



DIANAX

One line pitch:

Enabling therapy management and optimization by bringing disease screening, diagnosis & monitoring at the point of need.

Market Analysis:

Dianax has the potential to capture a significant share of the large and fast growing POCT Market actually estimated at US\$ 23 Bln with and expected GACR +10%. But more specifically Dianax participate to a subsegment of POCT Market, defined as Microfluidics-based point-of-need testing that will grow from a \$3.4B market in 2017 to \$9.1B in 2021, which is a 28% CAGR. Rising incidence of chronic lifestyle diseases and infectious diseases, increasing number of private diagnostic centers, shift in focus from centralized laboratories to decentralized testing and the increasing inclination towards home healthcare across the globe are the key factors driving market growth.

Value proposition:

The Dianax lab-on-a-chip aims at transforming point of care testing (POCT) by making it highly portable and very easy to use, to deliver reliable results, on the spot, in near-real time via a smart-phone, a tablet or a handheld reader. Dianax breakthrough technology has been developed on the grounds of specific requirements to address the many issues and unmet needs in POCT. It is designed to be more precise and accurate, more rapid, more affordable, more resistant and more durable than any other POCT devices. With a smartphone or a small hand-held device, patients and their physicians will be able to perform protein-based tests with a precision and accuracy equivalent to laboratory testing.

Business Model:

Dianax positions itself as a specialized lab-on-a-chip B2B manufacturer. Partnering with Pharma Companies evolving from a strict drug business to a comprehensive disease management business, partnering with other device, diagnostics, drug & e-health companies to offer integrated care solutions across the care continuum, or expanding pharmacist POCT services in stores and ambulatory-care clinics.

IP and Regulatory situation:

Dianax know how is based on a very strong Intellectual Property, protected by six families of international patents and granted by a Freedom To Operate and IP robustness opinion obtained from an independent patent attorney.



COMPANY PROFILE

- **Website:**
www.dianax.eu
- **Field:**
- **Contact:**
ZANELLA Andrea
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- **Location:**
Viale Ortles 22/4
20139 MILAN
Italy
- **Founded in:** //2013
- **Employees:** 12
- **Financial information (€):**
 - **Company stage:**
Scalability phase
 - **Capital raised to date:**
3.5 M
 - **Monthly burn rate:**
100000
 - **Capital seeking and date:**
8 M
- **Investors:**
Eugenio Iannone, Gabriele Bavagnoli, Corrado Ruffini, RedSeed