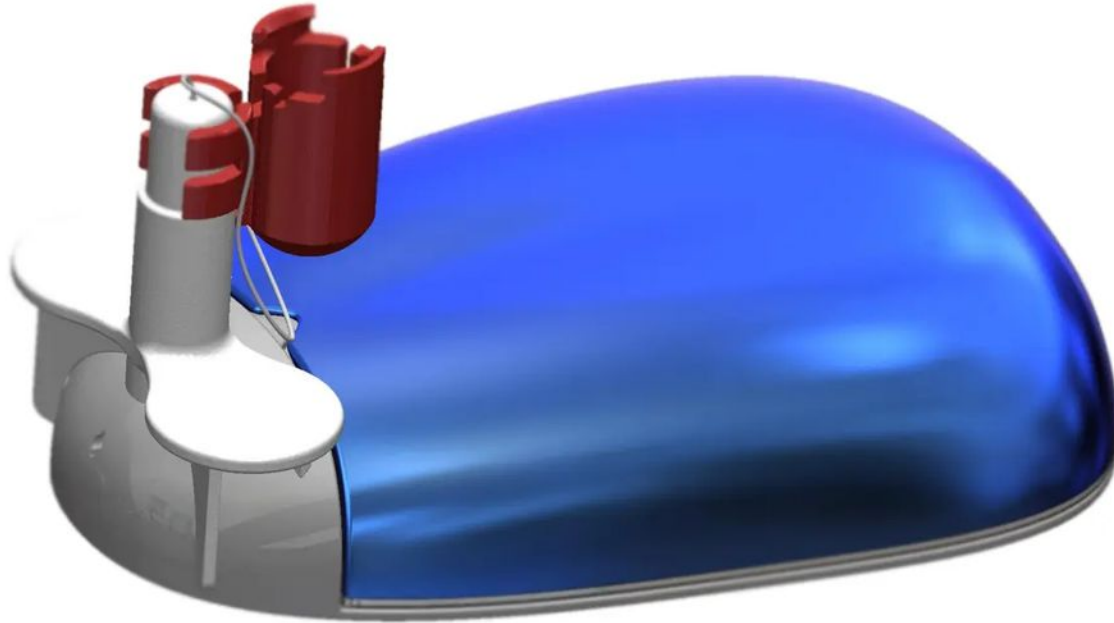


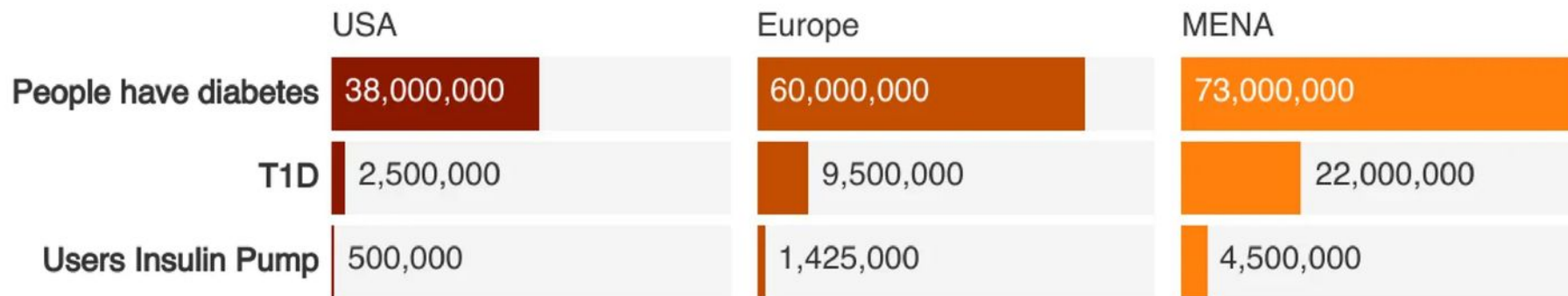
μ -Pump



Revolution in insulin delivery for
diabetes

Diabetes Management Challenge

■ USA ■ Europe ■ MENA



Current insulin pumps are costly and inconvenient.

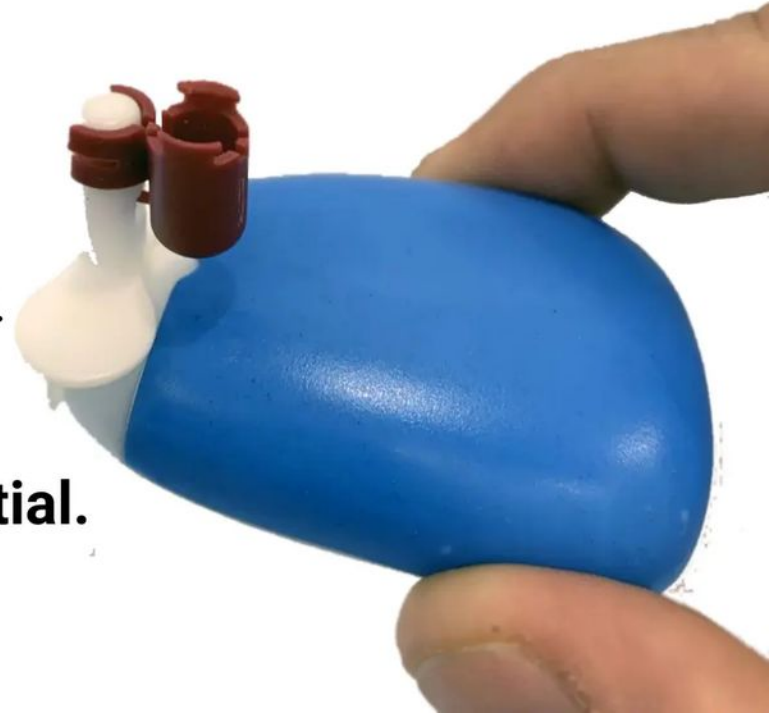
Only 20% of insulin-dependent people with diabetes use a pump for insulin delivery.

U-Pump: new generation insulin pump

- **Swiss precision** for discreet design.
- **AI bolus calculator** for personalized dosing.
- **OneMove™ system** for painless installation.
- **Replaceable cartridges** for convenience and economy.
- **Integration with** leading **CGMs** such as Dexcom.

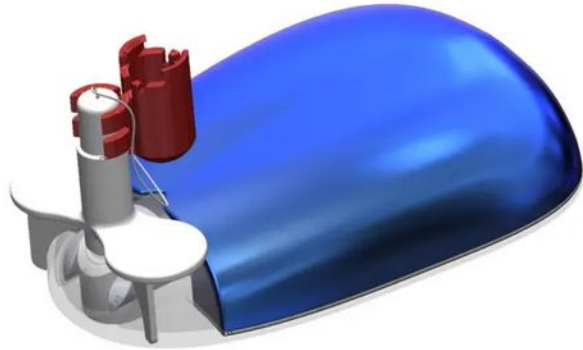
Unlocking the 80% untapped market potential.

2 Provisional patents filed



Product

U-Pump's technical solutions include several key innovations that will disrupt the market:

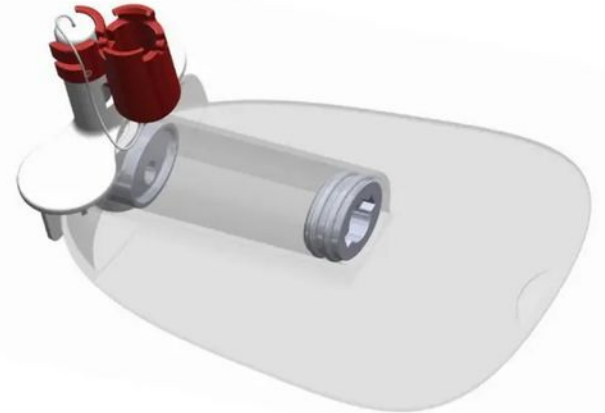


OneMove™: No setter, everything on board!
Painless installation on the body in one movement

* Patent pending

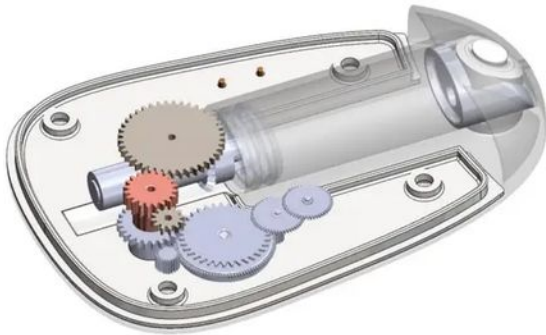
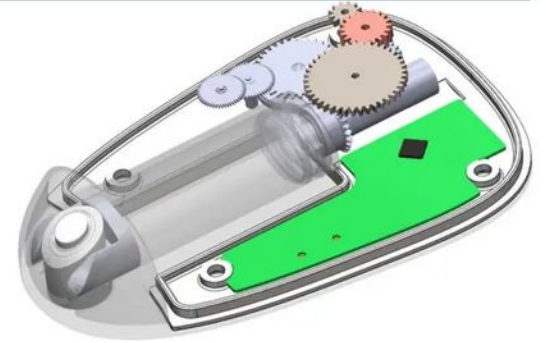
Replaceable Cartridges provide
convenience and flexibility for users.

* Patent pending



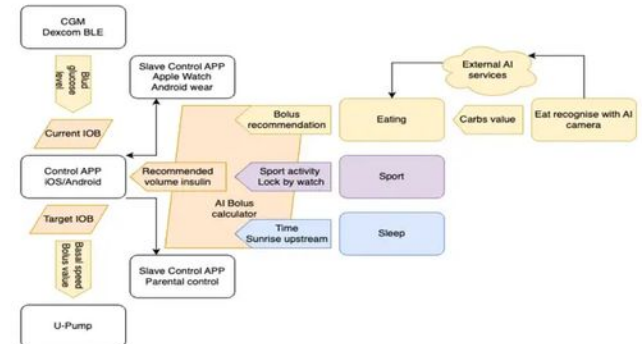
Product

Connectivity and Integration: Compatible with continuous glucose monitoring (CGM) devices.



Swiss Watch Precision: Ensures optimal functionality, reliability and durability.

AI Bolus Calculator: Personalized dosage recommendations based on real-time data.



Insulin Pump Market

GLOBAL STATISTICS

Market Size (2023)

\$5.3 BN

GAGR (2023-2032)

\$12.4%

Market Size (2032)

\$15 BN

SEGMENT STATISTICS

Devices
Segment

>\$4.5 BN

Market Size (2023)

Home Care
Segment

\$3 BN

Market Size (2023)

REGIONAL STATISTICS



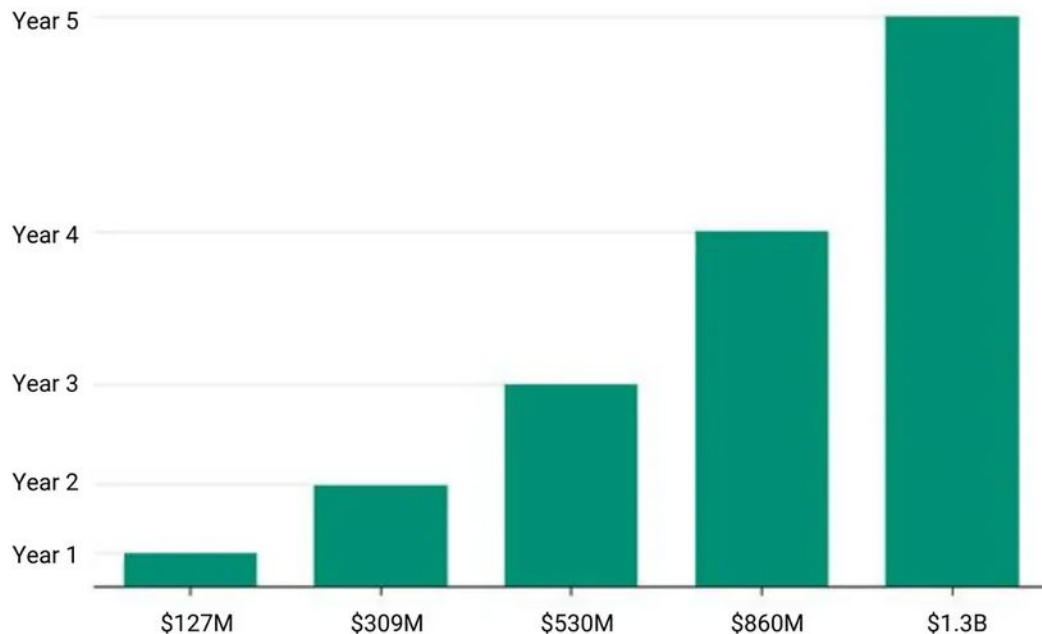
North America
Market Size (2023)

\$2.3 BN

Traction and Revenue

Ideal Customer Profile:

- Demographics: Insulin-dependent individuals, aged 18-65.
- Psychographics: Value convenience and affordability in diabetes management.
- Behavior: Regularly monitors blood glucose levels, potential users of insulin pumps.



Value Proposition:

U-Pump blends Swiss precision and AI for a revolutionary insulin delivery system:

- Affordable, compact, and user-friendly.
- Seamlessly integrates with top CGMs like Dexcom and Libra.

Average Value per Customer (AVC):

- Annual Revenue per Customer: \$3,541.
- Additional revenue streams from subscription services and replacement reservoirs.

Estimated CAC:

- \$200 per customer.
- Acquisition strategies include digital marketing, healthcare provider partnerships, and direct sales.

Go-to-Market Strategy

Channel Strategy:

- Primary Channels: Online sales platform, partnerships with healthcare providers, retail pharmacies.
- Secondary Channels: Direct sales force, digital marketing campaigns, targeted advertising.

Market Expansion:

- Initial Focus: USA market with 1% penetration goal among insulin users.
- Scalability: Increase salesforce, enhance digital marketing efforts, expand international distribution.

Scaling Strategy:

- Allocate funds to optimize existing channels for efficiency and ROI.
- Explore new channels: Telemedicine partnerships, direct-to-consumer advertising, international markets.

Financial forecasts

Revenue growth forecasts:

- Year 1: In the first year of stable operations, we expect to take 1% of the insulin user market and expect revenue of \$127M from 36,000 units.
- Year 2: Revenue of \$309 million with expanded market presence.
- Year 3: \$530 million in revenue from continued growth and the start of international expansion.
- By the fifth year, revenue will exceed \$1B
- Over 5 years, EBITDA growth will be 232%, customer growth will be 408%

Funding requirements:

- Currently, we are looking \$1.5M to finalize our product and submit dossier to Pre submission FDA.
- Next stage: Request for funds approx. \$30M for creation of production unit (clear operation zone for medical devices), hire operational and business staff, organization of steering committee with KOL in endocrinology, final FDA certification and clinical trials, start sales
- Projected ROI: Breakeven within 1.5 years, significant ROI after 3 years

Roadmapping

- Develop and sale new insulin pump

☒	Stage 1. Tech. documentation	12 months	Own investment 200 k USD
Technical documentation developed, initial team is hired, presentations are done, fundraising is started			
☐	Stage 2. MVP (Minimal Valuable Product)	12 months	Round 1: \$1.5 M
Request for funds approx. 1.5 M USD for the creation of a Laboratory mini-fab, patent clearance, and pre-FDA approval of the device.			
☐	Stage 3. Go to Market	24 months	Round 2: \$30 M
Request for funds approx. 30 M USD for creation of production unit (clear operation zone for medical devices), hire operational and business staff, organization of steering committee with KOL in endocrinology, final FDA certification and clinical trials, start sales.			
☐	Stage 4. Business Development	24 months	Round 3 or credit line
Start sales in other countries, open vendor offices, start local certification procedures, marketing enablement of sales, contracts with local distributors, increase international sales.			

Comparison with competitors

	OMNIPOD 5	MEDTRONIC 780G	TANDEM T-SLIM CONTROL IQ	U-PUMP
Does it required tubing to give insulin?	No tubing	Yes	Yes	No tubing
Does it communicate directly with a meter?	No	Communicatees with the Accu-Check Guide	No	Yes, BLE
Does it integrate with CGM?	Dexcom G6	Medtronic Guardian 4	Dexcom G6	Yes
Does it offer closed-loop technology?	Hybrid Closed Loop	Hybrid Closed Loop	Hybrid Closed Loop	Hybrid Closed Loop
Can you download software upgrades when available?	No	No	Yes	Yes, for control App
Does it suspend basal insulin for low readings?	Yes	Yes, suspends when sensor value is "low"	Yes, suspends with predicted low and low sensor value	Yes
What's the least insulin it will deliver?	0.05 for bolus 0.05 for basal	0.05 for bolus 0.025 for basal	0.05 for bolus 0.01 for basal	0.01 for bolus 0.005 for basal
Does it adjust insulin delivery based on CGM values?	Yes, based on predicted glucose in 60 minute	Adjusts based on glucose/corrects automatically	Yes, based on predicted glucose in 30 minute	Yes, based on predicted glucose in 30 minute. Manual adjust
Programmable Targets	Yes – 110, 120, 130, 140, 150	Yes – 100, 110, 120	No, uses target of 112.5 to 160	Flexible
Activity Mode	Yes – target 150 mg/dl	Temporary target of 150 mg/dl	Target 140 to 160 mg/dl	Yes – target up to 160 mg/dl
Phone App	Only for Androids, bolus from phone	Yes, Androids and iPhone compatible with iWatch; no bolus from phone	Yes – Android and iPhone; bolus from phone	Yes – Androids and iPhone full control application and extended functionality for Smartwatch
Special external setter Kit	Internal – singe use	Required	Possible	OneMove™ Inside
Pump cost	Pump: \$0 Disposables: \$592/mo	Insulin Pump Kit From \$7 050	Pump: \$ 4200 Disposables: \$134/mo	Direct sales - Pump: \$3500 Disposables: \$120/mo Subscription model - Pump: \$0 Disposables: \$280/mo

Team

Founders



Alexander Senkevich CEO

15 years of public equity and capital markets experience, with a focus in life science and technology. Launched 3 of his successful projects, including QRepublik Medical IDs. Graduate York Entrepreneurship Development Institute and the University of Strasbourg

Team



Klim Todrik IT

Product development in IT, experience in implementing 3 projects. Management of the IT structure..

Advisers



Elena Omelchenko, MD Diabetologist

Maccabi Health Services.
Israel.



Mikhail Zeppelin CTO

15 years of experience in development devices. 7 years of product development experience from concept through launch and manufacturing in medical devices, most in insulin delivery systems. Led engineering teams. Graduate of Moscow State Open University, diploma of a specialist in engineering.



Arsen Zanibek IT-MISRA

4 years of hardware and firmware development of motor control systems and medical devices using MISRA standards. Graduate State Technological University Information Technology and Computer Engineering faculty (Bachelor).



Mikhail Pliss

Medical Device and Technology Regulatory.

Ask

We are **seeking pre-seed funding** up to

\$1.5M

using SAFEs
for finalizing and PreFDA submission

Thank you

u-pump.com

ceo@u-pump.com

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+972 53 500 3880

APPENDIX



COMPANY OVERVIEW

μ-Pump, INC is a development stage medical device company seeking to produce a next generation insulin pump to expand access to a higher standard of glycemic management for people with diabetes.

\$ 4.2 BILLION

Unmet market need

A large portfolio of development innovative technologies makes insulin delivery system affordable and easy to learn & use.

- ✓ High accuracy
- ✓ Less components in the same devices without less quality



UNIT ECONOMICS - DIRECT SALES

Profitable from the first sale



PRICE: \$2800
COST: \$600



PRICE: \$10
COST: \$2

FIRST MONTH: 1 RE-USABLE + 10 CONSUMABLES

PRICE: \$2800

Cost: $\$600 + \$20 = \$620$
Gross Profit: \$2180

78%
MARGIN

SUBSEQUENT MONTHS: 10 CONSUMABLES

PRICE: \$100

Cost: $\$20 = \$20$
Gross Profit: \$80

80%
MARGIN

UNIT ECONOMICS - SUBSCRIPTION MODEL

Profitable from the first sale



PRICE: FREE
COST: \$600



PRICE: \$15
COST: \$2

1 YEAR: 1 RE-USABLE + 132 CONSUMABLES

PRICE: \$3357 / \$ 280 (MONTH)

Cost: $\$600 + \$264 = \$864$

Gross Profit: \$2493

74%

MARGIN

Future Production Roadmap

Strategic Expansion: U-Pump envisions a comprehensive production roadmap, encompassing the insulin pump itself and the establishment of mini-factories for consumables in diverse regions.

Production of Insulin Pump:

Centralized Production Facility: Production of the U-Pump insulin pump at a centralized facility for efficiency and quality control.

Regional Expansion: Strategically open mini-factories in key regions to produce consumables

Localized Customization: Tailoring consumable production to regional needs fosters market adaptation and customer satisfaction.

