

**PELEX**

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Pelex develops medical devices that are beautiful and functional. Our first product, **the Pillow**, is a non-invasive home treatment for urinary incontinence, pelvic pain and other conditions

Management:

Executive Leadership:

CEO, CSO: Jeremy Wiygul, M.D.,
Assistant Professor of Clinical
Urology, Weill Cornell Medicine,
Director of Pediatric Urology, New
York Presbyterian Queens.

Head of Product : (OPEN)

Head of Marketing/Brand : (OPEN)

Board : Open

Scientific Advisory Board : Open

Finance:

Amount of Financing Sought:
\$2.1MM for product development.
Milestones:
First in human studies - \$500,000
Final Product Development/
Regulatory/Manufacturing Chain –
\$1.6 Million

IP:

Provisional Patent application filed
March 2019 for patient interface
and sensors.
IP licensed to Pelex, Inc.
Future patent applications planned
for neuromodulation component.

Incorporation:

Delaware C-Corp, Mar 2019

Executive Summary:

Pelex is a medical device company developing a **pelvic rehabilitation device for use in treatment of urinary and fecal incontinence, chronic pelvic pain, and sexual dysfunction**. The number of people affected by incontinence exceeds 30MM US, and no current product allows for non-invasive home treatment. Using an innovative design, our product solves this problem. We plan to sell directly to the consumer with a 510(k) regulatory pathway, and will build our brand via both internet sales channels and brick and mortar stores such as pharmacies, health and wellness stores and fitness centers.

Market Opportunity / Unmet Need:

Only one in three patients seek treatment (National Association for Continence). Current 1st-line treatments are invasive and/or hospital-based.

- 33 million Americans are affected by some form of bowel or bladder incontinence (National Association for Continence)
- 15% women 6-10% men affected by chronic pelvic pain(NIH)
- ~ 80% of urinary incontinence sufferers are female
- Male incontinence related to enlarged prostate/prostate surgery

Products/Services –

In development: **The Pillow** – Comprised of

Wearable Patient Interface with:

Sensing (EMG) and Modulation Electrodes

Hardware with:

EMG signal capture

Pulse generator for neuromodulation

Wireless connection to

Mobile Software App with:

Graphical representation of EMG signal in real time

User control of neuromodulation via wireless

Game play based on user interaction with EMG

Milestones:

Technical:

Sept 2018: Prototype captures EMG signal non-invasively.

Sept 2019: First-in-human studies commence

June 2020: Final product launch, manufacturing chain in place

Competition:

Direct: Elvie/Chiaro Technology, InTone, PeriCoach. Requires insertion into vagina or rectum - no neuromodulation

Indirect: Urinary Drainage Catheters, Adult Diapers, Anti-Incontinence Medications, Anti-Incontinence Surgery

Financial Projections (Unaudited):

- 5000 units Yr 1, 25000 units Yr 2 (match ramp up of Elvie).
- Unit price of \$200
- Market of >40MM US, 10% market share \$800MM US.