zelemiq.health

proactive health monitoring that puts the individual in control

detu-R - Is a non invasive, hassle free, blood sugar monitoring solution

Zelemiq.health have developed a breakthrough technology called ***detu-R*** that enables simple rapid measurements of blood sugar from a wearable smart device. With no more needles, patches or pain! We are developing the ***detu-R*** technology into an Integrated Circuit design ready for adoption into the growing market for health trackers and Diabetes medical devices .

Customer Problem - Pain and hassle. We believe that there is a colossal market opportunity helping people with diabetes and pre-diabetes to monitor and manage their condition. The ***detu-R*** hassle free, pain free rapid test solution promises to revolutionise personal health monitoring and transform millions of lives globally.

Target Market - Diabetes and Blood Sugar Monitoring
Diabetes is the largest epidemic in human history, with **425M** diabetics globally in 2019 predicted to rise to **629M** by 2045 (BMJ). Most diabetes is avoidable and reversible, with 46% of diabetics globally undiagnosed. Diabetes market will be worth **$45.6 billion** by 2027. Link this to the growing smartwatch market with predicted global growth from 120M units in 2022, to 722M units (**$91.9 billion**) in 2027, and the potential for our solution is **massive!**

Main Competitor - Rockley Photonics manufacture chips for the electronics market, they are well financed and claim to command 50% of the wearables market prior to their predicted launch in 2022. They plan to move into medical devices and to develop a platform called Rockley cloud analytics. The base technology is inferior to ***detu-R***.

Competitive advantage - We are working with Rockleys global competitors offering them a rival product for the global wearables market, and over time into the medical device market. When compared to other diabetic products ***detu-R*** is rapid, hassle and pain free, and needs no consumables. Making our product more accessible and cost effective compared to all other available options.

Plan - Funding and Revenue model. We want to raise £1M to fund our continued product research and development through to our MVP.

We plan to sell the ***detu-R*** technology as a Integrated Circuit (IC) design for inclusion by OEM's into smart trackers and medical devices. The IC will either be licensed as a design (ARM model) or manufactured and supplied through authorised distribution channels.

We are collaborating with Arrow Electronics to develop our solution, Analogue Devices (ADI) as a potential manufacturer, and Microsoft to develop a supporting Azure cloud platform. This allows for a secondary income from a subscription-based model where devices using ***detu-R*** can access our platform.

Achievements - Personal time, effort and finance along with £160k Innovate UK grant funding (pre seed), winning a place on the University of Southampton Science Park Catalyst accelerator programme and then Catalyst plus programme has greatly expedited our development.

Our IP is patent pending protecting the science and the methodology and we have prototypes in testing, with **impressive** results we would like to tell you about!

Management Team - The team all have commercial medical device backgrounds; we have a passion for helping people and we are here because we care.

If you are interested in talking to us and want to hear more, please contact Dan, Rod or Emma.

- Founder & Technology Lead - Rod Lane
- Business Support - Dan Severn
- Financial Support - Emma Northover

detu-R for a waiting world that needs better Diabetes management without Needles, Patches or Pain!

Contact us:
enquiries@detu-r.com or 01722 632355

Find out more:
www.zelemiq.health