

Fertigo

Multiplying the Success Rate of Births

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Company Profile

*Billions of dollars could be saved by improving the success rates of **IVF** (In-vitro Fertilization) treatments, currently less than 30% of all cycles. Thus, a technology that would increase these by only 5% is expected to become **the standard of care**.*

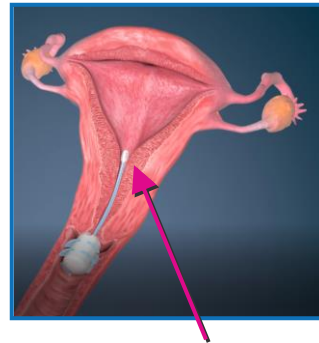
Fertigo **increases the success rates of IVF treatments** based on its proprietary technology that determines the patient's **uterus readiness** to implantation by continuous **real-time** in-vivo monitoring. This personalized medicine solution provides direct information regarding the endometrium condition.

Need to Increase the Success Rates of IVF Treatments

The IVF success rate per treatment cycle is **29%** (average over all ages) and it drops sharply with age, reaching **11%** for women aged 41-42. Every IVF treatment cycle involves high mental and health burden on the treated couple and large expenses that are covered by the insurers or the individuals. Methods to increase the IVF success rate aim at accurate endometrium thickness determination (e.g. 3D ultrasound). There is currently **no direct access to the endometrium** structural parameters to further support evidence-based treatments.

Fertigo – Substantially Increasing the Success Rates of IVF Treatments

To provide **information on the endometrium condition**, Fertigo identified an access venue to a few morphological parameters that are frequently used for the uterus timing determination (aka "Endometrium dating"). Fertigo's device continuously collects these parameters **real-time** in-vivo, using a temporarily placement of a mini-probe at the uterus lower end (see image to the right). The processed signals are transmitted via tele-medicine to provide the physician with the **optimal implantation timeframe**. The device is taken out of the uterus prior to the implantation. Fertigo's process may also spare the waste of frozen embryos.



Continuous real-time
in-vivo monitoring

Initial Target Markets: North America and Europe

Due to the ongoing fierce competition between fertility clinics, IVF success rates are critical to their marketing since they play a major role in individuals' selection. IVF treatments amount to **180,000 cycles** per year in the USA and **500,000 cycles** per year in Europe. The summed TAM (Total Available Market) of North America and Europe is \$5.2 billion. An increase of 50% in the cycles' success rate translates to **\$2.6 billion** and an increase of merely 5% translates to **\$260 million** annually.

Company Background

Fertigo Medical Ltd. was founded in **2014**. With funds from its founders and twice from Israeli Office of the Chief Scientist (aka the Innovation Authority), the company was able to achieve several **milestones**, including:

- Built **IP** (Intellectual Property) portfolio, including one patent in national phase (9 territories) with the aid of the IP firm Gold Patents.
- Fully developed its automatic **software**.
- Successfully completed **preclinical trials**.
- Initiated **clinical trials**.

Team

Fertigo's team, which includes a biologist, an optical design expert (PhD), an image processing expert (PhD) and consultants (e.g. clinical trial experts), is led by:

Dr. Tsafrir Kolatt (PhD)
CEO & Co-founder

Experience: Deputy CEO of Medigus (TASE, NASDAQ: MDGS); led successful FDA processes in several companies.

Dr. Yuval Or (MD)
Medical Director

Experience: Senior IVF expert at Kaplan Medical Center; Head of Gynecology Program for MDs at the Hebrew University.

Mr. Adi Strauss (MBA. B.Sc.ME)
Acting Chairperson & Co-founder

Experience: BOD (Board of Directors) member in several companies, e.g. Rad, leading their strategic development.