

Prologue





U. PORTO

Douro Valley,
Porto, Portugal



Kinematix

October 2013: Boston Business Journal - - ***Kinematix opens Boston office, raises \$2.6M***

Markets:

O & P Market: \$ 5 B

Pressure ulcers: \$11 B (2.5M patients, 17K lawsuits, 60K deaths)

Falls: \$30 B

Footwear: \$20 B (non-therapeutic)

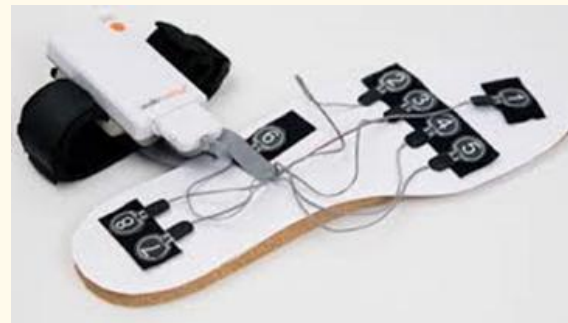
Diabetes: cause of > 50% of amputations (diabetic foot)

Kinematix: Selected Product Portfolio



MOViNSENSE

WALKiNSENSE™



Kinematix: US Location & Current Team



Jay Pieper, Chairman, former President, Partners Harvard Medical International; VP Partners Treasury & Corporate Development

Joe Ternullo, JD, MPH, President, former Assoc. Director, PHS Center for Connected Health; VP Continua Health Alliance; Advisor, US Commerce Department



Lesley Macherelli, Vice President, former Director, Partners International Government Relations; Manager, Europe, Johns Hopkins International (DC-based)

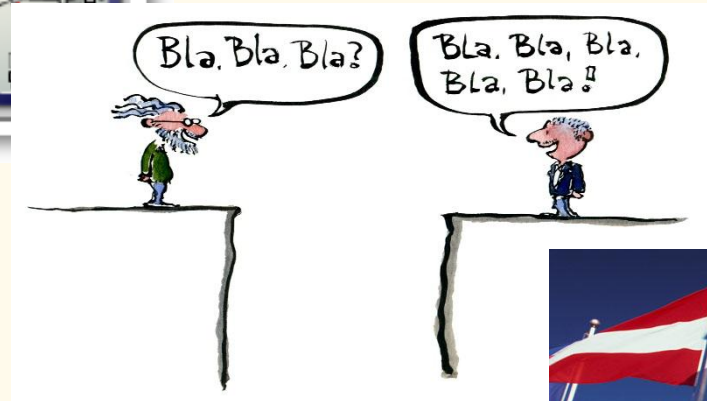
Internal Challenges

Time Zones

World Clocks (analog)



Language/Communication



Cultural Variation



A clear mission & shared values overcome internal challenges



Critical Question

For challenges unable to be resolved internally, ask *“what is the role of government in a 21st century global economy?”*

Note: June 17, 2014 Mobihealth News Article: *“[The \$43B] Medtronic-Corventis (sic Covidien) deal might tamp down M&A activity for medical device-focused digital health startups over the next few years.”*

Challenges/Solutions

Challenges for Early Stage/Pre Revenue Co.	Possible Government Solutions
1. Awareness of available government resources, how to access, whether there will be an ROI for time spent.	1. Dedicate government staff to build this sector and tell pre-revenue companies “ <i>what their country can do for them.</i> ”
2. Allocating scarce resources	2. Make the government program valuable and affordable (or free, depending on revenue status)
3. Government grant & contract opportunities	3. Experiment: open doors, create pathways and target opportunities for early stage/pre-revenue
4. Efficient Processes/Document Creation	4. Create globally-agreed standard documents/processes tool box to facilitate business
5. Matchmaking/Corp Mentoring	5. Facilitate matchmaking/mentoring
6. Keeping current with international options	6. Partner w/ EU, MENA, Asia, gov’t colleagues
7. Trade Show/Exhibitor Selection	7. Create a “show of shows”

Thank You

Be in touch

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