

- **Global Market Opportunity for Airway Suction in excess of 1 Billion devices**
- **The AMSU™ is a novel, patented airway suction device with many use cases, that meets all International Standards**
- **The AMSU™ is a disruptive technology that is also net zero**



#### Business Summary

Airway Medical have identified a global clinical unmet need for a lightweight portable airway suction device that is intuitive to use and meets international standards for airway suction.

We are a medical device company developing products to help save lives in emergency scenarios requiring airway suction (eg. Paramedic RTA Trauma) and provide mobility for the chronic patients that require regular airway suction (eg. COPD) to clear blocked airways to prevent aspiration pneumonia.

#### Customer Problem

Globally, respiratory disease incidence is rising. 20% of the UK population suffer and it is one of the biggest global disease killers.

Current airway suction devices (electric/battery) are reliant upon electricity, are large, bulky and heavy (4kg). They are not robust, waterproof or intuitive to use. They require training and costly annual maintenance. They are complex with circa 500 parts and are prone to malfunction. They cost the NHS c£1000 each.

#### Our Solution

The AMSU™ is a patented, portable suction device that looks like a sports bottle (700ml) and addresses all the issues of the incumbents whilst achieving all required international standards for airway suction. It is small, lightweight (750g) and intuitive to use. It has 10 components, no moving parts and requires no maintenance. It is waterproof and extremely robust. It will be approximately 20% of the cost. The AMSU™ has an antiviral coating and is the world's first Class IIa medical device made from biopolymers (castor bean seeds). Three components of our device are "single use" and provide for repeat replenishment sales.

#### Target Market

Our initial target market will be the 13 UK NHS Ambulance Trusts and private emergency services that procure airway suction for use by first responders (ambulances, first response helicopter, car and motorcycles). (c20k units)  
We will expand into Europe and then international via distribution partners (c175k units)

Our second key market for The AMSU™ is the domiciliary care sector (c30k units)  
Additional products in development to address a military medic requirement (c25+k units).

The global market is anticipated to be in excess of 1.2 billion devices by 2026

#### Competitors

We are competing to disrupt the market for Electrical Battery Suction devices (CAGR 6.7%) with the key players being market leader Laerdal, and others including Fazzini, DeVilbiss, Carey, CA-MI, Boscarol, Medela.

All competitor devices are complex, heavy (c.4kg), expensive (c.£1k) and require electricity and servicing.

#### Competitive Advantage

By meeting the international standard for electric battery suction and being considerably smaller, lighter and intuitive to use, with a cost that is c20% of the competition we will have significant advantage. Smaller-Lighter-Portable.

#### Customers & Partners

Emergency first responders eg. Paramedics, Police, Fire and Rescue services.

UK & international network of specialist MedTech distributors with whom we have existing relationships.

#### Revenue Model

Direct Sales into UK Ambulance Trusts & Private Paramedics. Distribution model for NHS hospitals and domiciliary market. Distribution partners for all international sales.

#### Exit Strategy

Recent exits in this sector achieve on average 4.8x revenue multiples or 24x EBITDA to trade buyers (source: Pitchbook & Beauhurst). We expect interest from another market participant in the Airway Management sector, with a potential return of c£220m at Y5.

#### Financial Forecast

Strong growth potential to reach ≥£50m by Y5, with international sales of 250,000 devices, reaching 25% market share.

	Y1 (2021/22)	Y2 (22/23)	Y3 (23/24)	Y4 (24/25)
Revenue £k	£226	£5,310	£5,310	£42,830
Direct Costs £k	£103	£1,475	£5,313	£11,926
Gross Profit %	54%	72%	73%	72%
EBIT £k	(£416)	£2,430	£12,154	£28,795

#### Management

Founder & CTO: Simon Hall. 30 Yrs in UK MedTech. Engineer/Sales specialising in Oxygen & Airway Management.

CEO: Glenn Kenworthy. 25 Yrs International MedTech, specialising in CardioVascular, Radiology, Women's Health, Oncology. Product Development & Marketing Director

COO: Sarah Whelan. Army Veteran. 21 Yrs HR management, recruitment and personal development professional.

#### Achievements

Following Innovate UK grant (£250k), achieved TRL6 for The AMSU™, incorporating novel design of Venturi, incorporation of AntiViral (graphene) coating and utilisation of medical grade biopolymer (both industry 1<sup>st</sup>). Two additional products in portfolio for development at TRL2. MediLink SW Outstanding Achievement Award 2021

UK & Int. Patent granted 05/21

#### SEIS & EIS

100% available. Letter of Engagement received. Application in process.

#### General Info

Medical Technology Start Up  
Airway Management Sector - Target Customers - Emergency Paramedic/1<sup>st</sup> Responders, Acute & Tertiary Hospitals, Domiciliary Care for Chronic Patients

Global market: TAM 1.2B devices / SOM 253k devices £50m

Established as a company 2020 following Innovate UK grant (£230k)

3 FTE, 3 P/T, 2 NEDs, 1 Clinical P/T

100% shareholding with founder

10% Option Scheme planned at equity investment

#### Funding

Airway Medical is seeking £750,000 seed investment to fund;

Clinical Evaluation Studies,  
Develop manufacturing capability & tooling for The AMSU™

Design for Manufacture to get to MVP

EU Regulatory Approvals CE/UKCA

Marketing

Team (RA/QA, Marketing, Finance, Design, Sales)

#### Contact

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#### Investor Video Pitch

<https://www.youtube.com/watch?v=Ih76VI1vIrs>

The  
AMSU™  
Prototype  
v1.0

