**One line pitch:**
Rheonova develops a medical device for a personalized prognostic of the cystic fibrosis exacerbation phases and the diagnosis and monitoring of COPD.

**Market Analysis:**
Cystic fibrosis affects about 80,000 people worldwide. This is a steadily increasing number as their life expectancy continues to grow. Respiratory problems are the predominant clinical manifestations of this disease. In France, therapeutic organization is structured around 49 centers, 110 structures exist in the USA, 47 in UK and 46 in Germany for instance. The Chronic Obstructive Pulmonary Disease (COPD) accounted for 6% of deaths in the world in 2012 and will be the third cause of death in 2020. It affects 210 million patients worldwide (steadily increasing) and 10% of the French population over 40 years old. Smoking and environmental pollution contribute significantly to its progress.

**Value proposition:**
Rheomuco makes possible the evolution prognosis of chronic pulmonary diseases. Results will be used to adapt and anticipate treatments: a personalized follow-up and the prognosis of crises (exacerbation phases) to avoid hospitalizations and emergency treatments. For the pulmonologists, Rheomuco is also a simple test to diagnose COPD: the challenge is an early and massive diagnosis to treat it at the early stages. Today, there is no method to predict future development of these chronic pulmonary diseases. To make recommendations and prescribe treatment, healthcare professionals based himself on qualitative and subjective data.

**Business Model:**
Rheonova is built on a mixt model of joint Service/Product activity. Services in the field of rheology (audit, analysis, engineering, training and advice) generated turnover in the first months of the company and contributes in part to the financing of our innovation programs. Our Medical device "Rheomuco" could be sold or hired: either the structure prefers to invest in the equipment while minimizing operating costs (CAPEX favorite), either it favors operating costs (OPEX) as it only has little room for maneuver on the budget investment. The marketing of consumables, maintenance contracts, and software databases updates will provide recurring revenue.

**IP and Regulatory situation:**
First European Patent application (number B71921 D34751 / FD) filed on October 12th, 2015: a part of the consumable called “geometries surfaces” necessary for reliable measurements. A second patent is being written on a material developed to passively absorb unwanted vibrations to replace the use of expensive anti-vibration table. Two other patents are scheduled before mid-2017: magnetic torque transducer and homogenization methodology. Company own patents. Free from license agreements. Ongoing and upcoming clinical trials to obtain CE marking.