



Investor prospectus – September 2020

Market Access Accelerator

Innovation Support for Business (ISfB)

Welcome to the 2020 MAA investor day showcase



As our Accelerator for 2020 draws almost to a close, it's time for one of the highlights of the calendar: the Investor Day. It has been a great pleasure to see both our early stage and market access cohorts grow and develop over the last few months. Despite the challenging circumstances we find ourselves in, they have continued to develop their start-ups, improving their value propositions, taking strides in technical development, winning grants and even appearing on national television. Here at **TheHill** we are delighted with their progress and excited about the difference they will make to the world.

Our accelerator programme is all about technologies and ideas relevant to the NHS, and as such, many of the companies are targeting the NHS as a core market. We hope that being embedded within the system, able to offer an extensive network and insights into the inner workings of the NHS, has helped us move them forwards – and we are keen to see them have an impact on our beloved national health and care system. Nevertheless, many of the concepts you will see today are far more widely applicable, both in private healthcare, but also across other industries and markets. We believe they hold great potential for investors and for the founders themselves.

We live in unusual times, and as such you will be joining us for the day on Zoom, rather than in person as would be traditional. However, we have found that despite the inevitable technical and etiquette challenges, it is possible to make deep and meaningful connections across a video connection, and to really get to know people and teams despite never having met face-to-face. We are immensely proud of the entrepreneurs we put before you today, and wish them every success in this investment round, and in their ongoing ventures.

Megan Morys-Carter, Director



At **TheHill** we see the importance of entrepreneurship and the positive impact digital companies are having in driving forward new innovation in healthcare for the better.

Our mission is to help, support and scale innovative companies which can improve on patient care and staff safety across the UK. At the same time we encourage innovative talent to reach their true potential through our business support services.

Our Investor day is an opportunity for our entrepreneur community to reach out and be connected with **TheHill's** Investor network. Our aim is to put forward a talented group of companies who are investor ready coupled with a viable proposition ready for investment.

Our pitch training support is tailored to each company and their entrepreneurial journey, providing the support necessary to turn ideas into reality, and the opportunity to scale their business to sustainable growth to the betterment of the health care service and beyond.

Abdul Gufar, SME & Digital Innovation Project Manager

Investor day showcase schedule



09:45 – 10:00 Technical Check – Virtual registration and investment overview document share

10:00 – 10:10 Welcome Introduction
Megan Morys-Carter, Director TheHill

Ticket size up
to **£500,000**

10:10 – 10:30	RAIQC
10:30 – 10:50	Converz
10:50 – 11:10	MedWise

Format

5 minutes to pitch followed by 10 minutes Q & A (15min)
Five minute swap over and technical check for next presentation



11:10 – 11:30 Break

Ticket Size
£1million plus

11:30 – 11:50	Albus Health
11:50 – 12:10	Healthbit



12:10 – 13:00 Lunch

Ticket Size
£1million plus

13:00 – 13:20	Canary Care
13:20 – 13:40	CardMedic

13:40 – 14:00 Wrap Up

14:00 Close

Albus Health



FUNDING
REQUIREMENT

£1 million



Registration in
process



Team information

Mikesh Udani *Pictured top*

(Co-founder and CEO) - background in Mathematics (IIT), Computer Science (Oxford) and Finance (derivatives trading at Deutsche Bank), former Oxford Biodesign Fellow.

Dr William Do *Pictured left*

Co-founder and Medical Director, former clinician, Oxford and NHS England Entrepreneur Fellow, former Oxford Bi-odesign Fellow

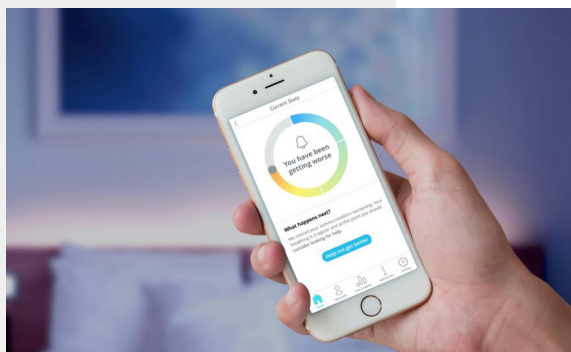
Rachael Wyllie *Pictured right*

Ex CEO of CRF Health which she exited to Genstar Capital for in 2018. CRF Health (now Signant Health) is a global provider of outcome measure medical devices to pharmaceutical clinical trials.

Company overview

Albus Health is an Oxford University spinout company who have developed a small non-contact tabletop device that automatically monitors a range of symptoms and metrics at home, without the patient having to do or wear anything. This CE marked product helps pharmaceutical companies collect objective evidence in clinical studies, helping them extend claims on their drugs and improve their clinical trial efficiency. We launched our first product Albus Home RD in 2019 and secured a contract to supply their product in a trial by one of the world's largest pharma companies in the respiratory space.

Our team includes industry leading technical, clinical and commercial experts. We have secured £2.9mn in funding through grants and convertible loans, including three InnovateUK awards and the AI in Health and Care award announced by the Secretary of the State for Health at the London Tech Week.



www.albushealth.com

Canary Care



FUNDING
REQUIREMENT

£1.25m



Team information

Dr Stuart Butterfield *Pictured top*

Managing Director. Original co-founder.
20+ years of experience building and selling
innovative connected products and services,
across several startups and multinationals.

Lawrence Klyne *Pictured left*

Systems Architect. Vastly experienced
technology professional. Primarily responsible for
the development and maintenance of the Canary
Care service.

Kim Craven *Pictured right*

Director. Ex-MD of LifeCycle Software Ltd,
recently exited. Canary Care majority shareholder.

Company overview

Canary Care is a passive activity monitoring system that uses sensors, placed around a residence to gather information about daily routines. The system detects movement, door activity, temperature and light levels and can also keep track of visitors to the property. There are no cameras or microphones, and no internet connection or even landline is required, since connectivity is via cellular networks using a built-in roaming SIM.

The data can be viewed in our web and mobile apps, making it easy to see current activity, as well as spotting longer term trends or behavioural changes.

Alerts can be sent by email or text to confirm that everything is okay or flag potential issues (e.g. front door opened after 11pm). Canary Care provides objective evidence:

- to enable informed care decisions,
- allow earlier preventative support and treatment
- deliver proven savings.

Canary Care is used by around 100 UK local authorities, as well as the NHS, private sector care and housing providers and individual families.

Canary Care is designed and manufactured in the UK.



www.canarycare.co.uk

CardMedic



FUNDING REQUIREMENT

£1.8 million



Applied for
Advance
Assurance



Team information

Dr Rachael Grimaldi *Pictured top left*

Founder and CEO, CardMedic® NHS Anaesthetist, Associate Medical Director and Research Group Lead, Brighton Marathon. Multiple previous national and international awards for patient safety initiatives.

Tim Grimaldi *Pictured top right*

Founder and CCO, CardMedic®, Director of award-winning e-commerce business, having developed a multimillion-pound global revenue. Over 15 years' experience in digital technology, business development and marketing.

David Lane *Pictured bottom left*

CTO, CardMedic®, Experienced in HealthTech space, having developed several award-winning enterprise apps. Background in computer science and AI.

Alex Grimaldi *Pictured bottom right*

CFO, CardMedic®, Senior Financial Manager leading all aspects of financial planning and asset management, including oversight and development of strategic finance and investment plans.

Company overview

Have you or a loved one ever struggled to understand healthcare professionals looking after you? Over 100m patients in the UK and US have underlying communication needs.

There is an astounding £25bn deficit in service provision, exacerbating health inequalities and risking patient safety, experience and quality of care. What if there was a technology to bridge this gap?

CardMedic® is a website and app designed to improve communication between frontline healthcare staff and patients no matter the barrier; whether it's visual, hearing or cognitive impairment, foreign language or PPE (Personal Protective Equipment).

CardMedic® is a unique solution in the digital communication tools market. Written by a network of clinical experts, it replicates conversations around common healthcare topics in a simple A-Z format to guide the clinical interaction.

From concept to launch in 72 hours, CardMedic® has had over 42,000 users in 120 countries and 11,500 app downloads since April 1st. It was Innovate UK funded, recruited into the Department for International Trade's Digital Health Export Offer, endorsed by NICE, patient-safety approved, supported by the Royal College of Speech and Language Therapists, backed by an experienced team and received a Points of Light Award from the Prime Minister.

www.cardmedic.com

Converz



Team information

Dev Bharti *Pictured top left*

CEO of Converz Ltd. He has more than 17 years of industry experience working on Data and AI engagements for the health sector (e.g. GSK, Reckitt Benckiser, Johnson & Johnson). He is also pursuing a part time PhD in AI from Oxford Brookes University.

Dr. Joseph Tomson

Key member of the medical council. He is a Cardiologist with interests in Cardiac Rhythm (arrhythmia) and function. He has considerable research experience in cardiovascular epidemiology, clinical trials, systematic reviews and meta-analyses.

Dr. Fabio Cuzzolin *Pictured top right*

Advisor on the scientific council. He is the Head of the Artificial Intelligence at Oxford Brookes University. He has been a Professor of AI since January 2016. His research spans computer vision, robotics and AI for healthcare. He is the author of 100+ publications, 4 books, 12 book chapters, and 20+ journal papers.

Dr. Jorge Cardoso *Pictured bottom centre left*

Jorge Cardoso is an external scientific advisor on Converz's scientific council. A Senior Lecturer in Artificial Medical Intelligence at King's College London, he leads a research portfolio on big data analytics, quantitative radiology and value based healthcare.

Rishab Balakrishnan *Pictured bottom centre right*

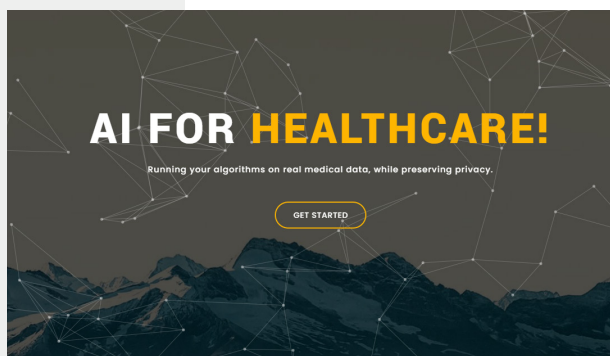
Our expert machine learning engineer and data scientist working on building scalable algorithms. Previous work experience includes building an AI-algorithm for Applied Materials (Fortune 500 company).

Vamsi Gutta *Pictured bottom right*

Machine learning engineer with over 5 years of experience in deploying productive AI platforms. Work experience includes Alcatel.

Company overview

Converz leverages the modern and innovative Federated-Artificial Intelligence paradigm to deliver insights on data that cannot be seen for legal and regulatory reasons. This federated approach makes the approach more privacy preserving, trustworthy and scalable – when compared to its centralised counterpart. The platform leverages modern algorithms and integrates with common imaging formats and imaging viewers to present radiologists with a non-intrusive decision support system.



www.converz.co.uk

Healthbit



FUNDING
REQUIREMENT £1.2 million

Company overview

Improving the lives of patients by putting the patient perspective into treatment design. Healthbit powers a unified health tracking and research platform with aspirations to be a leading global real world data provider. For patients - empowering individuals to manage their health. For pharma and researchers driving research efficiencies and unlocking value from real world data. Following £2M investment to date, there is a market ready suite of complimentary products driven by a single technology platform.

Team information

Nasir Ahmed *Pictured top left*

Co-Founder/Technology. Co-founded and scaled a Healthcare Recruitment business (Global Medics) to £120M turnover and 150 staff. Exited Global Medics with Shareholder value of £37M.

Iffy Ahmed *Pictured top centre*

Co-Founder/Strategy. 16 years experience as chief strategist in full-tier, digital-first agencies. 10 years experience developing digital strategies for Global Pharma.

Graham Hobson *Pictured top right*

Co-founded and scaled Photobox to be acquired by Moonpig for £400 Million. Investor in Healthbit.

Dr Paul Mussenden *Pictured bottom left*

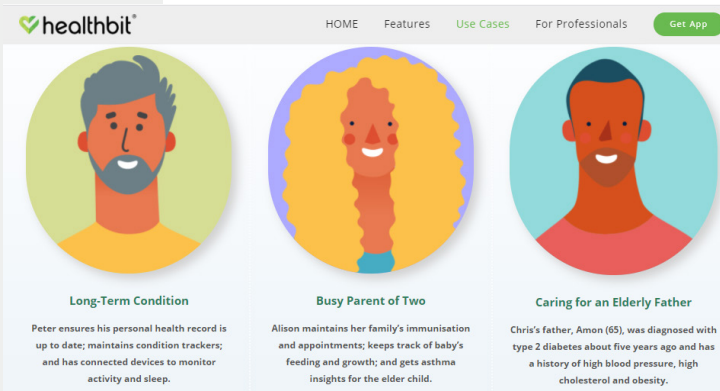
LifeArc Trustee. Former Head of Strategic Affairs at BTG. Oversaw exit of BTG to Boston Scientific for \$4.2 Billion. Corporate; regulatory and IP strategy; Business Development, M&A.

Eric Low *Pictured bottom centre*

Former CEO Myeloma UK. Former member of numerous cancer-related boards, steering groups and committees. Specialises in strategic market access, patient engagement, and life sciences/healthcare policy.

Prof Neil Sahota *Pictured bottom centre*

IBM Master Inventor. AI Advisor to the United Nations, Professor at UC Irvine and Author of "Own the AI Revolution". Neil was the World Wide Business Development Leader for IBM Watson.



www.healthbit.com

MedWise

Medwise.ai

FUNDING
REQUIREMENT

£500k



first £100,000 SEIS
eligible,
remaining £332,000
EIS eligible.



Team information

Dr. Keith Tsui *Pictured left*

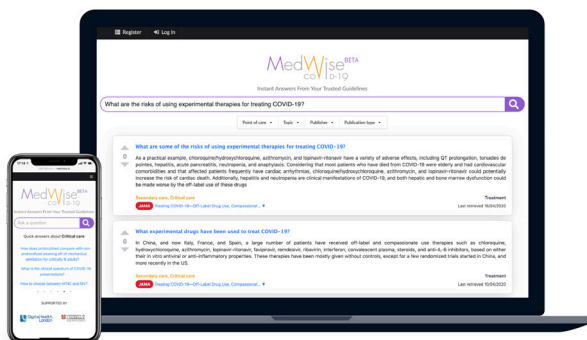
CEO and Co-Founder, is a medical doctor and holds an MPhil in Bioscience Enterprise from Cambridge. Keith also has experience working as a management consultant at Carnall Farrar to improve the productivity of NHS hospitals. Before founding MedWise, Keith was a clinical product manager at Medopad (now Huma), a remote patient monitoring start-up with partners such as Apple and Tencent. At Medopad, Keith led client discussions and secured a >\$1M deal with Johnson and Johnson and a £500k deal with Smith and Nephew. Dr. Tsui is responsible for partnerships, sales, product management, growth and marketing, finance and operations.

Dr. Daniel Duma *Pictured right*

CTO and Co-Founder, holds a Ph.D. in Natural Language Processing and Information Retrieval from the University of Edinburgh. The topic of his Ph.D. thesis was contextual citation recommendation, specifically for the domain of biomedical science, which significantly overlaps with the problems they are solving at MedWise. He has experience as a software engineer at Google (working on product search) and as an applied scientist at Amazon Alexa (on the question-answering component). He brings deep insights into how these systems are designed, built, maintained and refined at scale. Dan was previously a startup founder and CTO at three different startups, including at Entrepreneur First in London. Dr. Duma is responsible for research, development and engineering of the product.

Company overview

MedWise helps clinicians find answers to their clinical question faster than ever before. Using the latest transformer-based neural networks, the MedWise platform retrieve paragraphs from biomedical journal articles and guidelines to provide instant answers to clinical queries. MedWise is able to reduce the time it takes for clinicians to find the latest evidence and guidance to make better and informed decisions for their patients. Ultimately this will improve patient outcomes and reduce health care costs. MedWise is funded by Innovate UK and have received investment from Novartis and Wayra.



www.medwise.ie



FUNDING
REQUIREMENT

£250,000

SIES

EIS

Application in
process



Team information

Prof. Fergus Gleeson *Pictured left*

Chairman, Consultant Radiologist at OUH,
President of the European Society of Thoracic
Imaging.

Dr Sarim Ather *Pictured centre*

CEO, Radiology Registrar at OUH, Royal College
of Radiologists Trainee Committee Executive

Pete Aylward *Pictured right*

Technical Lead, 20 years experience in web
development, with 8 years focused on digital
healthcare products

Company overview

Medical imaging plays a key role in disease diagnosis and management. However, there is a global shortage of staff to interpret this imaging. Report and Image Quality Control (RAIQC) is a spinout company for Oxford University Hospitals addressing this need. Started by a team with a combined radiology experience of over 50 years, RAIQC's web-based clinical simulation platform hosts >50,000 X-Ray, CT and MRI scans and has been shown to improve the image interpretation skills of healthcare professionals. The platform is also being used to validate AI algorithms by comparing their accuracy with human readers.

RAIQC is partnering with high profile organisations such as Public Health England, the London School of Radiology, the Oxford Medical School and the British Society of Thoracic Imaging to upskill the existing workforce, train a new generation of clinicians and accelerate adoption of AI by generating evidence around its efficacy. Furthermore, RAIQC has been engaged by Prostate Cancer UK to develop a national accreditation programme for prostate mpMRI interpretation.

The company is seeking funding to expand its commercial operations in the UK and internationally.

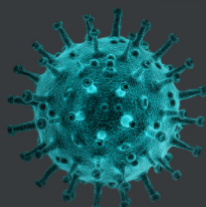


Welcome to RAIQC

COVID-19 Content Now Available

Our COVID-19 training and assessment modules offer the chance to identify occurrences of COVID-19 against other abnormalities in dozens of real-world cases.

Register or sign-in now to access for free.



www.raiqc.com

This programme is part-funded by the



European Union

European Regional
Development Fund



T H E H I L L

 @thehilloxford

 connect@thehilloxford.org

www.thehilloxford.org

 **xLEP**
Business


Oxford University Hospitals
NHS Foundation Trust