



**Improving the quality of life  
with  
Medical Grade Platform,  
Personal Monitoring  
and Alarming System**

# Interdisciplinary Expert Team



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Prof' Moshe Philip,  
A World Leading  
Diabetes Expert

# Introducing **Hypo-Sense**

Night-Sense first product:

A "watch-like", noninvasive, medical device,

Detects **Onset Sleep Hypoglycemia episode**,

continuously and autonomously

using the body's physiological **alarms**

# The Hypoglycemia and the Need

## Possible Causes

Nutrition  
Activity  
New drug  
Disease  
Insulin

Previous Hypo events

## The Episode

Duration  
0.5H - 2H  
and longer

Physiological &  
Neurological Symptoms

## After Effect

**Coma, Death**  
(2%-10% of Type 1)  
Damages to internal  
organs  
Increased risk for  
future events

**Severe Treatment costs**  
~ \$4,000

# The Need in Numbers

World Wide  
Insulin Users

100M Total

**5M Will die**

Severe Hypo  
Episodes per Day

160K

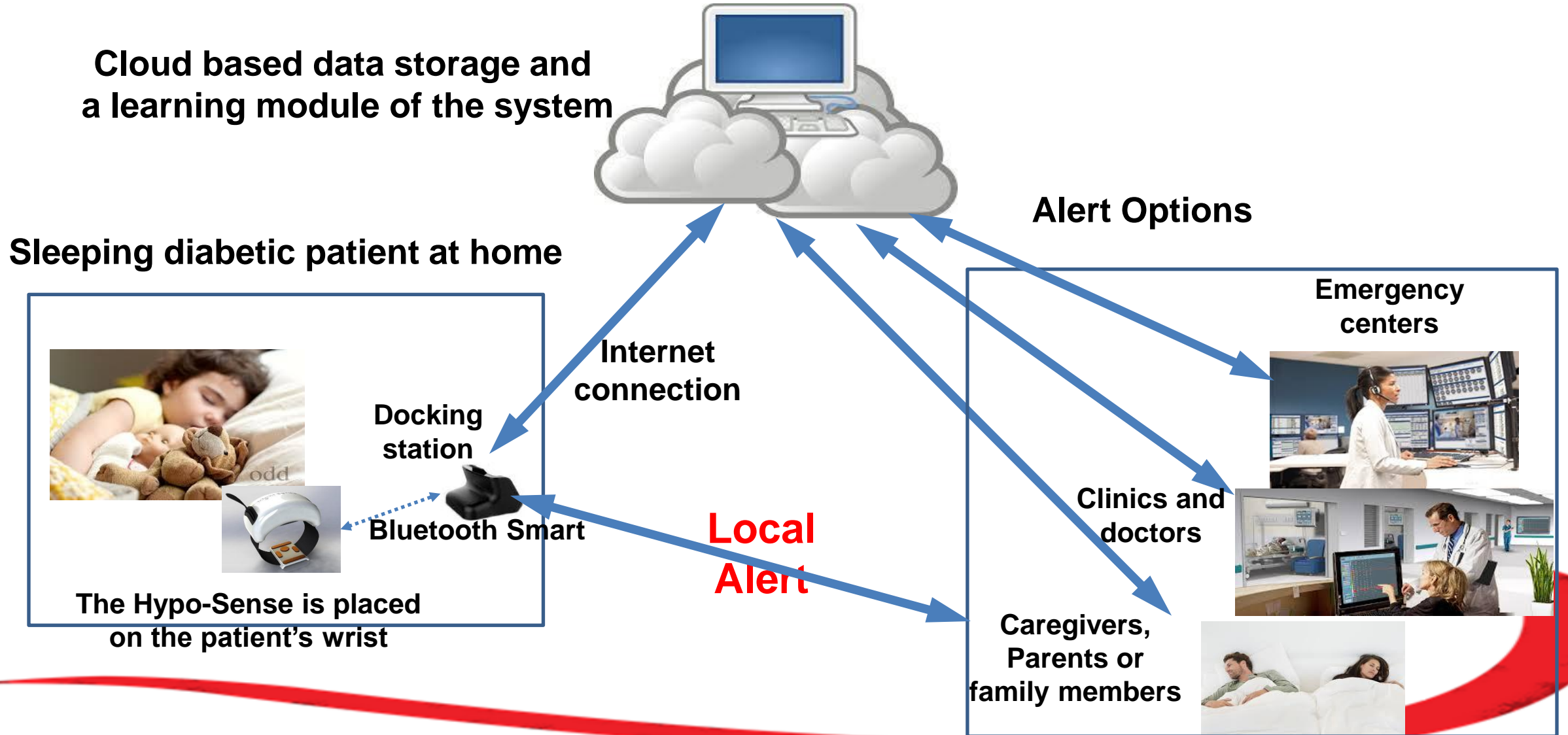
**100K  
During Sleep**

Severe Hypo Events  
p/Patient p/year  
Type1/Type2

1.3/0.4

**0.7/0.2  
During Sleep**

# The Solution – The Night-Sense Alert System



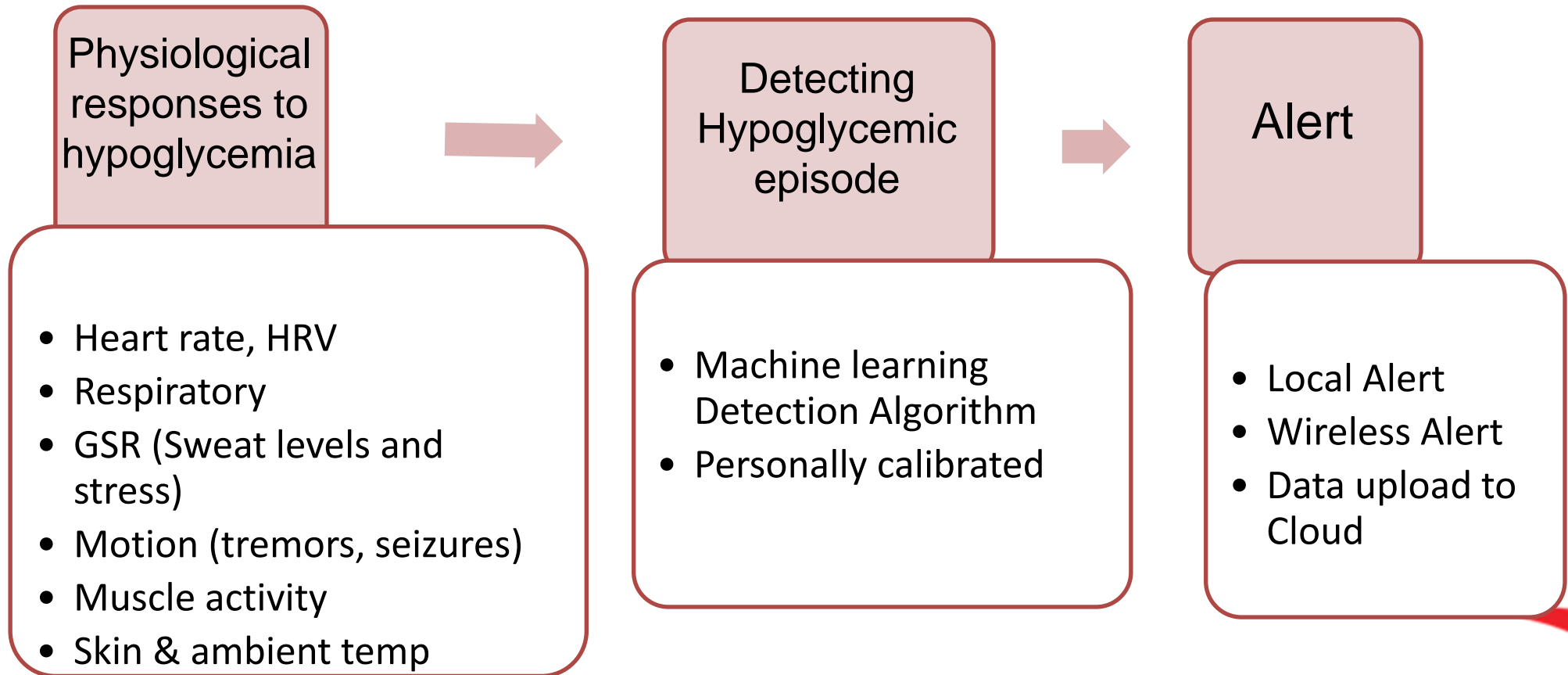
# The Hypo-Sense

A wristband **medical** device:

- A designated set of co-located sensors,
- Proprietary algorithm, machine learning, personally calibrated



# The Hypo-Sense Detection & Alert Process





# Hypo-Sense Key Benefits

- **Non-Invasive**
  - **Medical Grade**
  - **Continuous**
  - **Cost effective**

# All Around Value Proposition

## Patients & families

Hypo alert

Sense of security

Preemptive

## Doctors & Care Givers

Untroubled sleep

Recording of events

Treatment flexibility

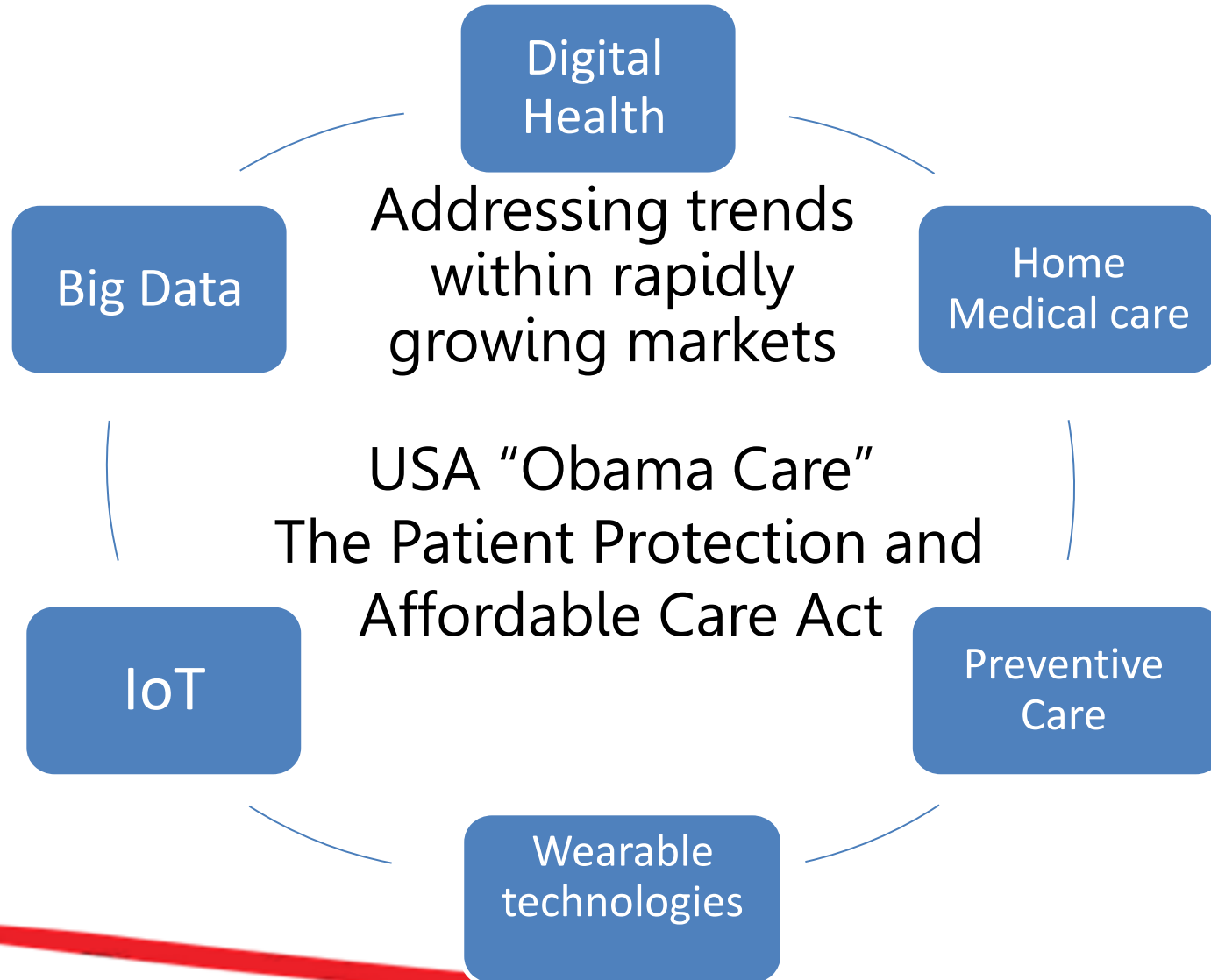
## Insurers

Prevents hospitalizations

Improved service

Treatment costs reduction

# Marketing Positioning



# How is it solved today?

Check Blood Glucose Level

- **SMBG**: Self-Monitoring Blood Glucose devices –
  - Pricking Device, Patient intervention
- **CGMs**: Continuous Glucose Monitoring –
  - Expensive, invasive and highly intrusive



**dexcom**



**Abbott**



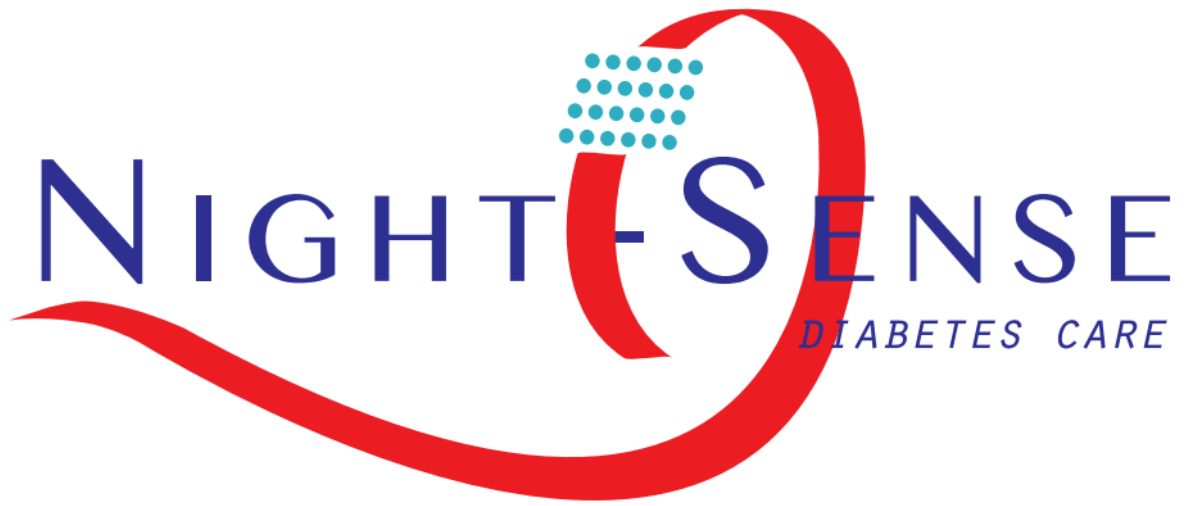
*Johnson & Johnson*

# Hypo-Sense - First clinical study

- Performed in the Schneider medical center, supervised by Prof. Moshe Philip
- Protocol approved by Hospital Ethics committee, ministry of health and registered in the NIH
- Successfully completed the protocol on all sessions, measured the parameters from the wrist
- Post session analysis identified symptoms of hypoglycemia episodes

# Intellectual Property

- System Patent - PCT (10/2013), US 4/2015, EU 5/2015  
“COMFORTABLE AND PERSONALIZED MONITORING DEVICE, SYSTEM,  
AND METHOD FOR DETECTING PHYSIOLOGICAL HEALTH RISKS”
- Unique view on hypoglycemia  
1<sup>st</sup> time ever that the specific combination of physiological  
parameters were measured during hypoglycemia.
- Additional patents based on innovative results from  
the clinical study



**Thanks for listening!**

