

Entrepreneurism in Medical Device Development: An Evolutionary Path

February 27, 2017

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Disclosures

- *Dynasthetics
 - Owner/Founder
- *Anecare
 - Owner/Founder
- *NuMask
 - Free Product for Study
- *Becton Dickenson
 - Intelliport Implementation
- Baxter
 - Honorarium for Consulting
- MedVis
 - Honorarium for Speaking
- Axon
 - Consultant
- Salter Labs
 - Consultant

IMPORTANT Partnerships



Dwayne Westenskow PhD

Professor Emeritus Bioengineering, U of U



Joseph Orr PhD

Professor Bioengineering U of U
President Axon, KORR & Dynasthetics

Innovations



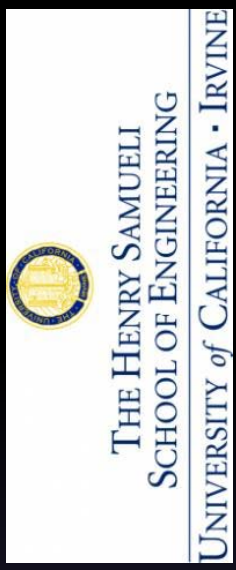
- Quick Emergence Device from Inhaled Anesthetics
- *Physiology to Change Pharmacology
- Safer
- Faster = \$\$\$

- Block Inhaled Anesthetic for Malignant Hyperthermia
- *Extremely Rare but Lethal Disease
- Safer
- Faster = \$\$\$



**Pain Point (Perceived or Real) Defines Strategy*

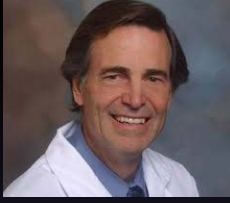
Timeline



1993



1995



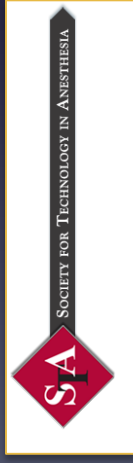
1998



2000



2002



2003



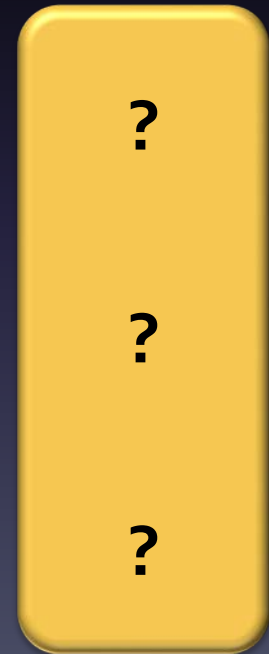
2004



2010



Follow-on Technologies



Your Baby? Now What?

- Intellectual Property? → Attorneys
- License vs. Build Infrastructure
- Claims?
 - Clinical Studies
 - 510k or PMA
 - FDA Consultant (Paul Dryden)
- How do we fund?
 - Mike Slatter CEO, Mark Winn CFO
 - Friends & Family
- Market ability & Sale ability? → Steve Blackwell Vice-president Marketing & Sales



The Good & the Bad

- Would I do this again?



- Same vs. Different? It Depends...

Thank you!