Endospan is a medical device company based in Tel Aviv, Israel, aiming to transform the treatment of aneurysms, dissections, and other aortic lesions into minimally invasive procedures.

- Estimate market size for NEXUS
- Qualitative and quantitative cost/benefit analysis of FDA vs. CE marking
- Financial model to forecast revenues

**Methodology**

Population per country

- Access Rate in specific country
  - Target population
- Incidence Rate in region
  - Percentage of Type A AADs

(1 - People with Type AAD dying immediately)

- Target patient group
- Price for Nexus

= Size of Market

**Results**

**ESTIMATED MARKET SIZE**

- Total Market Size = $1.5bn
- Type A AAD Market = $0.90bn
- TAA Arch Market = $0.6bn

**Market Size by Region**

- Americas 28%
- Europe 30%
- Asia 45%
- ME & Africa 4%

**Market Size – Sensitivity Analysis**

**Regulatory approval and financial model**

**CE vs. FDA approval**

**Financial model**

- Table of assumptions (Blue # are changeable)
- Revenue, cost components, EBITDA, and margins
- Summary of assumptions
- Revenue trajectory