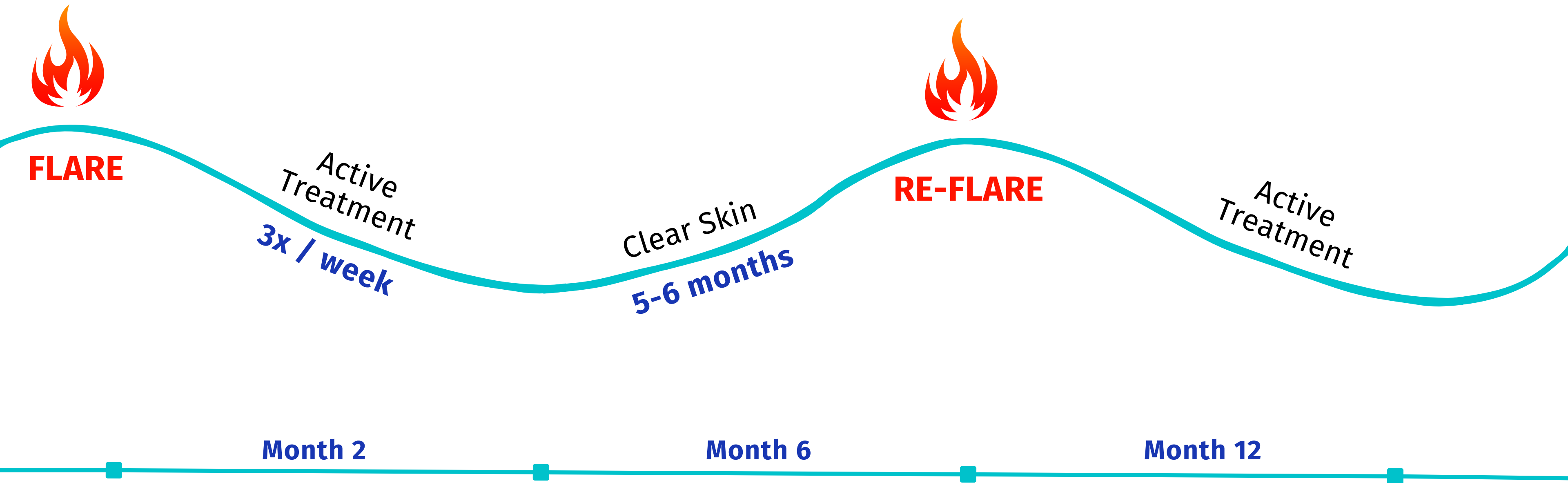
By using this device, I could be treated at home without taking other medicinal products and save money at the same time.

- *Psoriasis patient*



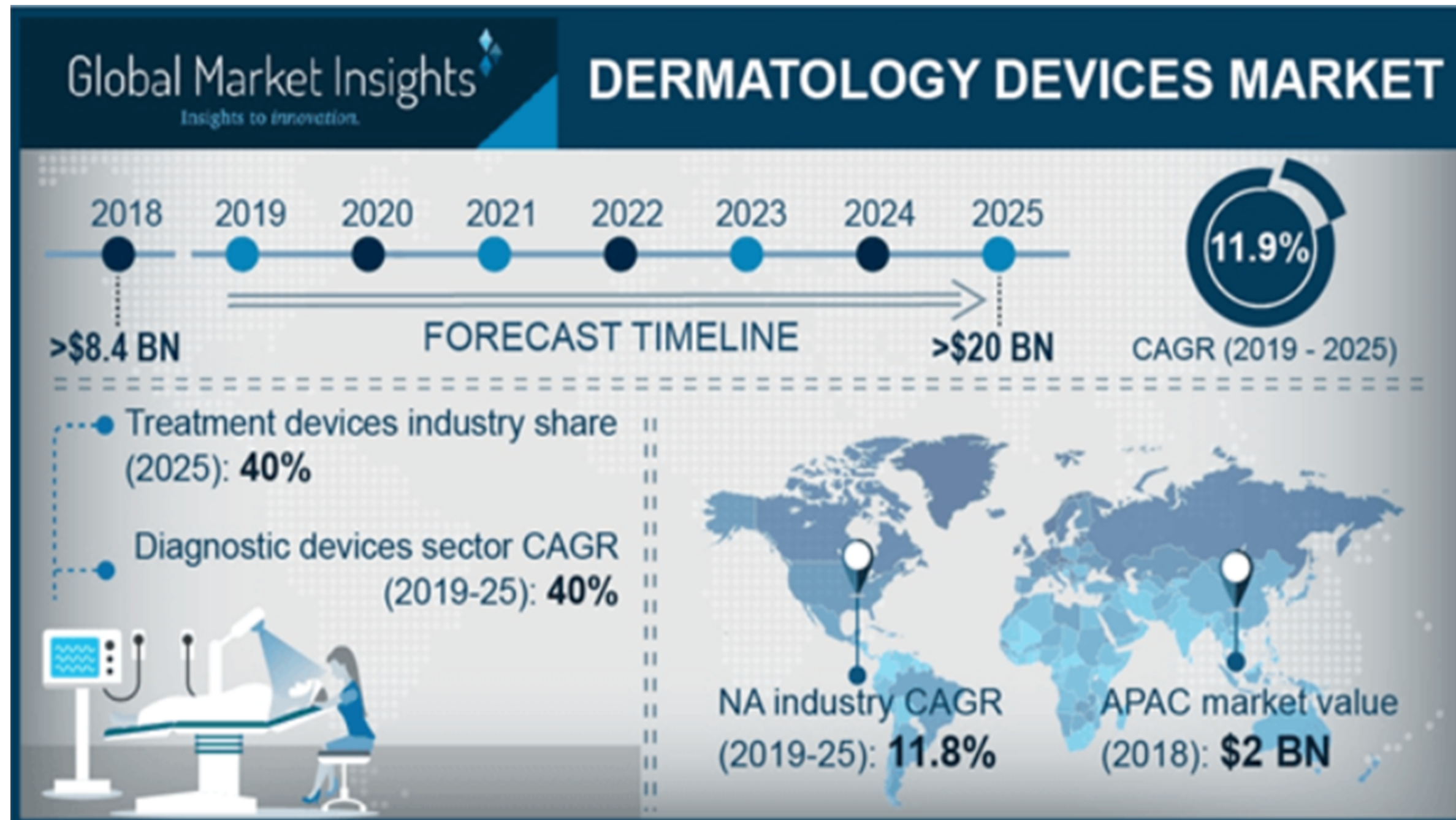
Patients are shipped the device **directly**, and a company representative **helps set it up**.

*Emplastrum helps manage recurring cycles of psoriasis.*





The **dermatology devices market** was valued at **USD 12,849 million** in 2020 and it is expected to reach **USD 26,050 million** by 2026<sup>1</sup>.

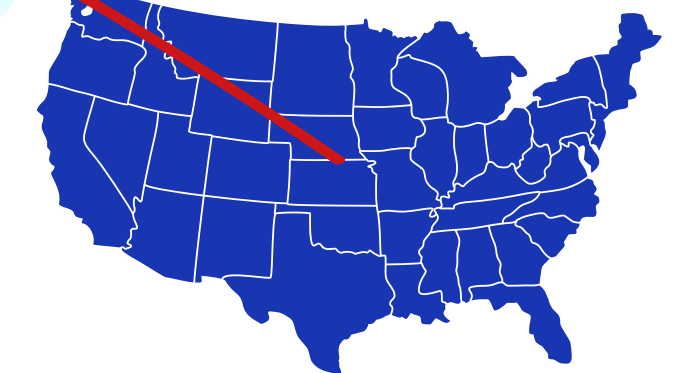


### *High market potential:*

11 M. Europeans suffer. They spend about \$2B for psoriasis treatment per year

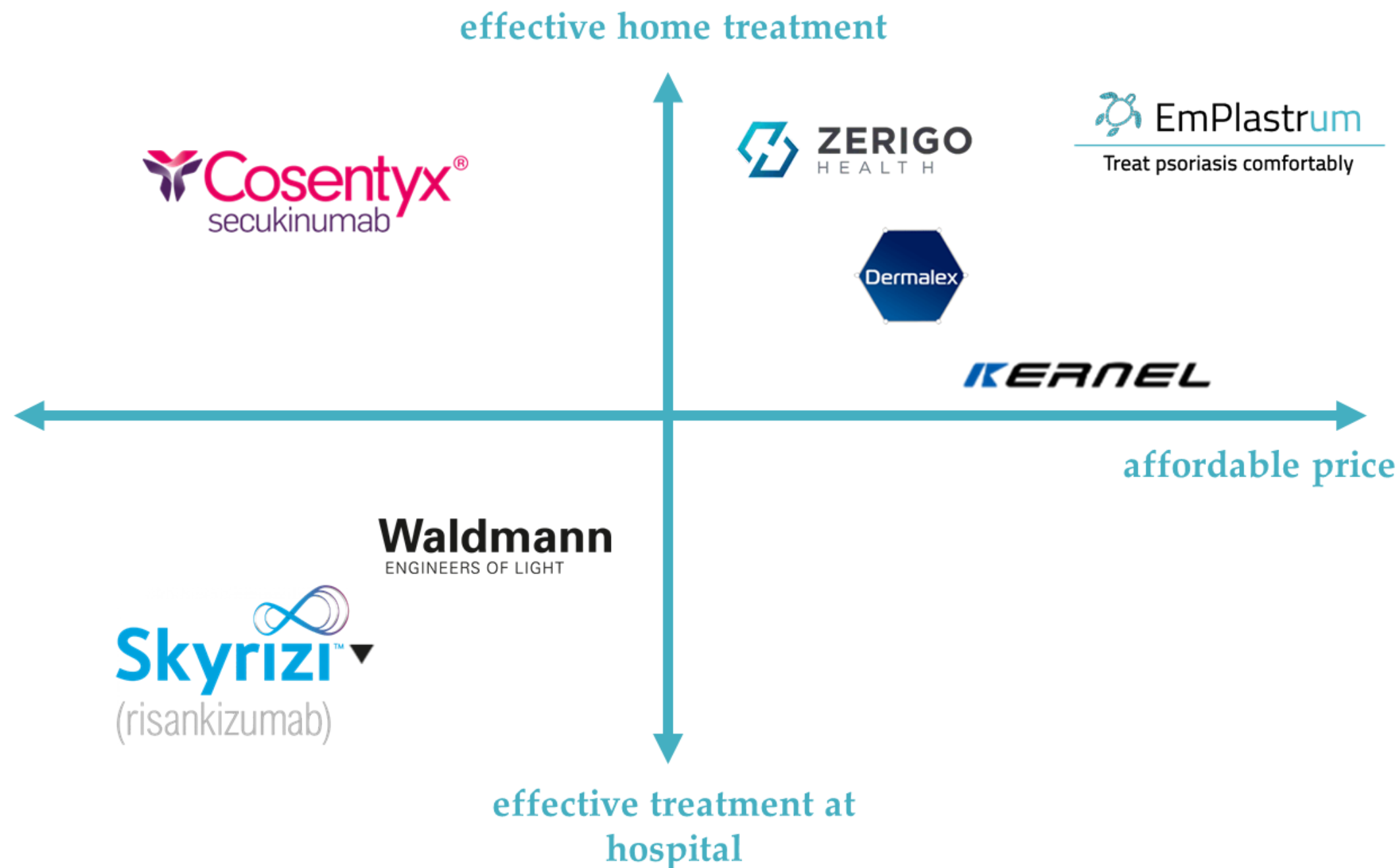


8 M. Americans suffer. They spend about \$3B for psoriasis treatment per year



1. <https://www.grandviewresearch.com/industry-analysis/dermatology-devices-market>, 2. Burgos-Pol, R., Martínez-Sesmero, J. M., Ventura-Cerdá, J. M., Elías, I., Caloto, M. T., & Casado, M. Á. (2016). The cost of psoriasis and psoriatic arthritis in 5 European countries: a systematic review. *Actas Dermo-Sifiliográficas (English Edition)*, 107(7)

Many people end up taking biologics to **combat flare-ups**, which suppress the immune system's response, but come with **painful side effects** and frequently **cost tens of thousands of euros**. Emplastrum's device costs roughly **2 000 EUR a year** and is covered by some **insurance companies** or **healthcare systems**.



### Existing UVB systems for skin disease treatment:



- FDA cleared in 2017
- Expensive (\$5 000 per year) and not comfortable to treat several skin places (each for 20min)



- Expensive, no local skin area treatment.
- Affordable only in hospitals.

By pursuing **two revenue streams**, Emplastrum **diversifies** its revenue sources and **reduces its dependence** on any one channel.

## Distribution through teledermatology companies:



Teledermatology companies are interested in collaboration because they provide safe communication and patient tracking but do not have devices that could provide treatment.



Insurance companies are interested in collaboration because UV home treatment is less expensive than standard one.



Dermatologists are interested because they can get fixed payments from one patient but with less work (they don't need to prepare and perform UV phototherapy daily).

## Pricing:



Price is region based and varies from 250 to 350 EUR per patient per session

## Direct product leasing to patients:



Patients are interested because they can get the most effective psoriasis treatment at home, save time, money, and can do other activities during the treatment.

Already proven business model by Zerigo, Livongo in USA.

## Pricing:



Treatment session with 6 consultations with dermatologist cost 545 EUR



# Emplastrum product **distribution** across **multiple European countries**.

## Own recourses:

- All around Europe, the DTC business model to lease the product

## Telemedicine companies:

- Skinuvita - DACH region
- Dermtest - Estonia
- Askin - Norway
- Kry - Norway and Sweden
- Livi - UK and France
- BeeHealthy - Finland
- Sktelemed - Portugal, Spain, +21 other countries worldwide

**sk telemed**  
GOOD HEALTH-GOOD LIFE!



# Emplastrum has signed **2 letters of intent** with dermatology **telemedicine** companies **Skinuvita** and **Dermtest** to start **product leasing**.

## Skinuvita:

The company operates in the DACH region and has contracts with insurance companies that reimburse approximately 40 000 UV phototherapies per year in Germany.

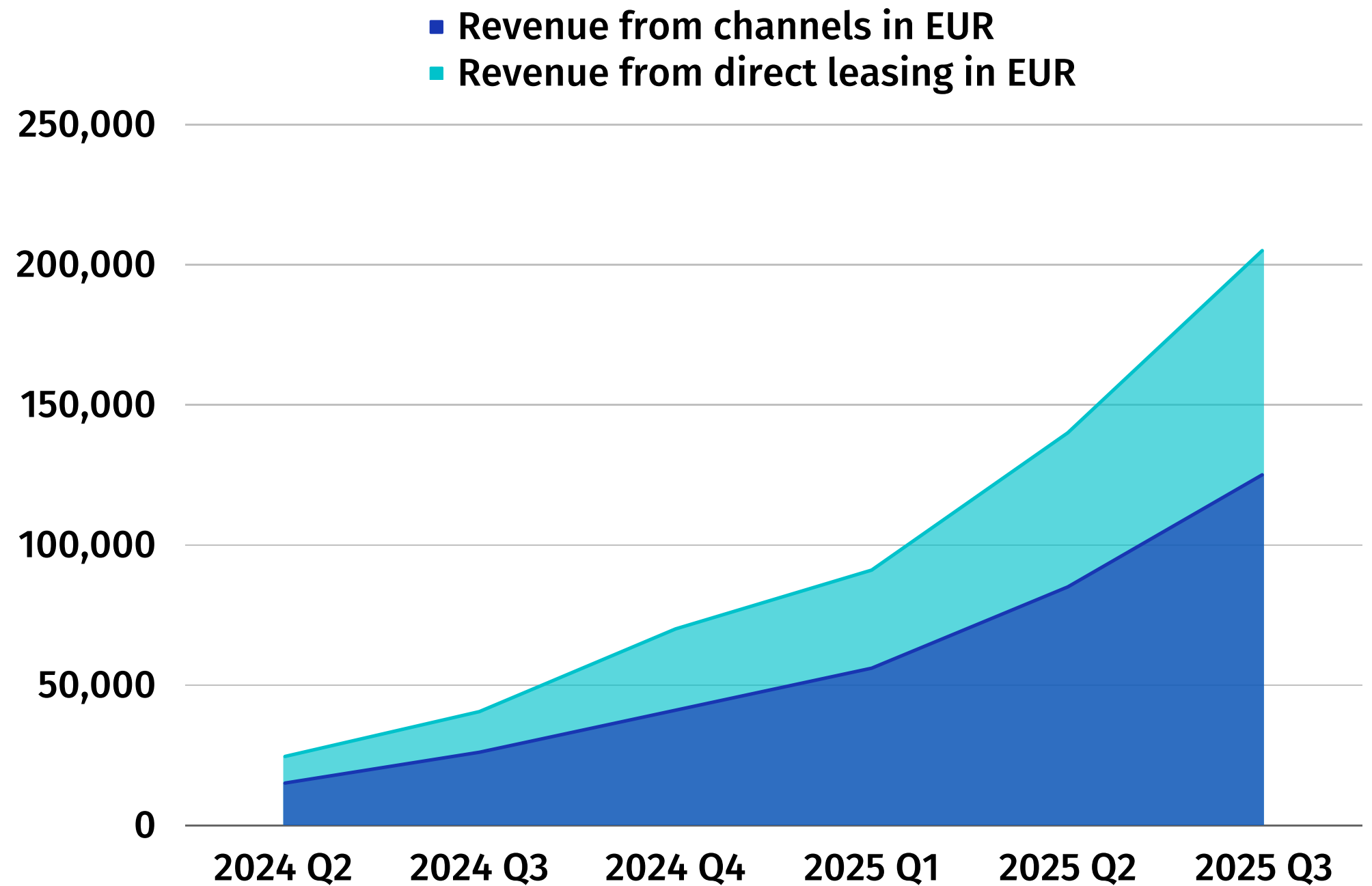
One treatment session (2 months) of the Emplastrum device can be reimbursed at the cost of 275 euros.

## Dermtest:

The company operates in Estonia and partners with more than 60 clinics, including hospitals and GPs.

One treatment session (2 months) of the Emplastrum device can be reimbursed at the cost of 300 euros.

## Revenue expectations based on Lol



Emplastrum's **teledermatology partners** say they need more than **1500 devices** per two months (treatment session), representing **2%** of the European market. The number of devices and **annual revenue** they can generate are listed below.





# Co-founding team of **Emplastrum** possesses extensive expertise and experience in **developing** and **certifying** various medical devices.

VAISDUOTE



## **Vaizduote**

Co-founder & CTO

- +10 years of experience developing medical devices
- +4 years experience in CE certification

### Role:

- RnD and Product development
- CE certification
- Product testing, validation



## **Aurimas Mazuras**

Co-founder & CEO

- Background in finance/ business development
- Experience in a research assistant role

### Role:

- Company management
- Fundraising, pitching, networking
- Sales and Marketing



## **Alina Vilkaite**

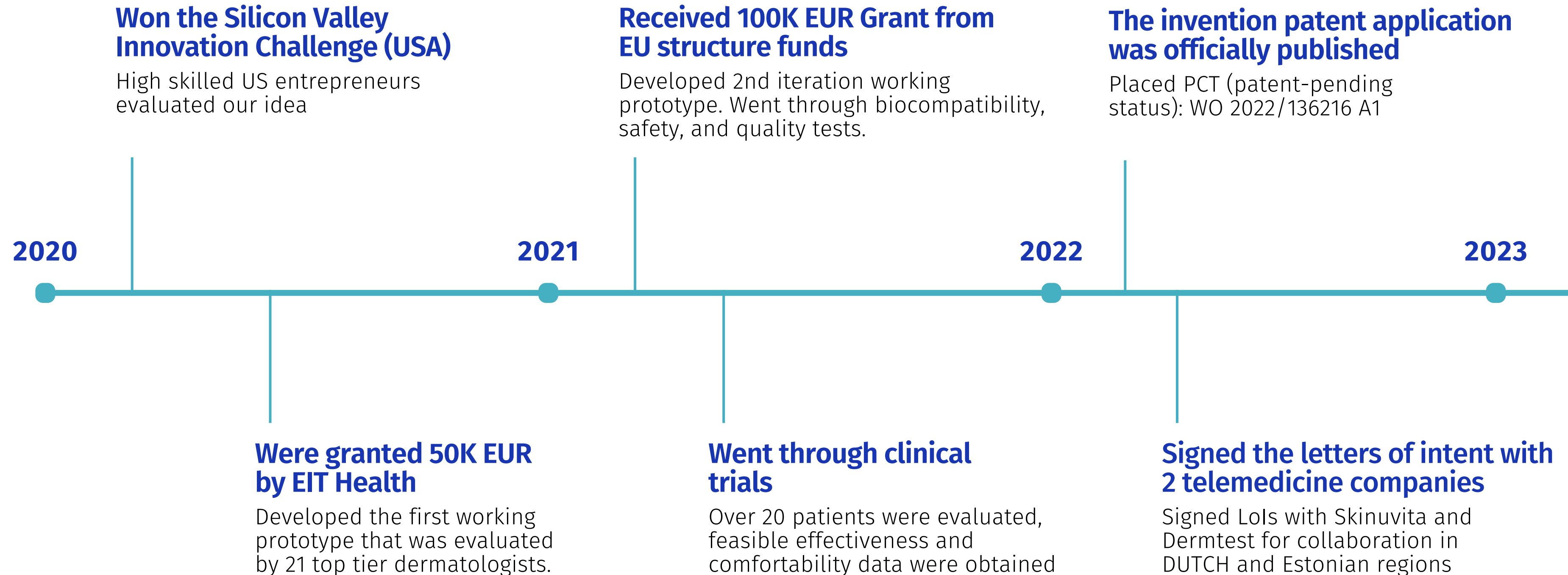
Co-founder & CMO

- Experience in practical and clinical dermatovenerologist
- 4+ yr. experience in Kauno klinikos

### Role:

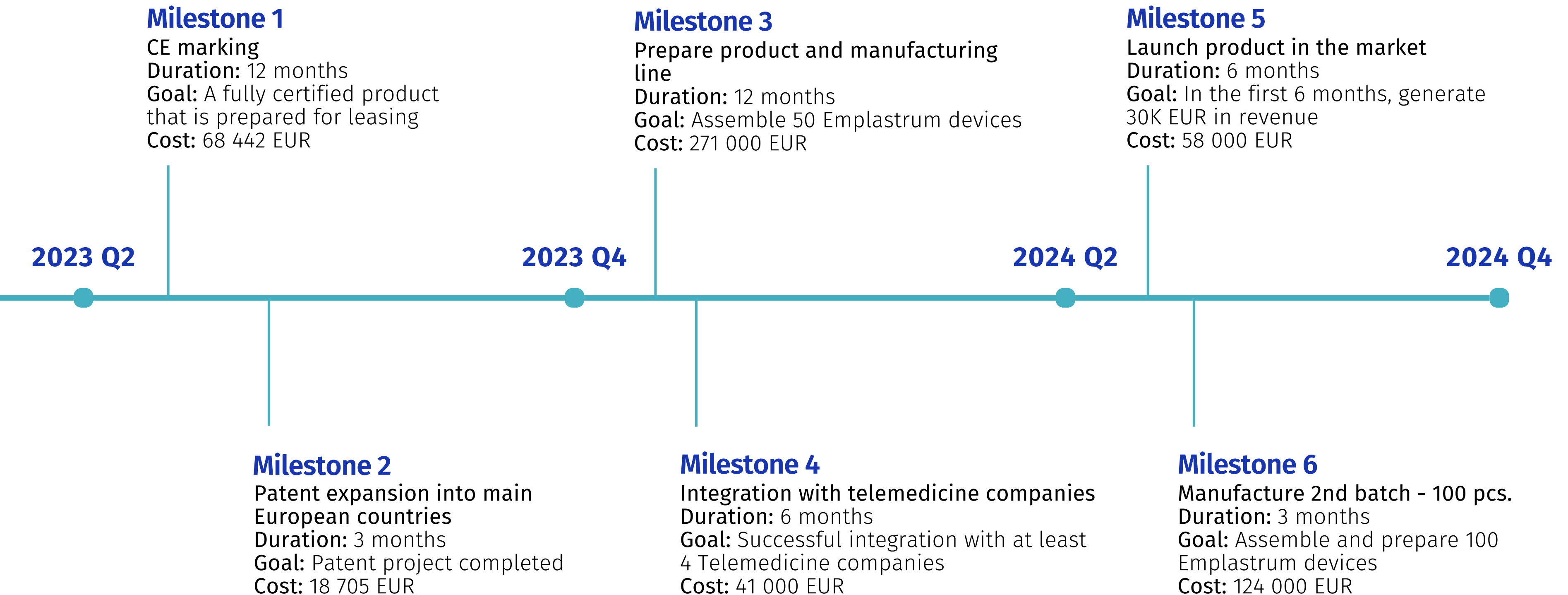
- Clinical trials
- Communication with patients
- Product integration

# We transformed the most effective skin treatment method into the world's first targeted, wearable UVB light therapy device for easy use anytime, anywhere.



# We are raising **387K EUR** to achieve our **milestones in 18 months**

(+ Additional Grant of **198K EUR**, **non-dilutive**)





# CAP table and Investment Opportunity

(At 1,64M EUR Pre-Money valuation)

Shareholders	Capital (EUR)	Common Shares	Preferred Shares	Ownership (%)
Aurimas Mazuras (Founder)	7815	7815	0	62,52%
Alina Vilkaite (Co-Founder)	935	935	0	7,48%
UAB VAIZDUOTE (Co-Founder)	3750	3750	0	30,00%

Pre-seed	Total Value (EUR)	Per Share (EUR)	No. of Shares	% of Shares
Pre-money (EUR)	1 637 000	131	12 500	80.88
<b>Funding from Eurostars project</b>	<b>198 604</b>	<b>0</b>	<b>0</b>	<b>0</b>
<b>Funding wanted</b>	<b>387 000</b>	<b>131</b>	<b>2 955</b>	<b>19.12</b>
Post-money (EUR)	2 000 000	131	15 455	100

**Acquisition** of Emplastrum could provide **significant benefits** to the buyer, such as **access to new technology, expansion** into new markets, and the opportunity to **diversify** their product **offerings**.

Emplastrum could be interested for medical device companies:



Telemedicine companies might be interested in having a complete solution for treating psoriasis at home:





Treat psoriasis comfortably

# QUESTIONS?

Please contact us:

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