

# PediaWorks

Tim Moran

# Tim Moran - Relevant Background

- Cleveland Clinic Innovations (EIR)
- Founded/advised 7 med device startups
  - Acquired: Intelect (BSC), Revasc (Micrus Endovascular)
  - Growing: Minimally Invasive Devices, PediaCath, PediaStent
  - Hibernating: CSF Therapeutics
- Co-inventor on 3 patents
- Fund raising experience
  - Angel, Venture, Strategic, Government

# PediaWorks

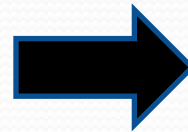


Ellie at birth

- 501.c.3 non-profit
- Motivated by personal experience
- Altruistic mission
- Business principles

# Pediatric Device Market – Traditional View

- <5% of adult market
- Difficult trials
- Unique requirements
- PR risks for failure



## Pediatric Device Market – PediaWorks' View

- Significant needs, willing customers
- Extremely low competition
- High reimbursement rates
- Opportunity to “own the market” quickly
- Priority regulatory review, optional pathways (HDE)



## Key to Success – Needs Driven

Identify and Qualify Need First.... Often

- Addressable market (size, characteristics)
- Product performance requirements
- Development costs and options
- Reimbursement implications
- Sales channels

**Unmet Needs Assessment**



- Formed JV with Medikit (\$500k seed funding)
- Over 50 pediatric cardiologists volunteered expertise
- Start to 510k clearance: 18 months
- Line of catheters, introducer sheaths and guidewires
- First and only with pediatric indication

