

One Line Summary:

Our patented low-risk ultrasound technology is now the new gold standard for diagnosing reflux noninvasively and at a lower cost, for the 65 million Americans who suffer from it.

Business Summary:

ReflodX will use investor funds to obtain the human and material resources to quickly develop and manufacture the Sondeflux™ reflux detector, bring it to market, and scale up to meet or exceed market sales projections.

Management:

Rudy Wilcox (CEO) has 11 years industry experience, with background in electrical, computer, and biomedical engineering, medical device design and regulatory compliance. Was lead engineer on designing & successfully commercializing 3 medical devices. Supported by clinical and technical advisors with backgrounds in gastroenterology, otolaryngology, radiology, ultrasound physics, regulatory, finances and legal.

Customer Problem:

Patients do not tolerate the current invasive procedures, and Clinicians desire to improve their patients’ standard of care while increasing profitability by avoiding referring cases out of office.

Product/Services:

SondeFlux, a non-invasive. Low-cost diagnostic device which uses ultrasound to detect reflux. Consists of an ambulatory recording box, disposable sensors and a software user interface.

Target Market:

Beach Head - Private practice Otolaryngologists, Primary - Adult and pediatric Gastroenterologists, Secondary – Neonatal intensive care units and geriatric care facilities.

Customers:

Influencer - Otolaryngologists and Gastroenterologists, Buyer – Office Manager and Purchasing Groups, End User – Patient.

Sales/Marketing Strategy:

Publish efficacy studies in Journal of Dysphagia, AAO-HNSF and Gastroenterology, while presenting at annual Ears Nose and Throat and Gastroenterology conferences. Direct sales to private practices, utilize distributors approved by hospital purchasing groups.

Business model:

In the US 6 Million people seek clinical care for reflux related symptoms. 800k Diagnostic tests are performed annually leading to a SOM of \$80 Million. Otolaryngologists refer 1.6 Million cases out of office equating to \$800 Million in lost revenue.

Competitors:

Given Imaging – Bravo pH system (Acquired by Medtronic)
Sandhill Scientific – Impedance pH

Company Profile:

URL: www.reflodx.com
Industry: Medical Devices
Founded: 2015

Contact:

Name Rudy Wilcox
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Financial Information:

Grant Funding: **\$1.63 M**
Founders Investment: **\$55k**
Monthly burn Rate: **\$30k**
Pre Money valuation: **TBD**

Management:

Rudy Wilcox CEO

Clinical Advisors:

Dr. Daniel Jackson – GI
Dr. Marshall Smith – ENT
Dr. JBK – SLP

Technical Advisors:

B. Mendenhall – financial
J. Ziobro – regulatory
Durham Jones & Pinegar – legal

Ask:

\$1 Million in Equity
COO to get to next Level

Financials*	2022	2023	2024	2025
Grants	\$0	\$500	\$500	\$1,000
Sales	\$0	\$0	\$0	\$30
Expenditure	\$10	\$500	\$500	\$800
Net	\$-10	\$0	\$0	\$230

*In Thousands (000) in USD