Sepsis is the second leading cause of death worldwide and the leading cause of death in U.S. hospitals.

Today’s standard of care for detecting Sepsis is inadequate, leading to high mortality, prolonged hospital stays and path to recovery, and overuse of antibiotics.

Given the importance of detecting Sepsis early on, Sepsis detection products are shifting towards point-of-care testing vs. the traditional laboratory-based approach.

**Company Description and Problem Statement**

**Company:** Abionic is a Swiss MedTech scale-up that has developed the fastest point-of-care diagnostics platform for sepsis using a single drop of blood.

**Problem Statement:** Given a lack of established networks in the U.S. market for its product, there is a critical gap that must first be addressed in terms of product awareness, competitive differentiation, and initial adoption, which will serve as a foundation for a go-to-market plan from our team.

**Market Potential**

North American Sepsis diagnostic market expected growth: $283.8M (2021) - $417.1M (2026), CAGR of 8.0%.

The North American market accounts for ~48% of the global Sepsis diagnostic market (2020), valued at $673.2M with a revenue forecast of $1.4B in 2030.

**Notes:**

- Industry Trends
- Market Potential
- Key Influencers and Market Strategy
- Competitive Advantage
- Risk-Benefit Analysis Summary