



SOLUTIONS TECHNOLOGY

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## Company Profile

Faster diagnosis through ultrasound imaging has the power to save a patient's life. Access to ultrasound could save the lives of 1/3 of the 300,000 women in the world who die from preventable causes related to pregnancy and childbirth. Ultrasound can also save lives of trauma victims by enabling emergency medical professionals to quickly determine the location and cause of internal bleeding while in transit to care. But 50% of the world, including many communities here in Arizona don't have access to ultrasound, and 90% of EMS vehicles in our country aren't equipped with ultrasound.

We're on a mission to provide affordable, quality access to ultrasound so that clinicians can save lives. That's why we invented VistaScan, an ultrasound software platform that fits in the palm of a doctor's hand. VistaScan is a doctor's first line of defense to quickly understand an OBGYN or emergency patient's condition. With VistaScan, clinicians can diagnose patients in the field, at the bedside, or in transit in moments, saving time and ultimately lives at a fraction of the cost a cart ultrasound.

## Market & Industry Analysis

The global ultrasound market is valued at \$7 billion and is forecasted to increase to \$8.6 billion by 2020. 85% of the market is large cart machines, this market segment is growing 2.5%. Our competitive environment is portable systems, expected to be grow 2x that rate at 5-8% over the next three years. This indicates the future of ultrasound is in the form of portable imaging equipment.

Ours is a competitive and regulated environment where FDA clearance and technical know-how for development are major barriers to entry. Philips and GE have competing handheld devices that sell for \$6500+ but their major focus is on selling larger machines which are significantly more profitable to them; they don't want to risk cannibalizing existing business. Sonosite and Clarius offer substitute devices and have focused their IP purely on the ultrasound probe rather than the software component of their technology, which is what VistaScan focuses on. Butterfly IQ is a newcomer on the market focusing on direct to consumer sales for clinicians, selling for \$2000 but taking a significant loss on all hardware sold to try to gain market share. Butterfly is already facing ethics complaints with their lack of transparency with patient data use, which hinders the chances for wider enterprise growth.

## Economics

VistaScan is sold as a SaaS software license, plus the option of purchasing three different compatible FDA-cleared probes. Our platform has five unique benefits over competitors: patented precise point measuring system is among the most accurate on-screen ultrasound measurement tools; easy to use: takes minutes to become proficient in the platform; probes are powered by the mobile device (don't need to be charged separately); images save directly to the device and can be sent for further analysis; VistaScan probes are among the most lightweight in the industry.

We will win our market segments by tailoring our solution specific to the specific needs of OBGYN and emergency healthcare providers to make their workflows more efficient and consistent across patients.

## Talent

**Courtney Williams - CEO:** customer analytics background with Fortune 500 companies; Thunderbird MBA, Marketing degree from Eller College at University of Arizona; international work in Africa and Latin America. Fundraises, manages strategic relationships and sales strategy, customer development.

**Jose Juarez - CTO:** medical software expert. 12 years software development, developed MRI software for the competition (Philips & Siemens); manages technology development team.

**Pablo Albornoz – Lead Software Engineer:** 10+ years of experience managing imaging architecture projects with medical companies Roche and Philips and international telecommunications company Telecom.

VistaScan has saved a life and been tested internationally. Functionality and image quality have been validated over 120+ patient usability exams. Our company has won multiple entrepreneurship competitions including Cox Business IdeaFunding, and raised \$240k+ in grants with NSF, Flinn Foundation, Arizona Commerce Authority, and Roddenberry Foundation. Next milestone is FDA clearance for VistaScan, followed by launch in early 2020.