

Startup to scaleup.

Jordan Van Flute,
Co-founder & CTO



About us

Inovus Medical®

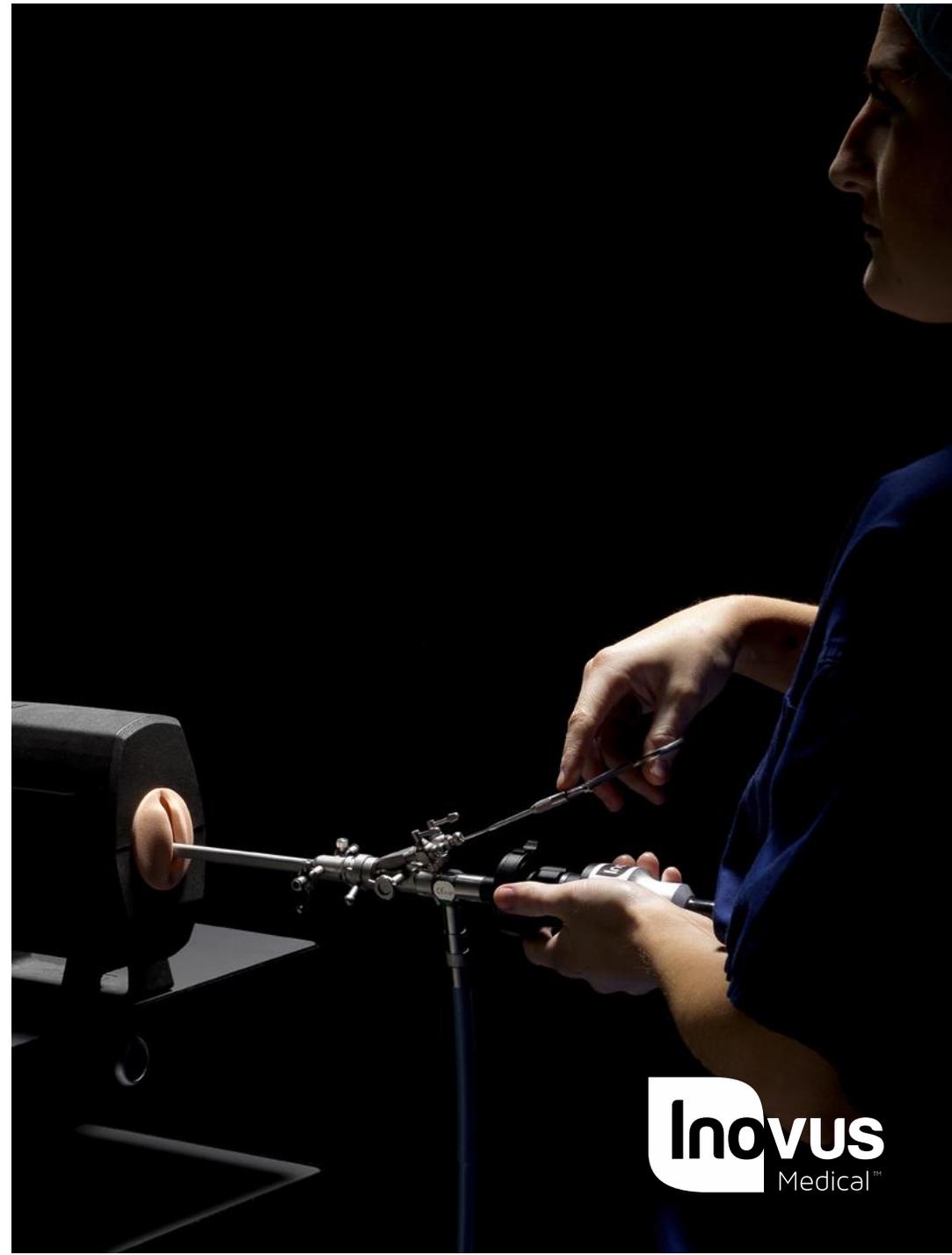
Leading developer of surgical training technologies.

Purpose

Provide surgeons with the ability to train in a safe environment away from patients.

Data capture

Capturing movement metrics to guide training and assess individual performance



Improving care through
connected surgical training.



00:38

Abort Procedure
[Esc]



3



Loop Ligature

2

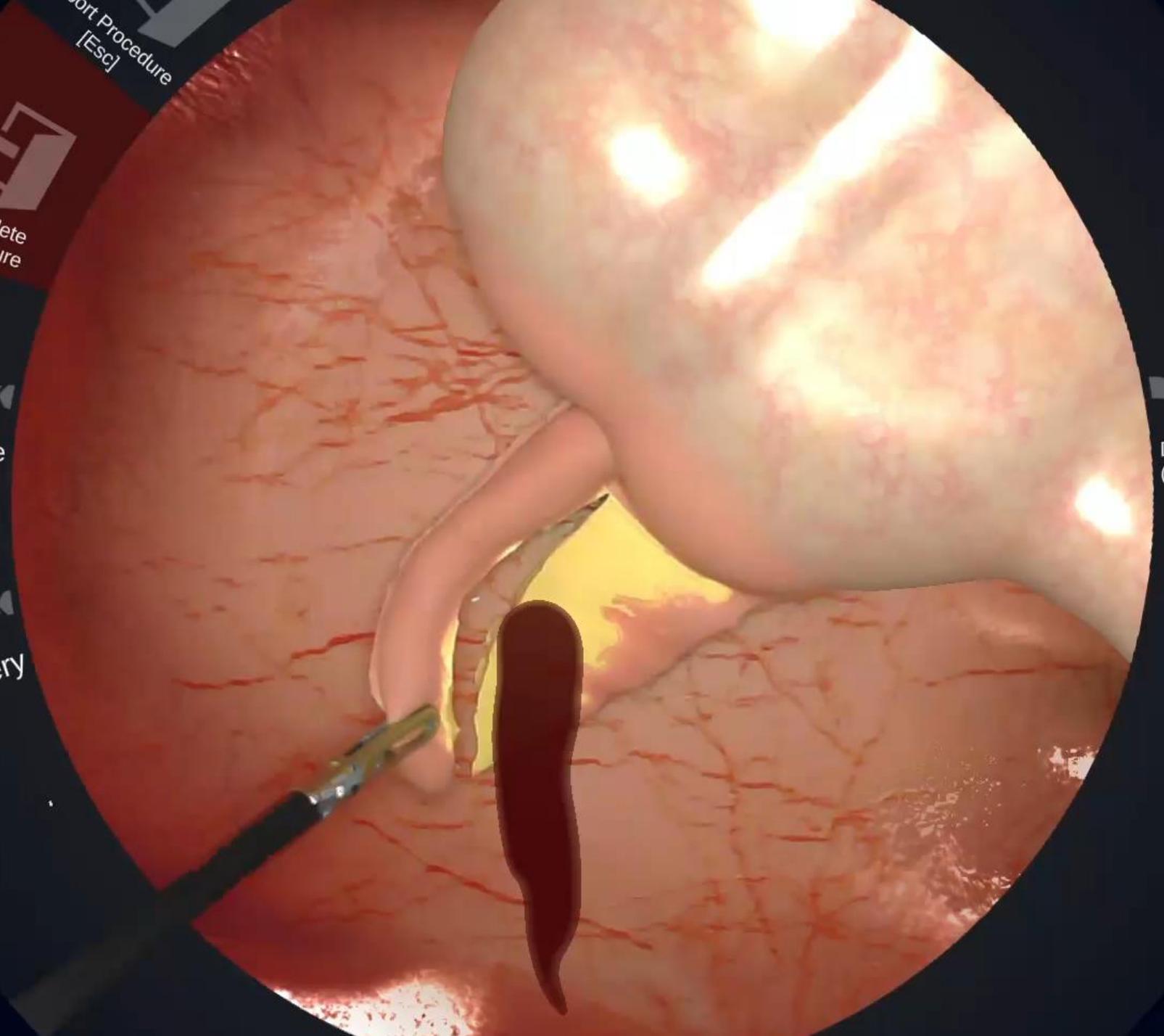


Loop Artery

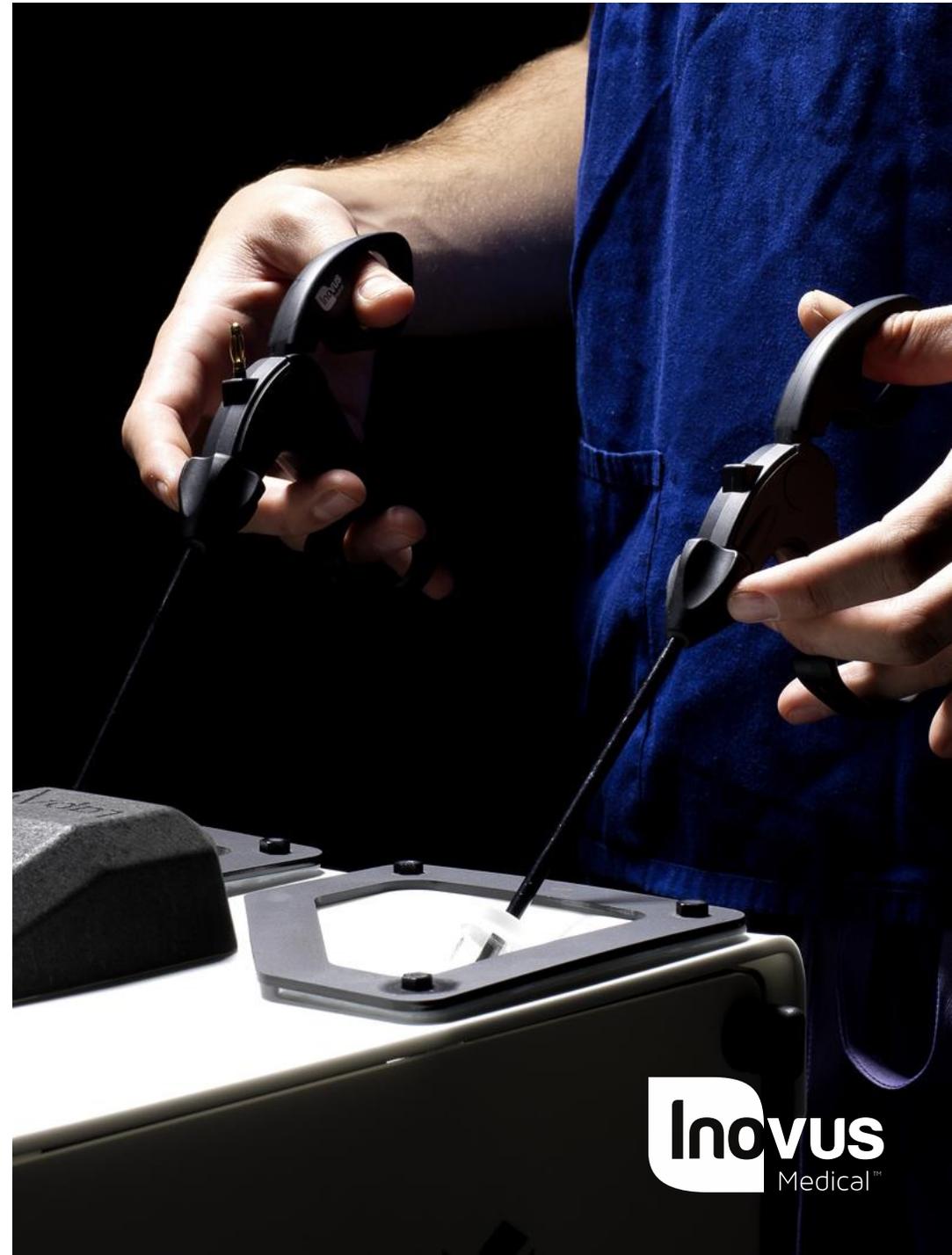
Zoom

Diathermy
(Right)

Quit



Lets go back
to the
beginning.



Genesis

Building my own

I decided to design and build my own training device.

Laparoscopy

Operating through a camera as opposed to looking directly at the operative field.

Finishing my degree

I completed my degree, won several awards and left expecting to go into medicine.

high definition Logitech webcam. A total of four LED lights were positioned inside the box, to provide a well lit evenly illuminated operating area.

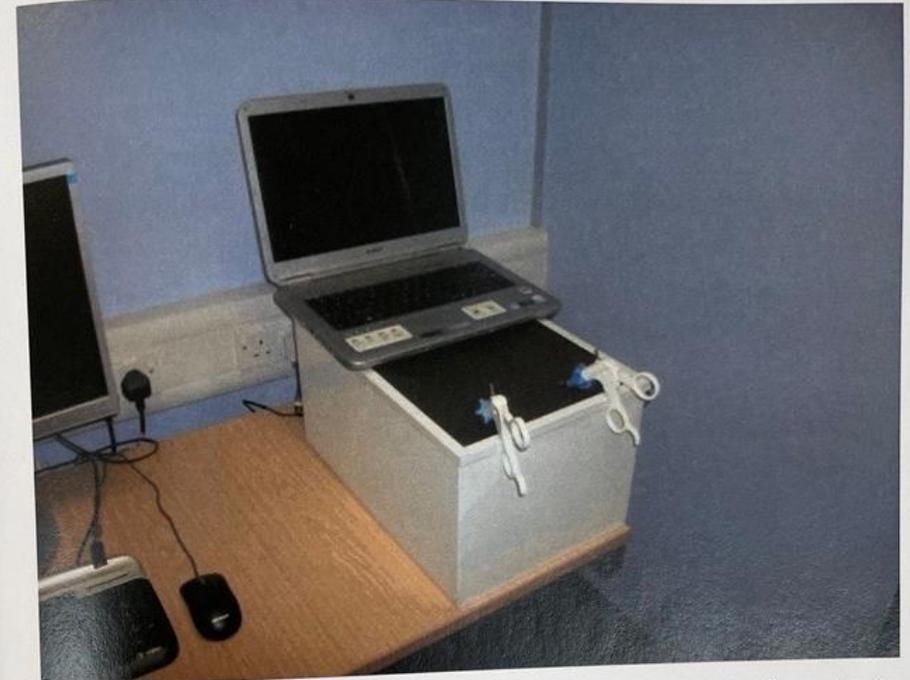


Figure 2.2 Laparoscopic box trainer set-up for the simulated laparoscopic tasks. See text for more details.

2.4. Procedure

Participants attended one 90 minute session that was split into seven parts. Upon arrival each participant was required to complete a written consent form, which granted the experimenter the right to administer four separate non-harmful laparoscopic tasks as well as two psychometric tests and one psychomotor test.

After completion of the necessary documentation, each participant took part in the first of three repeated surgical tasks (as described in 2.4.1). The first task had been administered participants were then required to complete a computerized PSYCOG mental rotation test. This test took approximately fifteen minutes to complete.

Two men are standing side-by-side against a plain grey background. The man on the left is wearing a dark, textured blazer over a light-colored button-down shirt and glasses. The man on the right is wearing a light-colored, possibly olive green, jacket over a white t-shirt and glasses. Both men have their arms crossed and are looking directly at the camera with neutral expressions.

A chance encounter at a party.

www.inovus.org



Problem Solving

- Where to start without an engineering degree?
- Heat gun, sheet of acrylic plastic & the side of a chest freezer.
- Becoming an engineer...



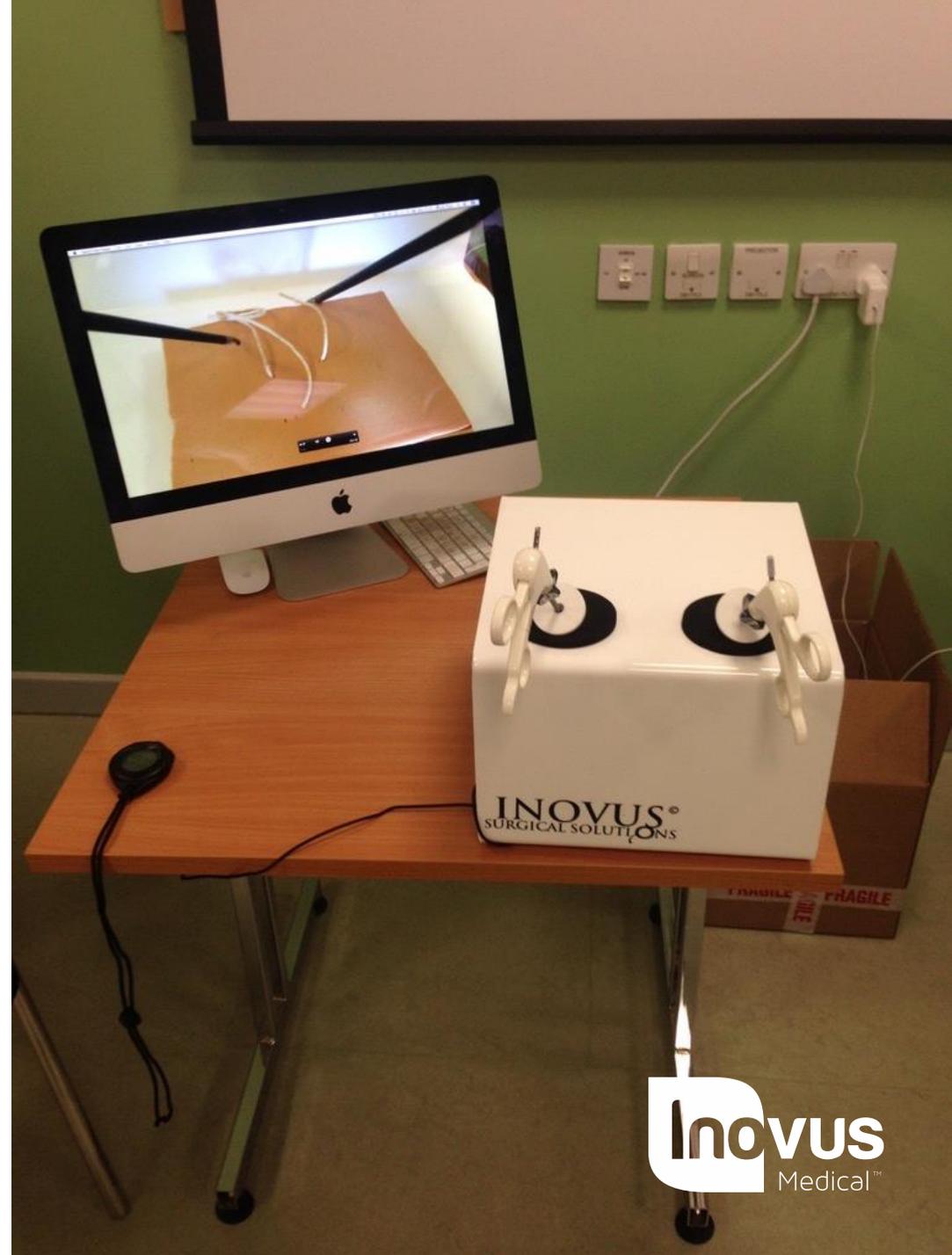
The first prototype

The end result

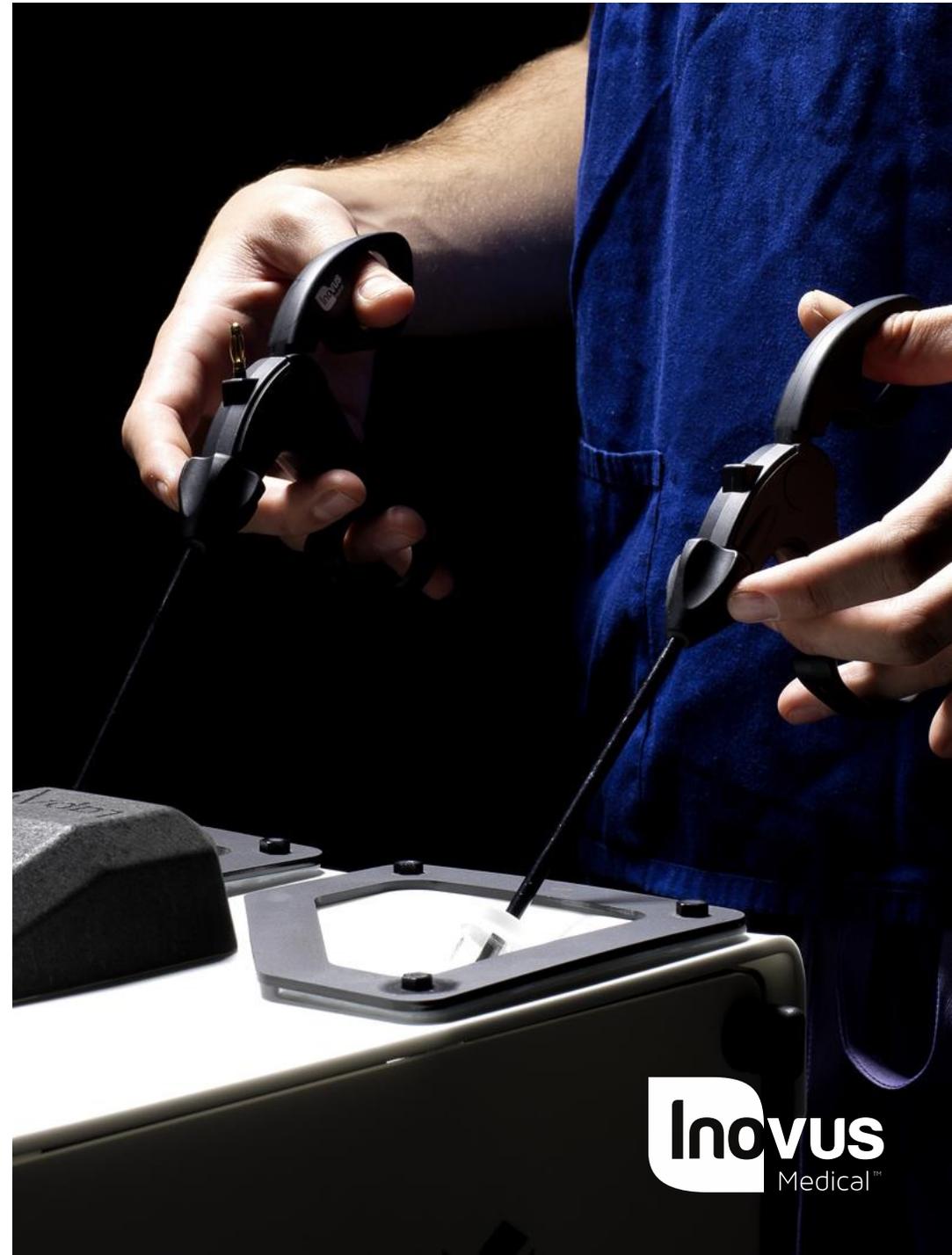
After 3 weeks of hard work we had produced our first prototype.

What next?

Without any sales experience the next challenge was how to sell it.



“You will never be able to sell to the NHS its impossible.



Where to start?

- I taught myself to program and built our very first ecommerce store.
- Elliot called just about everyone he knew from medical school.
- Drive thousands of miles to meet and speak with just about anyone that would see us.

15th of November 2012 at 21:39.



Finally breaking through

NHS Sale

Within 6 months we had made our first sale to the NHS

Building Confidence

We had all the confidence we needed to press on





The garage.

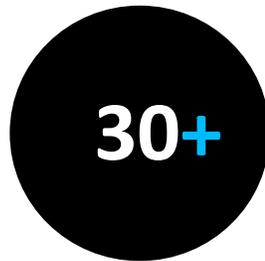
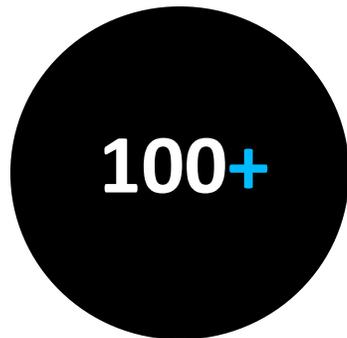
Fast-forward

Leaving the garage

We eventually outgrew the garage and moved into a 1000sqft basement under a pub in St Helens.

Inovus HQ

In 2017 we purchased a 6000sqft unit that we still call home today.



2018/19





£500k Growth Capital

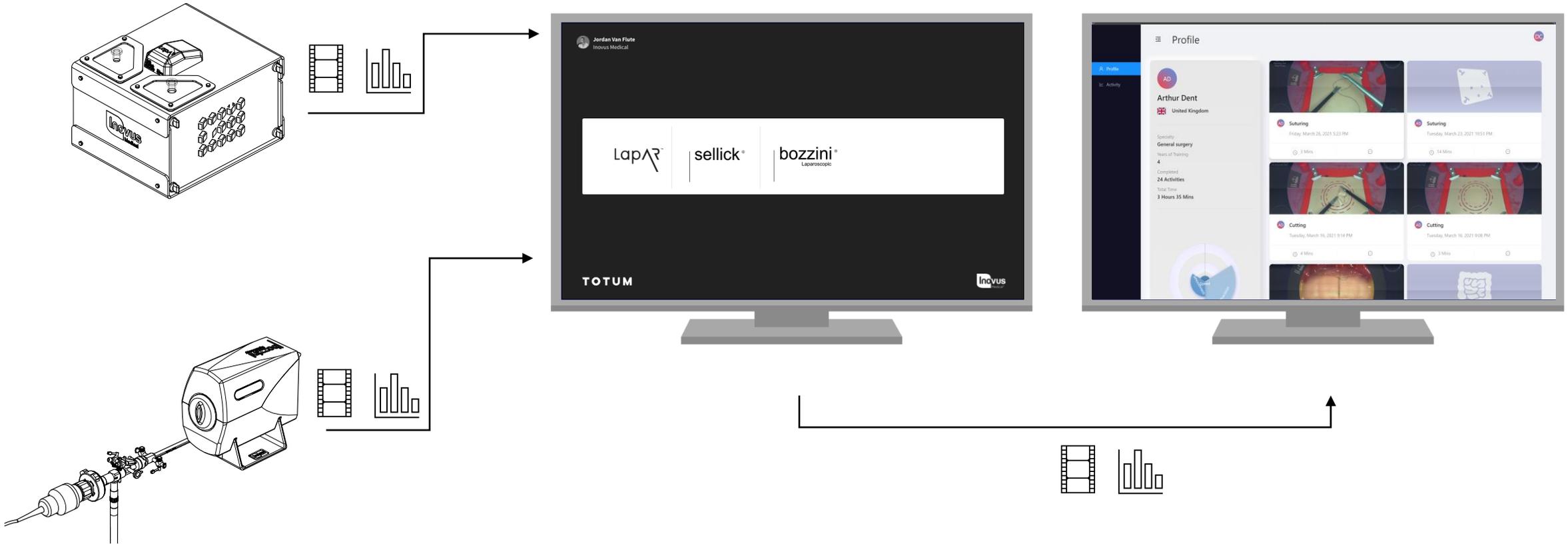
- Funding to scale business operations
- Employ direct commercial team in UK
- Purchase SLS6100 3D Printer



£1.1m Development Grant

- Augmented reality laparoscopic simulator
- Online Learning management system for surgeons

Product Eco System





£5.1m Scale-up Capital

- Hire direct commercial team in USA
- Increase size of our web and native software development teams
- Expand manufacturing capacity
- Increase commercial reach

How?

Hard work

We put in 54hr work days in some cases no joke.

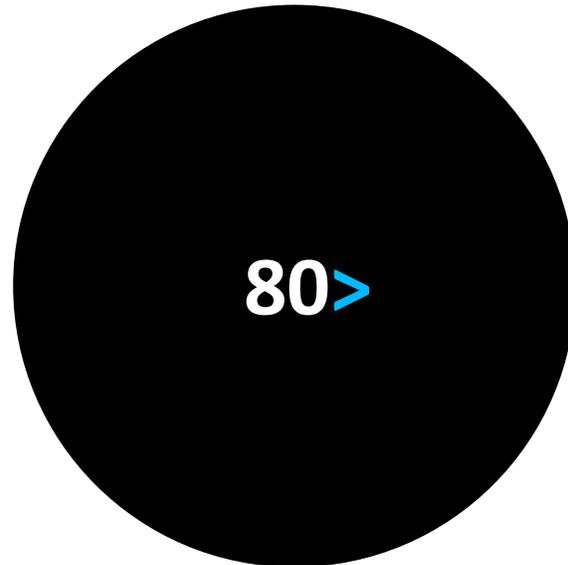
Networking

A major part of our success can be attributed to networking.

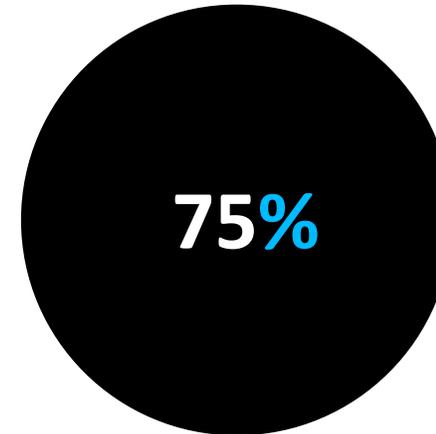
AHSN

Working closely with your local AHSN will be a vital part of your success, especially if you intend seek grant funding.

Some numbers



Countries we have
exported to



NHS Trusts using
Inovus® products

Questions?