

**BrainFUS**

P&S 19-418, 630 W 168<sup>th</sup> street  
 New York, NY 10032

*Shih-Ying Wu, PhD*

T 212-342-1612

<http://orion.bme.columbia.edu/ueil/>

Email: sw2709@columbia.edu

**Industry:**

- Pharma  
 Biotech  
 Medical Device  
 Diagnostic  
 Other (declare)

**Management:**

- Executive Leadership  
Shih-Ying Wu,  
Translational Fellow &  
Business Development
- Board  
Open for recruitment
- Scientific Advisory Board  
Elisa Konofagou

**Number of Employees: 1****Finance:**

- Auditor
- Current Investors / Financing to Date:  
Wallace H. Coulter  
Foundation: \$100k
- Amount of Financing Sought:  
\$700k in the first 5 years  
Planning to apply for non-diluted funds

**Legal:**

- Corporate
- IP:  
Columbia Technology  
Ventures

**Executive Summary:**

BrainFUS is a medical device startup that is delivering a transformative treatment for neurological disorders such as Alzheimer's disease and brain tumors.

**Company History:**

BrainFUS, incorporated in 2016, is a spin-out of Columbia University in Department of Biomedical Engineering.

**Market Opportunity / Unmet Need:**

Alzheimer's disease affects 5 million Americans at a cost of \$259 billion in 2017. These numbers are on the rise due to the global aging trend. However, there is no disease-modifying treatment to stop or even slow the disease progression.

**Products/Services – Launched & Pipeline:**

**Products:** Therapeutic ultrasound systems, transducers, software, microbubbles  
**Services:** System maintenance, upgrade, training

**Commercial / Technical Milestones:**

**Regulatory:** IDE, 1<sup>st</sup> patient recruited, PMA (based on safety and efficacy of the clinical trial by 2024)  
**Strategic alliances:** major hospitals, ultrasound device companies, pharma

**Intellectual Property:**

1 issued and several pending.

**Competition:**

There are two major competitors which are Phase I/II clinical trials. One is an implantable surgical device and the other is a MRI guided system. The value proposition of BrainFUS is noninvasive, cost-efficient, and flexible operating procedure.

**Financial Projections (Unaudited):**

It is anticipated to cost \$700k in the first five years to develop the system and run the clinical trials. After entering the market in 5-8 years, the revenue is projected to be >\$100 million given the large patient population and repetitive treatment.

**Please indicate primary purpose of Presentation:**

Business Development, Investment