

**DESTROKE, Inc.**

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E-mail: [evan.noch@de-stroke.com](mailto:evan.noch@de-stroke.com)Address: 401 E. 81<sup>st</sup> St., Apt. 4J, New York, NY 10028Website: [www.de-stroke.com](http://www.de-stroke.com)**Industry:**

Digital health, clinical stroke detection

**Year Founded:** 2019**Management:****Evan Noch**, CEO, BOD*Assistant Professor of Neurology**Weill Cornell Medicine**PI of clinical trial***Tomer Yaron**, BOD*Expertise in tech development***Scientific Advisory Board:** TBD**Intellectual Property:**

Registered US Trademark (88409454)

Patent pending (April 2020)

**Finance:**

- Funding to Date: \$20K in self-funding
- Financing sought: \$500K

**Use of Funds:**

Building complete mobile app, completing early-phase clinical trials, legal fees, marketing, G&amp;A

**Executive Summary:** DESTROKE is a mobile app that uses automated face recognition, motion recognition, and speech analysis to perform the validated NIH stroke scale for clinical stroke diagnosis.

**Company History:**

- Founded in February 2019 by Dr. Evan Noch out of the Cornell Health Hackathon, where the mobile app concept won for Most Impactful Hack.
- Finalist in the Weill Cornell BioVenture eLab Spring Business Challenge
- Finalist in the American Acad. of Neurology 2019 Brainstorming Competition
- Selected team in the ELabNYC 2020 Program
- Incorporated in March 2020
- Trademark in use as of March 2020 and patent pending as of April 2020

**Market Opportunity/Unmet Need:** Stroke is the #1 cause of severe disability in the United States, affecting 750,000 new patients per year and with a cost of \$102B<sup>1-4</sup>. However, there is no current method for patients and their loved ones to accurately detect the clinical signs of stroke to receive rapid treatment. Since time to treatment is a critical determinant of stroke outcome<sup>5</sup>, patients and their loved ones need an easy-to-use method to recognize the signs of stroke.

DESTROKE enables patients, loved ones, and healthcare providers to perform a comprehensive stroke examination and to communicate these results to emergency contacts, emergency medical services, primary care physicians, and telemedicine providers. This app allows patients to get to the hospital faster, leading to earlier stroke-directed treatment and improved clinical outcomes. DESTROKE could also **save \$10,000** per reduction in case mix index associated with stroke severity due to faster detection, thereby improving outcomes<sup>6</sup>.

**Products/Services:**

DESTROKE is a clinical stroke detection app based on the NIH stroke scale. This app coordinates with a user's emergency contact, physician, and emergency medical services to deliver time-saving stroke care.

**Commercial/Technical/Milestones:**

2020: Phase 1 clinical trial and market analysis continues, app development begins  
 2021: Complete Phase 1 clinical trial, begin Phase 2 randomized clinical trial, continue app development  
 2022: Begin FDA regulatory process, complete Phase 2 clinical trial, begin sales  
 2023: Complete FDA approval, continue sales to hospitals and insurance companies

**Competitive Advantage:** DESTROKE is the only clinical stroke detection app that uses the comprehensive NIH stroke scale examination and is easy to use. We have patent-pending algorithms, validated by clinical trial results in stroke patients.

**Financial Model:**

	2020	2021	2022	2023
Total Product Revenue	\$10,000	\$44,800	\$185,000	\$5,105,000
Gross Profit	\$9,980	\$44,750	\$184,850	\$5,100,000

## References:

1. American Stroke Association, About Stroke, 2004.
2. Adamson et al., J Stroke & Cerebrovasc Dis, 2004.
3. Benjamin et al., Circulation, 2017.
4. Milken Institute Executive Summary, 2018.
5. Matsuo et al., Stroke, 2017.
6. Public Payer Digest 2019.