SANNULA

One line pitch:
Our focus is to introduce a safe medical apparatus to the healthcare sector, which protects Healthcare Providers from blood transmitted diseases infections.

Addressed market and international ambitions:
Our Market is the healthcare sector, Hospitals, Clinics,...The global intravenous access market accounted for $8,673.3 million revenue in 2020, and it is expected to grow at a CAGR of 6.0%. While the EU holds 27% of the market share. We are looking to start in the EU for the regulations and the market needs are encouraging. The dream is to take a part in the next medical revolution as a Jordanian company.

Your team:
• Ziad Abu Ayyash: Founder
• Basil is the financial man
• Hisham and Shamil work on sales and marketing
• Abdelrahman work on web building product development
• A Nurse with 2 years of industrial design, 3 years in biomedical sales and 2 months of intensive business tanning in France.

• Value proposition:
The Sannula invention is an intravenous access that will be used for giving IV fluids and blood transfusion solving the 3 main occupational hazards. The global intravenous access market accounted for $8,673.3 million revenue in 2020, and it is expected to grow at a CAGR of 6.0%. While the EU holds 27% of the market share. The dream is to take a part in the next medical revolution as a Jordanian company.

Business model:
Our business model is built on manufacturing and selling Sannula patented product through two channels:
• Direct sales through our own sales team to hospitals.
• Distribution through distributors to cover hospitals based on revenue sharing.

IP and regulatory situation:
The Sannula has an IP protection as an industrial design in Jordan and the EU, and a successful prove of concept via simulation trials using 3D printed functional prototypes.

COMPANY PROFILE
Website:
http://sannula.com/

Category:
Bio & Health

Contact:
Ziad Abu Ayyash
ziadabuayyash@gmail.com

Location:
Jordan

Founded in:
2015-04-30

Employees:
6

Financial information (€):
• Stage: Early stage
• Capital raised to date: 0€
• Annual revenue: 0€