

**ITCS335_Introduction To
E-Business Systems**



Meticuly Team



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CEO AND CO-FOUNDER



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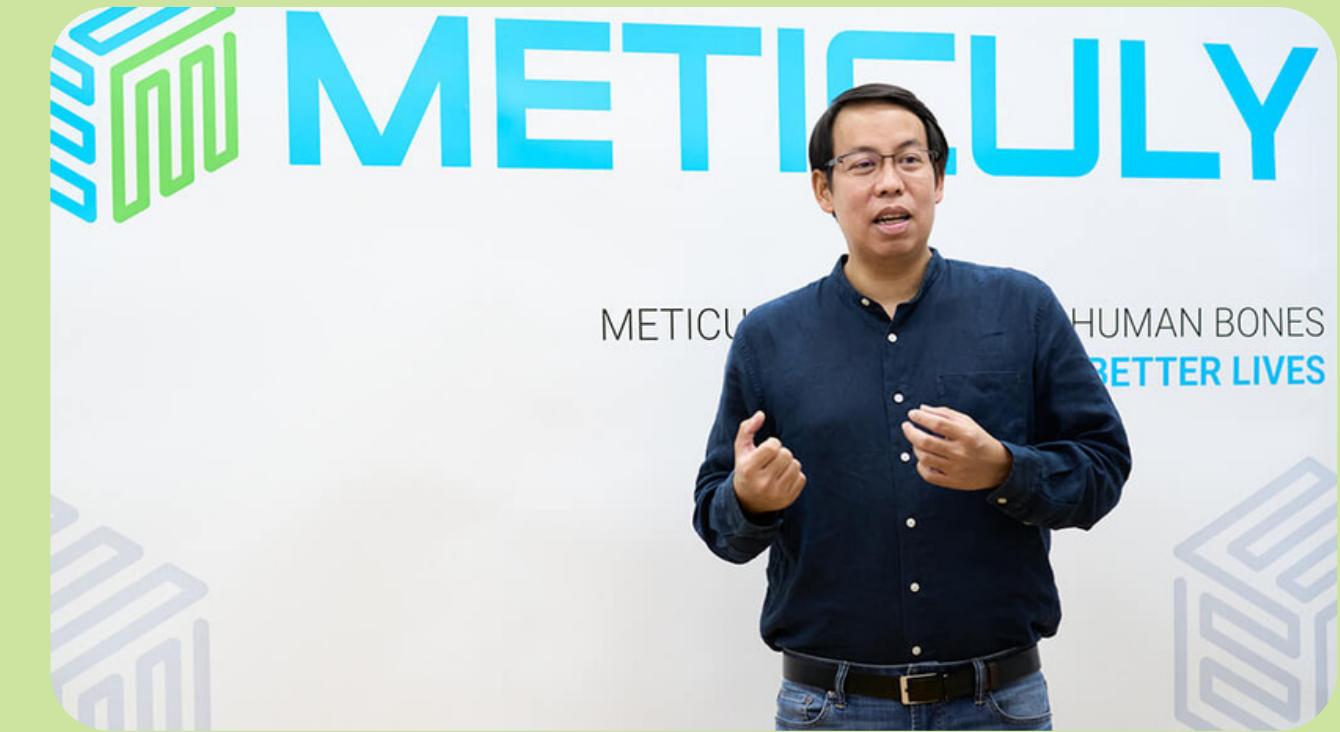
Sumate Chaisoorayakan
CFO AND CO-FOUNDER



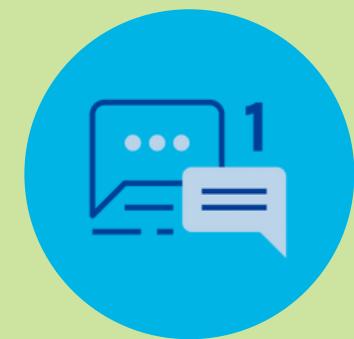
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Meticuly was established in 2017 with the 3D Printing technology that works with a medical implant to achieve this with advanced AI-assisted software in high manufacturing, and effective procedures for physicians



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.

Target Market

For Doctor

- Medical profession especially in orthopedic field



For Patients

Bone disease

- Patients who want to replace the old bone with new bone.
- Patients with fractures and obstacles to surgery.
- Group of patients who need to have a surgical positioning device.

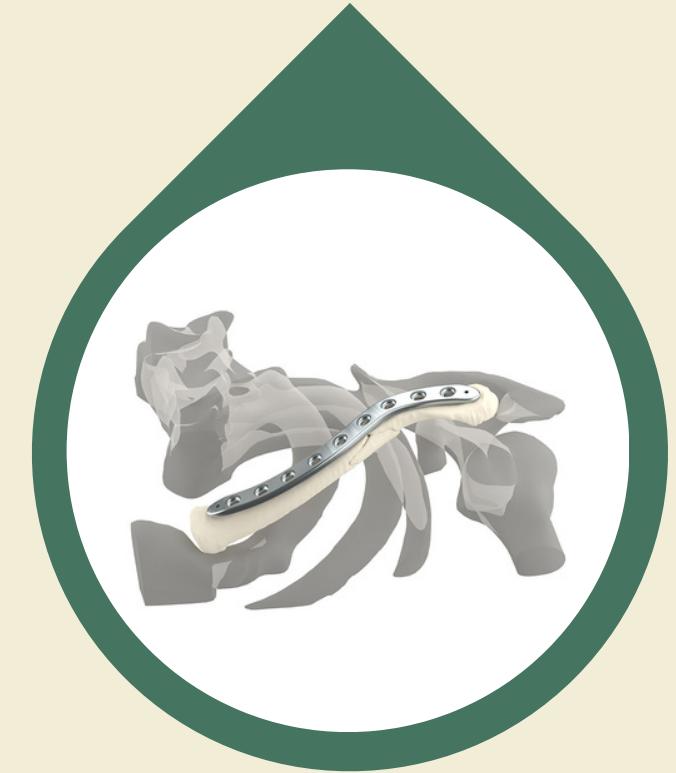
 <p>Osteoporosis patient</p> <ul style="list-style-type: none">• Gigi B.• Age: 61• Location: Silom 	<p>Description</p> <p>Gigi, an elderly woman diagnosed with osteoporosis in a difficult-to-operate area, made her reluctant to treat. But as the days passed, the pain began to worsen. So, her daughter wanted her to undergo surgery.</p>	<p>Pain</p> <ul style="list-style-type: none">• Because of the symptoms in the area that is difficult to operate, she does not want to have surgery.
	<p>Goal</p> <ul style="list-style-type: none">• underwent surgery to cure the symptoms of osteoporosis	<p>Expectation</p> <ul style="list-style-type: none">• Get safe, accurate and cheap surgery
	<p>Needs</p> <ul style="list-style-type: none">• Need surgical equipment that makes surgery easier and more accurate.	<p>Surgical material that is durable, strong, but at an affordable price.</p>

Customer Persona

Meticuly Products

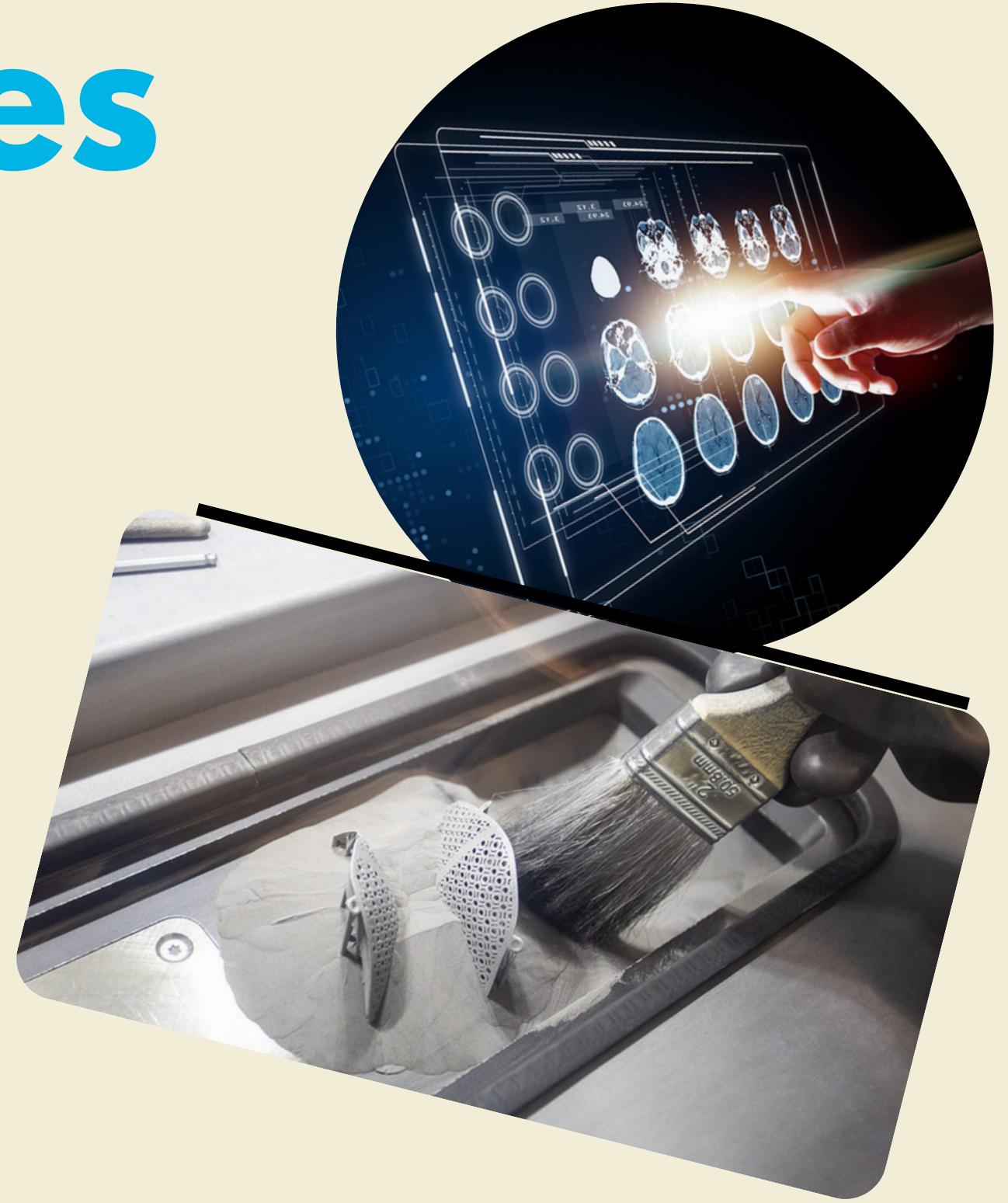
Titanium Bone products

- 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 Labs



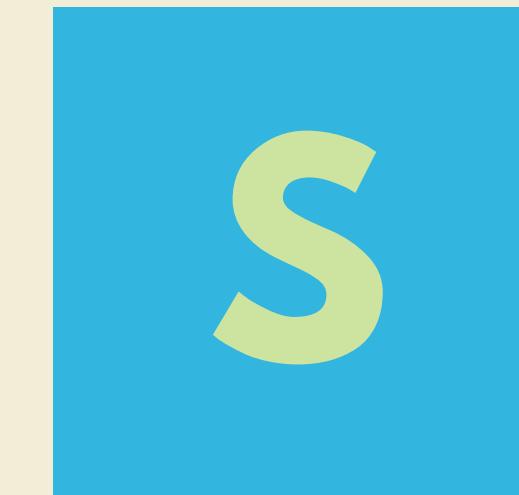
Aether Biomedical



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	✓			



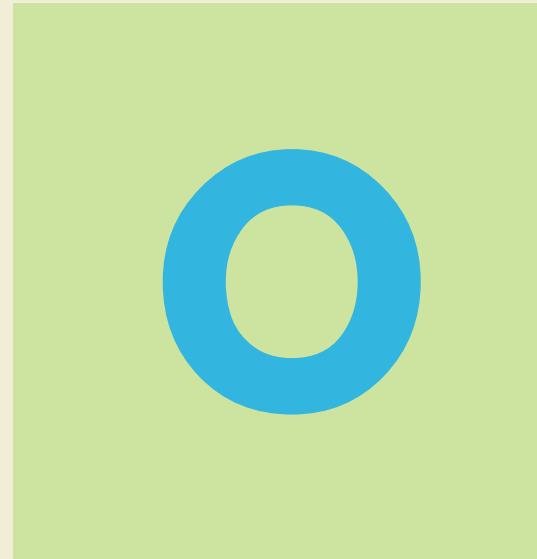
Strengths

- Engineers with particular experience methodically develop and produce.
- By collaboration with surgeons in a wide range of fields, so Meticuly can 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.
- Using of the titanium implant.



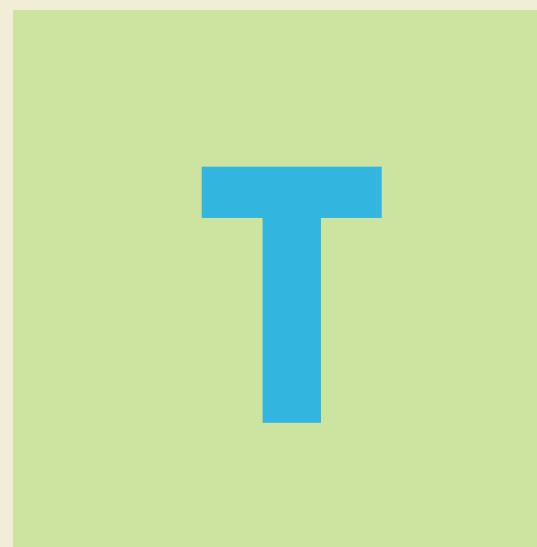
Weaknesses

- 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.
- Deep tech trends are growing, so Meticuly might get more funding from these advantages.
- By using 3d printing technology, more new products can be produced.



Threats

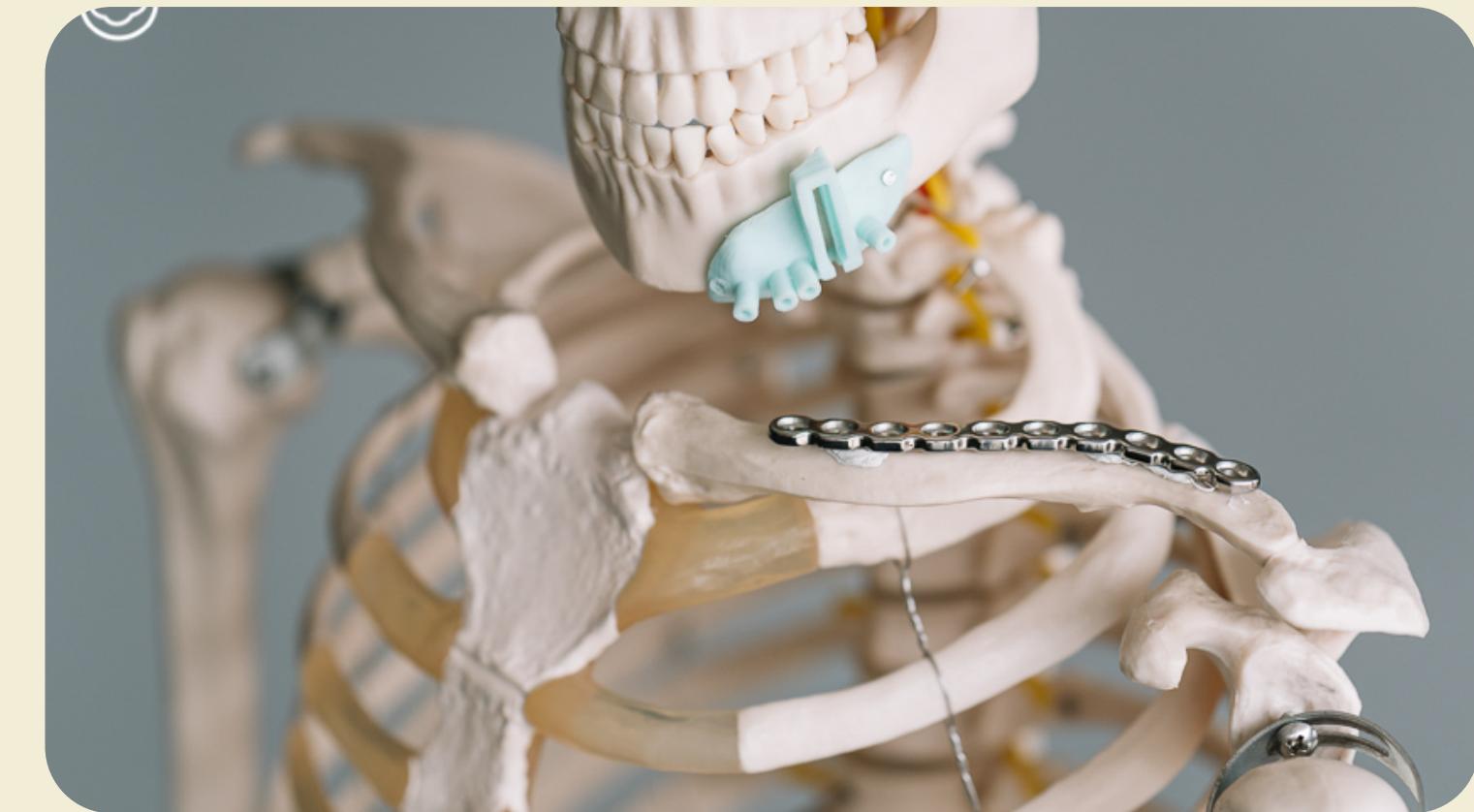
- Many startups are interested in the MedTech-medical industry.
- Cost increases, there is always the possibility that business and material costs will rise.

Channels to interact between the business

Customers can contract with Meticuly via

- **Meticuly cooperates with doctors and hospitals worldwide**
- **Social Media**
 - Facebook, LinkedIn: **Meticuly**
 - Line: **@meticuly**
 - Email: **info@meticuly.co.th**
- **Meticuly Website:** <https://www.meticuly.com>

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.**

Funding

- Meticuly has raised a total of \$8.3M in funding over 3 rounds. Their latest funding was raised on Jan 26, 2022 from a Series B round.
- With 2 investors which are BE Healthcare Ventures(Series B) and Expara Thailand(Series A) are the most recent investors.

Announced Date	Transaction Name	Number of Investors	Money Raised	Lead Investors
Jan 26, 2022	Series B - Meticuly	1	\$4.2M	BE Healthcare Ventures
Oct 8, 2019	Series A - Meticuly	1	\$2.7M	Expara Thailand
Aug 20, 2018	Seed Round - Meticuly	—	\$1.5M	—

2/2021

METICULY

Thank You ❤
Meticuly

