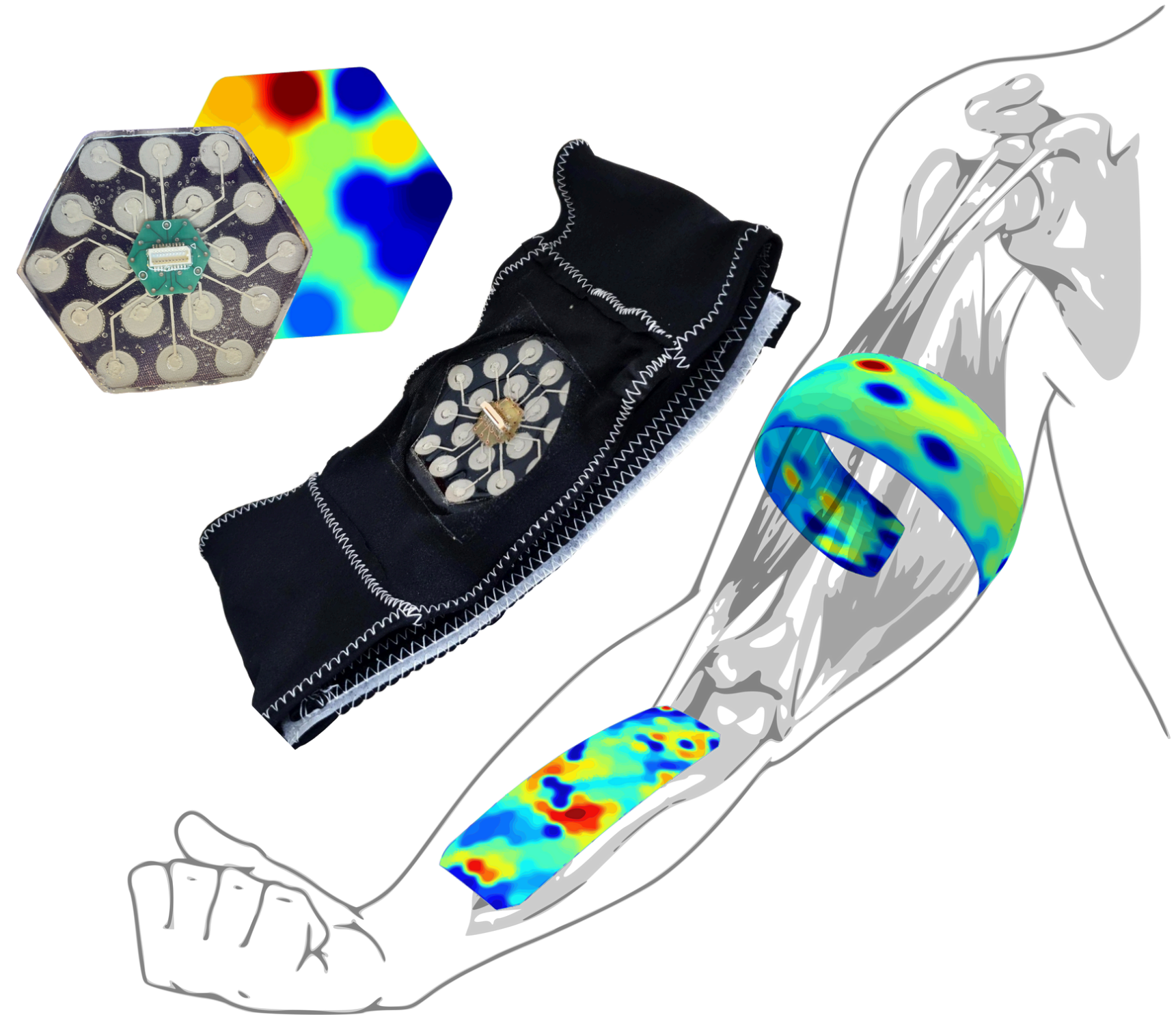


# Polytecks

---

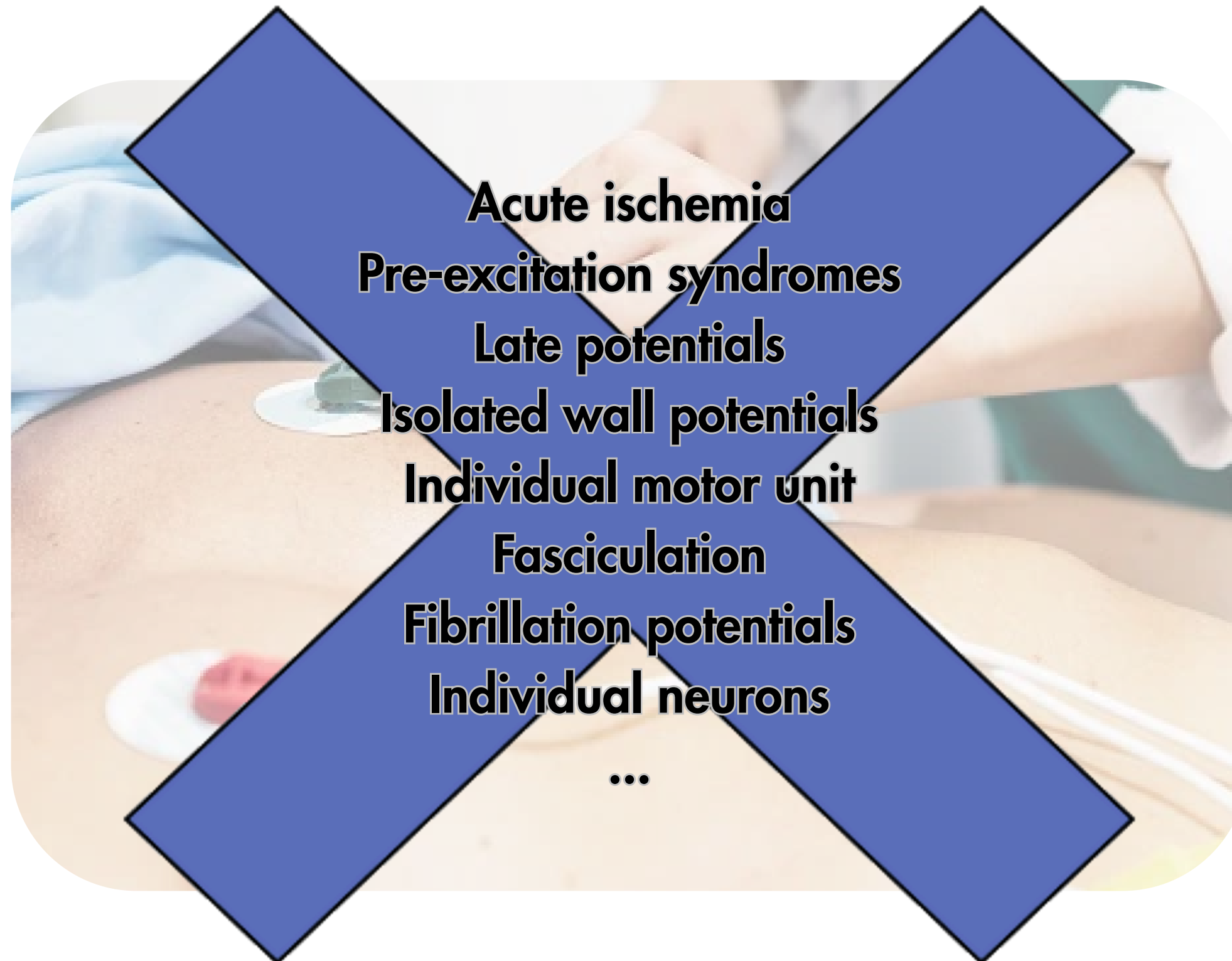
Bringing the body into **focus** —  
**smart textiles** for faster, earlier and  
better **diagnostics**



# The problem

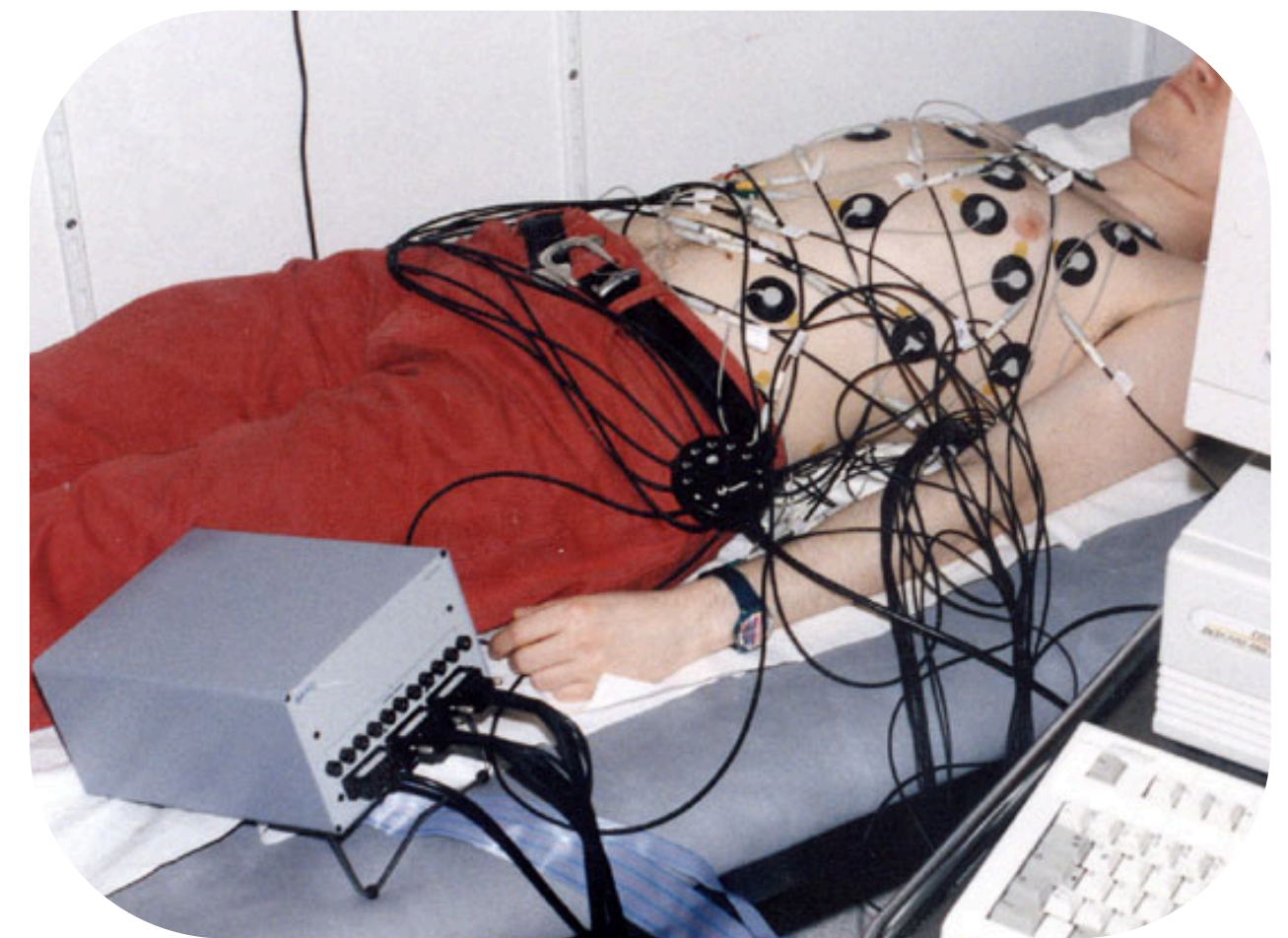
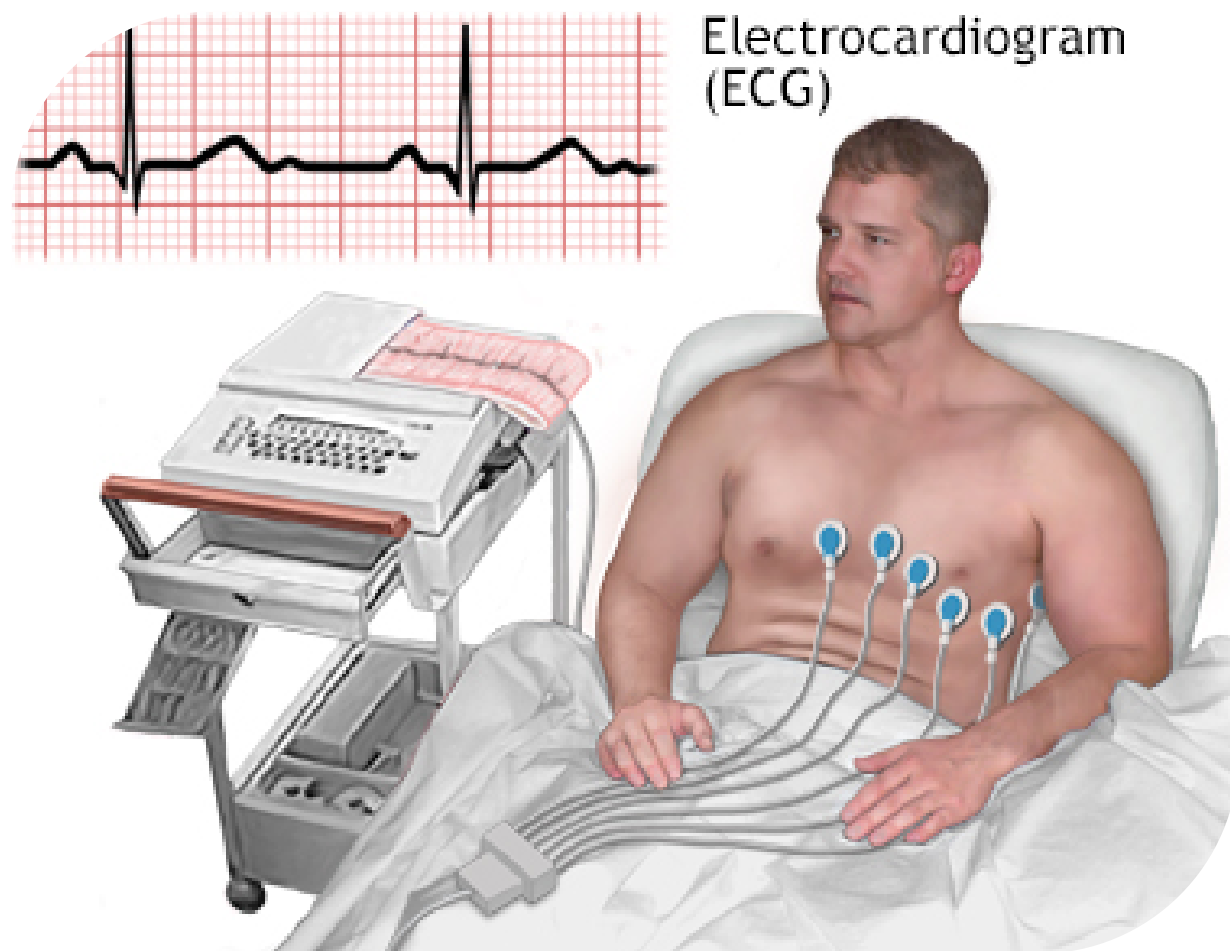


# The problem



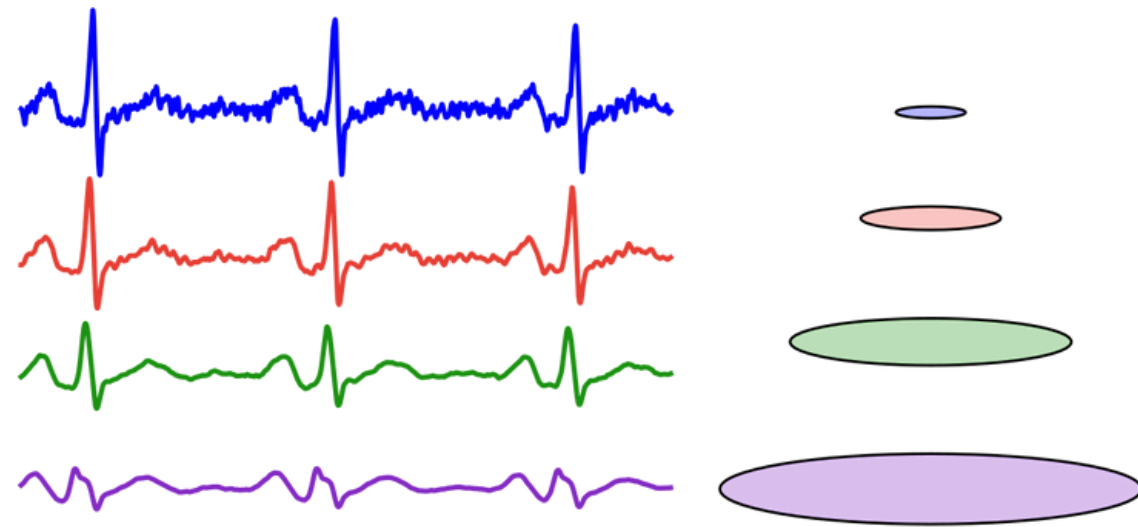


# The problem

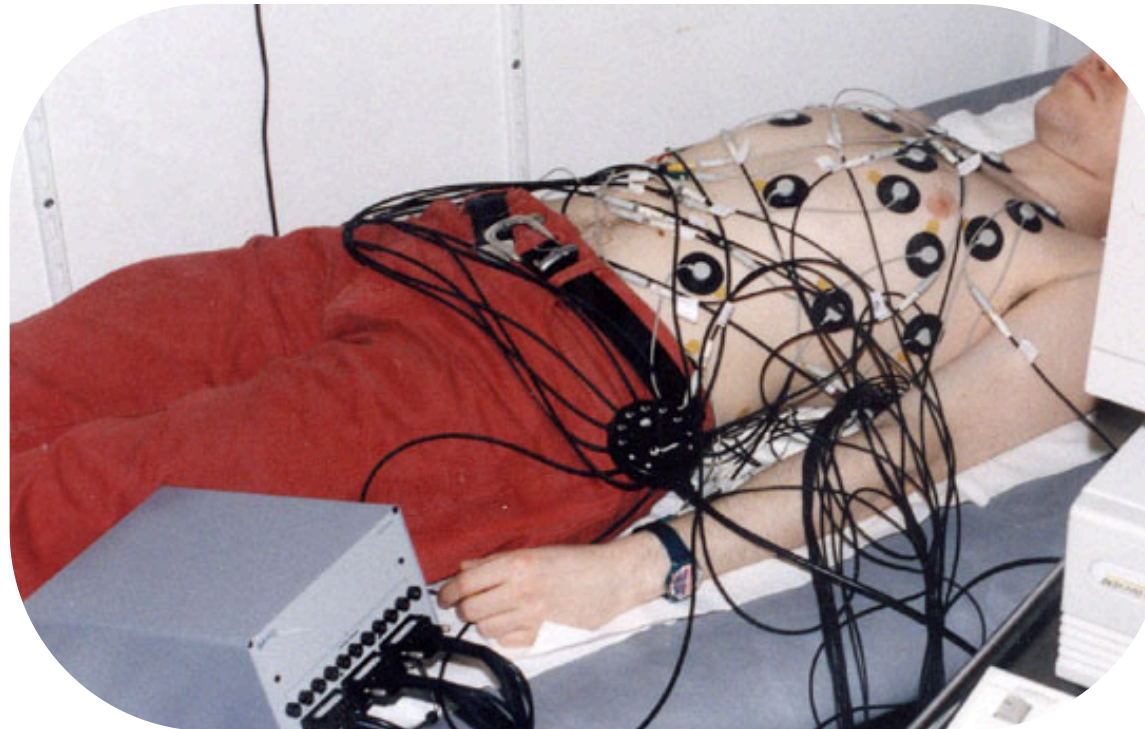




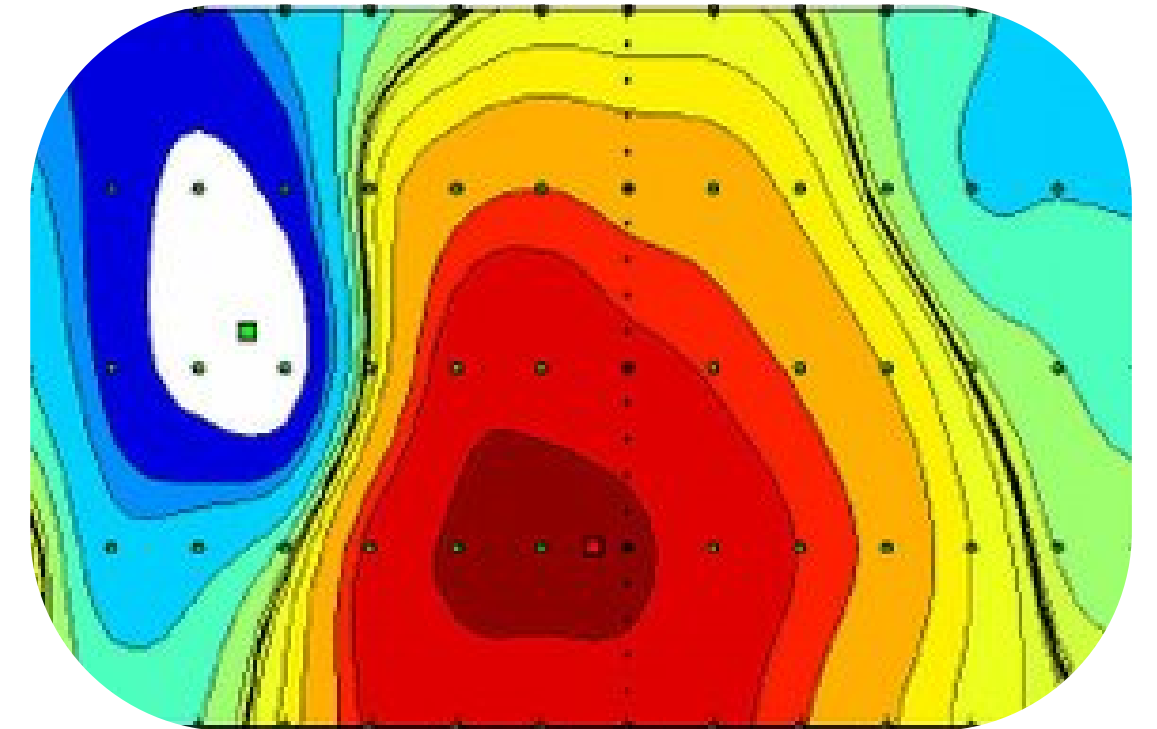
# The problem



**QUALITY OF ELECTRODES**

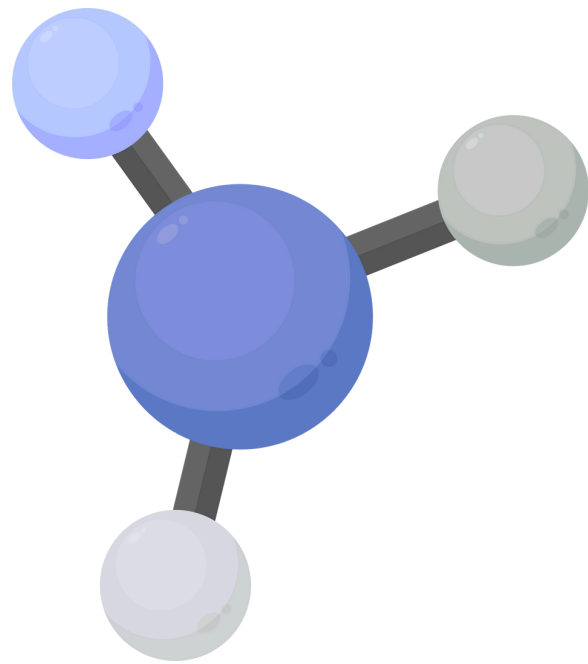
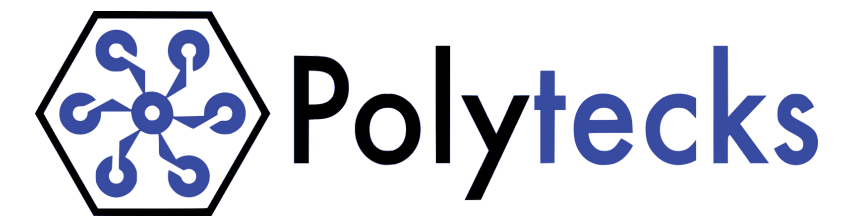


**WIRING**

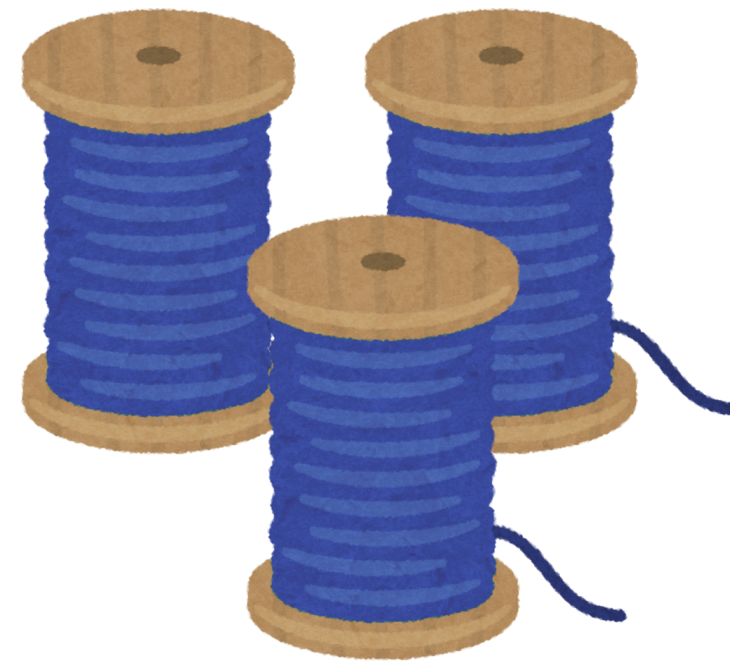


**INTERPRETATION**

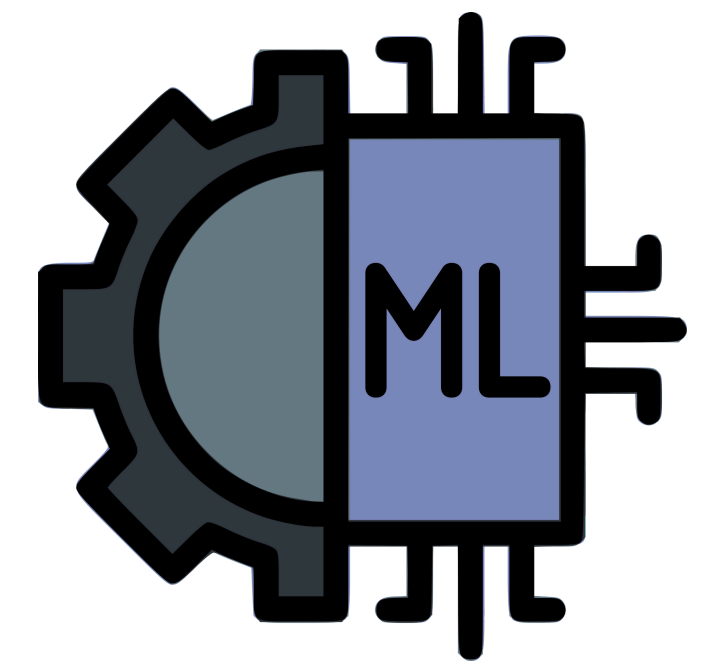
# The solution



**COATING MATERIAL**

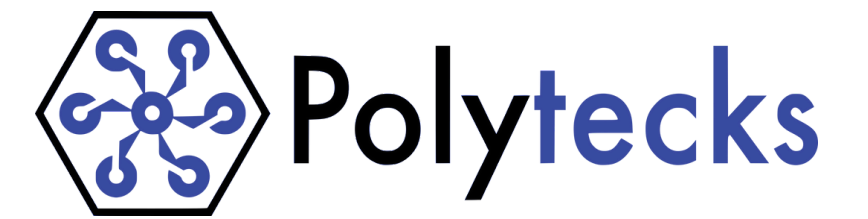


**TEXTILES**



**MACHINE LEARNING**

# The product



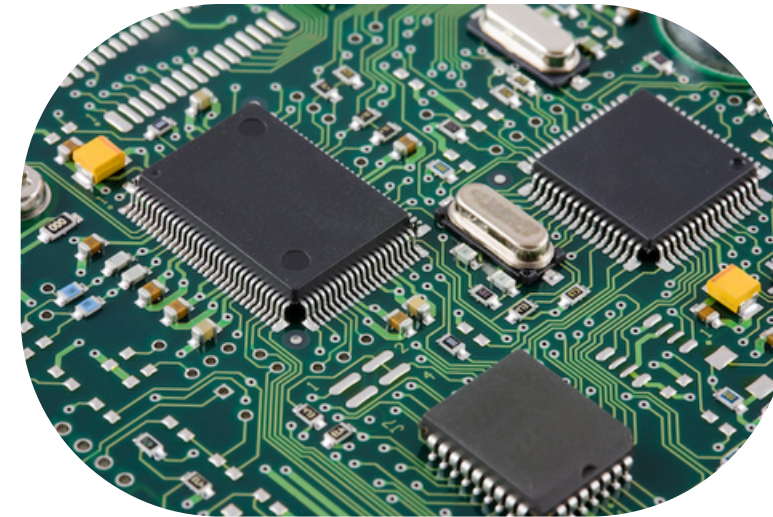
## COATING



## ARRAY



## ELECTRONICS

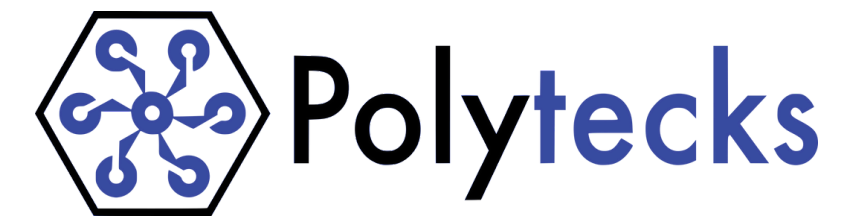


## SOFTWARE

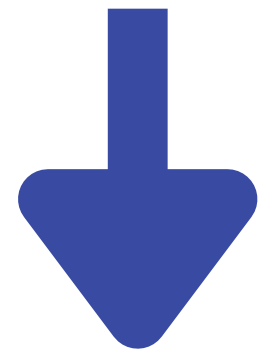




# The product

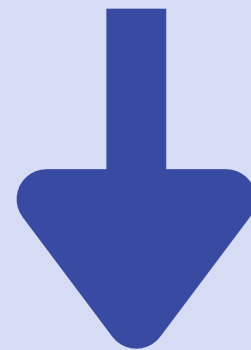


**COATING**



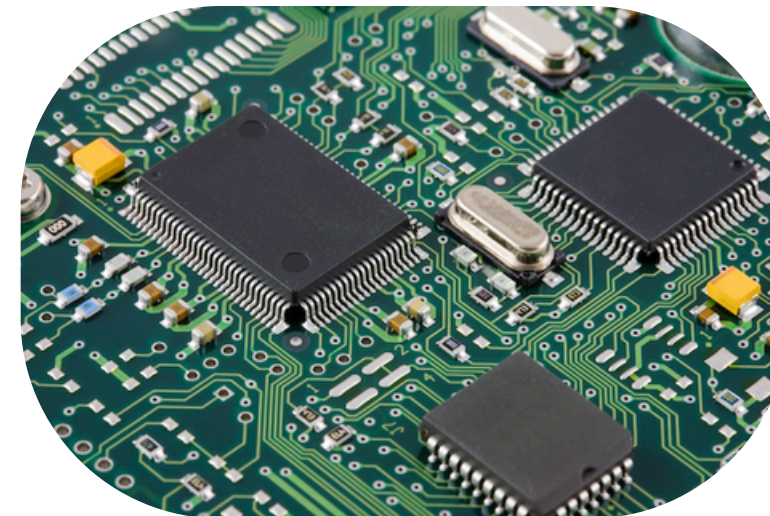
**PUBLISHED**

**ARRAY**



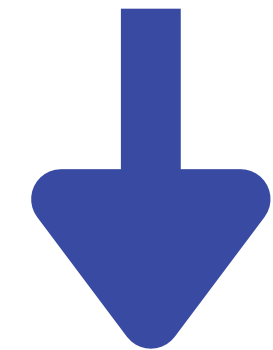
**PATENT**

**ELECTRONICS**



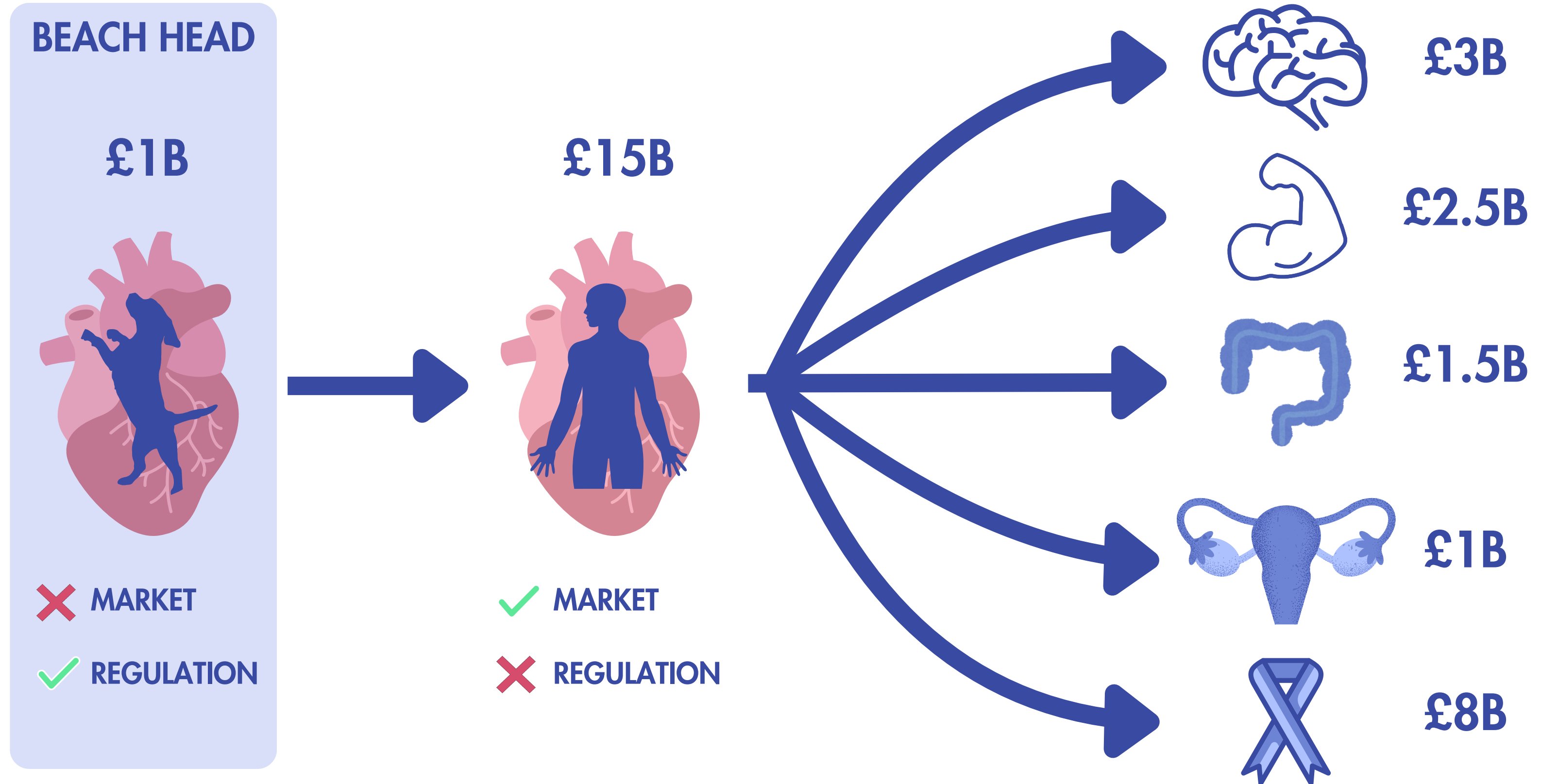
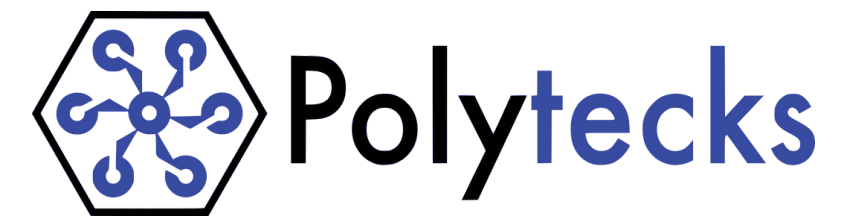
**OUTSOURCE**

**SOFTWARE**

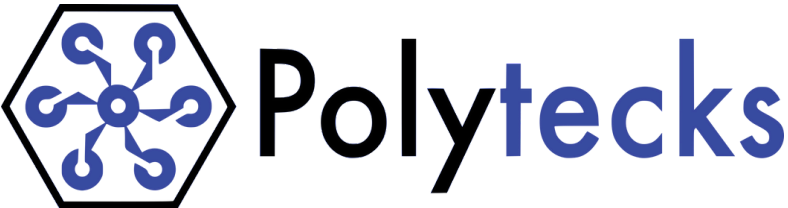


**TRADE SECRET**

# The application





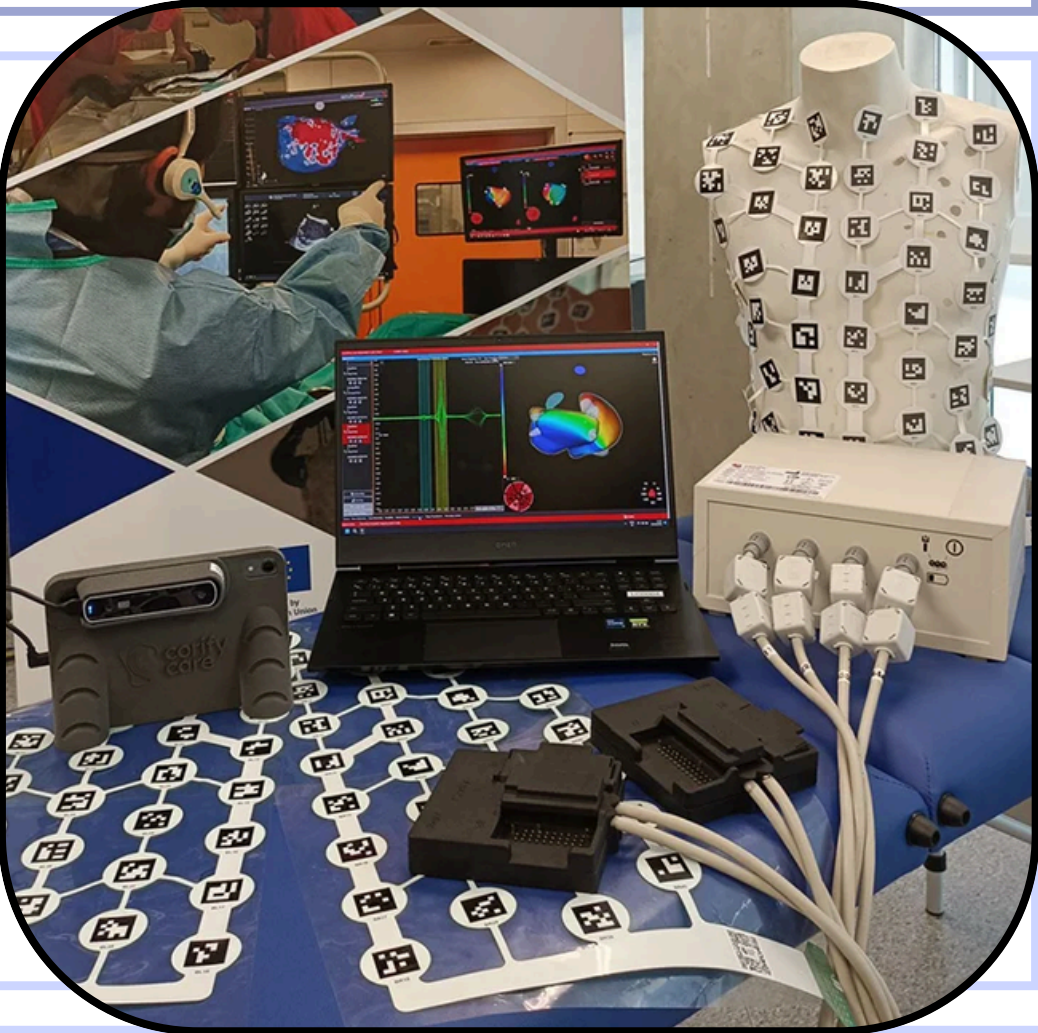
# Competitors



	Stethoscope	ECG	MRI	Echo	
Portable	✓	✓			✓
Easy-to-use	✓	✓			✓
High-resolution			✓	✓	✓
Cost-effective	✓	✓		✓	✓
Multi-modal					✓


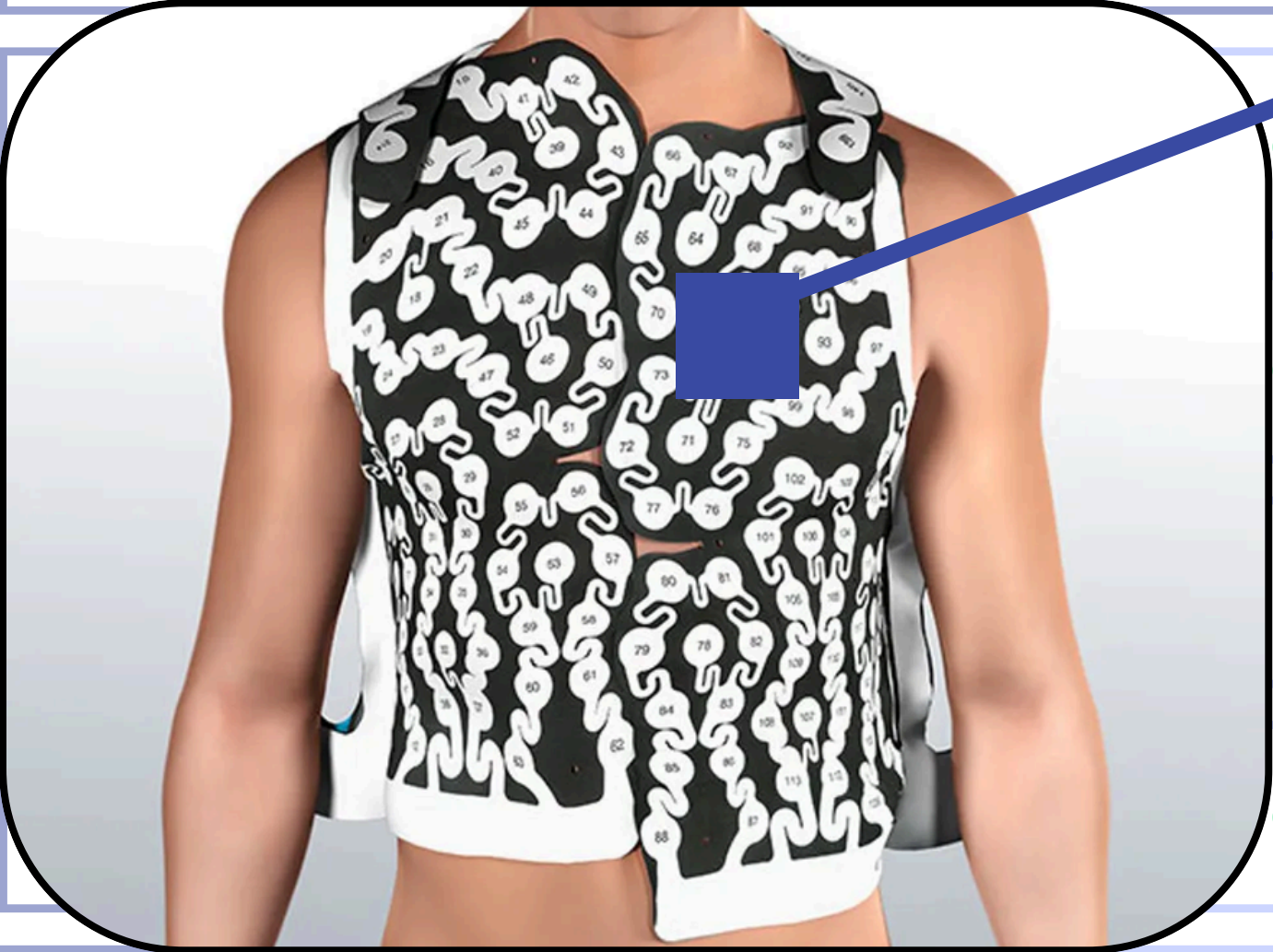
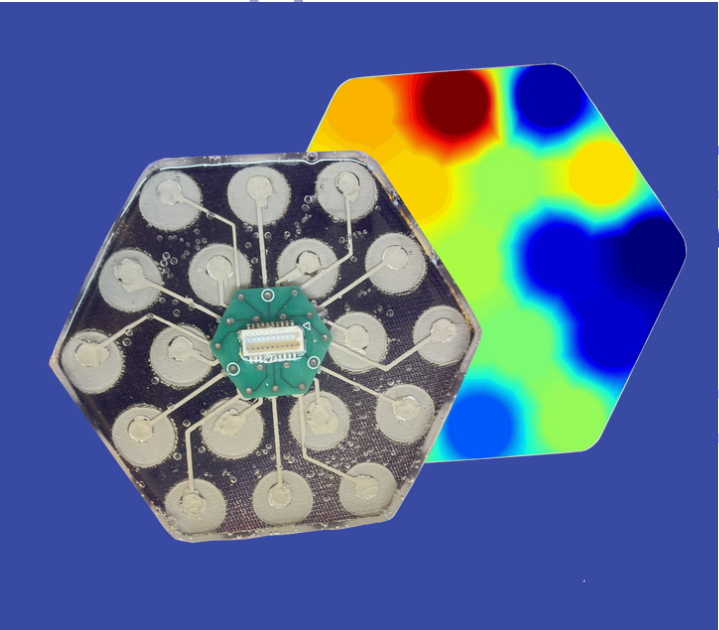
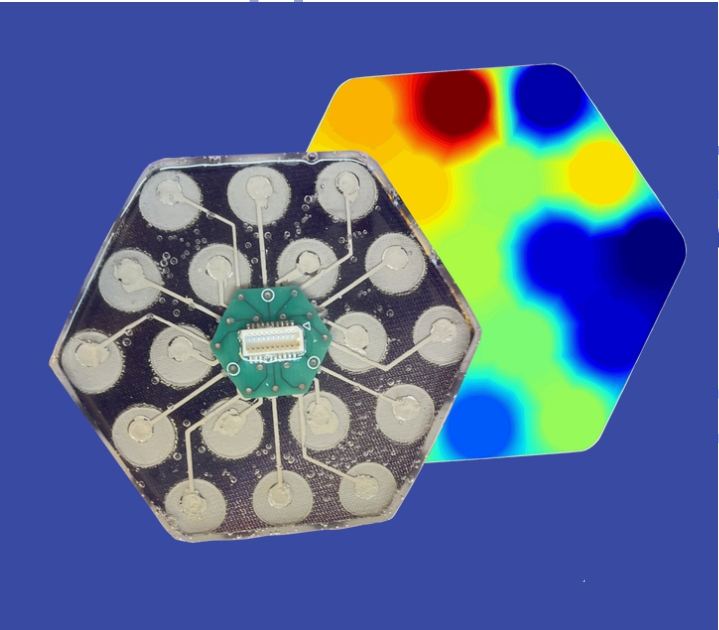
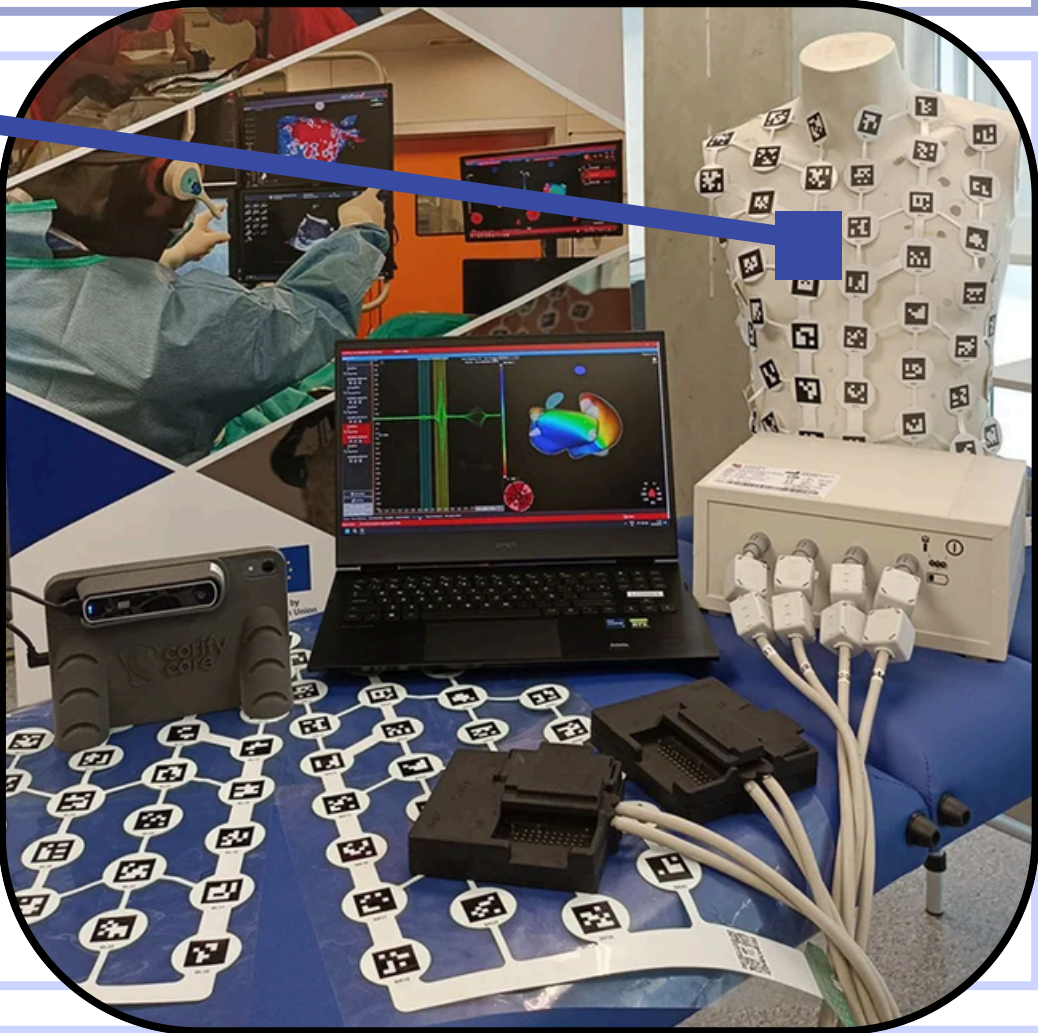



# Competitors

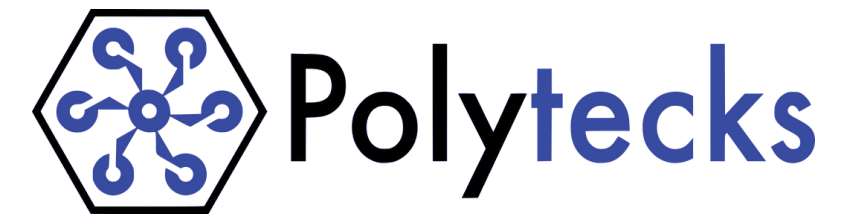
	Stethoscope	ECG	MRI	Echo	
		✓			
		✓			
			✓		
		✓			
Multi-modal <b>Medtronic</b>					 <b>corify care</b> Solving cardiac arrhythmias



# Competitors

	Stethoscope	ECG	Echo	
				
Multi-modal <b>Medtronic</b>				
				 corify care Solving cardiac arrhythmias

# Market landscape



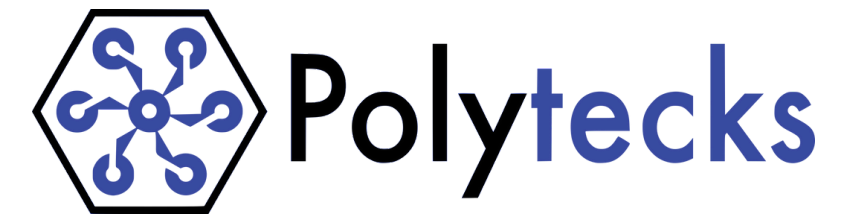
**£15.5B TAM**

Global cardiac imaging and  
diagnostic devices market for  
cardiovascular diseases



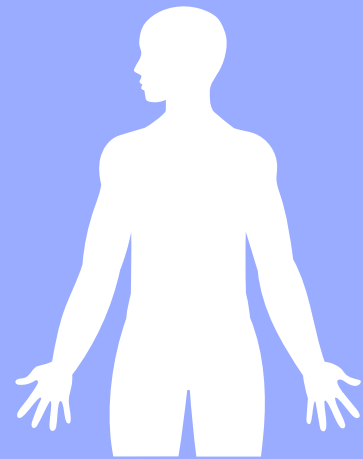


# Market landscape

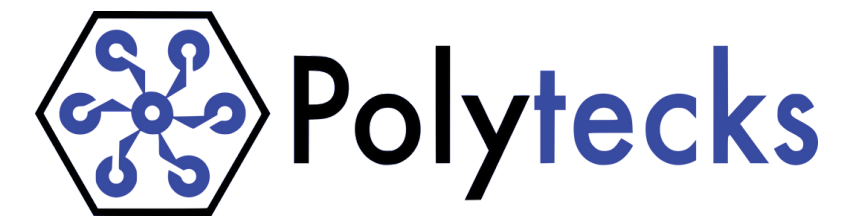


**£15.5B TAM**

Global cardiac imaging and  
diagnostic devices market for  
cardiovascular diseases



# Market landscape



**£15.5B TAM**

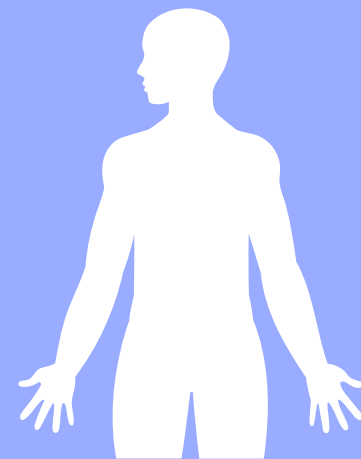
Global cardiac imaging and diagnostic devices market for cardiovascular diseases

**£14.5B SAM**

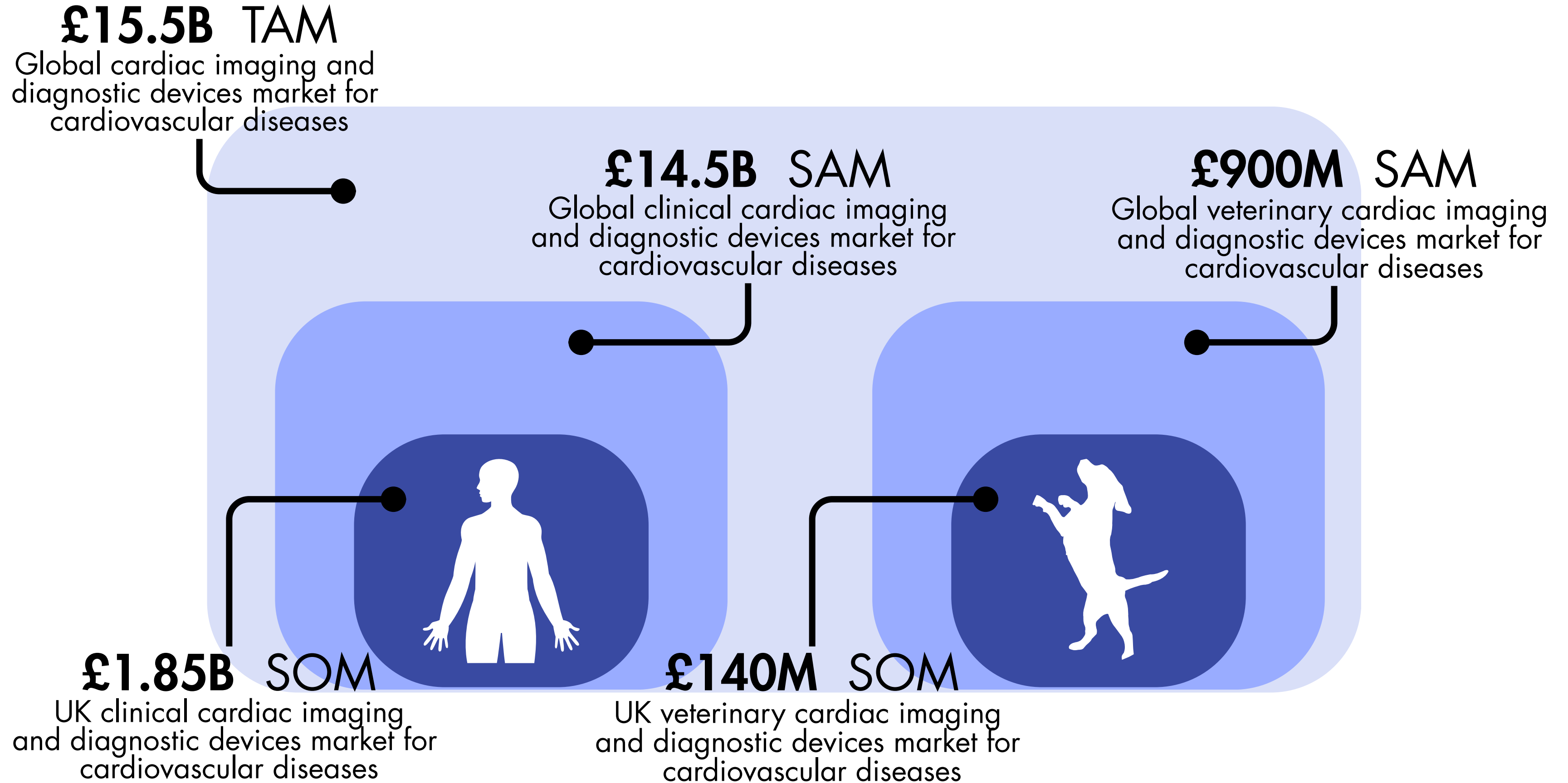
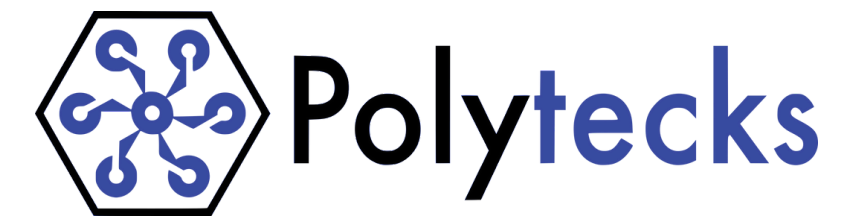
Global clinical cardiac imaging and diagnostic devices market for cardiovascular diseases

**£900M SAM**

Global veterinary cardiac imaging and diagnostic devices market for cardiovascular diseases

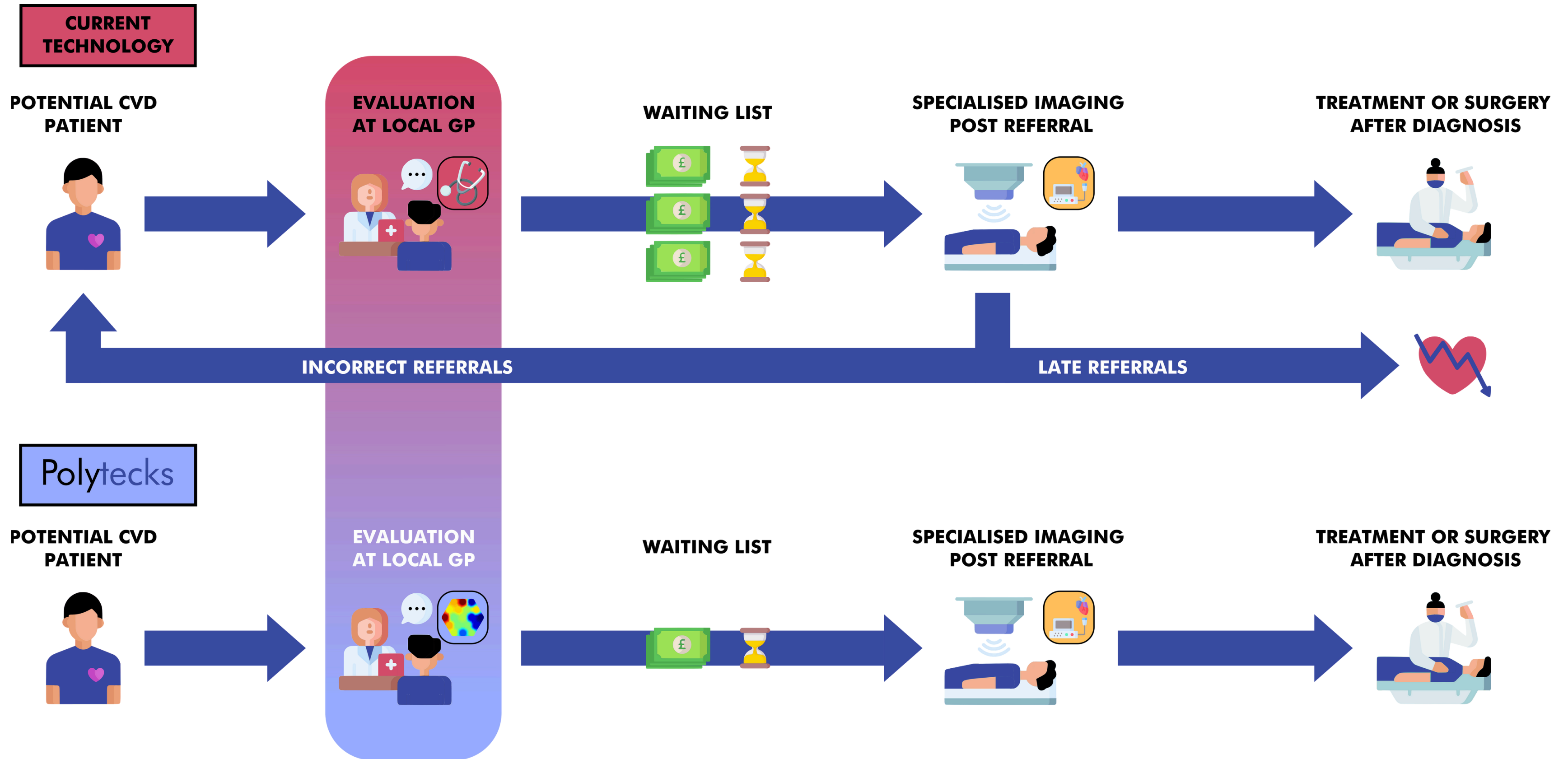
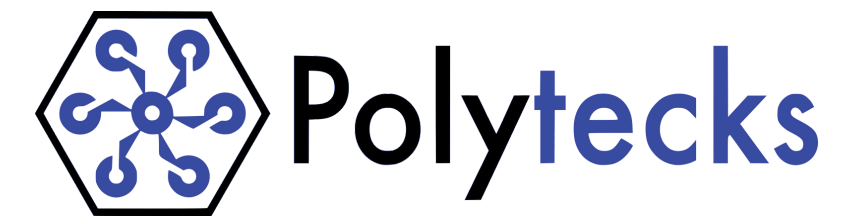


# Market landscape

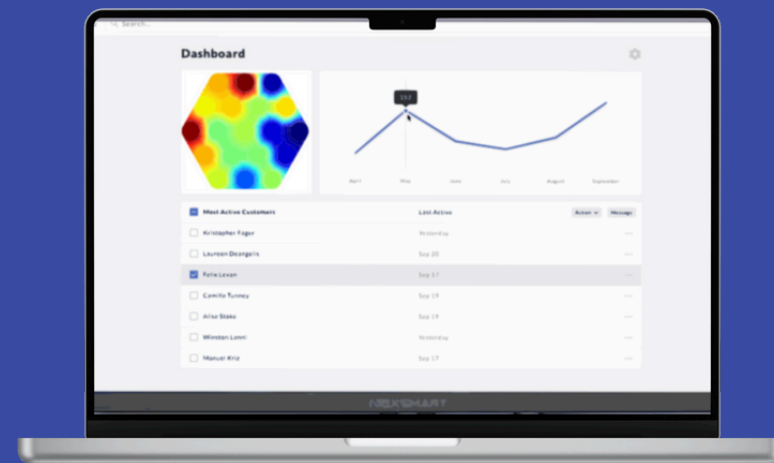
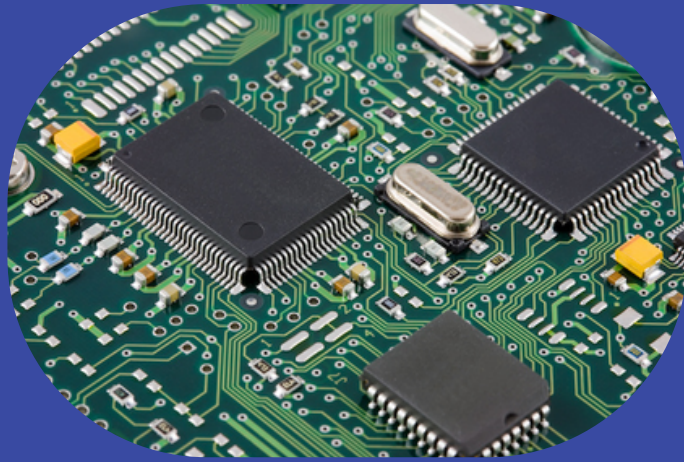
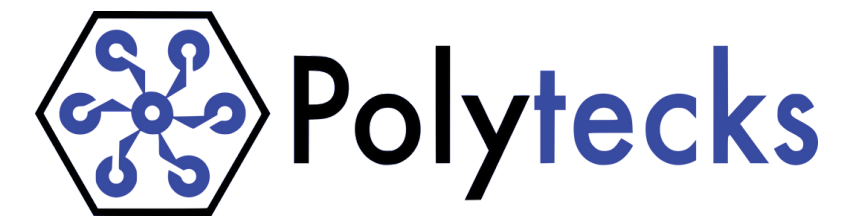




# Go-to-market strategy



# Business model



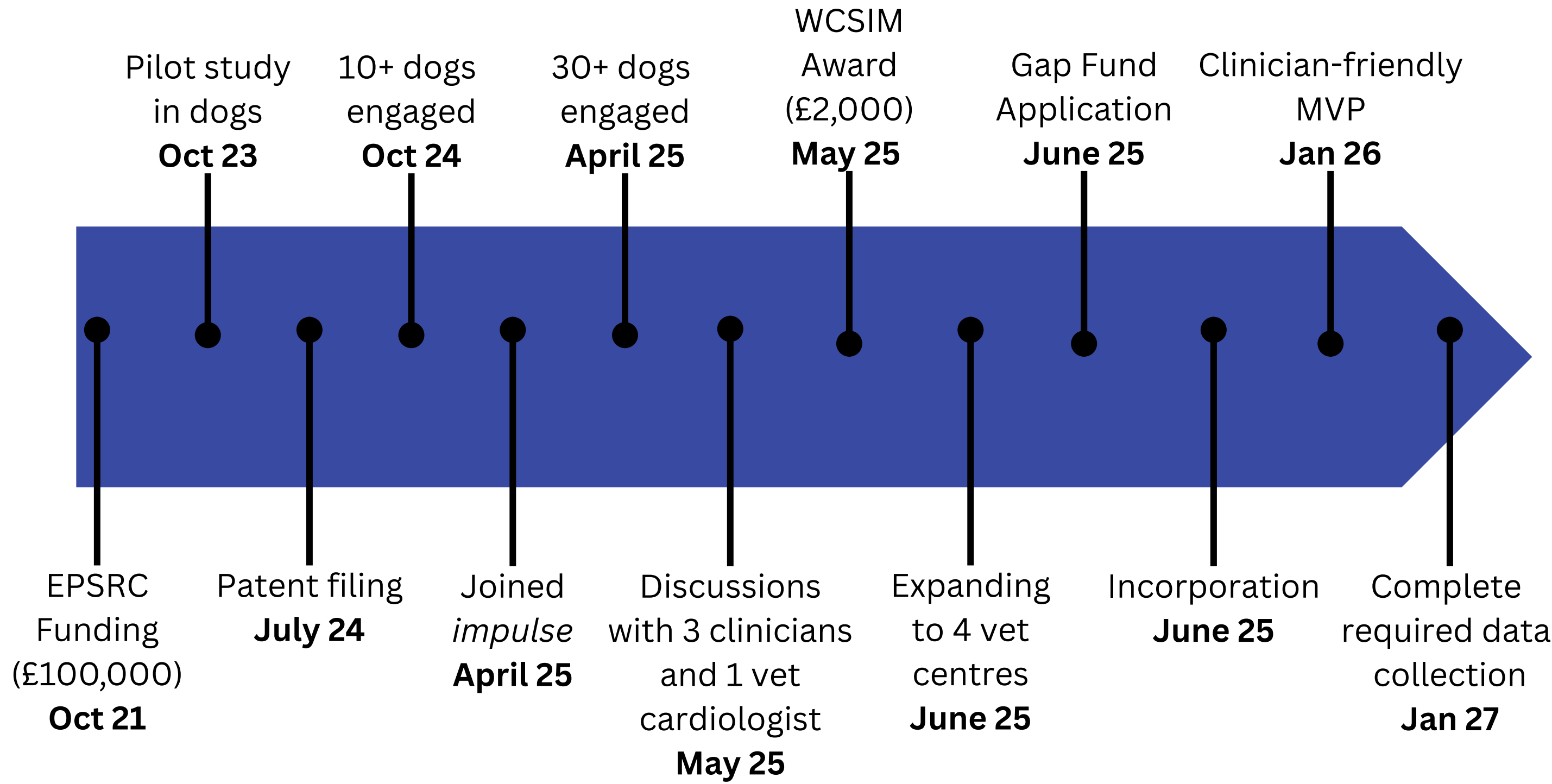
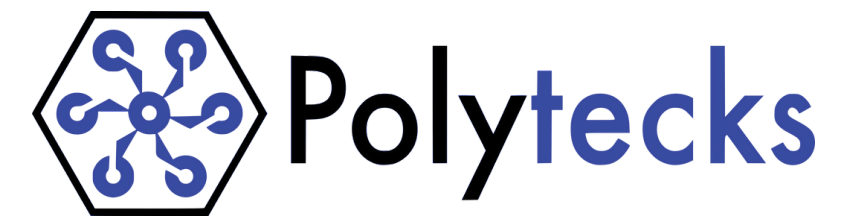
**ONE-OFF PAYMENT**  
**£2,000 – £5,000**  
(Cardioline Vet ECGs)

← **RAZOR - BLADE** →  
**MODEL**



**BUY PER USE**  
**£5 – £20**  
(Edan ECG)

# Traction



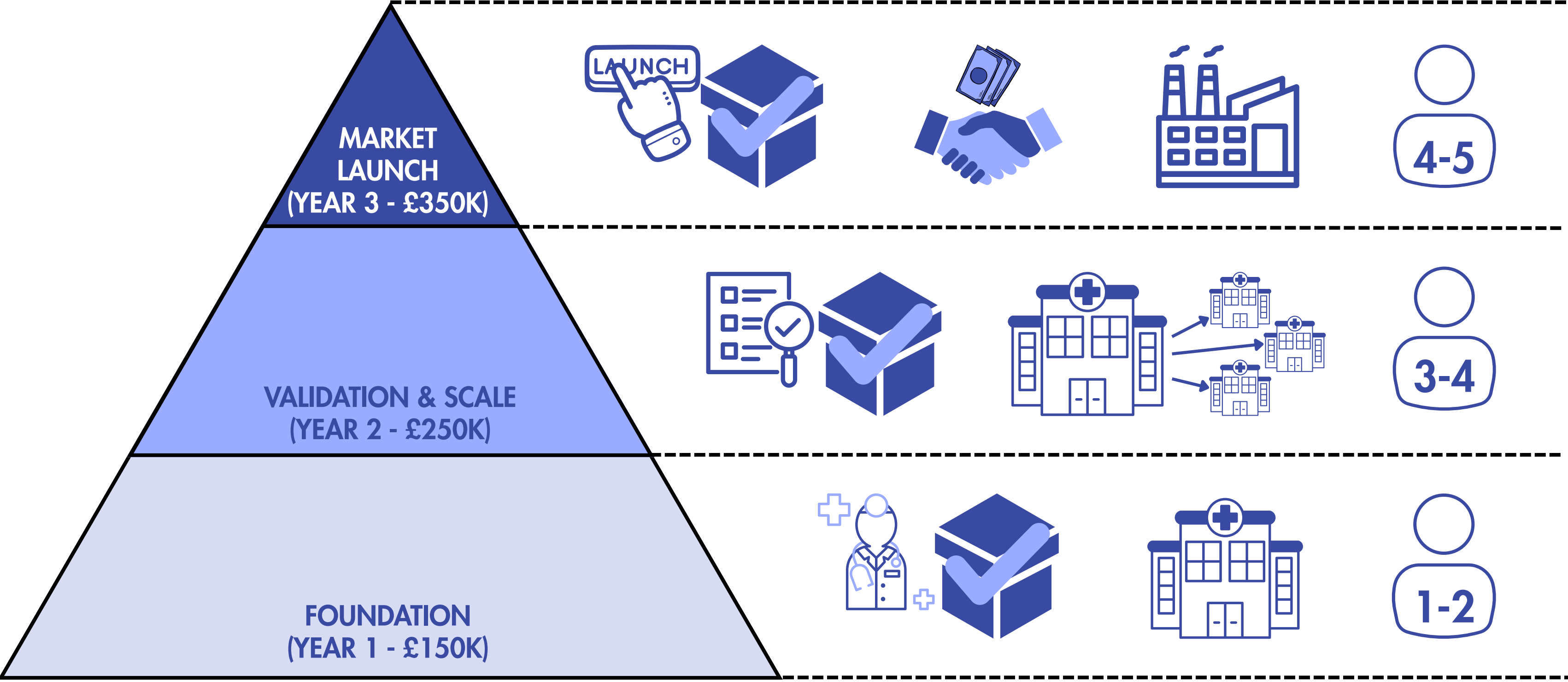
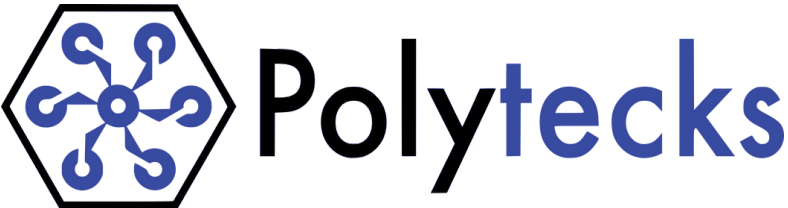
**Jan 28**

**VETERINARY  
PRODUCT  
ON THE  
MARKET**

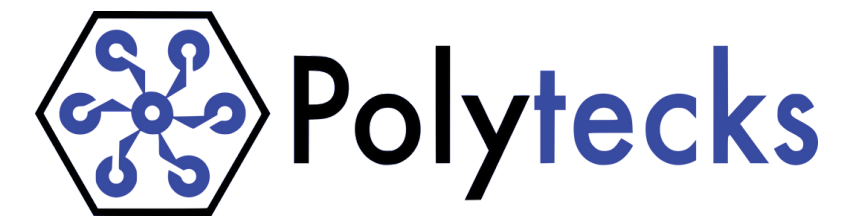
**Jan 28**



# Financial projection



# Team



## Executive



Ruben  
Ruiz - Mateos Serrano

---

CEO & Founder  
Full-time



Undine - Sophie  
Deumer

---

COO  
Part-time



Prof. George  
Malliaras

---

Academic  
advisor



Dr. Jose  
Novo Matos

---

Veterinary  
cardiologist



Dr. Ben  
Woodington

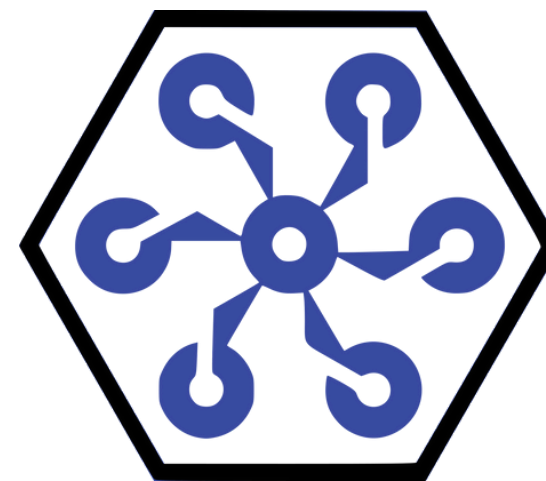
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Business  
advisor



# Contact Us

[contact@polytecks.com](mailto:contact@polytecks.com)



# Polytecks