

Lev-El Diagnostics of Heart Disease Ltd.

Executive Summary

Management:

Prof. J. Levitan –
President & Co-founder,
R&D manager
Prof. M. Lewkowicz –
Co-founder and Chief
Scientist

Industry:

Healthcare & Medicine

Employees: 4

Business Description: *Lev-El* was founded in January 2000 and is currently operating within the Incentive Technology Incubator, Israel. The company is dedicated to the development of the most-accurate new-generation measure of heart rate variability on the market, thus creating a superior evaluation and prognostic tool.

Product Description: *Lev-El's* patented algorithm allows for an accurate evaluation of the autonomic nervous system. *Lev-El's* patent algorithm can be used as an indicator of high

risk of sudden cardiac death after myocardial infarction; a prognostic index in patients with diabetes mellitus, neurological disorders (including Parkinson's disease, Alzheimer and multiple sclerosis); and an assessment tool in cases of cardiac interventions.

The key advantages of *Lev-El's* product are as follows:

- Superior (proven) prognosis capabilities.
- Intrinsic Telemedicine capabilities.
- Arrhythmia stability.
- Ease of use, no -professional training needed for operation.
- Time and Cost effectiveness (2 hours instead of 1-3 days testing period).

Lev-El has developed a prototype of a fully functioning telemedicine system. First product apparatus CardioLogger™ consists of a high-quality ECG recorder, automatic digital modem, and PC software containing *Lev-El's* patented algorithm.

Business Model:

- *Lev-El* intends to establish itself as the leading market developer for accurate heart rate variability measure.
- The company will seek to promote its production and marketing via outsourcing.
- *Lev-El* will seek strategic-partnership with major leading medical-device companies perceiving *Lev-El's* patent algorithm as their complementary product or process.
- *Lev-El* targets licensing manufactures of ECG recorders to license its software products.
- The company intends to establish Telemedicine centers in order to provide prognostic results to hospitals and health centers, insurance companies and Government institutions.
- Contacts have been established with leading companies that have expressed interest in *Lev-El's* products.

Market Environment: Today the online health industry is showing popular growth. In the USA alone, 41 million adults, or 54% of Internet users use the Web for healthcare services. Utilizing *Lev-El's* superior analytical abilities, the company believes it will be able to position itself as a leading eHealth provider in the cardiac monitoring community. As telemedicine expands rapidly during the next several years, *Lev-El's* natural applicability in the field may significantly expand its potential market.

Requirements: *Lev-El* is seeking investment and strategic partnerships.