Investor Pitch for EarClean

Printable Briefing Material for Two Investor Pitch Meetings

KEY MESSAGE

EarClean is not merely a product. It is a simple medical device platform with two clearly defined markets: a near-term commercial EU market and a larger international CSOM pathway with substantial medical and humanitarian potential.

1. What is most attractive from an investment perspective?

The strongest investment case is the combination of:

- a finished and CE-marked product
- low technical complexity and low production cost
- a clear clinical need
- the possibility of generating sales in the EU in the near term
- significant international upside through the CSOM programme

The recommended approach is to begin with the EU commercial opportunity, since this is the easiest for investors to understand and is closest to generating revenue. The CSOM pathway can then be presented as the major long-term growth opportunity.

2. The most investable opportunity today

The most investable part of EarClean today is the EU launch of EarClean as a CE-marked medical device for cleaning the ear canal, particularly in situations such as otitis externa, where discharge and debris may make examination and local treatment more difficult.

The EU pathway offers a shorter route to sales, a clearer regulatory basis and lower risk than a research and development programme in low-income countries.

- Sales can begin through the company website and Visma Webshop.
- The product can be introduced to primary care centres, ENT specialists and other medical contacts.
- Investment capital can be used for marketing, distribution, clinical documentation and scaling up production and sales.
- The product can be demonstrated and understood within seconds.

3. The product is simple and easy to understand

An investor should immediately understand what EarClean does.

> ***“EarClean is a simple handheld device that allows gentle manual aspiration of discharge and debris from the ear canal and, when appropriate, irrigation of the canal.”***

EarClean is a single-use device requiring no electrical equipment. It has a low manufacturing cost and can be supplied in 5-packs for use in connection with medical care and, where appropriate, patient-near use within the approved Instructions for Use and relevant safety warnings.

4. The CSOM pathway – the major long-term opportunity

The CSOM programme in Africa and other low-resource settings represents a strong opportunity from a medical, humanitarian and global-health perspective.

For investors, this should initially be presented as a major future opportunity rather than the first secure source of commercial revenue.

The long-term objective is to establish whether EarClean can become a simple and scalable tool supporting the treatment of chronic suppurative otitis media, particularly in children living in areas where access to ENT equipment and specialist care is limited.

5. The core of the pitch

The problem

Discharging, infected or debris-filled ear canals can be difficult to treat effectively unless the ear canal can first be cleaned.

In specialist healthcare, suction equipment is commonly used, but this requires equipment, professional skills and access to a clinical setting.

The solution

EarClean is a simple bellows pipette designed for manual aspiration and, when appropriate, irrigation.

It is inexpensive, portable, single-use and CE marked.

> ***"EarClean is a simple handheld device that enables gentle removal of discharge and debris from the ear canal and, when needed, irrigation."***
>
> ***"The EU market can provide the commercial foundation for the company. The CSOM pathway can give the company significant international impact."***

Market today

The immediate market is the EU market for ear-canal cleaning, including clinical use in connection with otitis externa and other situations where removal of discharge or debris is needed. Potential channels include physicians, primary care centres, ENT clinics, the EarClean website and online sales.

Larger potential

The larger long-term opportunity is CSOM in low-income countries, where simple ear cleaning may become an important complement to local treatment and where the unmet medical need is substantial.

Investment case

The product has already been developed.

Investment capital is therefore not primarily required to invent the product, but to scale:

- marketing
- distribution
- clinical documentation
- production and logistics
- international partnerships

6. Suggested wording for investors

EarClean is currently at a particularly interesting stage of development.

The product is simple, inexpensive to manufacture and CE marked for cleaning the ear canal through manual aspiration and, where appropriate, irrigation.

It can now be introduced commercially in the European market while, in parallel, the company is developing a larger international pathway addressing chronic discharging ears and CSOM in low-resource countries.

From an investor perspective, the attraction lies in the combination of low technical complexity, a finished product, a clear clinical need and the possibility of stepwise expansion.

The first objective is to establish EarClean commercially in Sweden and the EU for ear-canal cleaning and clinical situations such as otitis externa.

Thereafter, supported by clinical studies and international partnerships, the company intends to develop the CSOM pathway into a substantially larger global-health opportunity.

The investment is therefore not being made in an idea on the drawing board, but in a finished medical device with both near-term commercial potential and significant long-term international upside.

7. Advice for the two investor pitch meetings

For commercially oriented investors, emphasise:

- the EU market
- CE marking
- the fact that commercial sales can begin now
- low production complexity
- the limited capital required compared with development of a completely new medical device

For more visionary, impact-oriented or socially minded investors, emphasise:

- CSOM
- children at risk of preventable hearing impairment
- Africa and other low-resource regions
- international clinical cooperation
- Rotary and potential philanthropic partnerships
- the possibility of combining commercial sustainability with measurable global-health impact

Conclusion

> ***Make the EU launch the clear commercial business case and the CSOM pathway the larger global vision.***

"EarClean combines a relatively near-term route to European revenues with the possibility of creating a simple, scalable and internationally important solution for ear health in underserved populations."