

Life Sciences at  
the cutting edge of  
Bioelectronics

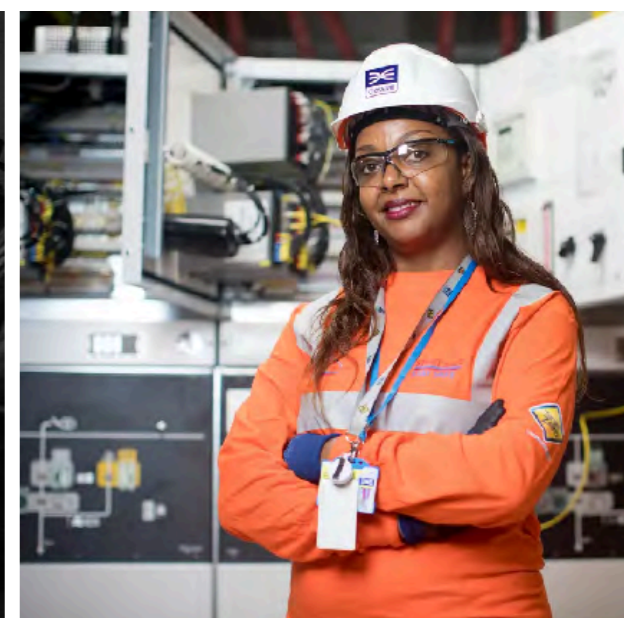
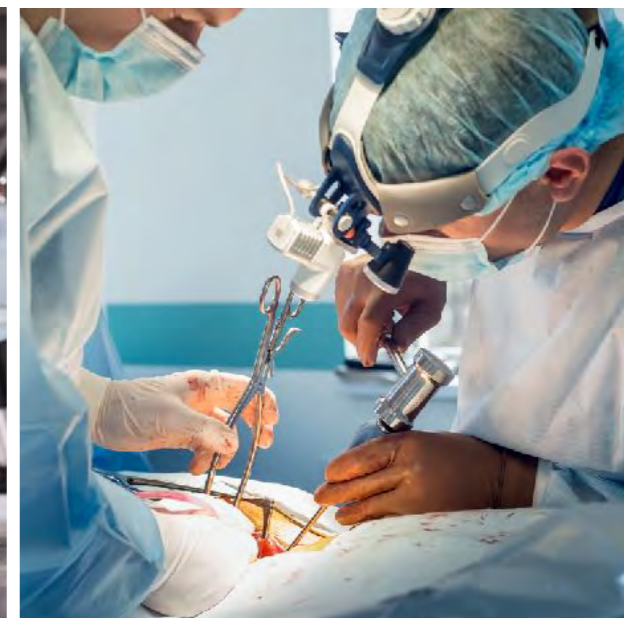
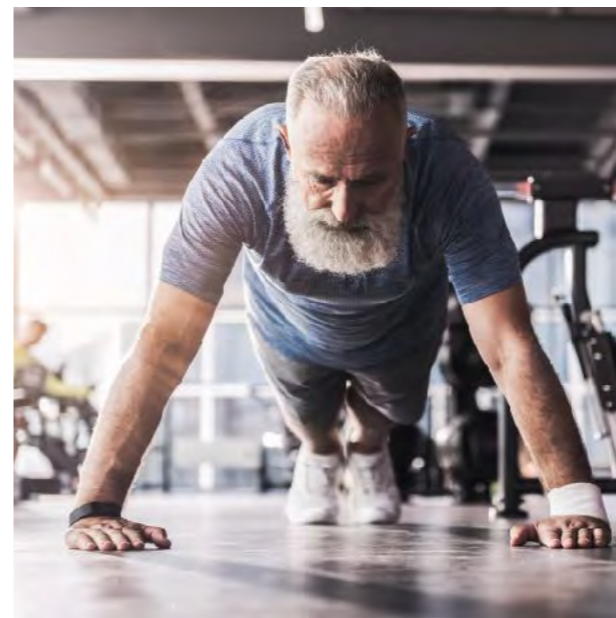
Raising £12m  
at Series A

EIS Advance Assurance  
as a Knowledge  
Intensive Company

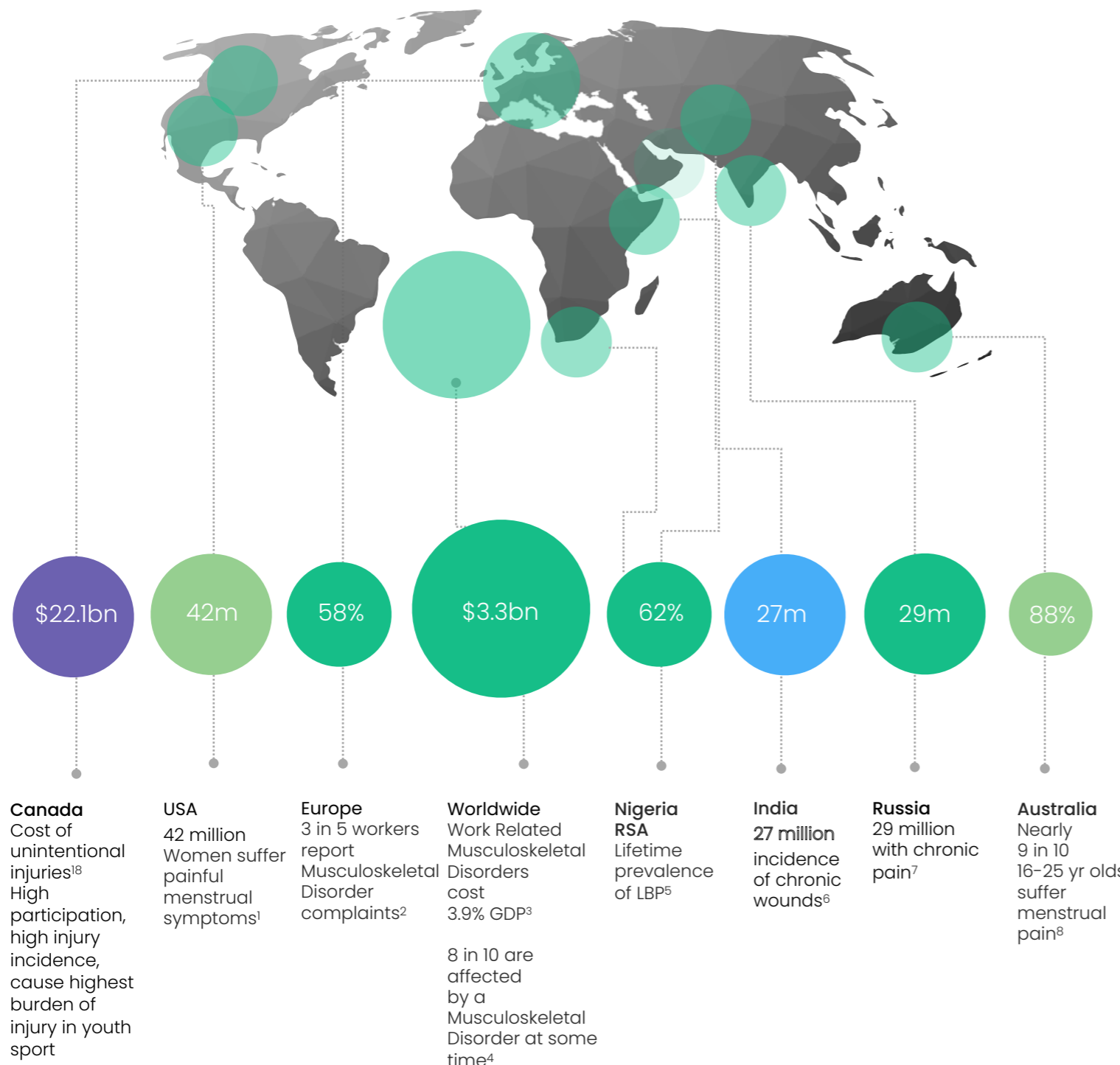
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# A world of pain, injury and impaired recovery. Increasing socio-economic burden.



**5** people are dying a day because of opioids

The Guardian view on opioids in the UK: poverty and pain

These painkillers don't work against chronic pain. The UK must find alternatives to help sufferers in deprived areas

**20%** of the world adult population are affected by chronic pain  
International Association for the Study of Pain

Calls for ibuprofen sale restrictions after study finds cardiac arrest risk<sup>9</sup>

**£3.2bn** Economic burden unhealed wounds impose on the NHS<sup>10</sup>

Over 400,000 people in the UK with Rheumatoid Arthritis<sup>11</sup>

1 in 4 young people have long-term low back pain<sup>11</sup>.

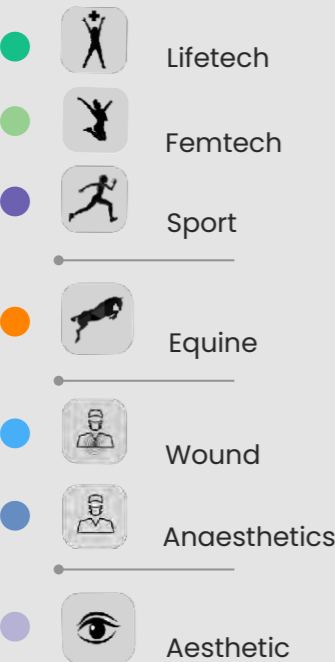
4,965 injuries and over \$2.7m in healthcare costs would be saved in one season with a neuromuscular training prevention programme<sup>18</sup>.

**Current solutions often treat symptoms, not root causes.**

High negative side effects  
Not cost effective  
Sometimes invasive  
Gaps in effective treatment

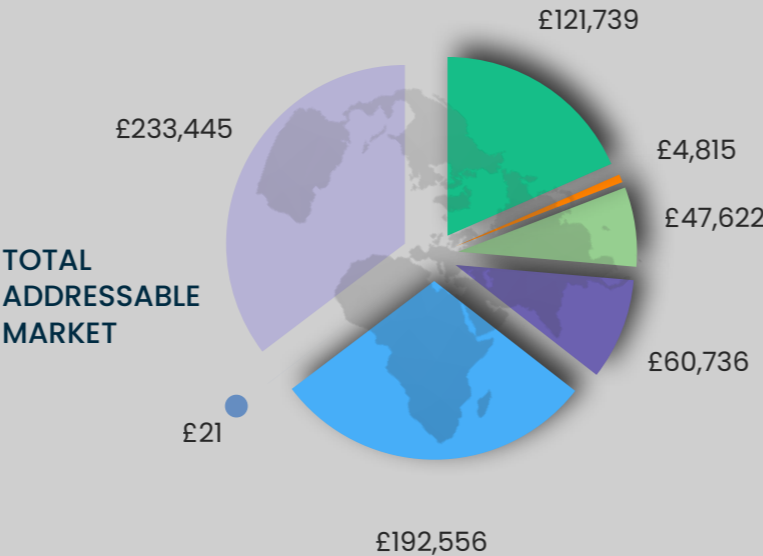
# Market Opportunity. Market Penetration.

We operate across seven verticals



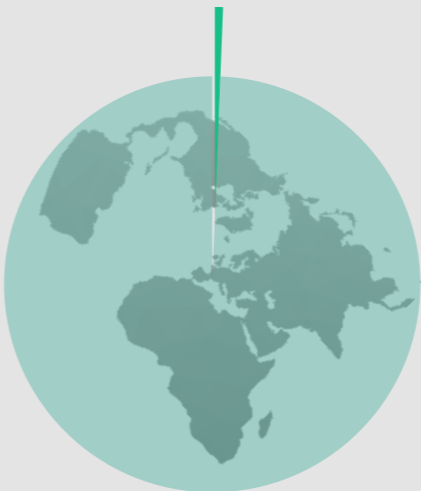
TAM, SAM, SOM  
Market volume  
expressed  
as Units Sales (£m)

\* FY24



This aligns to just one of them...

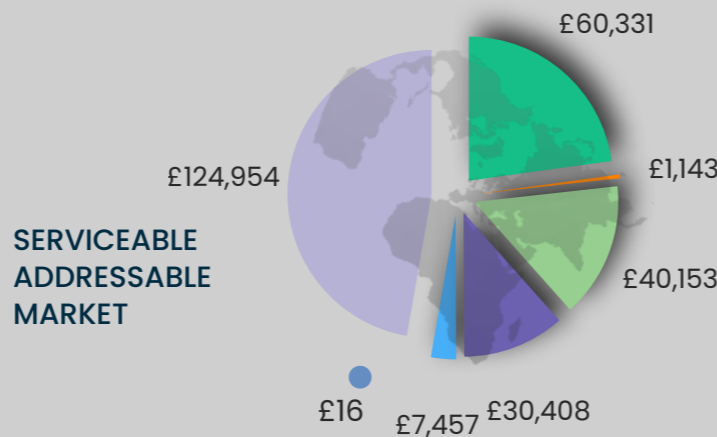
Penetration  
0.63%



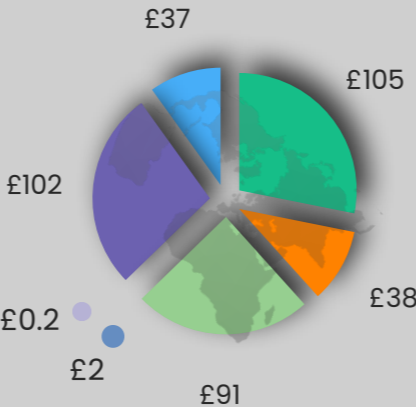
SOM  
99.37%

Lifetech  
so far,  
as % of SOM

Penetration achieved  
with MVP and minimal  
marketing spend



**SERVICEABLE OBTAINABLE MARKET**



The Global wound care market is predicted to reach \$24.8bn by 2024 from \$19.8bn in 2019, growing at a CAGR of 4.6% from 2019 to 2024

Woundcare Market Global forecast to 2024.  
marketsandmarkets.com

“The anti-inflammatory therapeutics market was expected to reach \$106bn by 2020”

Anti-inflammatory Therapeutics Market  
Growth, Future Prospects and Competitive Analysis,  
2018–2026 Credence Research

Billions of dollars are being invested in bioelectronics, in a market predicted to be worth \$29bn by 2026

Bioelectric Medicine Market Size, Share & Trends  
Analysis Report 2019–2026 Grand View Research.

# Why we do it. “My frustration at the lack of safe, effective clinical and therapeutic treatments for pain, recovery and healing started the quest that became NuroKor”

Rick Rowan. CEO.



Motorsport and suffering life-long back and knee injuries.

Rick knows first hand about the life changing potential of bioelectronics.

## Our Mission

To become one of the world's most innovative, best performing and trusted market leaders in non-invasive bioelectronics and life sciences.



## Our Vision

Elevate bioelectronics to become a globally accepted mainstream pillar of medicine.

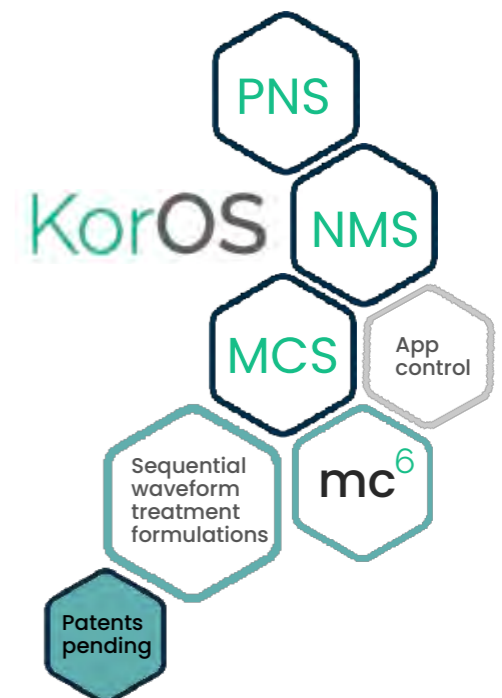
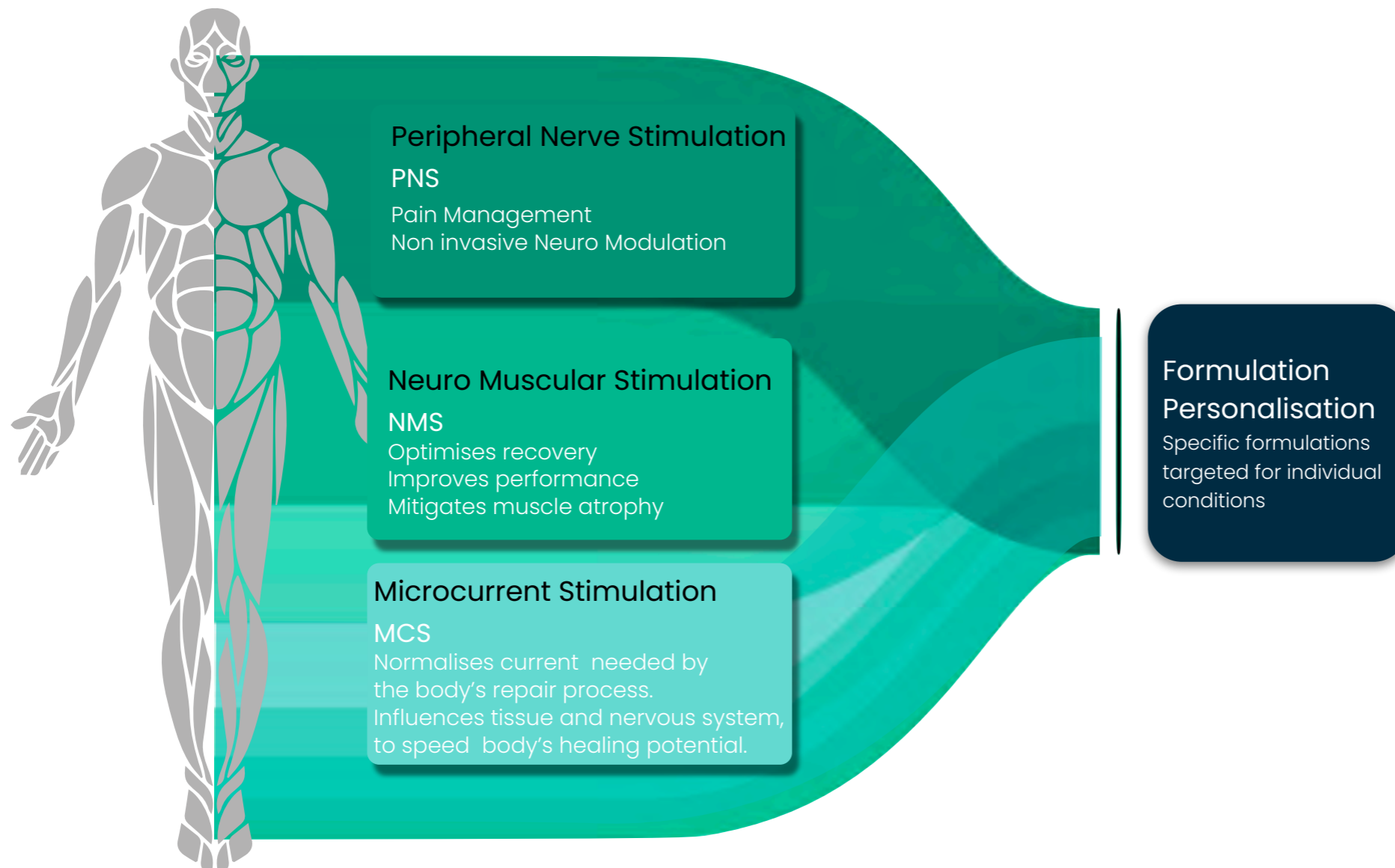


## Our Goal

Bring about social change, developing bioelectrical medicine and life science technologies that help people to live better lives and improve global health.



# Three proven technologies. Individually powerful. Incredible combined. NuroKor world-firsts...



# Our Research. 7 medical areas plus data-leveraging technologies.

patent pending

FOCUS

**Lifetech**  
Chronic & acute pain management  
MusculoSkeletal  
Arthritis  
Back Pain  
Mobility & Active life

**Femtech**  
Feminine health  
Menstrual pain  
Pelvic floor incontinence

**Human Performance**  
Recovery  
Repair  
Strength gains  
Speed gains  
Performance gains  
Proprioception


**Equine**  
Pain management  
Recovery  
Repair  
Maintenance

**Woundtech**  
Healing stimulation  
Pain management


**Anaesthetics**  
Train of Four Monitoring  
Neuromuscular transmission assessment

**Aesthetics**  
Post procedure recovery  
Accelerated healing  
Cellular level regeneration  
Non surgical aesthetics


BUILDING THE KNOWLEDGE BASE



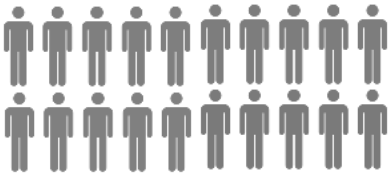
Evidence base  
Meta-analyses  
Systematic reviews  
RCT



Medical research




User profiles




Independent clinical trials


MACHINE LEARNING & AI




Machine learning  
Understand intent, provide dynamic experiences - blend real-time user activity data with user profile, product and knowledge for optimal formulation & treatments




Patents pending



Hyper-Personalisation  
Optimise personalisation model customised to NuroKor data



Patents pending



Artificial Intelligence  
AI Training, training datasets  
Data quantification of human made product  
Data quantification of human body & behaviours

RESEARCH PARTNERS



Hwb Gwyddorau Bywyd  
Life Sciences Hub



UNIVERSITY OF PORTSMOUTH



NOTTINGHAM TRENT UNIVERSITY



UNIVERSITY OF CAPE TOWN



University of Northampton



Coventry University



Forster Chase  
CORPORATE FINANCE

Current

Scoping

5

**We move fast.** 4 first generation, medically regulated products created. Three already in the market\*.

mibody

mitouch

milevia

EQUIPOD

5 Treatment modes  
2 Technologies



PNS  
NMS



\*Product in market

\*MVP



16 Treatment modes  
3 Technologies  
World first Quadwave sequential microcurrent

PNS  
MCS  
NMS

16 Treatment modes  
3 Technologies  
World first Quadwave sequential microcurrent

PNS  
MCS  
NMS

\*Product in market

8 Treatment modes  
3 Technologies  
World first Quadwave sequential microcurrent

PNS  
MCS  
NMS



Product in certification



World first advanced multi-frequency sequential microcurrent  
3 treatment modes  
App control  
Wireless

MCS

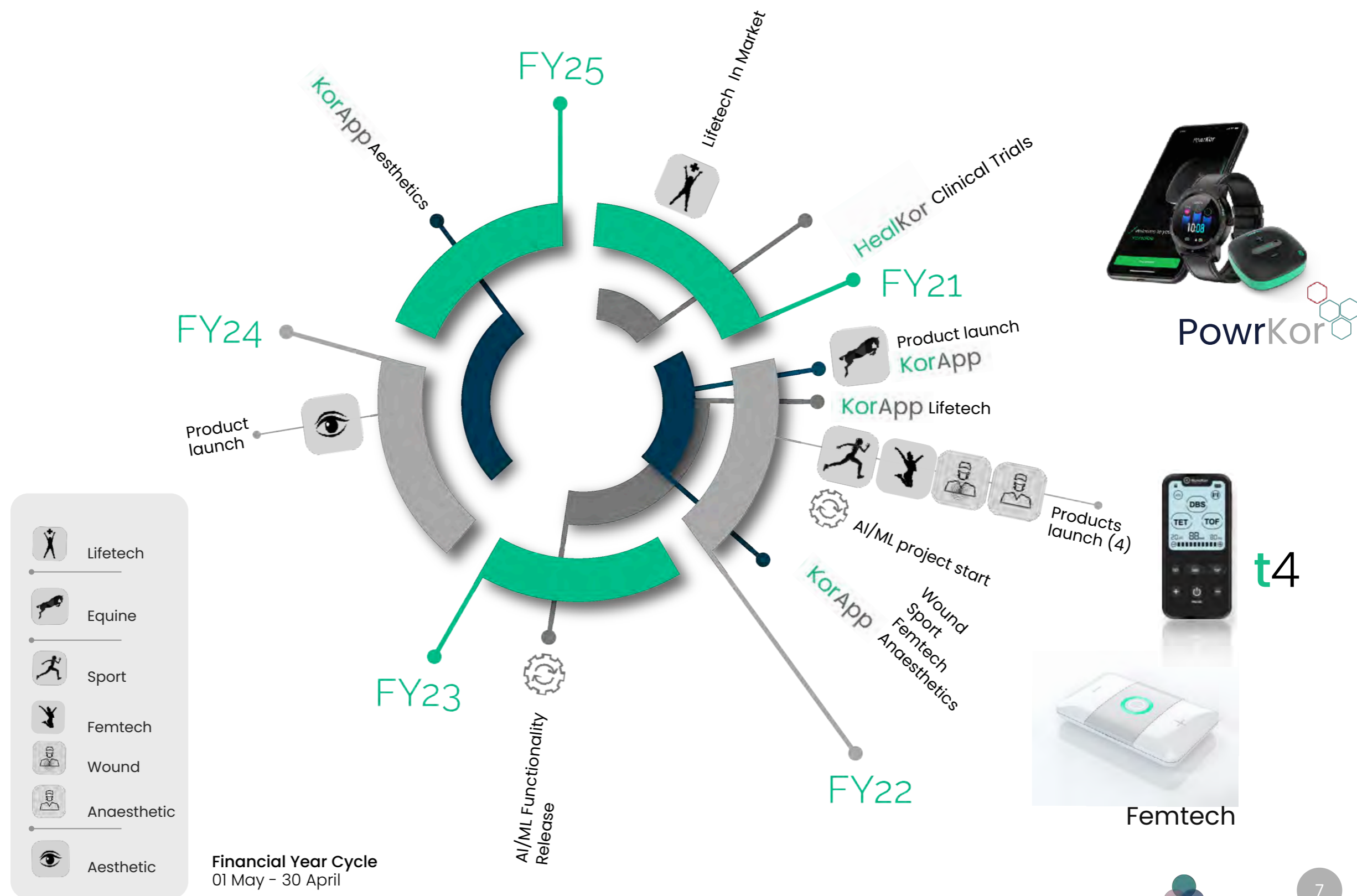
\*Product in market



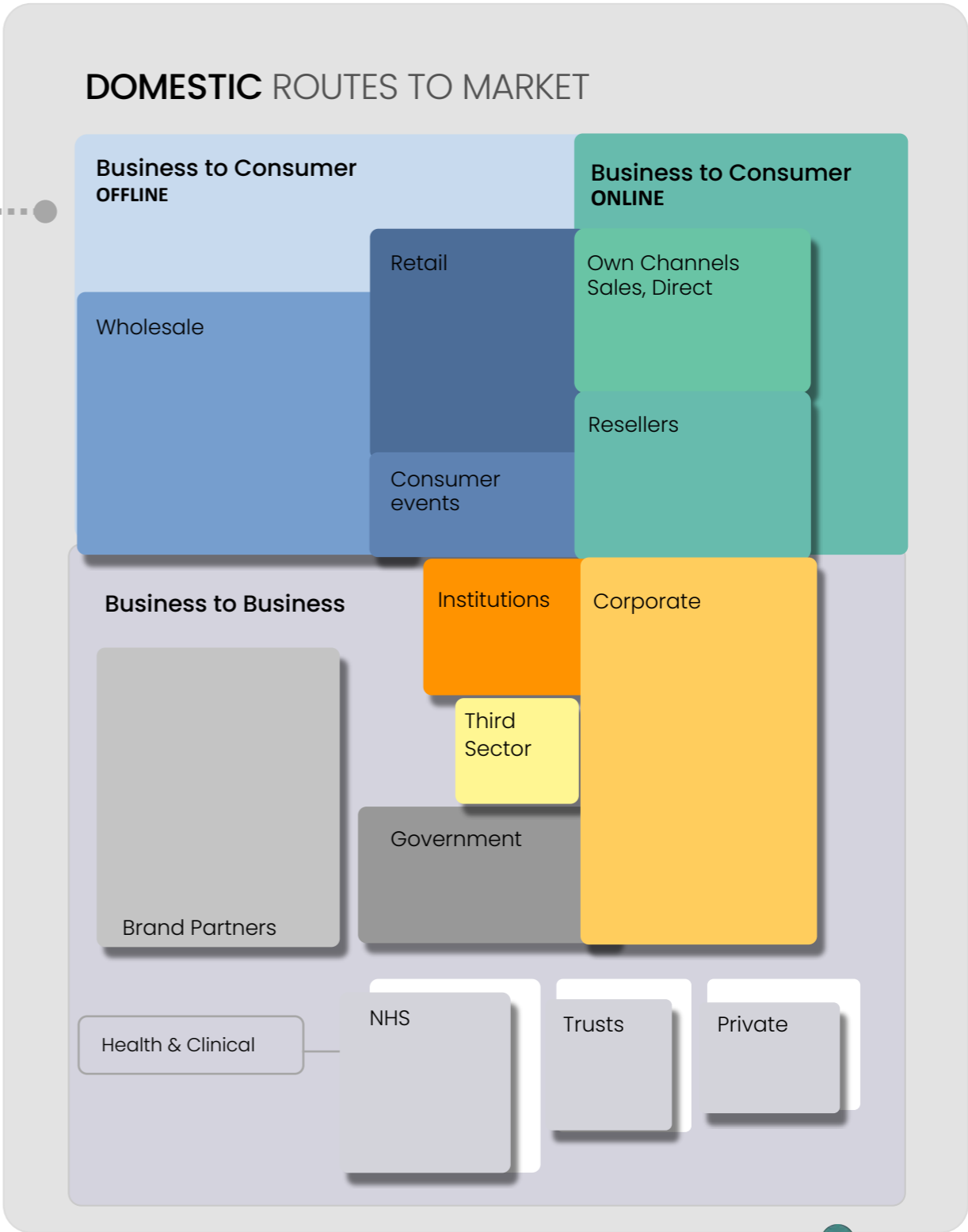
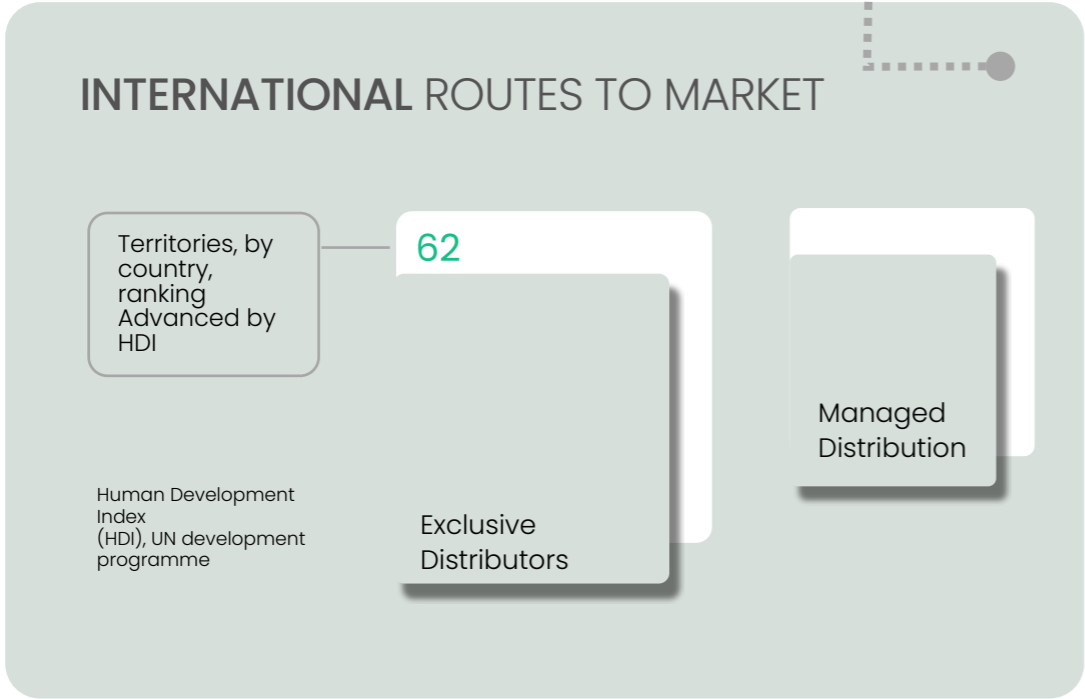
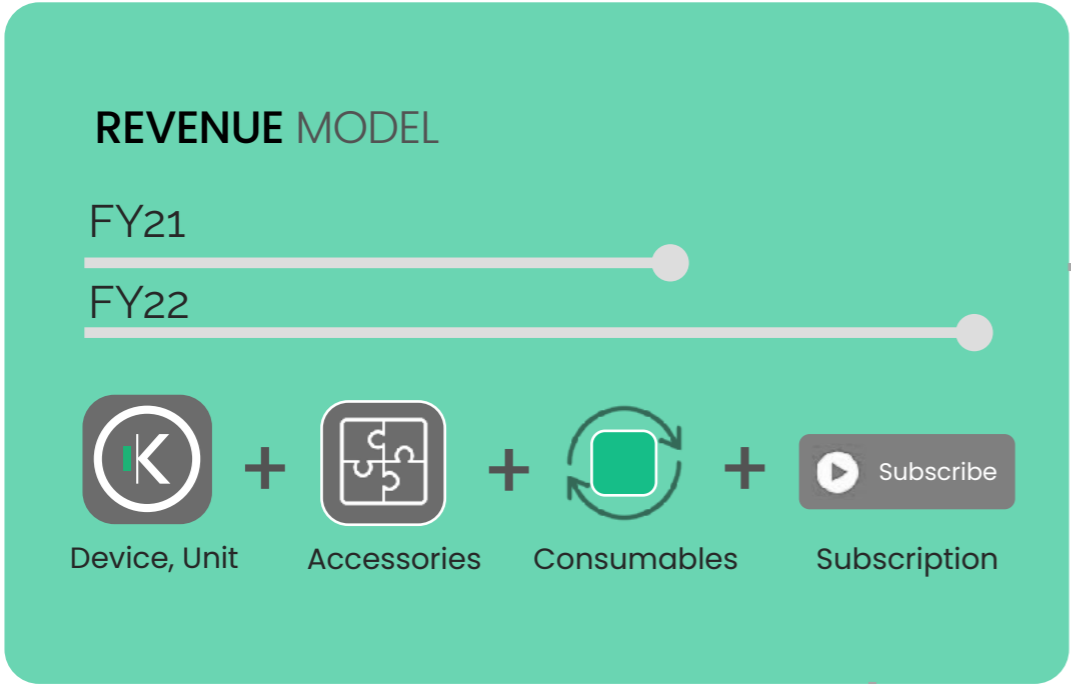
Life Vertical

Equine Vertical

# Bringing more of our research to the market.

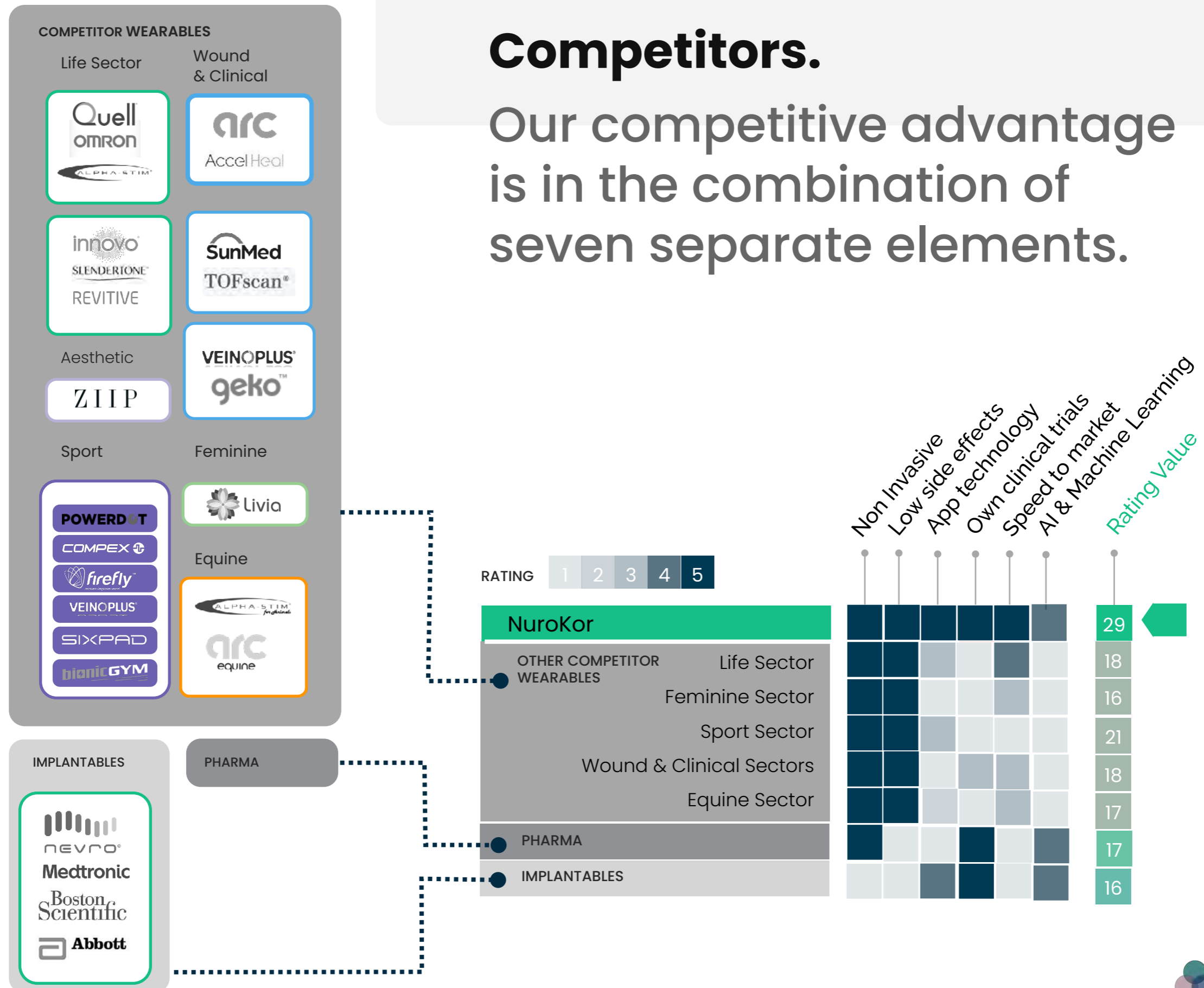


# Revenue Model. Routes to Market.



# Competitors.

Our competitive advantage is in the combination of seven separate elements.



# Our achievements to date.

“What an amazing bit of health technology. It's changed my life. I've suffered back pain and arthritic hips for over 30 years. The MiTouch and Microcurrent have all but fixed me.”

Created happy customers

**18** Built an incredible team of nineteen

**50** High-profile ambassadors recruited globally. Product promotion at zero cash cost

People

Market

**60** Investors attracted

**6** Selling in six countries

**£400k** On track cumulative total revenue by end FY21

**£1.82m** Invested

**MUHDO**  
YOUR HEALTH MATTERS

**nuzest**  
nutrition for life

Formed world class brand partnerships

**3** Products in the market in under 3 years

**1** Product nearing completion

**3** Products in the market with world-first sequential treatment modes

**8** Research and clinical trial projects on the move

**2** Apps completed

**1** App in development

Research & Product

Profile

- Features: online, business, consumer publications.
- Podcasting, blogs, key appearances.
- Industry influencer; engaging the wellness debate.
- Growing social media base.
- Broadcast & channel content provider.
- 2020 Sports Technology Awards Startups. Category stage winner, elite performance

SPORTS TECHNOLOGY  
**AWARDS STARTUPS**

**sky news**

**Forbes**

**The Telegraph**

**AW**  
ATHLETICS WEEKLY

**Cycling**  
WEEKLY

**STARTUPS**  
MAGAZINE

Won extensive media coverage.

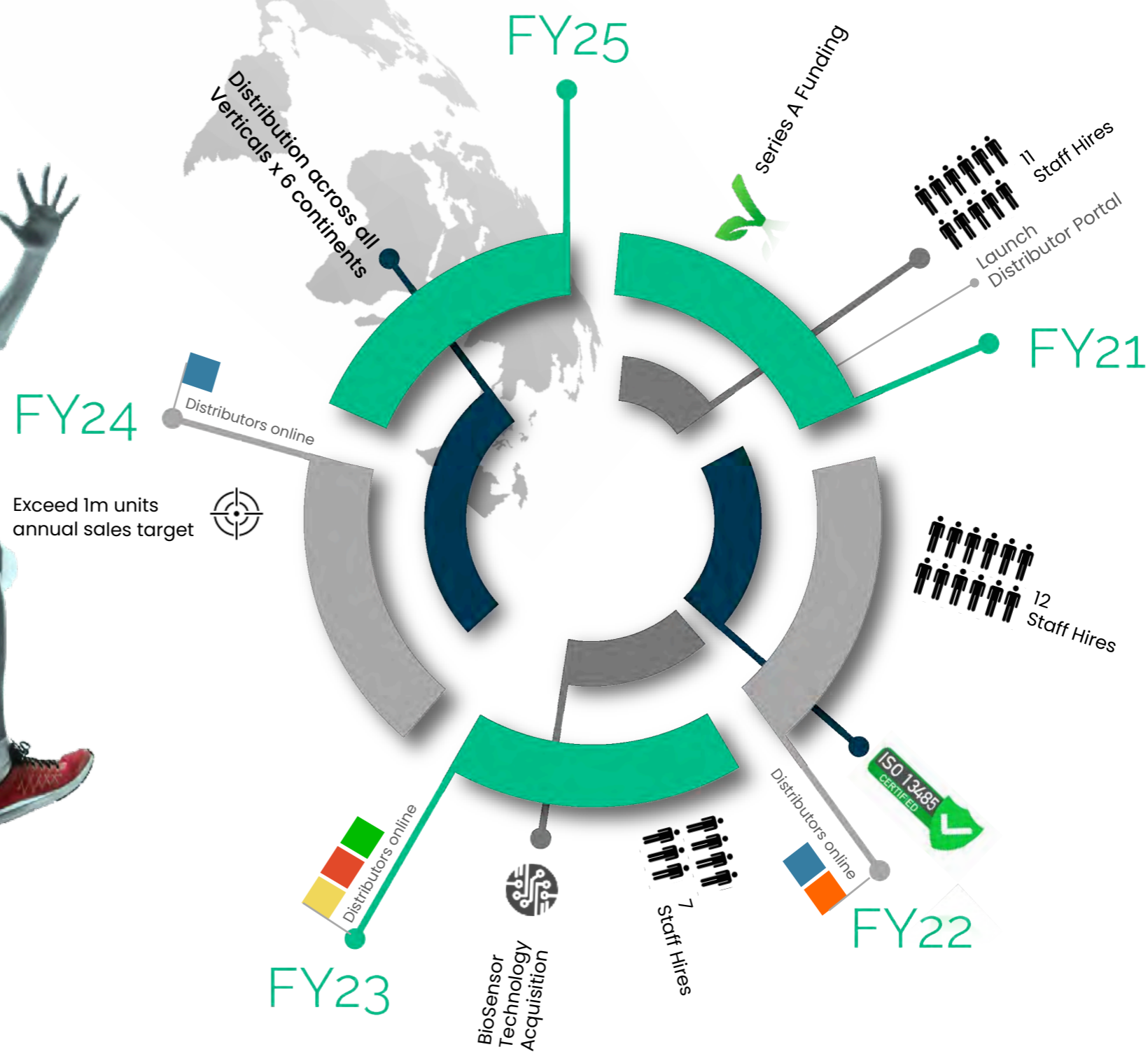
**Forster Chase**  
CORPORATE FINANCE

# We're building lean, but fast.



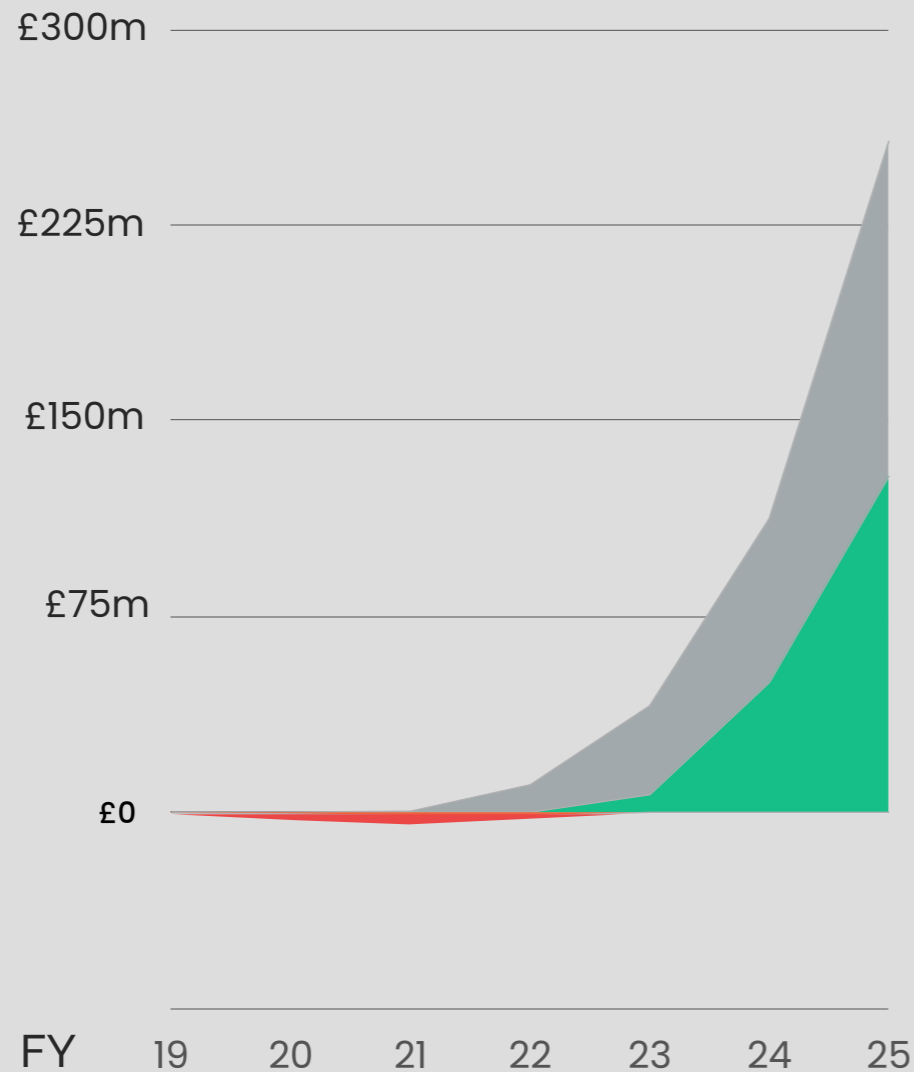
**NEW DISTRIBUTORS**

- MESA
- Malaysia
- UAE
- South America
- BENELUX
- APAC



# Financials. Year end 30 April.

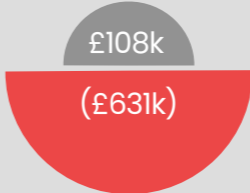
Group Turnover  
EBITDA



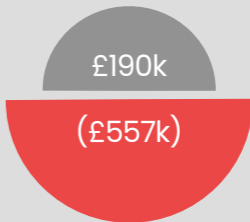
FY19



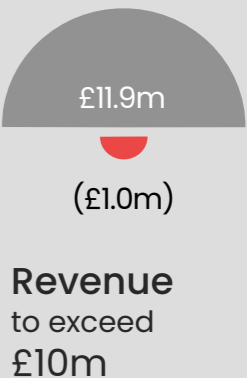
FY20



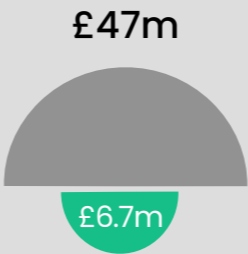
FY21



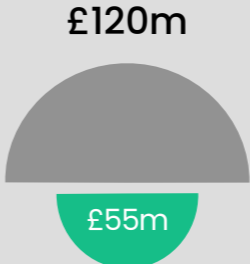
FY22



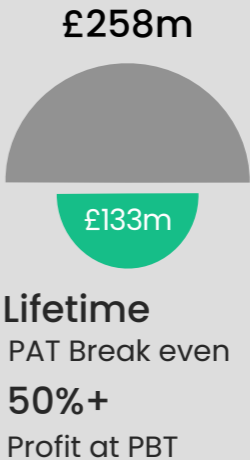
FY23



FY24



FY25

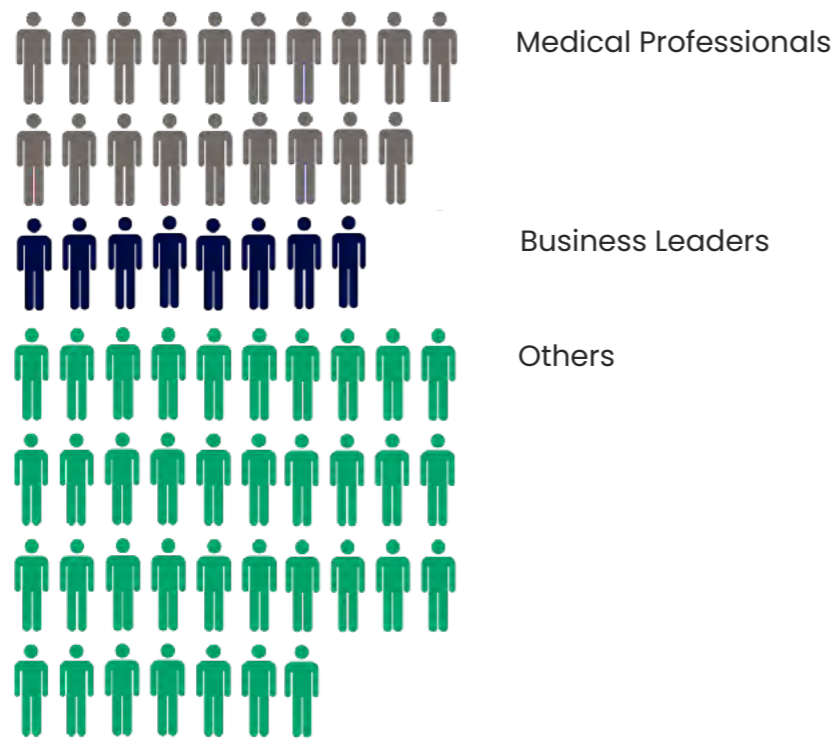


# Funding the future.

So far  
**£1.82**  
Raised

inc initial  
founder investment

60 Investors (total)



Advance Assured as a  
Knowledge Intensive Company

## Series A Raise (Part 1) **£12m**

Use of funds



**Targeting exit event in FY25**  
via trade sale or possible IPO

\* Commercial growth UK focused.  
Distributors will be financing international growth

# Team.



**Chloe Stockwell-Clark**  
Head of Development

Technical direction of business strategies using clinical knowledge & experience from career in medical device industry



**Kevin Wright**  
Head of Brand

Global lead & strategist. Multiple award winner, creative agency owner & experienced SME CEO bioscience products



**Rick Rowan**  
Founder, CEO

Successful international entrepreneur for over 20 years

Clinician, scientist, world-renowned expert in wound healing, skin scarring and tissue repair



**Prof Ardeshir Bayat**  
Chief Clinical & Scientific Advisor



**Dr Ashish Shetty**  
Chief Medical Officer  
Pain & Neuromodulation

Over 10 years experience in pain medicine. One of the world's few medical experts specialising in the field of Neuromodulation



**Dr Irem Tezer Ates**  
Medical Science Director

Over 15 years international experience in research and clinical treatments



**Simon Hughes**  
CTO

20+ years experience in technology helping start ups through to FTSE100 listed companies

## EXECUTIVE

## TECHNICAL



**Jonathan Penny**  
CCO Medical and Clinical Markets

16 years senior medical sales UK, EMEA Australia Proven sales leader in orthopaedics, cardiac, vascular, anaesthetics. International market specialist; markets penetration, distributor networks.



**Dr Marcus Gould**  
Director of Regulatory Affairs & Quality Assurance

Chartered biologist and chartered scientist, projects lead encompassing all aspects of CE mark, FDA, and ISO 13485 activities



**Raj Tugnet**  
Director  
Commercial Strategy

Leads commercial strategy in healthcare, veterinary, consumer and occupational health channels



**William Ripley**  
CCO Consumer

**+28**  
by end FY23  
Sales, IT & Customer Care

20+ years heading business growth, bringing innovative technology to market. Defines, delivers commercial strategy, leads growth across multiple channels and verticals

## COMMERCIAL

## CLINICAL

## BOARD

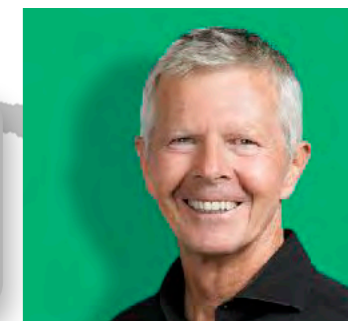


**Derek Martin**  
CFO

Chartered Accountant Wealth of experience across listed and unlisted businesses including drug & medical devices

**8**  
Medical, finance, HR, design, customer support, admin

CEO of global nutrition business NuZest. Veteran PE investor



**Trevor Bolland**  
Non Exec Advisor

**+**  
Global Health Executive

**+**  
Investor Director

## CONTACT US



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