

# INNOVATION ZED

”**Revolutionising** Multiple Daily Injections (MDI) for chronic disease management”

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## About Us

**Innovation Zed** specialises in the design, research and development of smart connected solutions for **drug delivery devices**.

Through customisable hardware and software solutions, as well as manufacturing and services, we streamline the process of transforming any injection pen a **market ready digital health solution**.





## Team

## Board of Directors

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Chairman  
Marcus Pussep

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Board Member  
Gabor Papp

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Executive Director/Co-Founder  
William Cirillo

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Executive Director/Co-Founder  
John Hughes



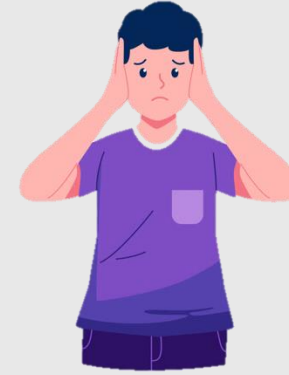
CEO  
Dean Minnock



## Problem



Multiple Daily  
Injections



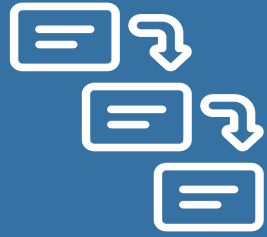
Challenging &  
Stressful



Risk of health  
complications

Tens of millions of people around the world rely on **MDI therapies** every day. Approximately **50%** of patients on injectable therapies do not adhere to their prescribed regimen, significantly impacting **treatment outcomes**. *(Source: World Health Organization).*

Essential data from these injection events are either not recorded or require manual logging effort from users to better inform their therapeutic decision making. For MDI users, Innovation Zed offers of a **complete ecosystem** for condition management.



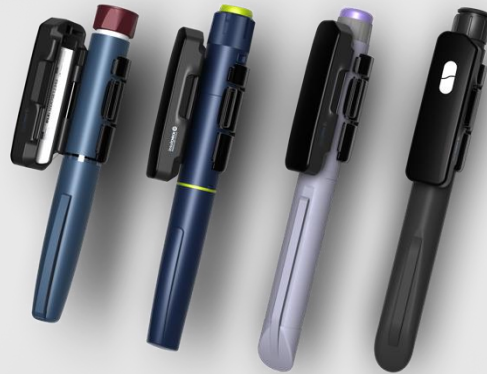
## Solution

1)



Our DOSE™ platform technology utilises a multi-sensor approach.

2)



Compatible with all injection pens from manufacturers such as **Novo Nordisk**, **Eli Lilly** and **Sanofi**.

3)

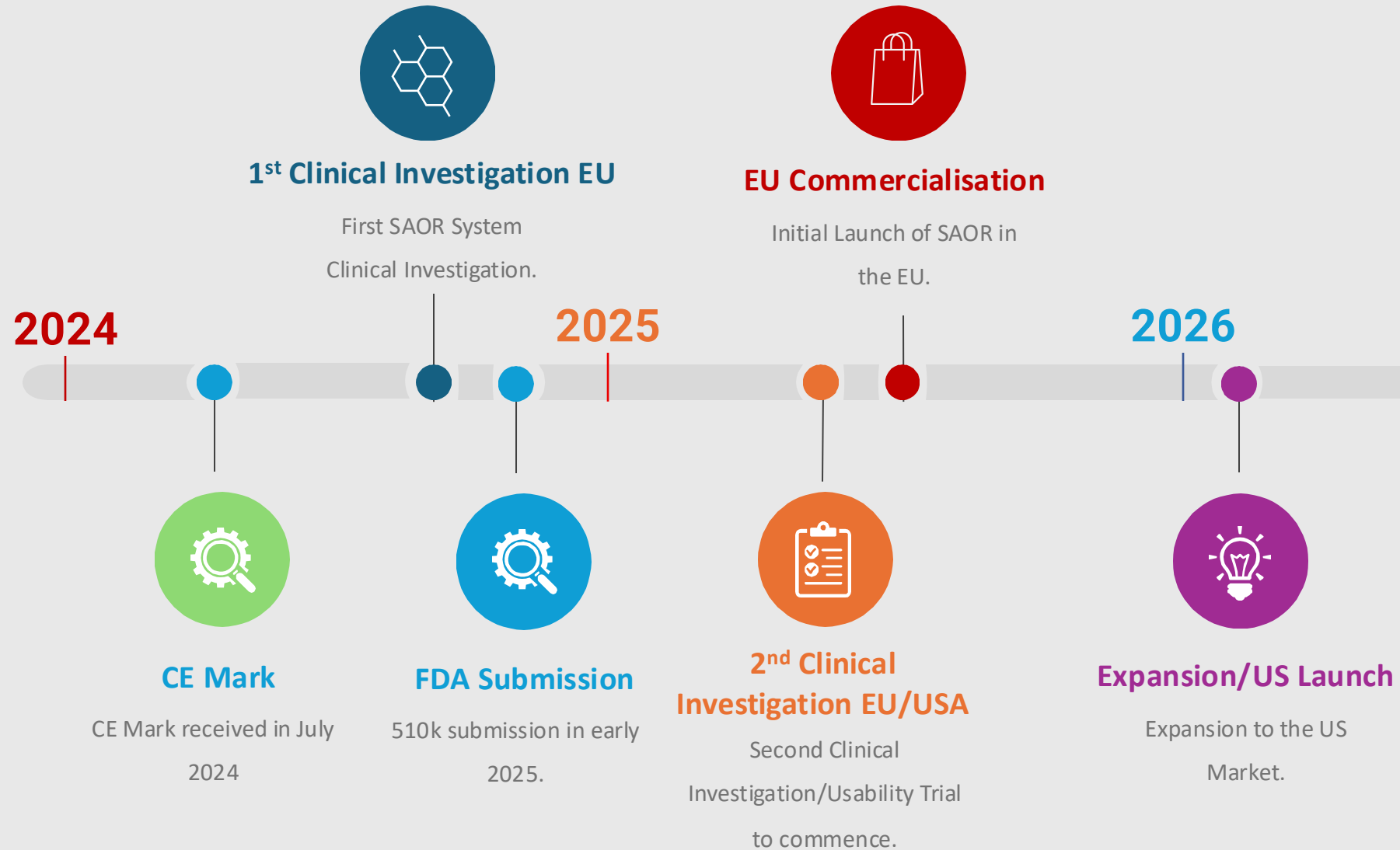


Unleashing the power of smart MDI therapy through our companion **SAOR™** software system.

“Our state-of-the-art platform technology can allow more informed decisions, enhanced convenience, peace of mind and improved outcomes through the use of **real-time injection data**”



## Roadmap



# A growing opportunity for metabolic healthcare



## Opportunity

The global market size for the treatment of metabolic health has shown considerable growth in recent years and is forecasted to grow further with the introduction of new drug and technologies.

The insulin pen market along with the introduction of GLP-1s used for T1D, T2D and weight-management provides an ever-growing market expansion for our SAOR MDI Management System.

