



NHS MARKET ACCESS ACCELERATOR 2022

May to December 2022

Investor prospectus
October 2022



Taylor Vinters* Mathys & Squire

#thehillMAA

www.thehilloxford.org

Welcome

#thehillMAA Investor Showcase



We are excited to present this year's Market Access Accelerator cohort, a strong group of companies with the potential to transform health and care. During our sessions this year we have given them insight into the NHS, developed their value propositions, ironed out regulatory and evidence requirements and supported their financial modelling. Although our Accelerator is focussed on the UK's NHS these companies will succeed in other areas too, and will get the opportunity to network with embassies and accelerators from across the world through our extended digital health community. We believe they hold great potential for investors and for the founders themselves. We are very 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 technologies which can improve on patient care and reduce the pressure and burdens on frontline staff. 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 Market Access cohort 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.

An area we focus on in the programme pitch training support which 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](#)
Market Access Accelerator



09:30 Registration and review Investor Prospectus
Tea and coffee

09:50 Welcome Introduction - Director of the Hill Megan Morys-Carter

10:00	session 1 EnrichMyCare
10:25	session 2 Goggleminds
10:50	session 3 Virtual Health Labs
11:15	session 4 Mind Health AI

Format

10 minute pitch followed by 10 minutes Q & A

Five minute swap over and technical check for next presentation



11:30 Tea and coffee

11:30	session 5 Digostics
11:55	session 6 Lister App
12:20	session 7 Cardmedic
12:45	session 8 Occuity
13:00	Closing



Networking and light lunch



Our Partners for success



This year our NHS Market Access Accelerator has been supported by a group of committed sponsors. We would like to acknowledge their partnership which has made it possible for us to deliver the programme to the 6 companies who were successful in securing a place.



#thehillMAA

To discuss sponsorship and partnership opportunities for 2022/2023, please contact our Partnerships Manager, Hellen Chabunya. hellen.chabunya@ouh.nhs.uk

EnrichMyCare EnrichMyCare



Saran Muthiah
Founder/CEO

FUNDING REQUIREMENT £450,000

EnrichMyCare is a one-stop personal health and monitoring platforms for health and care needs of children and young people with disabilities, rare diseases and other long term conditions.

EnrichMy Care Team

Dr. Reddy, a national digital health officer for Royal College of Paediatrics

Prof. Andrew Ware, Chief Technology Officer

Liz Ashall-Payne, Mentor, a Co-founder and CEO of ORCHA

Flavia Richardson, Advisor is the Chief Commercial Officer at Velocity juice

Oliver Williamson, Head of Sales

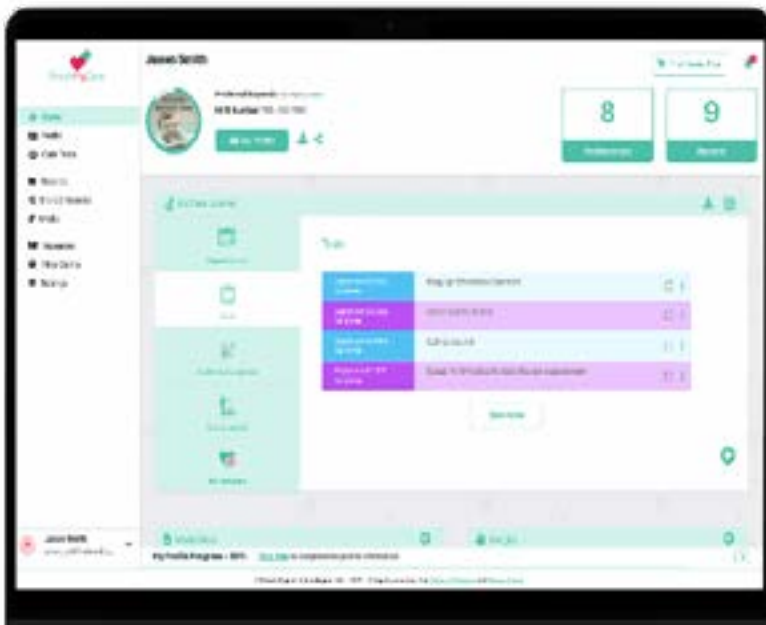
Ms. Jay Biswas, Head of compliance and quality

Our Solution

With parents/carers taking time out of work or even unable to work, and with children missing school to attend multiple appointments, EnrichMyCare provides huge opportunities to minimise the productivity loss for families, enable schools to better meet the physical and academic needs of CYP, tackling health inequalities concerning access to information and available services and importantly by reducing face-to-face appointments and digitising communication; helping the public sector meet net zero targets.

Financial Position

We have raised approximately £110k: £45k raised through SeedFast, advanced subscription agreement, £40k of personal funds and £25k of grant funding.



FUNDING REQUIREMENT £500,000

Goggleminds Team



Azize Naji
CEO/Founder



Soufiane El Bakali
Developer



Gareth Bartley
VR Developer



Rachel Thomas
VR Developer

Mohammed Ibrahim
Developer

Jacob Fripp
SocialMedia Manager

Chris Loki
Researcher

Maria Petre
3D Artist

Calvin Barker
3D Artist

Kirstie Dale
3D Artist

We use virtual reality technology to bring the best medical simulation training to healthcare professionals and students around the world.

Our solution

Goggleminds has created a virtual hospital training platform called the Mediverse. The Mediverse acts as a central digital platform for organisations to access and deploy medical simulation training to their workforce at scale. Healthcare professionals and students are given organisational access to the Mediverse, enabling them to undertake medical simulation training in virtual reality on any device and are unrestricted by geographical location or physical space. Through the Mediverse platform, learners can undertake simulation training at their own pace as solo players or choose to connect with others to facilitate peer-led and group learning. Our solution also enables training facilitators to deliver high-fidelity simulation training remotely and to large groups.

Financial Position

To date, we have raised approximately £140,000 in non-diluting funds and are raising a pre-seed round of £500,000 to expand our core team, enabling us to scale beyond organic growth.

A team of software engineers, 3D modellers and training specialists. As the founder of Goggleminds, Azize has over ten years of experience in the NHS and private healthcare sector. This enabled Azize to understand first-hand the challenges of training delivery and how they can meet these challenges. The Goggleminds team can deliver virtual reality simulations in less than half of the time of our competitors and we understand what we need to scale.





FUNDING REQUIREMENT £500,000



Tim Anstiss
Medical Director

Virtual Health Labs Team

Ogi Batalveljic
CTO

Mathew Burton Mcfaul
UX and design lead

Coachbot (R) is a smart conversational agent to help people think about, become more ready to - and more confident about - changing for the better.

Our Solution

long term condition or developing complications. It does this via our evolving proprietary coaching algorithm incorporating elements of motivational interviewing and solution focussed coaching. The solution evolves and improves over time as more people use it. It never tells people what to do but helps them discover and strengthen their own motivation

Financial Position

This would be our first raise, and we plan to use the money for: Sales and Marketing, Product Development, and some engineers. Virtual Health Labs more than one product, have started to use AI, and are post revenue.



Mind Health AI



FUNDING REQUIREMENT £1,300,000



Jo Barrow
CEO



Dr David McLaughlan
CMO



Essam Nabil
CTO

Mind Health AI is building health technology that predicts and prevents relapse in people with addictions

Our Solution

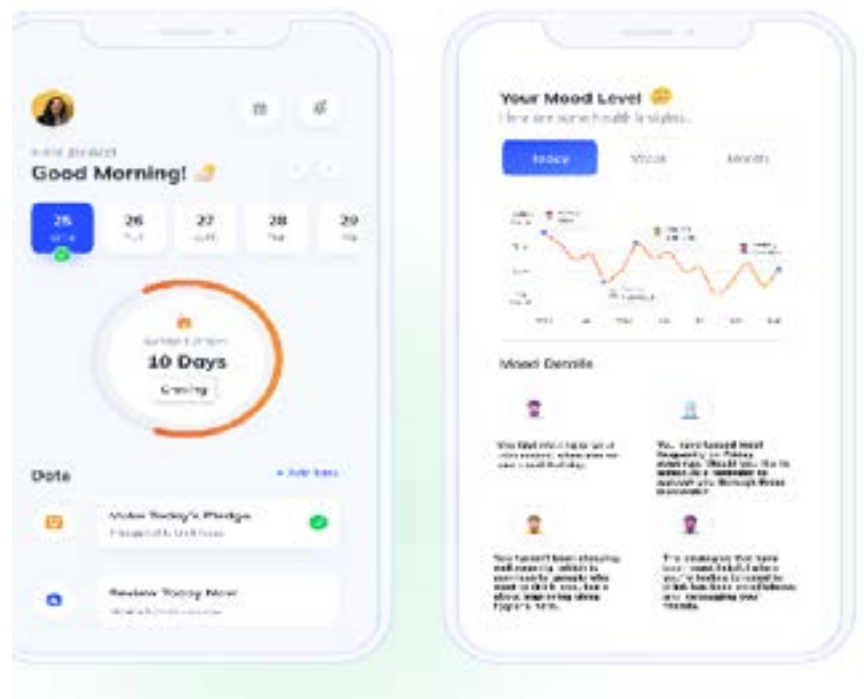
Mind Health AI is building first-of-its-kind technology to support people with addictions through a journey towards quitting or sustainably. Eventually, the platform will scale to support behavioural change interventions for many other chronic health conditions.

By analysing data from commercial wearables and patients' own input, our mobile app uses machine learning to predict lapse and relapse and provide targeted therapeutic interventions to support patients through the moments of risk.

It has been built as a standalone prescription digital therapeutic, but could also integrate with remote patient monitoring to flag which patients might require more support.

Financial Position

We have bootstrapped so far, putting over 10,000 unpaid hours into the development of the business to date. We have £75k pending for SEIS and another £75k in the pipeline but not confirmed. This is our pre-seed round, and we are EIS eligible. We are raising £1.3m to fund the app and brand redesign, gather initial signals for the predictive model and test against a closed group of study participants and reach the evidence standards required for our first NHS Pilot.





James Jackson
CEO

GTT@home – the world’s first home-use test kit for the Oral Glucose Tolerance Test (OGTT) – initially for detecting gestational diabetes and type 1 diabetes

Our solution

GTT@home is an easy to use home OGTT test kit that is equivalent to the currently used half-day in-clinic OGTT. Healthcare providers struggle to provide in-clinic OGTT and patient compliance is low. The disposable device contains glucose sensors, control electronics and a unique NFC data fob that can be read using a smartphone app to send test data to Digostics for analysis. In one study, GTT@home raised compliance with testing from 51% to 82%, with further gains anticipated with the fully supported final product. There is with widespread clinical endorsement: (use the following optionally)

“The home OGTT offers the hope for a practical, minimally invasive, cost and time efficient solution.” Clinical Study Lead, Oxford University.

“I have no doubt that GTT@ home will be of great value to both patients and providers.” Clinical Study Lead, Yale University.

“Historically less than 70% of youth and 40% of adults with cystic fibrosis complete the annual OGTT to screen for cystic fibrosis-related diabetes (CFRD); rates of screening only worsened during the COVID-19 pandemic. The logistical challenges of traveling for OGTT screening while fasting are often cited as a modifiable challenge to completing screening. I look forward to working with Digostics on an upcoming Cystic Fibrosis Foundation funded study that will explore the use of the GTT@home in hopes of one day allowing patients the option to screen for CFRD from home.” Study lead at CHOP, Philadelphia

Financial Position

Past year, \$2m funding from pharma collaboration (\$1m February, \$0.5m milestone recently approved) £645 from equity raise last December. Sales start Q1 2023. Large grant from US foundation expected Q4 2022.



Lister App



FUNDING REQUIREMENT £5,000,000



Dr Philip Alton
Emergency Medicine Fellow,
Co-Founder and CEO

A digital task management platform for NHS Clinicians aiming to eradicate the use of unsafe, illegible and unsustainable paper task lists.

Our solution

1.Reduce the clinical cognitive burden by holding critical information so that users don't have to, and, by processing this data via machine learning, reduce cognitive burden further through clinical task recommendations.

2.Improve efficiency of care by reducing time spent managing clinical task list.

3.Improve patient safety by reducing the risk of missed/forgotten clinical tasks.

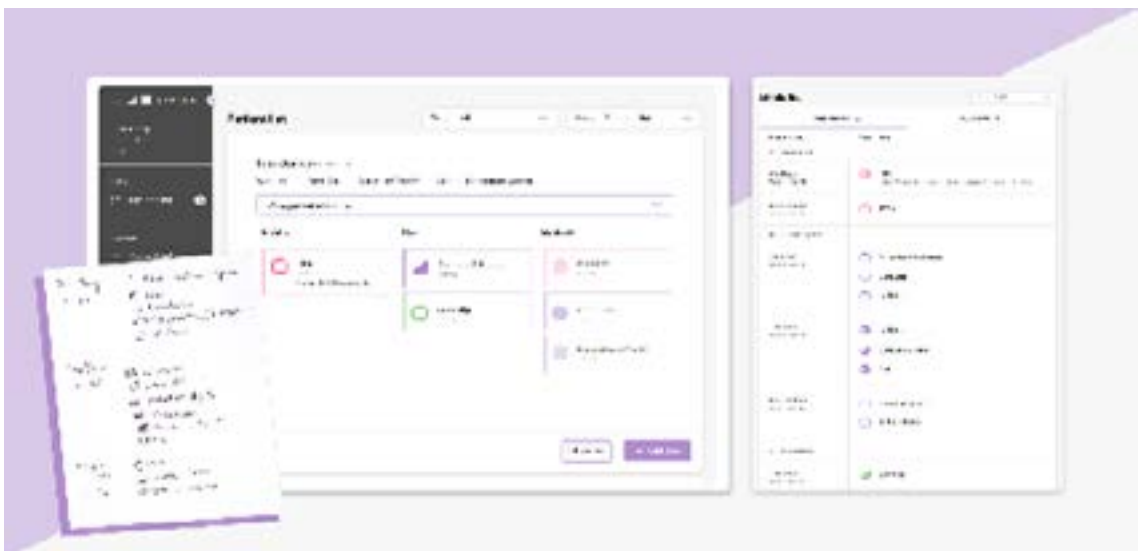
4. Analyse task list data (no. of tasks per patients/per staff member a metric) to assess feasibility for safer workload distribution and effective resource management.



Sophie Brooks - NHS Midwife,
Co-Founder and COO

Financial Position

Lister is currently building evidence for our task management solution and have an on-going pilot with an acute NHS Trust with a potential pipeline of 4 others. This progress to date has come from our leadership team reaching out and engaging, with no sales team. Our investment will help us to invest in sales and marketing and also to help build a data analytics team. Once we have suffice task list data (the fundamental unit of healthcare), we want to analyse this data and look at building AI algorithms (by comparing tasks to outcomes) for task list recommendations and reduce variations in care. So far, Lister has raised £1.4m in venture investment (through a 2019 pre seed and a 2021 seed investment round). Lister is now looking to raise a £5m Series A investment round, aiming to close this early 2023.





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