

Israel Lab 2017

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Endospan



Company overview

- 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

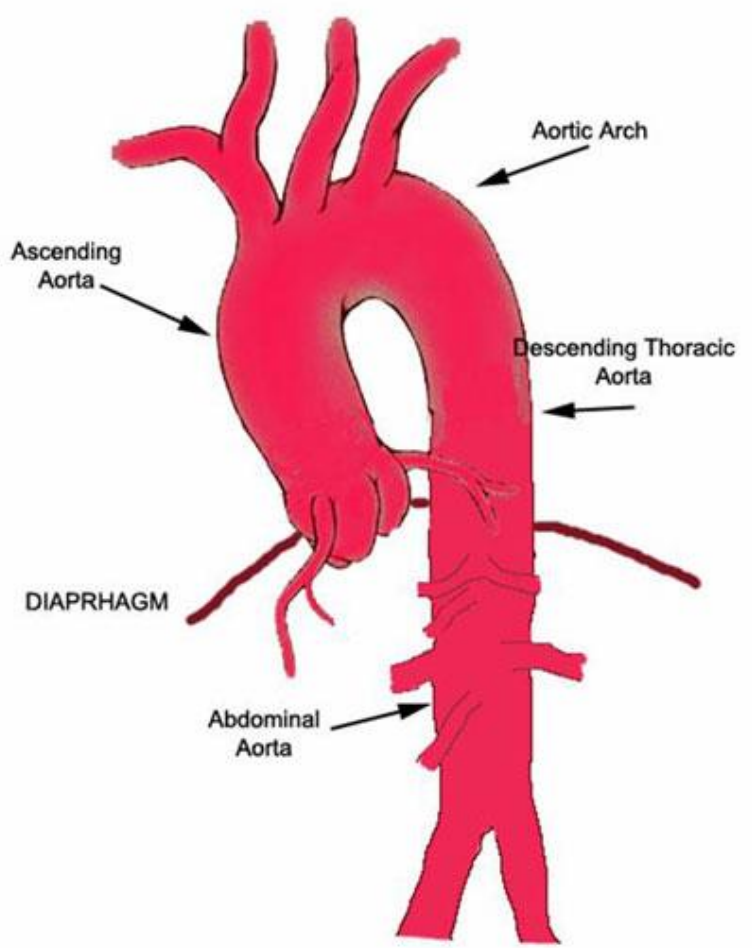


Project description

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

Market sizing

Methodology



Population per country
x Access Rate in specific country
= Target population

x Incidence Rate in region
x Percentage of Type A ADs
x (1 - People with Type A AD dying immediately)
= Target patient group

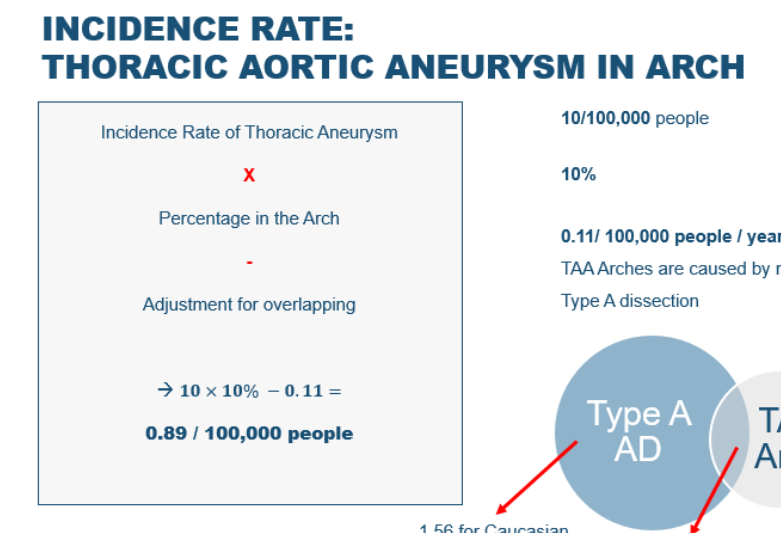
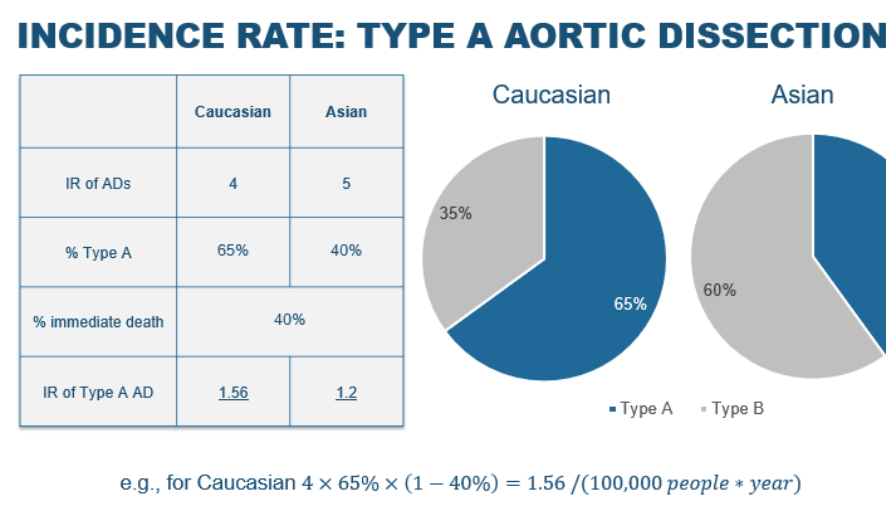
x Price for Nexus
= Size of Market

Access rate

Incidence rate

USA	Canada	Mexico	Brazil	Rest of Latin America	Germany	France	UK	Spain	Italy	Rest of Europe
84%	100%	40%	28%	28%	100%	100%	100%	100%	100%	58%

China	Japan	India	Australia	Middle East	Rest of Asia	South Africa	Rest of Africa
40%	100%	6%	100%	24%	14%	16%	2%

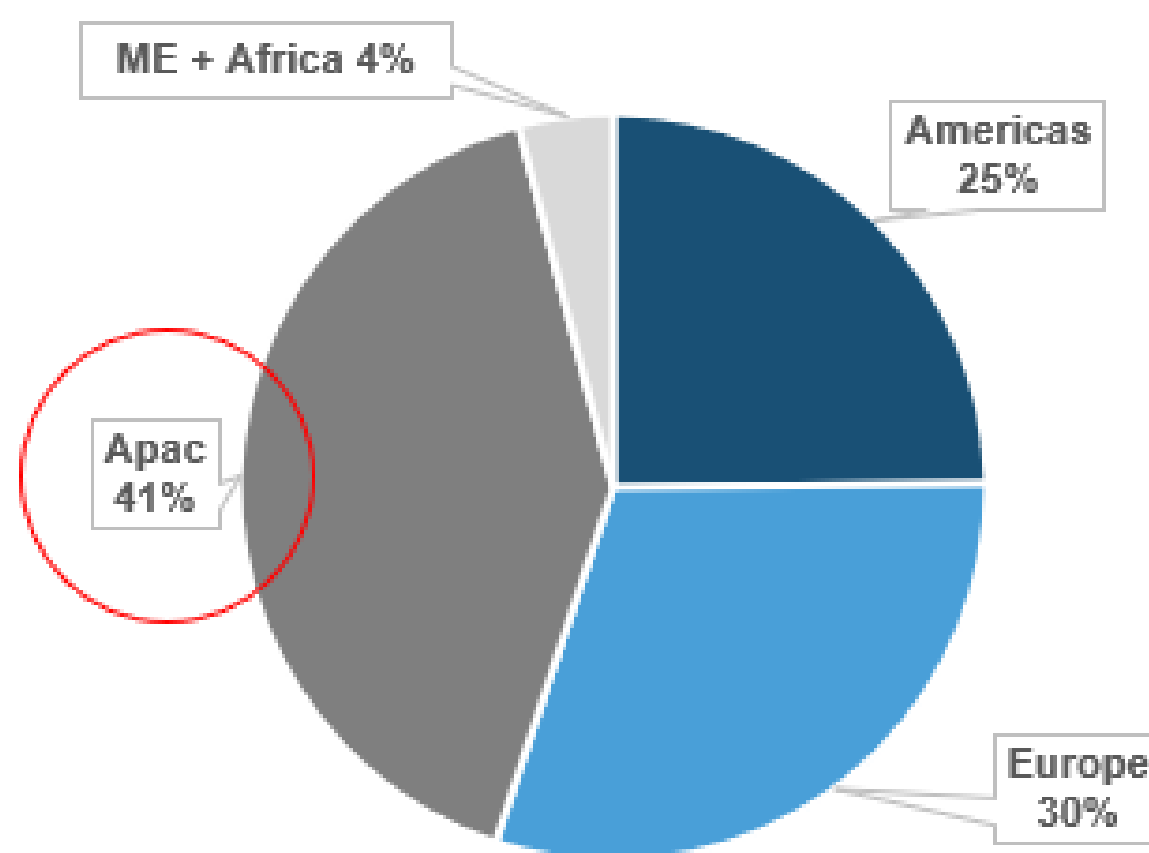


Results

ESTIMATED MARKET SIZE

MARKET SIZE BY REGION

MARKET SIZE - SENSITIVITY ANALYSIS



Incidence Rates

	Low	Base	High
Access Rates	\$1,052	\$1,182	\$1,312
	\$1,321	\$1,483	\$1,645
	\$1,606	\$1,802	\$1,998

Regulatory approval and financial model

CE vs. FDA approval

Financial model

