

Rubitection

www.rubitection.com

Contact

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Stage and Financials

Stage: Seed
Raising: \$2.0 million
ARR: Pre-market

Team

Sanna Gaspard, PhD
Founder & CEO

Yannick Heintz, PhD
Data Scientist Manager

ADVISORS

JOYCE BLACK
Clinical advisor

PETER DECOMO
Business advisor

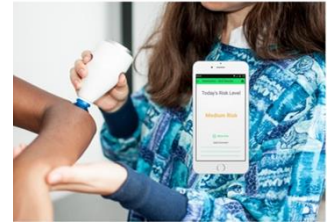
MARGRET HALSTEAD
Sales advisor

BOB MARSHALL
FDA advisor

JOSH GHAIMS
Product development advisor

WHAT WE DO

We provide low-cost measurement probe and software to enable caregivers to evaluate the health of the skin to provide AI data driven care analytics and management support for the early detection of wounds (e.g. bedsores, diabetic foot ulcers, surgical wounds, etc), and chronic dermatological conditions (e.g. hyperpigmentation, dermatitis, rosacea, sunburn, etc).



PROBLEM

Early sign of skin inflammation is skin redness. Skin redness and changes are identified using a visual/manual test.

Skin pigmentation changes associated with injury are subjectively monitored visually. This makes it difficult to assess reliably especially on dark skin.

Skin redness



Manual visual test



MARKET

US Market \$36 Billion

- Dermatology - \$19 billion
- Chronic wound care - \$4.5 billion
- Surgical infections - \$13 billion

Comparable broader global market

CUSTOMER TARGETS

- Consumers
- Hospitals (initial market)
- Skilled nursing centers
- Home care (remote monitoring)
- Surgery & trauma centers
- Private practice medica

COMPETITION

- **Manual and visual test** - prone to error
- **UV sensors** – not specific to skin response (La Roche-Posay)
- **Digital software programs** – reliant on camera resolution and lighting which can cause errors (Neutrogena 360)

Compared to competition, we provide skin specific measurements and complimentary analytics.

4 in 1 SOLUTION

- **Easy-to-use probe** for measuring skin health properties
- **Telemedicine online platform** for remote patient monitoring
- **Artificial intelligence technologies** for risk management and diagnosis
- **Care and product recommendations** based on risk level for personalized care

***Class I low risk FDA medical device**

BUSINESS MODEL

B2B and B2C

- **Razor Blade** – probe (\$120) and consumable cover (\$4/unit)

FINANCIAL FORECAST (REVENUE)

- **2022** \$.646 M, Funding \$3 M
- **2023** \$1.3 M, Funding \$5 M
- **2024** \$11 M, Funding \$5 M
- **2025** \$25 M
- **2026** \$56 M
- **2027** \$150 M +

ADVANTAGES

- Provides objective **risk estimation and assessment**
- Uses a **reliable optical** method to
- Provides **risk-based care plans** and care recommendations
- **Easy to use by anyone** with minimal training
- Supports **remote patient monitoring**
- **Low-cost** accessible system