NanoVision Co. strategic plan by MNTP Consulting
Commercializing a Next-Generation Viscoelasticity Analyzer from Lund Nanoscience

Executive Summary

Dilemma

How should the device be commercialized?, and how and which market should it enter?

Key Considerations

- Overcoming regulation
- Picking the correct customers
- Technological deployment

Solution

Short term focus on the equine market; long-term development of a medical-grade platform.

Impact

- Launched solutions across multiple industries, showing versatility
- Built a robust testing framework to ensure reliability and scalability.
- Developed an integrated software and AI platform, data-driven operations.

Advantages and disadvantages of the testing kit

Advantages

- Cheaper than competitors
- More versatile, portable
- High sensitivity, shorter delay

Disadvantages

- Less tested than competitors
- Many regulation barriers to overcome
- High upfront cost

Options of Industries for products for (TBD)

Scoring (1-5) – High is best

		Options		
		Selected		
Decision Criteria	Weight	Horse Health Diagnosis	Human Health Diagnosis	Food Diagnosis
Market size & growth	0,2	3,5	4,5	4,5
Short term Feasibility	0,35	4,5	2	2,5
Feasibility beyond 5 years	0,2	3,5	4,5	4
Entry barriers	0,25	4	1,5	2
Total	1	3.975	2.875	3.075

The current diagnostic model is insufficient for identification of sub-clinical degradation, leading to avoidable injuries

State of the market

Sweden maintains on of Europe's highest horse densities. A total of roughly 360,000 horses.

2nd largest spectator sport in Sweden after football. Over 37,500 actively licensed competition horses.

Osteoarthritis has been considered the most common cause of lameness, especially in athletic horses

Pain points

Current diagnostics:
Subjective
Expensive
Not accurate

Radiographs (x-rays) and Ultrasound
CT and MRI scans
Thermal imaging
Synovial fluid testing for pathogens

Presents a clear opportunity for new technologies

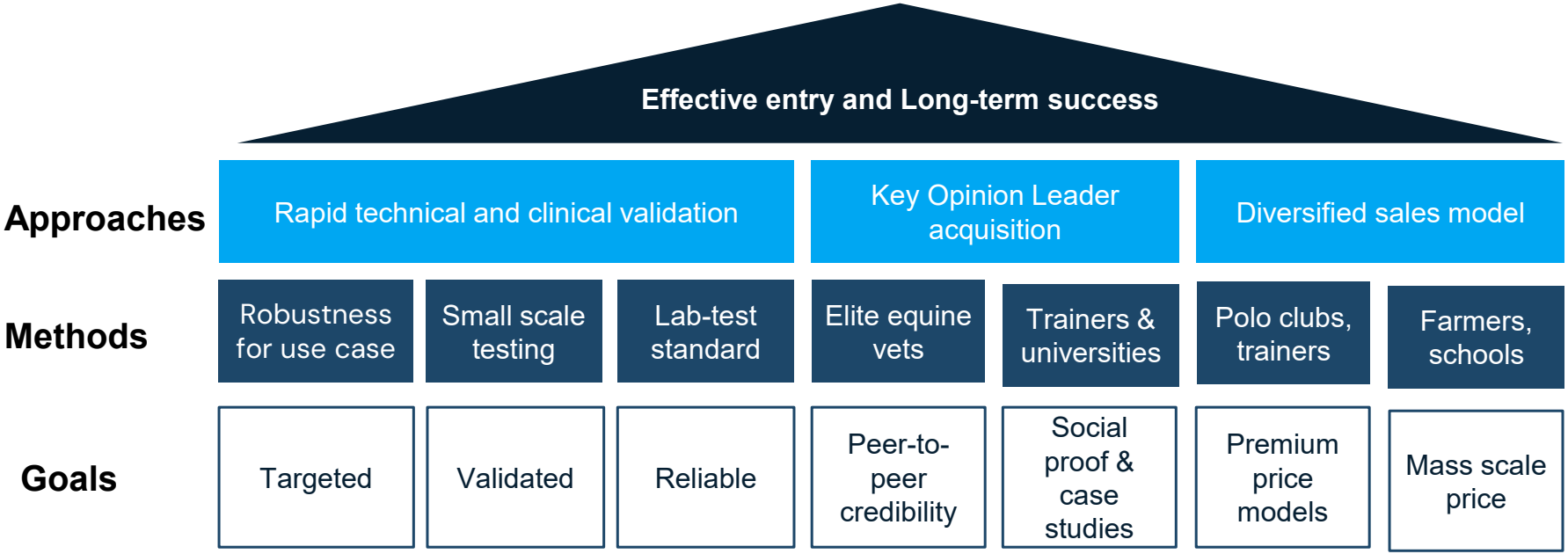
Our solution could present a cheaper and quicker alternative to expensive and subjective assessments

Detection Point	Symptoms	Treatment Cost	Lost Training	Total Economic Impact
Stage 1 (PEO test)	**None (biomarker only)**	**€750-850**	**14-21 days**	**€1,300-1,500**
Stage 2 (Clinical)	Intermittent lameness	€2,200-3,000	30-45 days	€3,500-5,500
Stage 3 (Imaging)	Consistent lameness	€5,800-8,500	60-90 days	€8,500-13,000

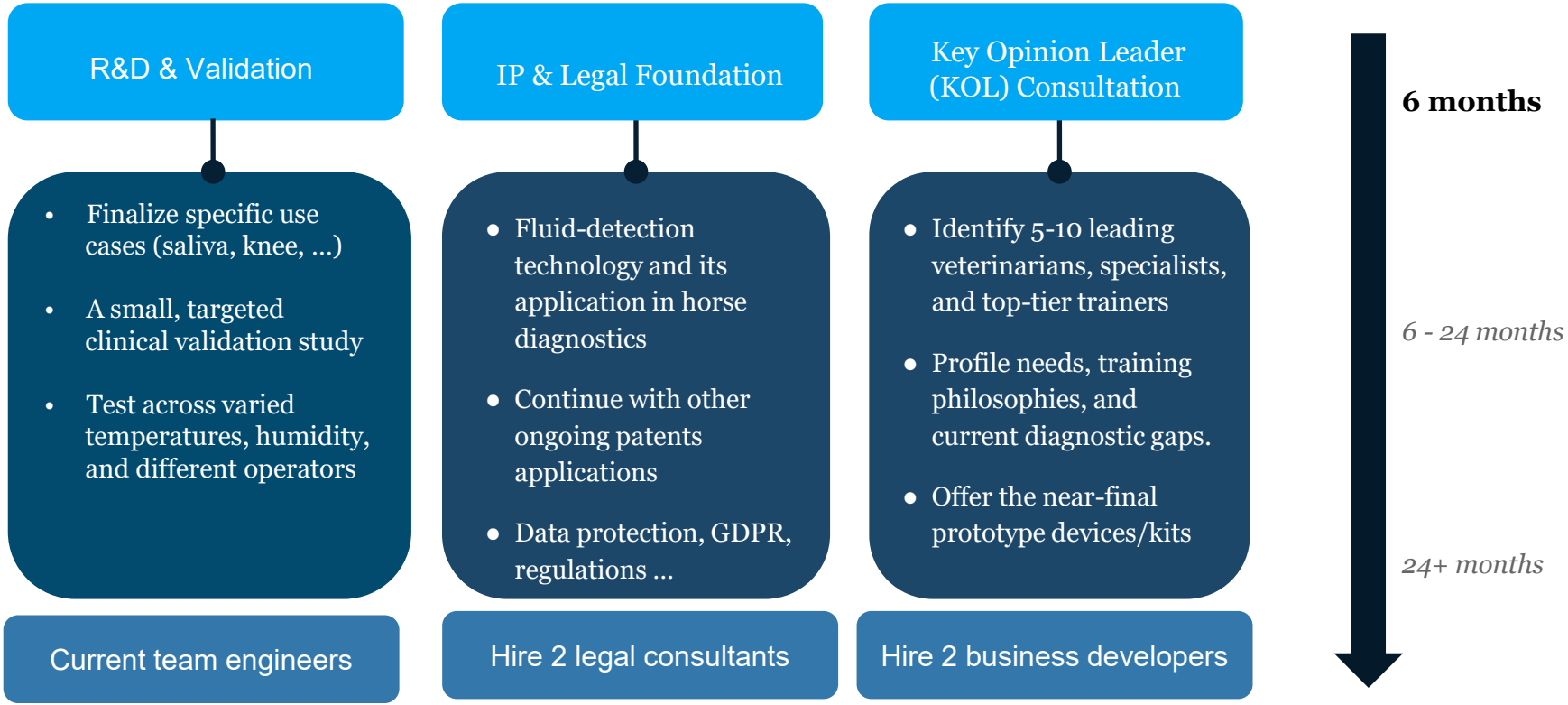
Detection Window Creates Intervention Opportunity

- Viscosity decline detected 2-4 weeks before clinical lameness
- Early-stage intervention: rest + hyaluronic acid injection (€500-800) vs. surgery (€1,600+)
- Contracts with insurance companies (Agria, Folksam) - est. 70% of horses insured
    - **Demonstrating €5-15 claim reduction per €1 testing spend enables full coverage mandate for all insured horses in future years**
- Expansion into 3 segments: Horse owners, Insurance companies, Pre-screening of racing horses

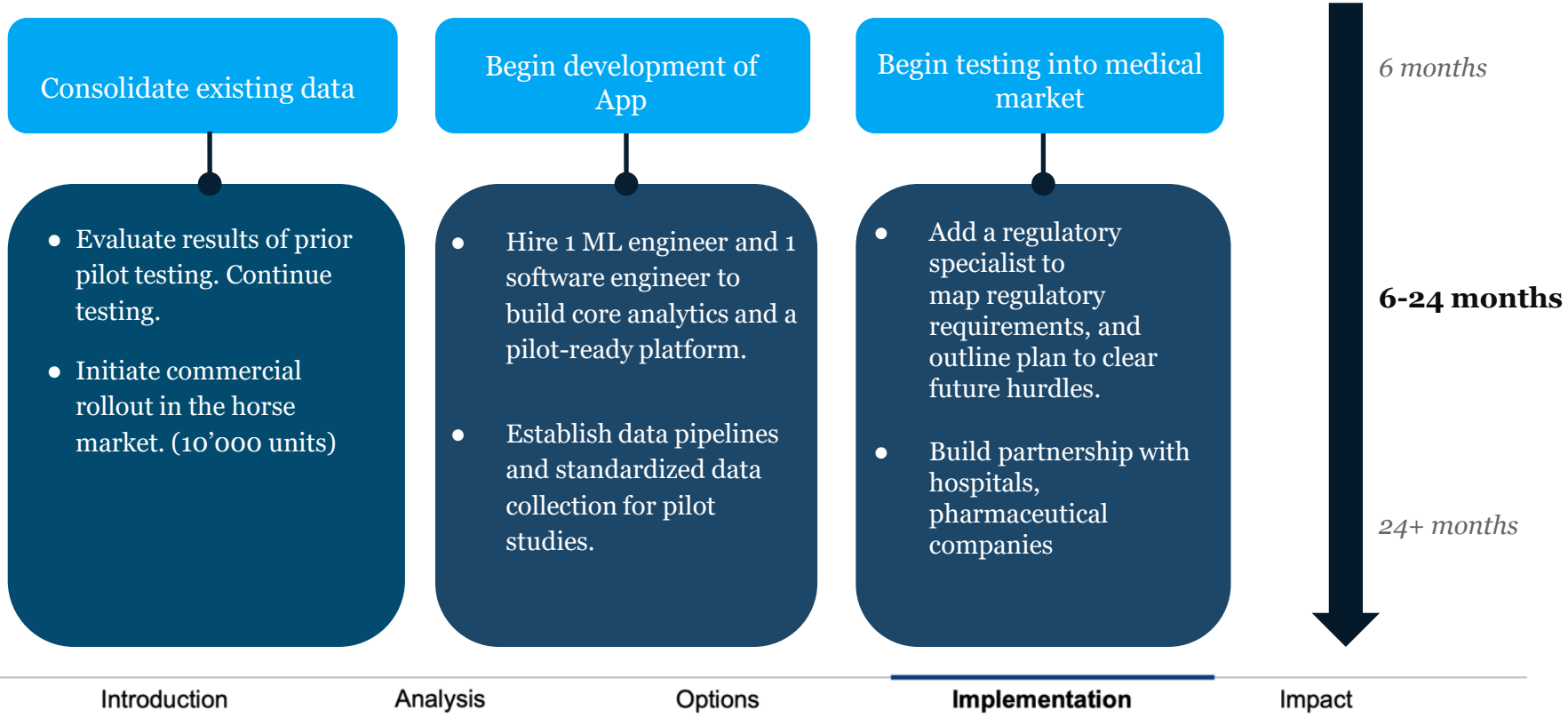
In order to have an effective entry and establish the foundation for long term success, we propose 3 approaches:



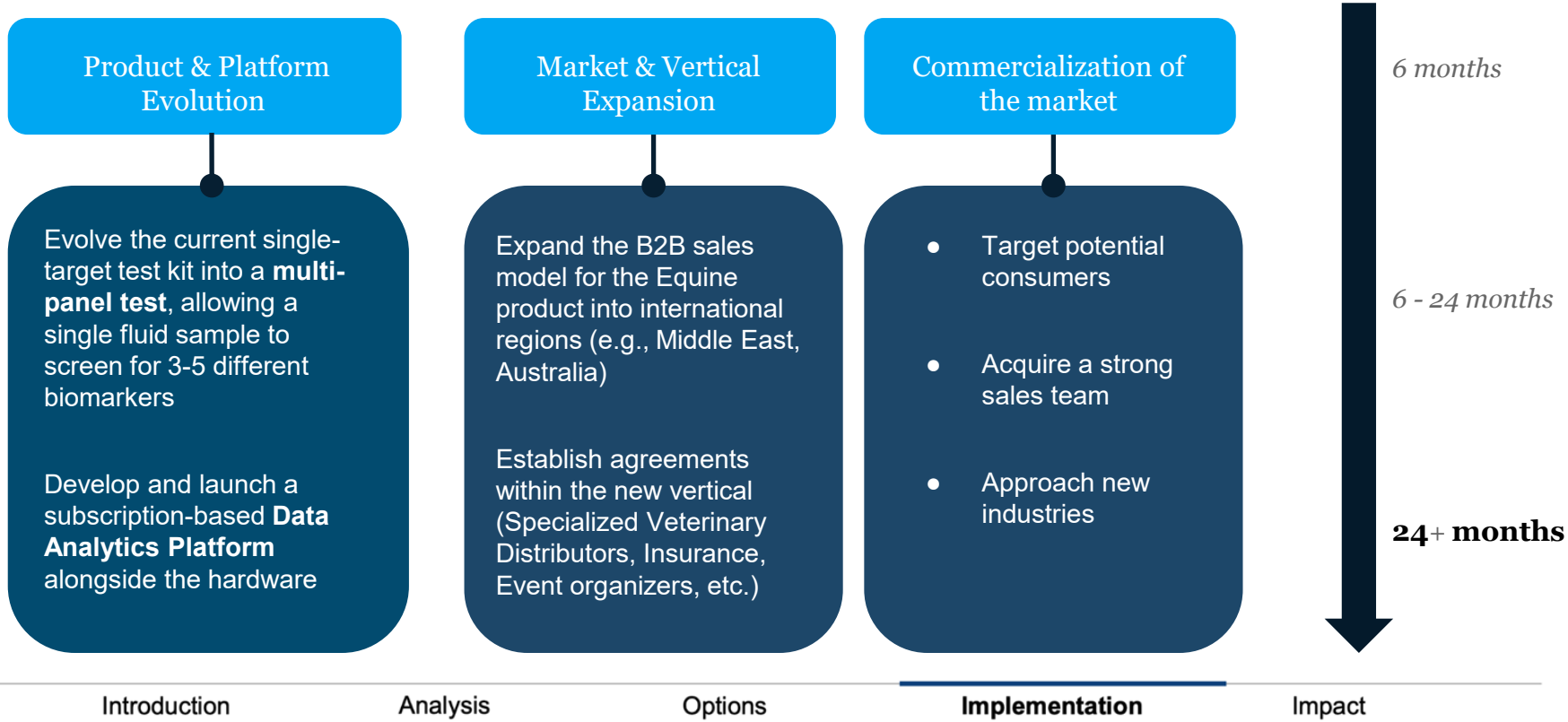
Immediate call-to-actions to take



Consolidate prior testing and begin new projects, finalize blueprint



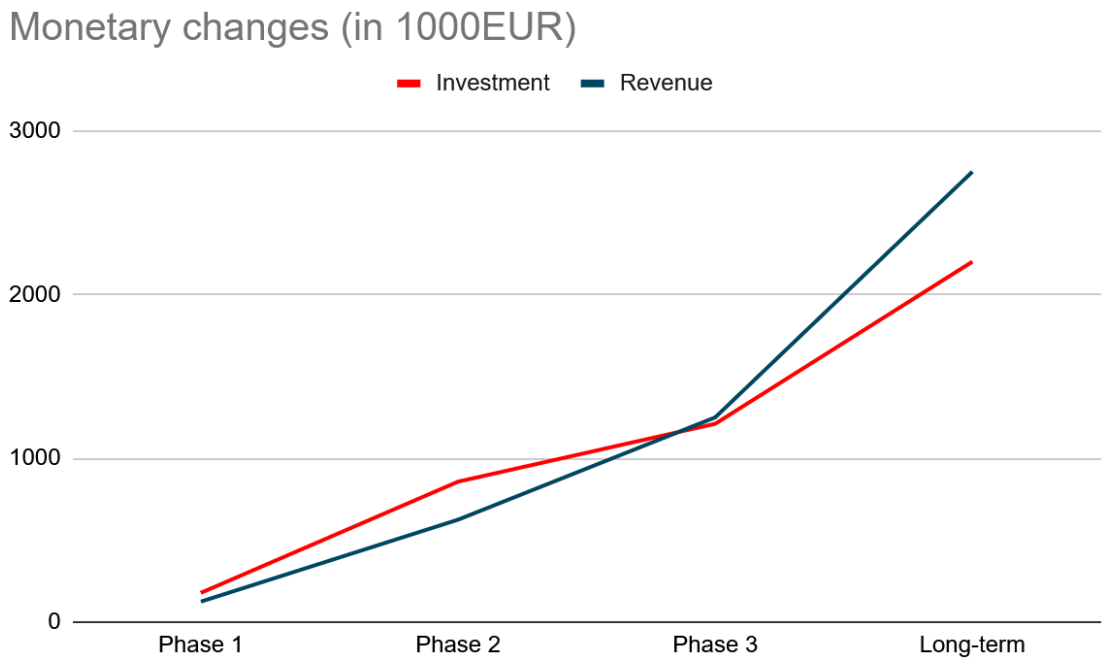
Long term sustainable growth



Financial Projections: Investments

Categories	Production Facility and Product Line	Recruiting and Salary	Working Capital and Raw Materials	Miscellaneous Expenses	**Total**
Cost: Phase 1(€)	N/A	70,000	98,100	10,000	178,000
Cost: Phase 2(€) in annual	100,000	350,000	207,000	200,000	857,000
Cost: Phase 3(€) in annual	230,000	550,000	229,000	200,000	1,210,000

Financial Projections: Incomes in the future




Thank you for listening
questions!