



DESTINATION STARTUP

EvoEndo, Inc.

One-Sentence Summary of What You Do: EvoEndo® builds innovative pediatric endoscopy systems allowing diagnostic upper endoscopies to be performed comfortably and quickly in children without the use of general anesthesia.

Affiliated Institution: University of Colorado Anschutz Medical Campus

Have you formed a company yet? Yes

Funding/Financing: Grant Funding, Angel Funding (including Self or Friends/Family), Venture Capital

Please describe your company and the problem you are trying to solve: Endoscopy today requires general anesthesia or sedation to diagnose, treat, and monitor conditions such as GERD/Reflux, Ulcers, Cancer, Celiac Disease, and Eosinophilic Esophagitis (EoE). Existing endoscopes for Transnasal Endoscopy (TNE) are either too large or too short, have limited steering capabilities, and lack integrated air, water and suction. Existing reusable endoscopes are expensive (\$25-75K), frequently damaged (repair cost \$560K per facility/yr), and require capital infrastructure for cleaning. Our sterile single-use transnasal endoscope eliminates the infection risk and prohibitive startup costs of expensive reusable scope systems while creating a safer, more comfortable, faster, and more affordable endoscopy solution for patients, their parents, and physicians. Our team, who pioneered the improved patent pending methods around unsedated pediatric endoscopy at Children's Hospital Colorado, has been contacted by 40+ pediatric centers who want unsedated TNE in their clinics, largely driven by growing patient demand. Over 12 centers have started their programs using the non-optimized equipment, with the balance struggling due to market barriers noted above. There has been documented success globally of unsedated transnasal endoscopy (TNE) in pediatric and adult gastroenterology.

What is/was your go-to-market strategy? EvoEndo's beachhead market is the nearly 400K diagnostic upper GI procedures performed today in pediatric patients under general anesthesia. By removing the need for anesthesia with our system, there is also a market growth opportunity for over 1M annual pediatric procedures, providing better and safer patient care and monitoring for chronic conditions. Of the 220 pediatric centers in the US, over 40 have already reached out to learn how to implement unsedated TNE in their hospitals, illustrating the potential for early adoption and market traction of EvoEndo's affordable turnkey system. The opportunity in the adult GI market is also significant, with over 7M upper endoscopies performed each year. As validated by key opinion leaders and expert adult GI physicians, EvoEndo's single-use platform would reduce the cost, increase the safety, and enable rapid scaling of screening and diagnostic programs for conditions like Barrett's esophagus and Celiac. We anticipate FDA clearance of the EvoEndo system in Q1 of 2021 and first clinical commercial sales by May 2021.



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How will/do you generate revenue? We will offer hospitals pricing flexibility and affordability with our selling starter kits, training kits, and including the capital costs in the overall costs of the disposables. EvoEndo has also been pursuing expansion of CPT coding through consultants and strategy (some already exist) to maximize revenue for EvoEndo, Hospital System, while also decreasing costs for patients having the procedure performed. We are also in active conversations with several potential distribution partners, which would help expand our geographical reach within the US as well as internationally. Our device is being submitted for 510K clearance in the next 4 weeks and preparing for commercial launch in 1st quarter 2021.

How will this showcase benefit your company or technology? We are currently pursuing Series-A funding for commercial launch, expanded sales/marketing outside the US, generation 2 devices. We are pursuing 8 million in funding for our series A. By participating in this showcase, we hope to build relationships with possible investors and leaders in the healthcare industry.

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

We have an amazing team that has evolved since our founding in 2017. Our four founders represent pediatric gastroenterology (Joel Friedlander, also our CMO), Pediatric Pulmonary (Emily Deboer/Robin Deterding), and Otolaryngology (Jeremy Prager). Since then we have employed a full time CEO. Heather Underwood PhD, our CEO, has a broad background in healthcare and technology. She is also a graduate of the Stanford BioDesign Program. Joel Friedlander, our CMO, is one of the pioneers and co-developer of unsedated upper GI endoscopy in pediatrics. Gavin Maitland is a well established fractional CFO for EvoEndo.

Our consultant team includes: 1. Ashley Seehusen: head of strategic marketing (a graduate of Stanford Biodesign) 2. Annie Harmon: head of commercial design and communications 3. Pharoah Garma: head of regulatory (formerly of the FDA) 4. Diana Lerner: head of media and software development (also a pediatric GI media/education expert) 5. Damian Tomlin: head of project development (from TAG3 Engineering) 6. Stuart Cooper: head of documentation, user design. Our team represents an amazingly qualified team of individuals with diverse medical backgrounds, genders, and cultures.

Further our board represents venture capital advisors from Children's Hospital Colorado (Jeff Harrington), and Larix Partners/TLP investment (Carl Traynor), and Donna Ford-Serbu of Bolder Surgical (a pediatric surgical device company). One of our chief investors, TLP Investments, is headed by Dave Bunning, the pioneer behind AIMMUNE (on the NYSE).