

Jørgen Ole Kjær

Msc. Engineering

Entrepreneur

CEO Spiromagic (Medico startup, IoT, AI, Telemedicine)

CEO Move Innovation (New products from idea to viable company/product)

Chairman of the board: Mouldflo: Green Technology for Injection Moulding Machines

Member: Gladsaxe Trade Council

Chairman of the group : Startups Medicoindustrien

Member: Aalborg University. Recruitment Panel. Sustainable Design

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54 Years old

Married

5 children (3 asthmatics)

2 grandchildren

Maintaining a leading position within life science

”How to survive as a small independent medico Startup”





967 million smokers in 2012 (Ref: AFP)

600 million people has a bad lung function

364 million people are diagnosed (Primarely COPD and Asthma)

Hospitals buys spirometers for about 715 million USD per year to diagnose people

The market is doubled in 2025

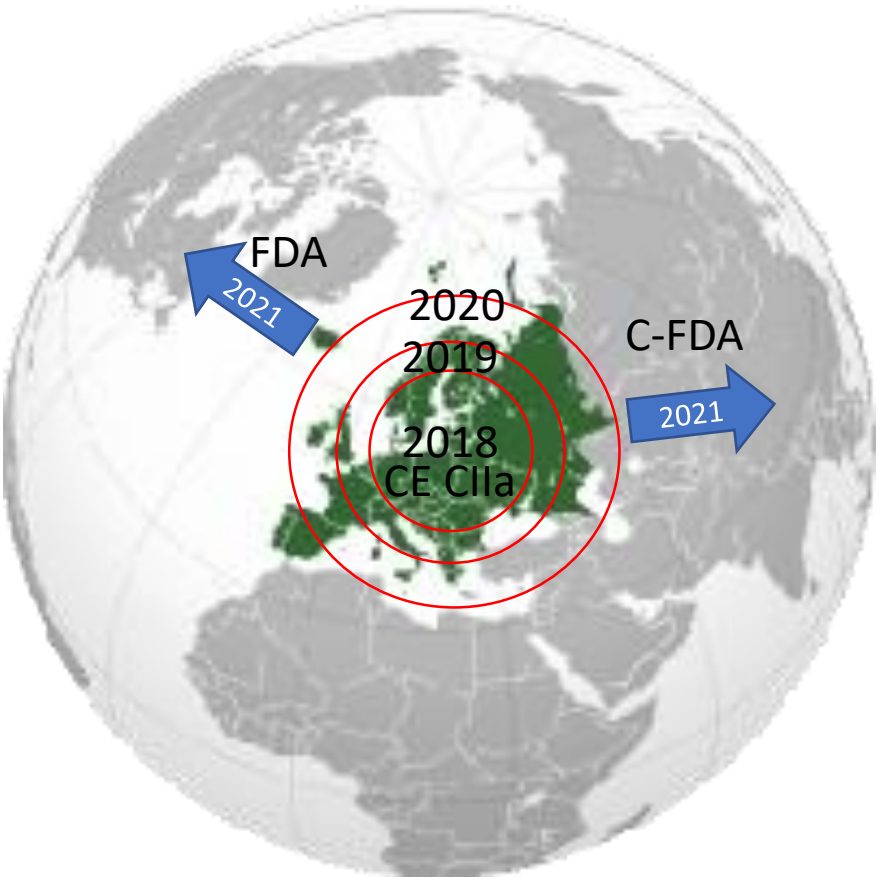




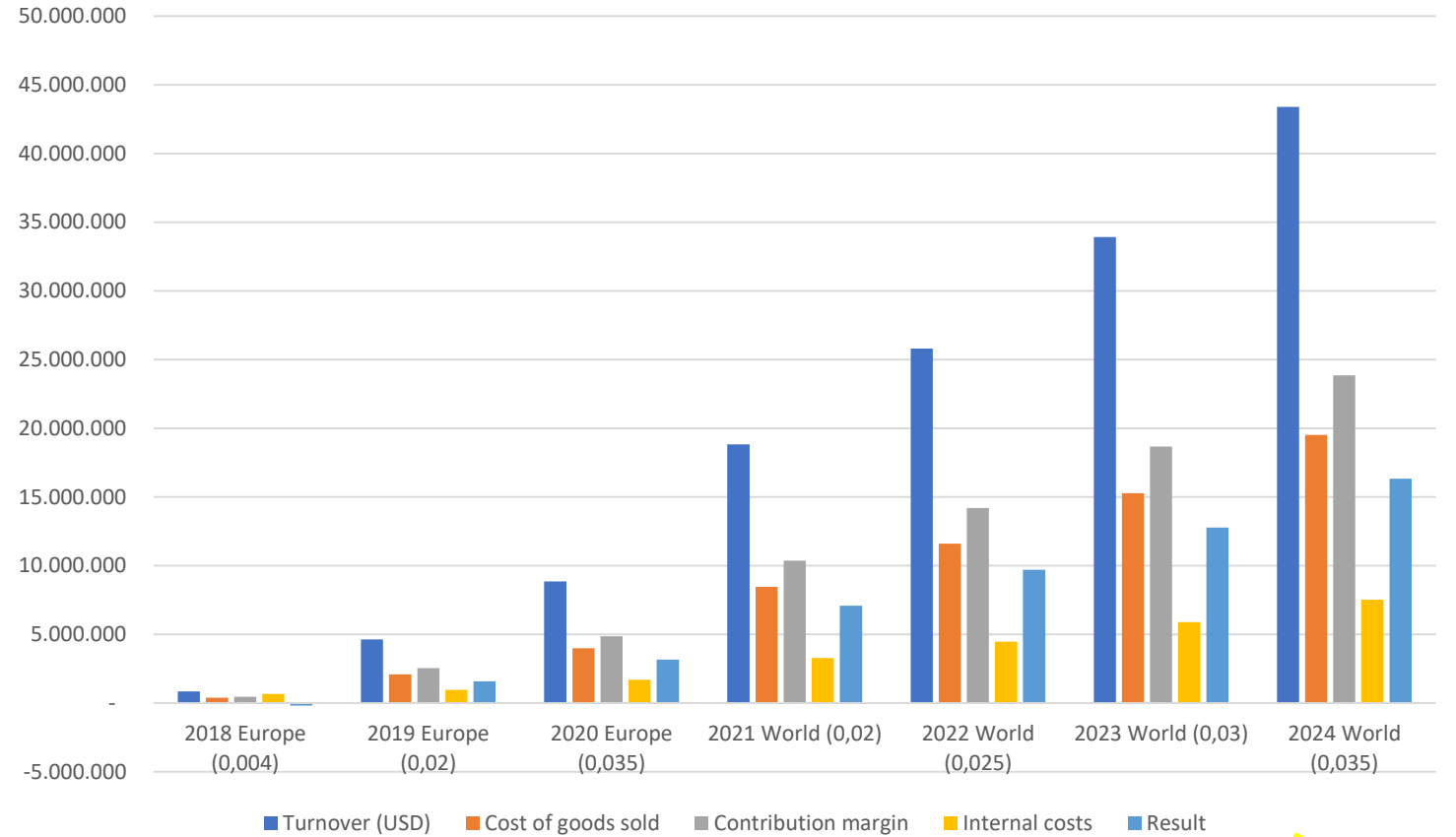
DANISH DESIGN AWARD
NOMINEE 2016

The market expansion is driven by the handheld spirometers
 The handheld spirometers shall minimize the hospital stay accounts
 which are roughly 45%–50% of the total direct cost generated by COPD patients
 World trend: Get the Asthma and COPD patients out of the hospitals and clinics if possible





Professional healthcare market



21 million DKK. 3 years (2012 – 2015) :-)

21 million DKK. 6 years (2012 – 2018) v



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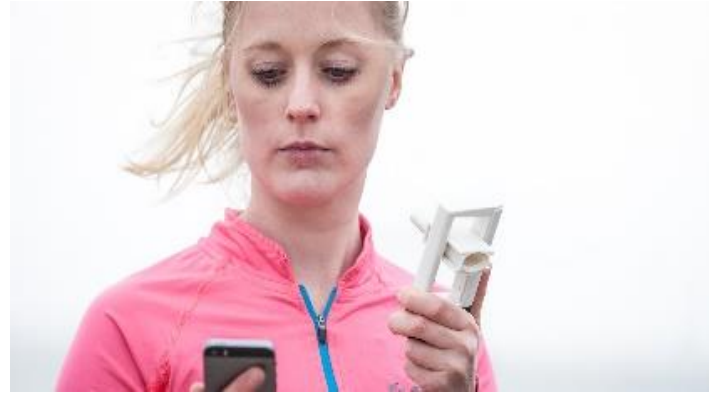




Decision support (Artificial Intelligence)

Schedule tomorrow
Forecasting next days condition

Class



Telemedicine IoT solution

Global monitoring, local treatment
Patients with exacerbations are treated at the hospital.
Stabilized patients just live their normal lives

Robust design
800 devices in test



Subscription solution

Periodic (daily) check-ups
Avoid illness and attacks

Patent Pending

Maintaining a leading position within life science.

”how to survive as a small independent Medico startup”.

Consumption

- Financing (15 %)
- Test, approval, certification (40 %)
- Adm., sale, development (45 %)

Delays

- Funding 1,5 year
- Queuing 1,5 year
- Advisors (0,5 year)

What is needed if Denmark is to maintain a leading position within life science?

- Danish Funds ready to invest heavily in medico startups
- New Danish Notified Body getting medico certifications in "fast track"
- DRG system (Reimbursement) need to keep up with new technologies
- The deviation of the quality of our advisers could be minimized

Let us make 1000 new Danish medico jobs in new Danish medico companies for Danish money in Denmark exporting medico products worldwide.