



Multiplying the Success Rate of Births

Fertigo is a medical device company set to transform In-Vitro Fertilization (IVF) treatment success rates through its proprietary technology which is able to determine **the optimal uterine readiness for implantation** through continuous **real time** in-vivo monitoring.

There is a significant unmet need to improve the current low success rates of IVF treatments, resulting in savings amounting to billions of dollars. **Current success rates are less than 30%** of all cycles. Thus, a technology that would increase these by only 5% is expected to become the **standard of care**.

The Unmet Clinical Need:

To Increase the Success Rates of IVF Treatments

- The average IVF success rate per treatment cycle is **29%** (all ages) dropping sharply with age, reaching only **11%** for women aged 41 - 42 yrs.
- Strategies to increase the IVF success rate are currently aimed at accurate endometrium thickness determination (e.g. 3D ultrasound).
- There is currently **no direct access to the structural parameters of the endometrium** to further support evidence-based treatments.

Fertigo :

Substantially Increasing the Success Rates of IVF Treatments

- To provide **information on the status of the endometrium prior to implantation**, **Fertigo** has identified a unique path to access morphological parameters that are frequently used for interpreting the optimal endometrial cycle timing for implantation (aka "Endometrium dating").
- Utilizing a mini probe and camera placed at the lower end of the uterus (Figure 1), **Fertigo's** device continuously collects these real time in-vivo endometrial parameters. The images are transmitted digitally to provide the physician with the **optimal implantation timeframe**.
- The device is then removed from the uterus prior to implantation. **Fertigo's** process may also spare the unnecessary waste of frozen embryos.
- This **first-of-its kind personalized medical device** provides direct visualization and real time endometrial status assessment, unique to each individual patient.

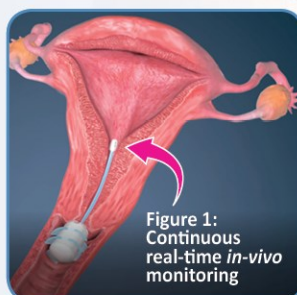


Figure 1:
Continuous
real-time in-vivo
monitoring

Market Opportunity: North America and Europe

- Fertility clinic success rates play a key role in driving individual patient selection in a fiercely competitive market.
- 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 **\$7.0 billion**.
- An increase of 50% in the cycles' success rate translates to **\$3.5 billion** and an increase of merely 5% translates to **\$350 million** annually.

Investment Funding

- **Fertigo** is currently seeking **\$1.5 million Series A funding** to primarily continue the clinical trial program as well as extending its IP and completing the prototype design.
- As of today, the company has secured **\$500,000** from an Israeli based fund and \$500,000 non-dilutive grant from the Israeli Innovation Authority, subject to milestone achievements, with a potential similar grant in 2020.

Company Background

Founded: **July 2014**.

Current Status

- **IP** (Intellectual Property) portfolio established, including one patent in national phase (9 territories).
- Fully developed automatic **software**.
- A working POC prototype.
- Successfully completed **preclinical trials**.
- Initiated **clinical trials**.
- Initial seed funding: \$250,000.
- **Estimated Total Time-to-Market: 2 - 3 years.**

Team

Fertigo's core team, including a biologist, mech. engineers, an optical design expert (PhD), an image processing expert (PhD), an application expert (PhD), leading IVF experts and IP consultants is led by:

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

20 years in medical devices (CEO, EVP, R&D). 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.

Prof. Shlomo Mashiach Head of the Medical Advisory Board

A pioneer in IVF. Former chair of the Ob&Gyn Dept., Sheba Medical Center & Association of Fertility President. Co-founder of one of the largest infertility centers worldwide. 35 years expertise, extensive publications; assisted reproduction of tens of thousands of children.

Mr. Oded Tamir Executive Chairperson

Experience: 25 years in medical devices (CEO, COO & CFO, MOB). Led over \$250M funding, \$750M in sales and M&A transactions.

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