



InstruClick

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Funding:

Current funding:
INiTS Start up Camp (applying for phantom share program) & own money (60TEUR)

Targeted Funding:
Applying public funding (500TEUR) and 1st Angel /VC round of 1,5MEUR

Use of Proceeds:

- product development
- systematic sales
- partner management

Revenue Forecast:

- 2024: 700TEUR
 - 2025: 2,5MEUR
- Positive Cash Flow/ Break Even :
- 12/2024 (15 producer, 100 hospitals)

Competitive Advantage:

- industry & software experience
- data driven process automatization
- software first focus
- neutral platform / open for all

Key Executives:

- Lukas Schober, CEO
- Alexander Gwihs, CTO
- Mark Feder, CSO

OR = Operations Room for surgical procedures

Problem

Logistical processes for surgeries are a main problem in hospitals. A high number of manual processes, web stores that ignore the needs of the end user, and no use of data treasures meet a constantly increasing number of surgical procedures and an ever-increasing variety of products. The result are overworked specialists (who are lacking in other areas), high material and energy consumption for unnecessary transports and multiple reprocessing of instruments as well as constantly rising costs for maintaining the status quo.

Solution

Instruclick provides a perfect logistics. Via a learning neural network, OR plans are read out to automatically recognize the material requirements at the right time. The required material and the relevant instruments are then delivered ready for use and on time - and collected again after the operation. The OR can thus concentrate on operating, and Instruclick takes care of the material and instrument logistics. This allows more procedures to be performed in the same amount of time and shortens waiting times for patients.

Market

The total global market for instruments and materials in the operating room is around \$100 billion and is growing at an annual rate of around 7%. The growth trend is positive due to the increasing number of surgeries due to an aging society, emerging markets and new treatment methods. Due to the simultaneous shortage of skilled personnel, the need for digital solutions is increasing.

Competitive Landscape

An automated digital solution for identifying and satisfying material needs in the OR is not yet offered today. The current web stores, ordering portals or logistics solutions always require manual activity by OR staff. Based on 18 criteria, Instruclick's competitive advantage is primarily evident in terms of its strong end-customer focus, innovative use of technology, and platform business model. The competitors can convince through existing accesses as well as established business models.

Business Model

In the first phase (web interface to facilitate orders) license fees are charged. In a second phase (just in time delivery) Instruclick earns from the savings of the manufacturers as well as through pay per use for Instrument and Material provision. In a third phase, Instruclick earns from 3rd party services within a platform business model, e.g. for education or a 2nd use platform. Costs will mainly occur for customer acquisition, software development & operation.

Management Team

The founders have been working together for many years and have already established successful data platforms in aviation and national defense. The founders have a high level of expertise in the healthcare sector through activities as managing director, entrepreneur and consultant. The core element of the platform development is done by one of the founders. The founding team is supported by advisors, the INiTS Start up Camp as well as by FH Technikum Wien and a start-up network in Germany.

Traction to Date

The concept was developed collaboratively with 21 hospitals, 14 suppliers and 4 reprocessors to ensure the best outcome. They are also available for the planned pilots (3 pilots in Austria orally confirmed) starting mid 2023. Currently, the MVP is being verified and further elaborated through user discussions. Inclusion in the INiTS Start up Camp will accelerate further development. There is already interest on the part of investors (business angels, VC) and corresponding discussions are being held.