



DESTINATION STARTUP

EvoEndo, Inc.

One-Sentence Summary of What You Do: EvoEndo, Inc. developed a single-use system for diagnostic upper endoscopies to be performed without the use of general anesthesia or sedation.

Affiliated Institution: University of Colorado Anschutz Medical Campus

Have you formed a company yet? Yes

Funding/Financing: Grant Funding, Direct/Indirect University Support, Angel Funding (including Self or Friends/Family)

Please describe your company and the problem you are trying to solve: EvoEndo, Inc. is a medical device C-corporation based in Centennial, Colorado dedicated to the manufacture, development, and implementation of advanced endoscopic systems. Over the last decade, upper gastrointestinal tract diseases such as eosinophilic esophagitis (EoE), an allergen-mediated disease, have emerged and added to the number of highly prevalent conditions including celiac disease and gastroesophageal reflux disease (GERD). EoE impacts 0.5-1/1000 in the U.S, celiac disease 3% of the U.S., while GERD affects between 12-26%. Currently these pediatric and adult conditions require diagnosis and frequent monitoring with endoscopy under anesthesia using nonsterile reusable endoscopes. Sedated endoscopy is expensive for hospitals and a burden for patients, and reusable scopes introduce infection risk and increased maintenance and reprocessing costs. Emerging unsedated technologies such as the Esophageal String Test and Cytosponge partially assess these issues but are limited in diagnostic ability. EvoEndo's single-use transnasal gastroscope platform combined with virtual-reality patient distraction system is the only single-use system on the market that enables a full upper GI endoscopy and biopsy without the need for anesthesia or sedation.

What is/was your go-to-market strategy? Sedated upper endoscopy volume globally is approximately 10 million events annually and represents 7 million in the United States. This is mostly used in the adult market to address concerns around gastroesophageal reflux disease (GERD) and Barrett's esophagus/esophageal cancer. The pediatric upper endoscopy market in the United States is approximately 400,000 events annually and primarily for evaluation of GERD, abdominal pain, eosinophilic esophagitis and celiac disease. The pediatric market has historically been limited due to the risks of anesthesia and its potential effect on growth/development. EvoEndo's single-use, portable, low capital cost system significantly decreases the cost of upper endoscopy, while removing the need for anesthesia/sedation and infection risks associated with reusable scope systems. EvoEndo's system will reduce cost, increase safety, and lower adoption barriers to allow for improved care and ongoing monitoring of chronic conditions. By eliminating anesthesia and making upper endoscopy faster and safer, the total addressable market for pediatrics in the US grows to over 1.5M procedures per year.



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More frequent endoscopy for some patients is key to reducing time to successful treatment and improves care for chronic conditions that require ongoing monitoring. The EvoEndo Single-Use Gastroscope will be the only scope on market with both pediatric and adult indications for use, and enables easy market entry because of its low capital cost and single-use model. EvoEndo has partnered with Micro-Tech Endoscopy to distribute our devices in hospitals around the United States during our expected launch in early 2022.

How will/do you generate revenue? Revenue is generated with sales to hospitals and ASCs in the US via our distribution partner Micro-Tech Endoscopy. We plan to provide a flexible pricing model for hospitals that reduces capital expenses, and will initially sell EvoEndo Starter Kits that include everything a physician will need to start unsedated TNE, including a complete training kit, online education platform, and live support from our clinical specialists. As a single-use device, the EvoEndo scopes will be discarded after each procedure, and we will implement a subscription and volume-based reorder structure with hospitals to receive EvoEndo's system as they grow their unsedated TNE practice to meet the growing patient demand.

How will this showcase benefit your company or technology? The Destination Startup Showcase will allow us to continue to establish and strengthen relationships with leaders, entrepreneurs, and investors within the local Colorado ecosystem and throughout the US, and share the progress we have made over the last year. We are currently in early conversations with potential VC leads for an \$8-\$10M commercial round closing in the spring of 2022. We would be very grateful for the opportunity to present at this event to connect with potentially interested investors. Additionally, we are always interested in engaging with the growing Colorado life science community and starting conversations with some of the larger companies that may be potential acquirers or strategic partners in the future as EvoEndo expands to other markets and indications.

Who are the members of your team, and why is this the right team to get the job done?

- Heather Underwood PhD, CEO. Heather has been working at the intersection of healthcare and technology for over 10 years. She has extensive experience in medical device development and is a graduate of the prestigious Stanford Biodesign Fellowship program.
- Joel Friedlander DO, MA-Bioethics, Chief Medical Officer (CMO)/Co Founder. He helped co-develop and teaches the pediatric transnasal endoscopy/esophagoscopy technique nationally and internationally.
- Carrie Showalter MBA (Fleming CFO) - Fractional CFO
- Derek Southard - Senior Vice President of Operations
- Beth Allen - Senior Director of Strategic Sales
- Ashley Seehusen - Head of Strategic Marketing
- Clinton Smith BSN, RN - Clinical Specialist
- Robin Deterding MD - Co-Founder
- Emily DeBoer MD - Co-Founder
- Jeremy Prager MD, MBA - Co-Founder



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The EvoEndo team was strategically put together for their deep expertise in the medical device development and commercialization. The team includes experts in the practice of medicine, the business of medicine, and the interdisciplinary approach to getting innovative healthcare devices to market. EvoEndo has also recently signed a distribution partnership with Micro-Tech Endoscopy, a large endoscopic accessory manufacturer and distributor with a global direct sales force, to distribute and sell our product within the United States, and we look forward to partnering with them for a successful product launch in 2022.