Taking innovations to the market

Research Associate
Presentation outline

• current situation of the presented companies
• how it really started - back to 2002.
• 2006 - 2012. evaluation of TRL
• tumor trace method
• foundation of companies in Denmark and England
• call for investors
• lessons learned
Entrepreneurship spinning of from the University - current state (2017)

• TeleSkin Serbia (founded 2008) - is a high-tech venture making hardware and software for the early detection of skin cancer, melanoma, and other skin conditions.
  - biophysical rather than biochemical methods, key of success faster, cheaper, higher sensitivity, more accurate
• TeleSkin Denmark (founded 2013)

• TumorTrace UK (founded 2014)

• in the year of 2017. looks remarkable, still it was not easy and it was not fast, actually began in 2002
How it really started - back to 2002.

• 2002. researchers led by Professor Koruga starts working on biophysical method of identifying a melanoma using dermoscopy

• this fundamental research where conducted from 2002-2006:
  - based on research and development projects with the Ministry of Science
  - partnership with the private companies

• through whole research process students, graduates, PhD students, researchers were included
2006-2012 - evaluation of TRL

• mobile application development
• proof of concept done in Serbia, Gynecology and Obstetrics Clinic, University of Belgrade
• performance trial on 516 (320 stained & 196 unstained) samples
• analysis of trial results with NTU mathematics department
• receive support from Business Technology Incubator of Technical Faculties Belgrade (legal, financial, operational)
• 2008. Established TeleSkin, through which group continue research and development
• they go beyond national boundaries and realize that they need higher investment to continue the research
Tumor Trace Method

Image processing & Data analysis

Machine learning and classification
Foundation of companies in Denmark and England

• patents application (national, EU, US, India)

• 2013- Preparation for “Next step challenge “ in Denmark (3 PhD students)

• Benchmark - state of art in the market, competitors in the field (devices / methods), searched all kinds of tests, advantages, disadvantages, price per test + individual labs,

• 2013- TeleSkin team won the Next step Challenge Award ” The best of overall” (investors conference, 250000€)

• established TeleSkin in Denmark as a daughter company

• 2014- TumorTrace - Next Business Generation- enter UK market with new project (review the reports of the NHS (UK health system) through reports, annual expenditure view and set the ratio of what they will get )

• 2014- Established TumorTrace company in the UK (screening, monitoring and diagnosis of epithelial samples of the cervical cancer, oral cavity, skin and colon cancer), biophysical methods

• Current status - seeking investors
Why invest in us?

- increased sensitivity and specificity
- objective screening criteria
- saving lives
- saving time
- saving money
- reduced anxiety for women
- offering ‘on the spot’ testing capabilities - boosting screening
- removing bottlenecks in laboratories
Team members

**Board**
Prof. Djuro Koruga (PhD, Chief Scientist)
Milena Papic-Obradovic (MD, Gynecology)

**Research and development**
Jelena Muncan (PhD, Biophysics & Algorithms/Data analysis)
Aleksandra Dragicevic (MSc, Product manager & Medical data acquisition)
Boris Kosic (MSc, Control Engineering)
Branislava Jeftic (MSc, Electrical and software engineering)
Ivan Djuricic (MSc, Software engineering)
Lessons learned

• In theory looks nice but the reality is cruel
• The first step are still fundamental research, further development will show the market value
• Patent protection should be obtained before moving towards investors
• Technology Transfer team education
• investors conference as a good starting point
• + for spin offs instead of contract with big company
Thank you!