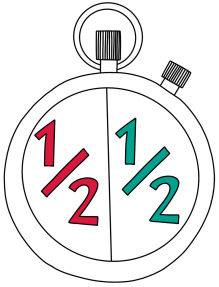


Mechanical ventilation (MV) has numerous severe side effects, both physically and psychologically.

The longer the duration, the worse are the outcomes.



Time of MV can be split into 50% treatment and 50% weaning (=getting back to natural breathing).

Market USA in \$

Beds per 100.000 = 20

TAM = 181.1 B

SAM = 15.6 B

SOM = 4.8 M

Market UK in \$

Beds per 100.000 = 4

TAM = 7.76 B

SAM = 701.2 M

SOM = 1.3 M

Sources: Schreiber, Annia F., et al. "Physiotherapy and weaning from prolonged mechanical ventilation." Respiratory care 64.1 (2019): 17-25.
Kempker, J. A., Abril, M. K., Chen, Y., Kramer, M. R., Waller, L. A., & Martin, G. S. (2020). The Epidemiology of Respiratory Failure in the United States 2002-2017: A Serial Cross-Sectional Study
Dasta JF, McLaughlin TP, Mody SH, Piech CT. Daily cost of an intensive care unit day: the contribution of mechanical ventilation. Crit Care Med. 2005 Jun;33(6):1266-71.

We reduce time of weaning.

Influencing and regulating one's breathing rhythm, emulating gold standards of music therapy (MT).

Software for On- & Offline use.
Needs breathing sensor
(=personalization) and
headphones.

Music & Science: Fast and intuitive application even in the absence of the therapist. Music can be actively shaped by user, resulting in even greater effectiveness.

Traction

- Customer Development
- Pilot study at MedUni Wien
- Trial study at AUVA
- Actionable Prototype
- Talks with insurances

USP

- Right music, right strategy at right time.
- No music skills needed
- 25+ years experience of team

Business Model

- Free/Cost covering for Education
- Charge per Therapy Session
- Paid by insurances

Marketing

- Publications (after IP Rights)
- Congresses
- Education sector
- Long Covid Initiative

Funding – Need

- 500k – for:
- Further development
- MDR-Certification
- Clinical Trials

Vision

- Guiding people home from ICU. Virtual Home Assistant.
- Using music + our technology for other diseases.

Team (for advisors, please visit website)



Rafael Boog
COO

Digital Transformation &
Brand Expert



Oliver Peter Graber
CEO

Composer &
Music-Neuroscientist



Walter Wriesnegger
CTO

Software Industry
Veteran



Contact

Company not founded yet

- rafael@ludwig-med.com
- www.ludwig-med.com
- +43 699 18 25 70 17