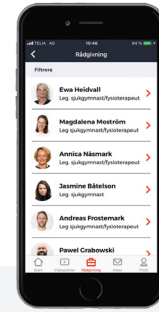


# MEMOTUS

MEMOTUS IS A DIGITAL SERVICE THAT SIMPLIFIES REHABILITATION FOR BOTH CAREGIVERS AND PATIENTS



## PROJECT PROFILE

### Contact

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### Website

www.memotus.com

### IPR

Instrube Health AB has filed a registration for the name Memotus in Sweden, and the company has exclusive rights to all data in the app.

### Capital need

Seed round around 6 mSEK planned during Q2 2019 that will finance sales in Sweden. Planned A-round Q3 2020 which will finance international launch.

### Partnership /collaboration sought

Instrube Health AB seek contact with angel investors and VC companies for investment in our upcoming seed round.

### Team

Mikael Östberg  
CEO, founder Ledarskapscentrum Nord AB

Simon Dahl  
CMO and board member, former Olympic Athlete

Magnus Jonsson  
CTO

Magdalena Moström  
Expert recruitment, Physiotherapist Swedish Olympic Team (Summer and Winter)

### Board

Rami Morssy  
Chairman of the board, CEO Oryx Simulations

Mattias Eriksson  
Partnerinvest, investor and board member

Annika Högström  
LäkarJouren, investor and board member

### Background

Instrube Health AB was founded in December 2016 and the app Memotus was launched on iOS and Android in November 2018. Most of the team is based in Umeå. Investment of 3mSEK was made in March 2018. Our vision is to simplify rehab for both care givers and patients all over the world.

### Market need and potential

All injuries that require rehab treatment take a lot of time in the health care and is an important reason for increasing waiting times to health care providers. Every meeting is a physical visit even updates of rehab programs. This leads to waiting times that can be several months, overbooked calendars for health care providers with a stressful work environment, rehabilitation treatments that ends to early and bad patient compliance with the rehab programs.

There are around 15 000 health care employees in Sweden working with rehabilitation treatment who all can relate to the inefficiency described above. They could double the amount of support to their patients without working more hours with a solution like Memotus. The problem is not unique for Sweden and our ambition is to simplify rehab for caregivers and patients all over the world.

### Business idea

The main function in Memotus is a messaging service where care givers and patients can communicate asynchronously. The messages support text, video, pictures and PDF. The patient can choose to pay in the app or at the clinic. Updates of rehab programs is the largest area of use. This means that many physical meetings can be replaced with digital messaging.

There are also other functions that supports both the patients and the caregivers which will further simplify the rehabilitation process.

Onboarding for caregivers is light touch and on-boarding for patients is no touch.

The care givers are our customers and the business model is subscription and a fee for each message that is sent. There is also a future potential in subscription for the end user/patient.

### Competition

There are other communication tools designed for care providers, such as Visiba Care (Sweden), Joint Academy (Sweden) and Kara Connect (Iceland). Visiba Care is a white label solution. Joint Academy's only focus is on arthrosis while we address all injuries that require rehabilitation. Kara Connect's main focus is live-video which doesn't save time for the care provider. By using Memotus care providers can also increase their competence and patients have a tool for better compliance.

### Advantages

For caregivers

- Digital follow-ups provide more contacts in less time than a physical visit, the hypothesis is that the number of patient contacts can be twice as many. A physical visit takes 45-60 minutes, while messaging in Memotus takes 5-15 minutes.
- Meets all legal requirements (unlike illegal communication via eg e-mail and SMS).
- Skills development - contact with and support from expert network.

For patients

- No time booking - message sent when it suits the patient.
- Always available in the patient's smartphone.
- Resources for self-care in the Memotus Video Center.
- Access to all connected healthcare providers for advice which includes several leading experts in sports injuries.

### Current status

The app Memotus is launched on both iOS and Android with 1500+ downloads. Around 15 experts have been answering 70+ questions from patients without physical meetings. Due to regulatory matters experts haven't been able to use Memotus as intended (follow-up between physical meetings with their own patients) but that will be possible from February 2019.

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