

STARTON LABS
PRIVATE LIMITED

Submitted by
Suresh Susurla V S



About Us



SURESH SUSURLA V S
[Managing Director & CEO]
M.S.- IIT Madras,
EPBM- IIM Calcutta
14 years experience



MYTHREYI KONDAPI SUSURLA
[Director & CTO]
M.S-IIT Madras,
EPABA- IIM Ahmedabad
8 years experience



Dr. VIJAY BATHINA
[Clinical Advisor]
MPT, MIAP, PGDHHM,
Fellow.Neuro Rehab, MMTFI
10 years of experience



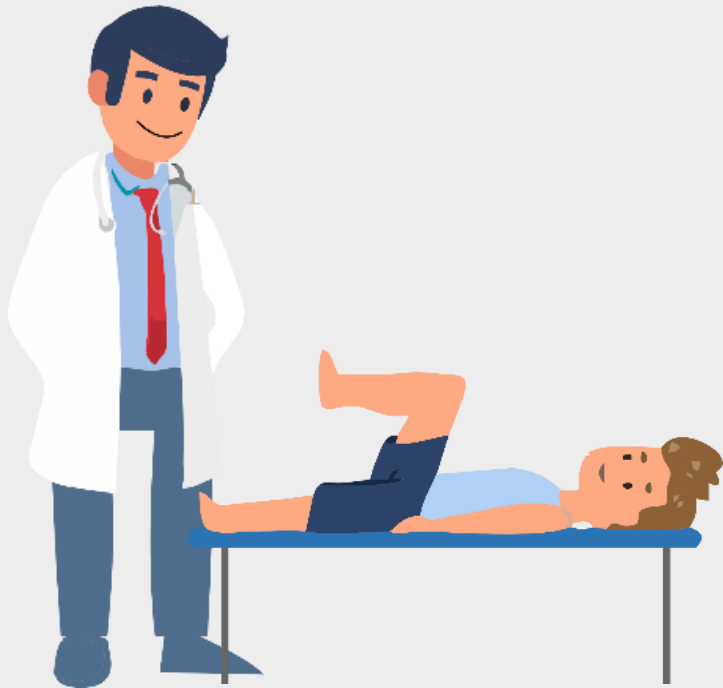
LALIT ANANTH CHAWLA
[Partner, Financial Advisor]
C.A.
14 years experience

We are supported by



Physiotherapy today

Current practices of Physiotherapy



Manual observations



Subjective treatment



Informal records

Exercises are prescribed

Objective is to gain functional recovery

Takes few weeks to few months to recover

WHAT IS GOING WRONG?



There is no way to detect the efficiency of exercises prescribed. This may lead to no recovery or partial recovery.



There is no way to measure small increments in recovery. **Visual observation has 20 to 30 degrees** of error leading to wrong assessment and wrong diagnosis.



Patients tend to **trick the movements with other muscles** knowingly/unknowingly, while performing the exercises, which can never be identified and acted upon.

Our solution Pheezee



Pheezee is a wearable device used to assess the recovery of physiotherapy patients using **EMG and other parameters as biofeedback.**

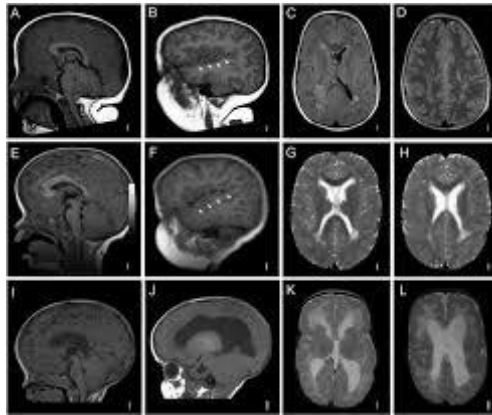
EMG biofeedback is used to predict the functional recovery of the patient. We are providing the live monitoring, daily report and weekly reports to track recovery.

Our device **Pheeze** addresses this gap!

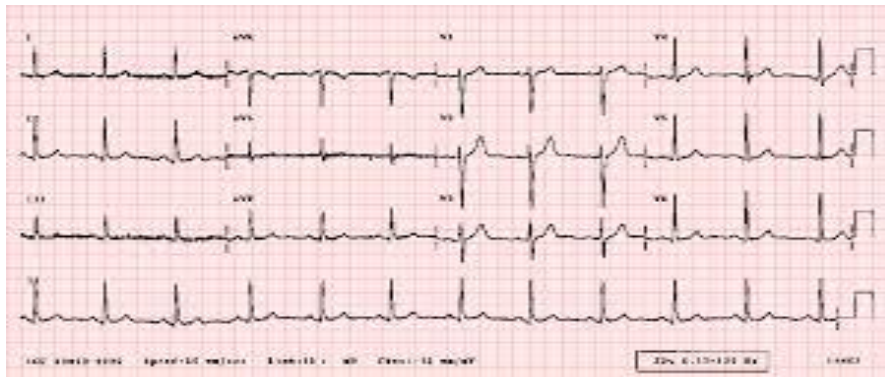
There are monitoring devices in every segment of healthcare to provide medical status of the patient. For example, thermometer for temperature, ECG for heart disorders etc., but there is no device to measure the recovery in Physiotherapy.

Thermometer
for Temperature

MRI
For Brain

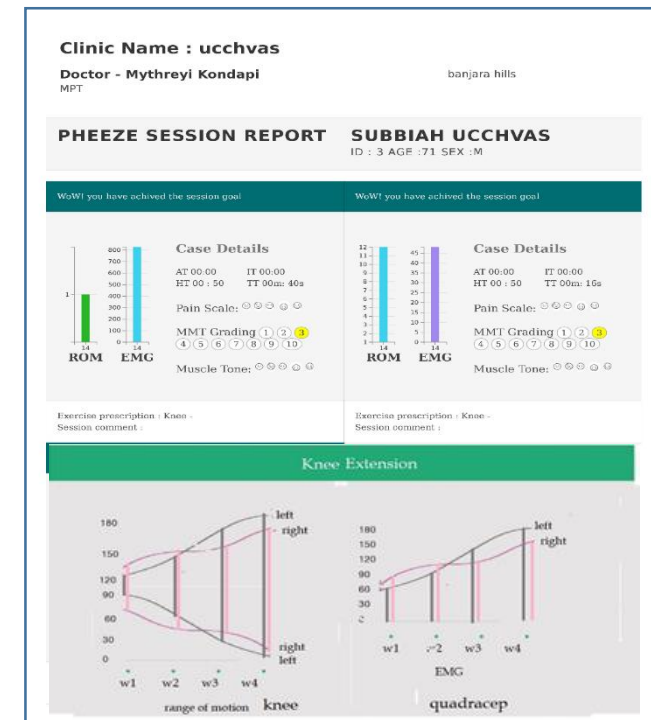


ECG
For
Heart



and
now....

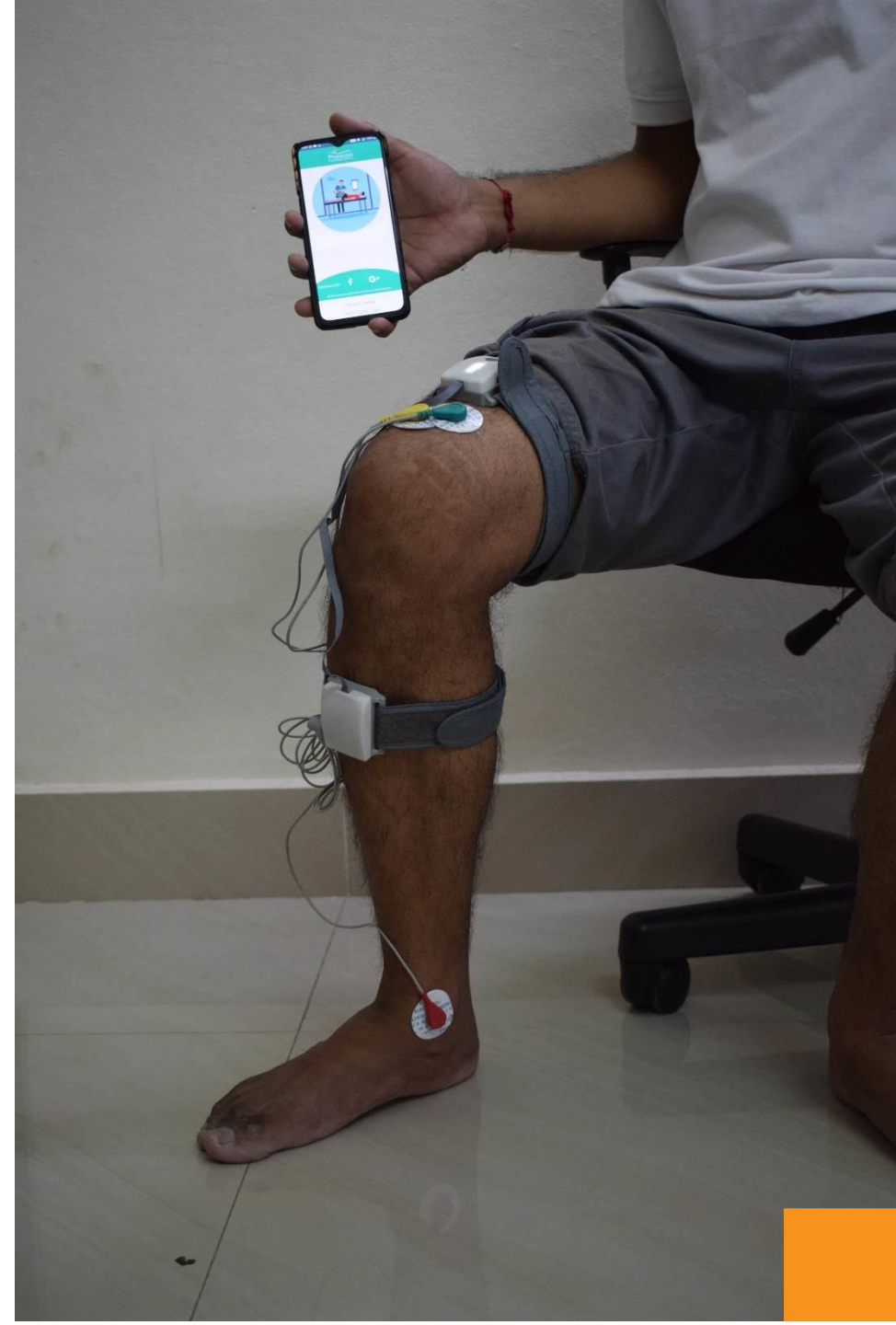
Novel Pheeze report for Physiotherapy



About Pheezee

With Pheezee reports, we are revolutionizing the way physiotherapy is being done.

Patients are motivated to see the feedback in real time and this is helping them improve faster.

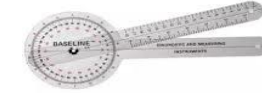


Our Journey

- 2 patents
- 1 conference paper
- 4 hospitals
- 50 patients
- >95% accuracy



Differentiation



Feature	Pheeze	Myomed EMG	Sword Health	Goniometer
Range Of Motion (Accuracy)	✓ (1°)		✓ (1°)	✓ (5°)
EMG (Electro Myography)	✓	✓		
Real-time Patient Session Monitoring	✓		✓	
Insights on recovery based on AI	✓			
Compact Size & Portable	✓			✓
Electrical stimulation		✓		
Share Reports	✓		✓	
Pricing	Competitive	Very High	Very High	Low

Value Proposition

Scientific way to Report Recovery

FOR PHYSIOTHERAPIST

- Increases credibility and attracts more patients.
- Option to collect revenues through the device.
- Multiple patient monitoring effectively.

FOR PATIENT

- Peace of mind as they are aware of the recovery status.
- Ensures higher program adherence.
- Helps faster recovery.

FOR HOSPITALS

- Ensure quality compliance.
- Increase in success rate of surgeries performed.

Market Size

Target Customers

- Individual Clinics
- Private Hospital Chains
- Government Hospitals
- Physiotherapy at Home

Go To Market

- Pheeze sales (subscription model)
- Pheeze Assistant services
- Pheeze Tele services
- Pheeze Assessment centers

	World	India
Total Addressable Market	700000+	40000+
Serviceable Obtainable Market	50000+	12500+
	Growing at 6% PA	Growing at 12-15% PA

THANK YOU



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