

## ITCS335\_Introduction To E-Business Systems



# Meticuly Team



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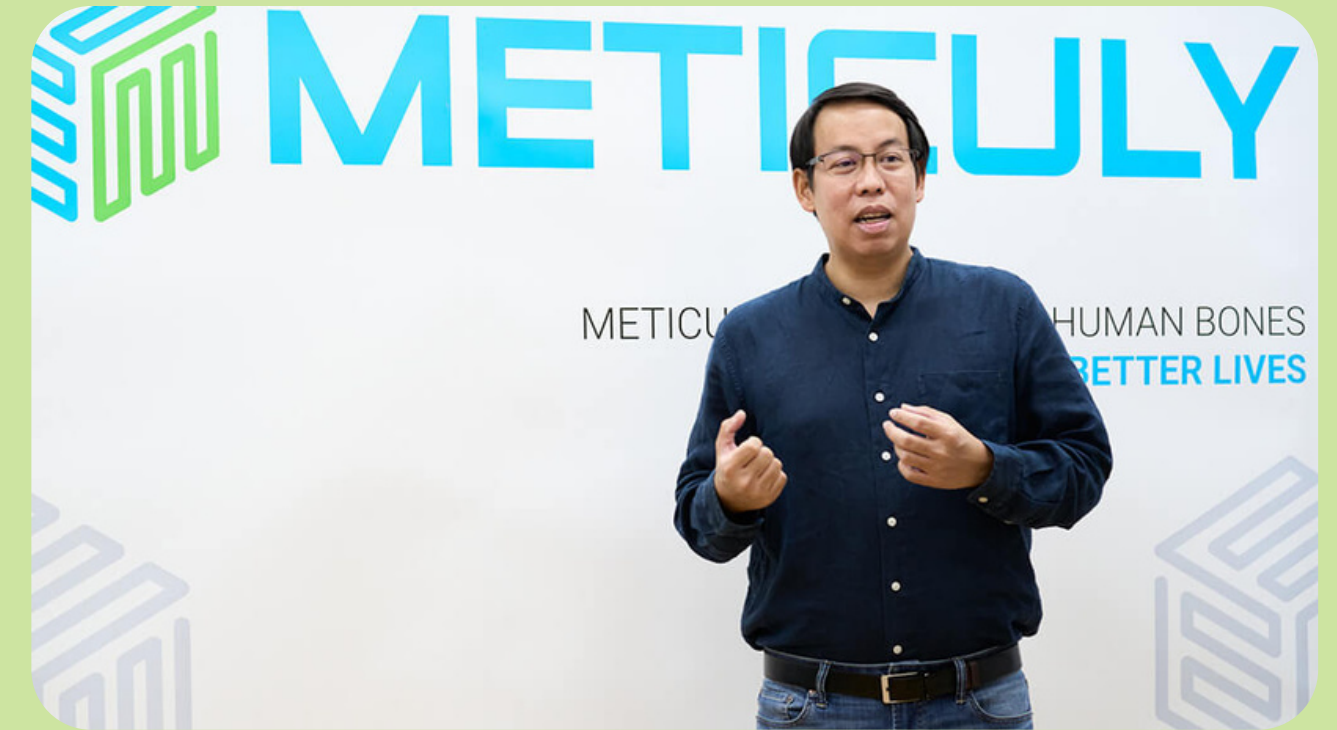
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**Meticuly was established in 2017 with the 3D Printing technology that works with a medical implant to achieve this with advanced AI-assisted software in high manufacturing, and effective procedures for physicians**





# How it works & Value



- 1) Contact for details of CT scan**  
- Patient contact for CT protocol from a sales representative, email, phone.



- 2) Send CT scan to Meticuly team**  
- After receiving a valid CT scan, Meticuly immediately begin the design process.



- 3) Review surgical plans with a doctor**  
- Meticuly team will be involved in planning the surgery and designing the titanium implant until the model is confirmed by the treating doctor.



- 4) Production of artificial bones by 3D printing**  
- After completing the production process, Meticuly will check the quality of every implant before shipping.



- 5) Delivery of surgical materials to the doctor**  
- Your titanium prosthesis is ready for surgery.



### Osteoporosis patient

- Gigi B.
- Age: 61
- Location: Silom



#### Description

Gigi, an elderly woman diagnosed with osteoporosis in a difficult-to-operate area, made her reluctant to treat. But as the days passed, the pain began to worsen. So, her daughter wanted she to undergo surgery.

#### Pain

- Because of the symptoms in the area that is difficult to operate, she does not want to have surgery.

#### Goal

- underwent surgery to cure the symptoms of osteoporosis

#### Expectation

- Get safe, accurate and cheap surgery

#### Needs

- Need surgical equipment that makes surgery easier and more accurate.
- Surgical material that is durable, strong, but at an affordable price.

# Target Market

# Meticuly Products

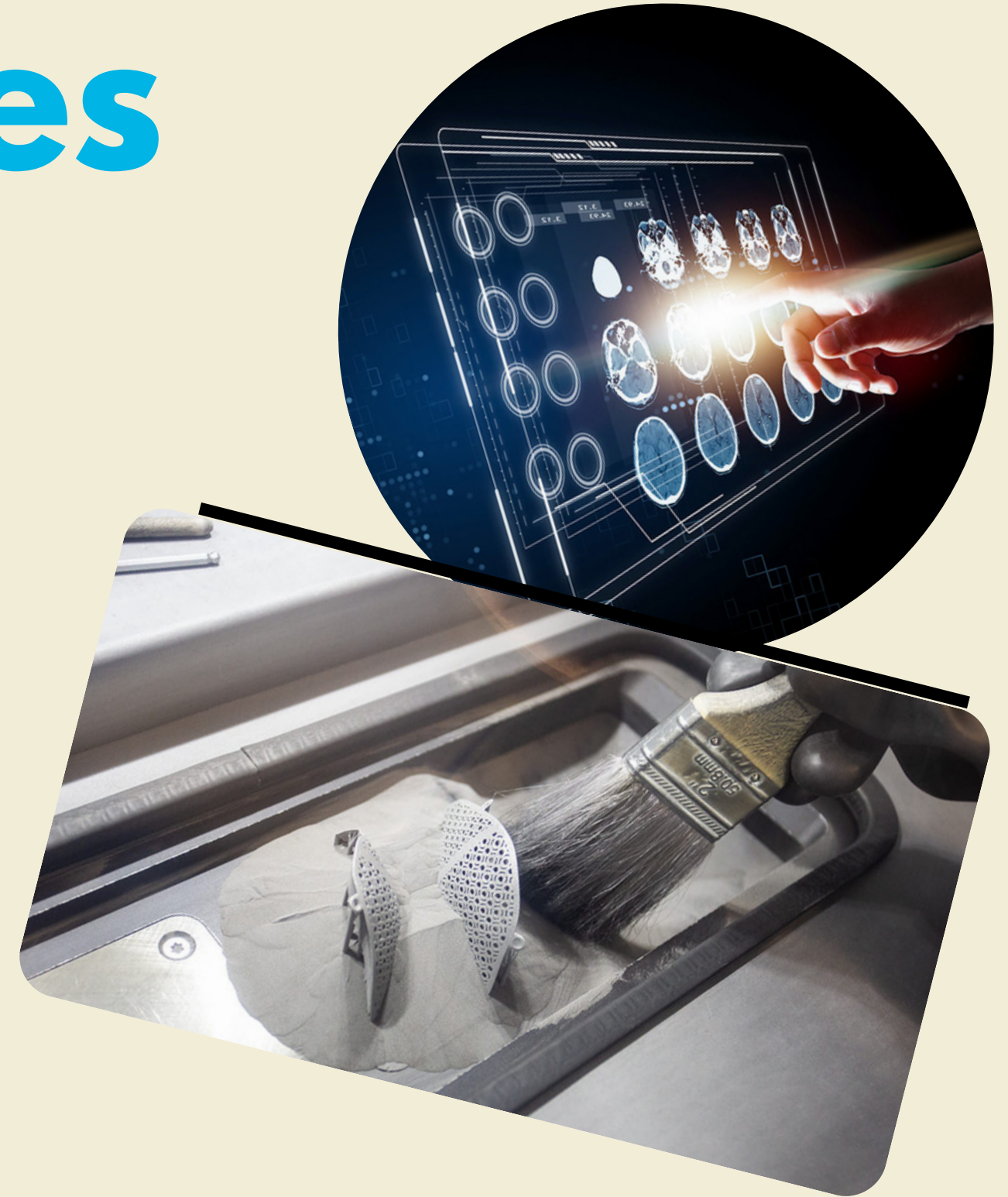
## Titanium Bone products

1. Skull (Cranioplasty Solution)
2. Facial bone (Mid-Face Reconstruction)
3. Eyes socket bone (Oculoplastic Reconstruction)
4. Mandibular bone (Mandible Reconstruction)
5. Elbow bone (Elbow Solution)
6. Fingerbone (Hand Solution)
7. Collarbone (Clavicle Reconstruction)



# Highlight Features

- **Use AI technology to create titanium implants**
- **Advanced 3D printing technology**
- **Meticulous Engineers**
- **Ever Increasing Precision**



# Competitor of METICULY



**BIONIK**  
InMotion® Robots

**Bionik Labs**

 **æther**

**Aether Biomedical**

**adi+us**<sup>®</sup> MEDICAL

**Aditus Medical GmbH**



# COMPETITOR ANALYSIS

Features	Meticuly	Aditus Medical GmbH	Aether Biomedical	Bionik Labs
Medical surgery products	✓	✓		
Equipment for specific use	✓	✓	✓	✓
Available worldwide	✓	✓	✓	✓
Using AI technology in surgery and its product	✓			
Wide range of materials and services		✓		
Having special product	✓			



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### Strengths

- Engineers with particular experience methodically develop and produce.
- By collaboration with surgeons in a wide range of fields, so Meticuly is able to create titanium implant devices with greater precision as a result of this.
- Meticuly is capable of producing strong titanium prosthetic bones with excellent mechanical properties.
- Using AI technology to create titanium implants.
- Cooperation with leading hospitals in various countries.

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### Weaknesses

- The company only uses one material, titanium implant.
- Titanium prosthetic bone is expensive compared to other artificial bone materials.



## Opportunities

- Since it is a specialized business, there are not many competitors.
- The average annual number of patients required to have surgery statistic is high.



## Threats

- Many startups are interested in the MedTech-medical industry.
- Cost increases, there is always the possibility that business and material costs will rise.

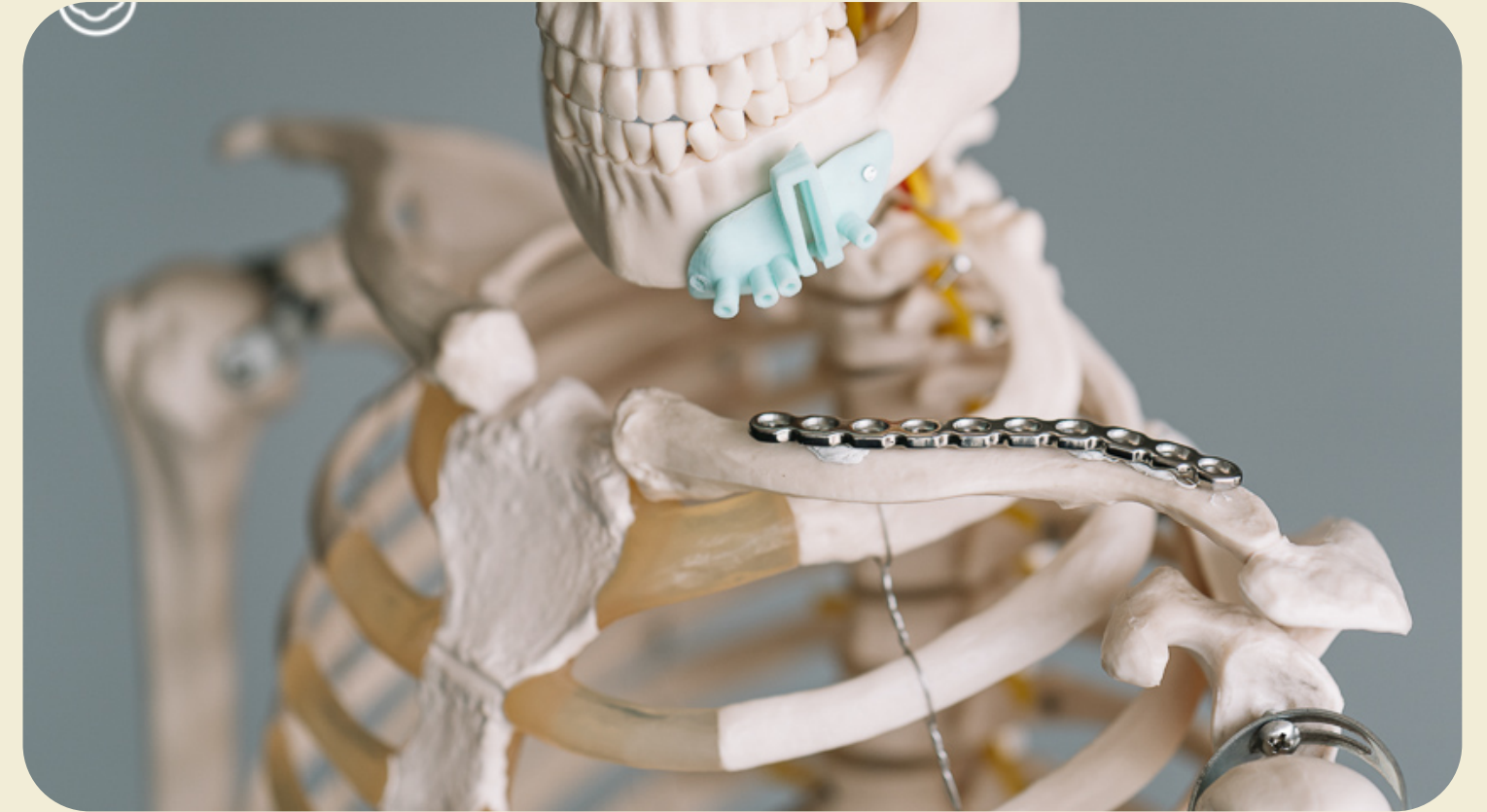


# Channels to interact between the business

- **Customers can contract with Meticuly via**
    - Facebook, LinkedIn: Meticuly
    - Line: @meticuly
    - Email: info@meticuly.co.th
- 
- **Meticuly cooperates with doctors and hospitals worldwide**



# Revenue Model



- **Meticuly has income comes from the sale of products and product design services.**
- **In addition, income comes from working in collaboration with doctors and hospitals.**

Thank You   
Meticuly

