



**Market Size**  
 Target markets:  
 USA is € 400 M/year

**Business Model**  
 HaaS model proven  
 600€ device/month

**Capital need**  
 € 3 M lasting 18 months

**Market entry**



Regulatory, Logistics, Reimbursement  
 Sales personnel agents, KOL at CoE, partnership  
 with MedTech/Pharma expert advisory board,  
 scientific conferences & publications

**Investors**

**BackingMinds**  **Umeå universitet Holding AB** 

**almi invest** UMEÅ · SWEDEN

**Strategic Roadmap**



Strategic partnership with Oxford University, Harvard, UCLA, FDA Submission, FDA Approval, US reimbursement code(s), US launch, CE- MDR.

**Clinical evidence & Publications**



Fordell et al ACTA 2011  
 Fordell et al Topics of Stroke 2016  
 Eklund U & Fordell H et al ACTA 2018,  
 Wåhlin et Fordell et al 2018  
 M Moore, Fordell et al 2022

**Management Team**

**Agneta Franksson- CEO**  
**Helena Fordell – MD, PhD, founder**  
**Anders Markstedt – CTO**



Highly Experienced and growing team  
 Mixed Reality R&D expertise, including therapist and cognitive scientist

**Exit**  
 Potential acquisition  
 Industrial tech exit  
 IPO 2026