

Zenikor

MEDICAL SYSTEMS



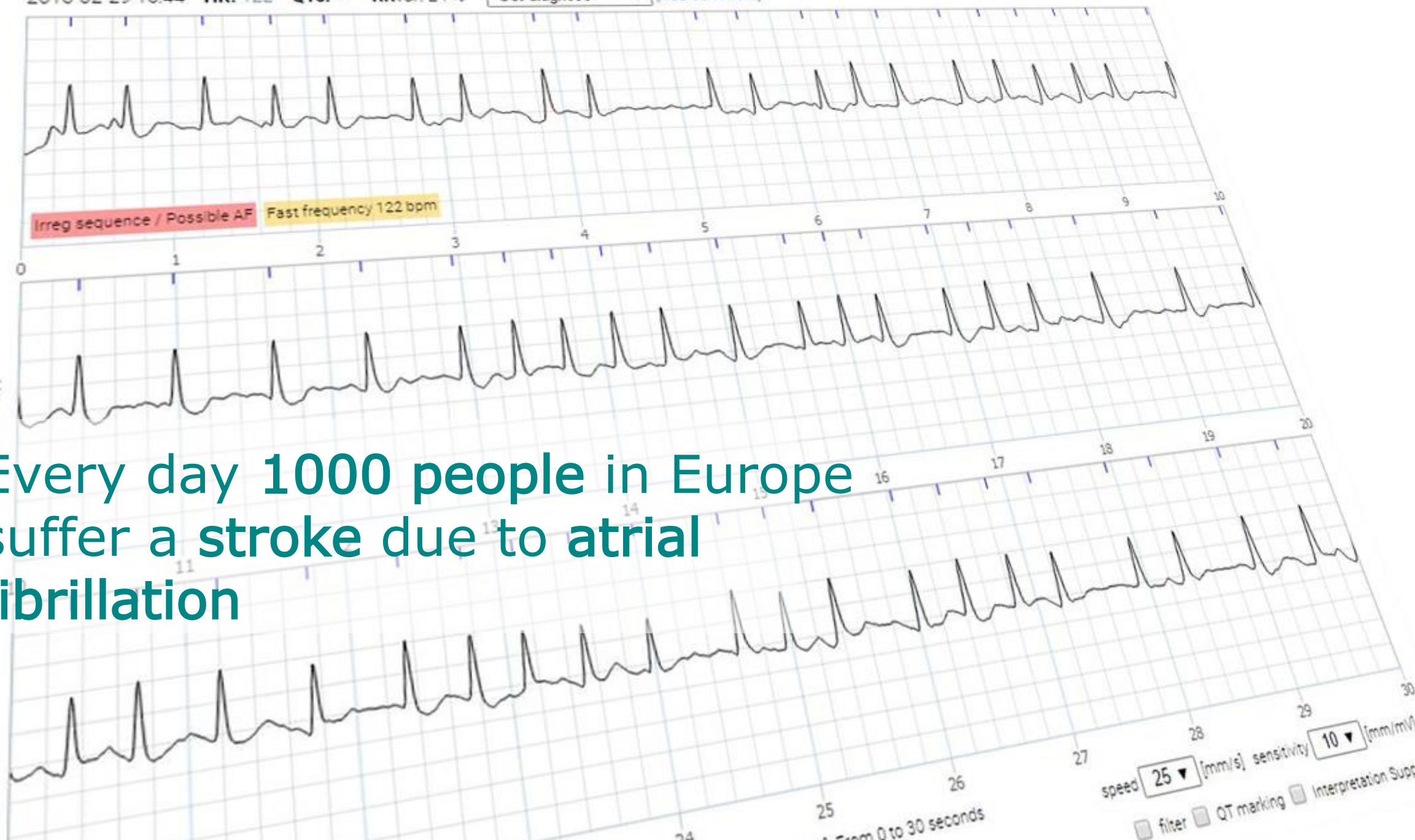
OF STROKE PREVENTION

SPOTTING AF, STOPPING STROKE

Stockholm, 17 September 2018

Caroline Mellstig Theimer,
Business Development Manager



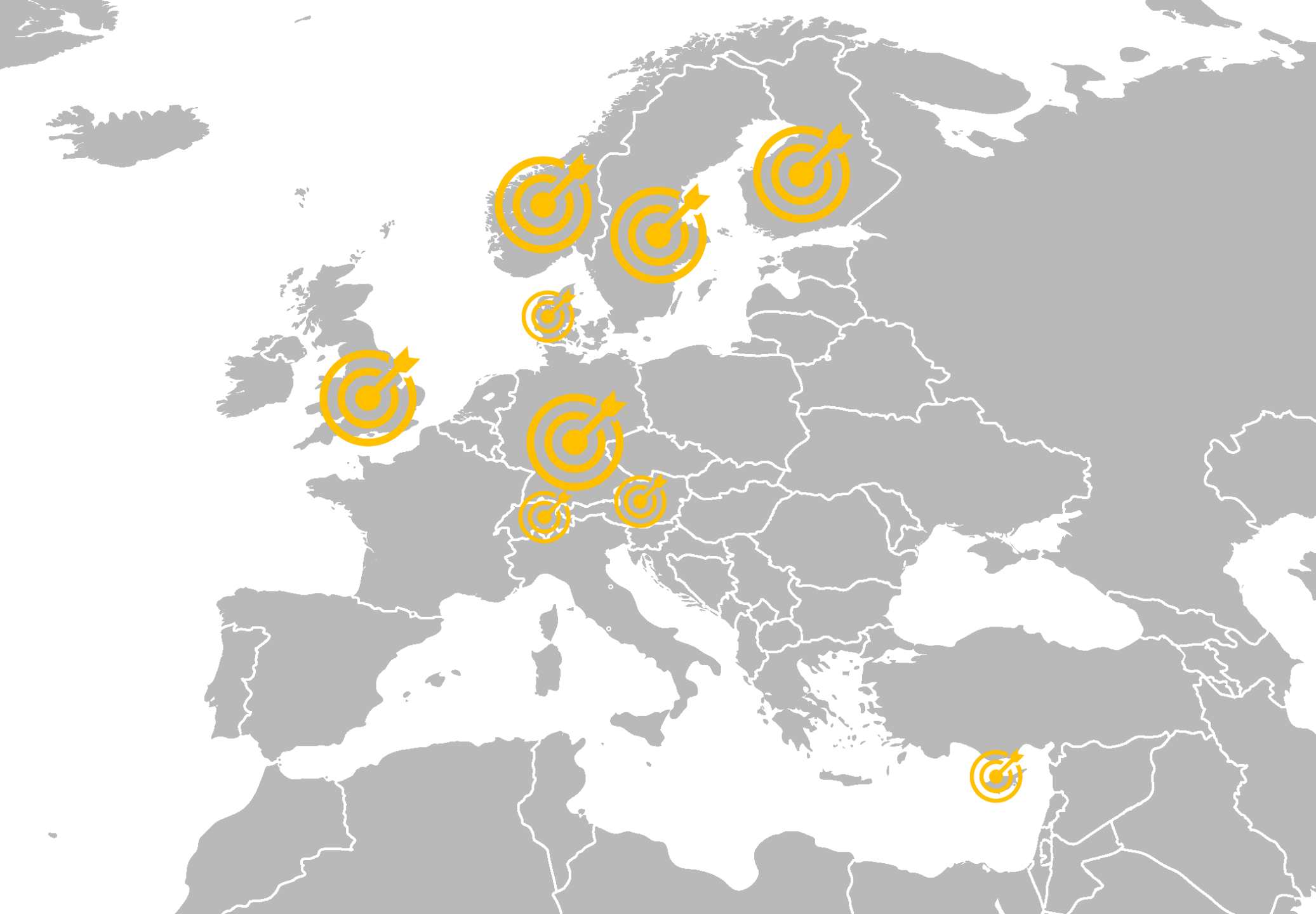


Every day 1000 people in Europe suffer a stroke due to atrial fibrillation



Zenikor's solution for early diagnosis

SPOTTING AF, STOPPING STROKE



READY FOR MARKET EXPANSION?

Validation

Competiti
on



Network

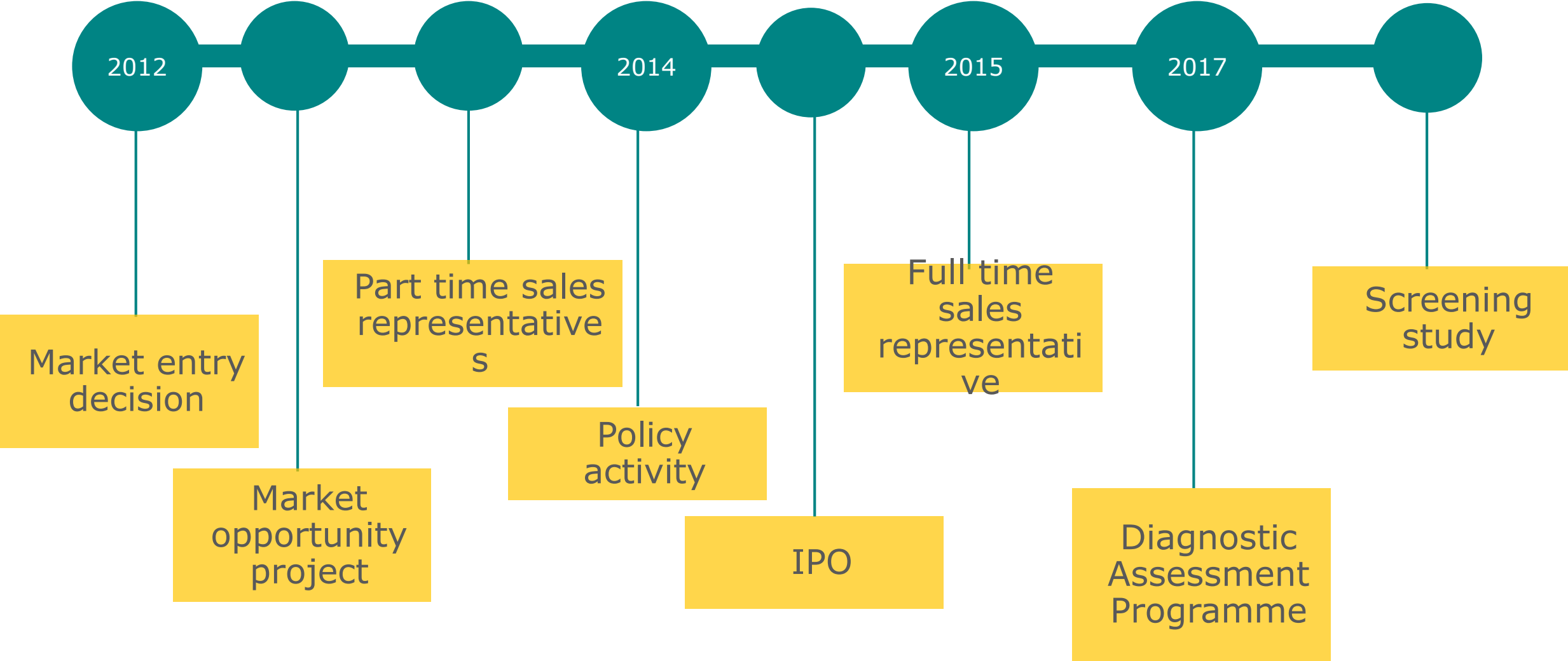
Strategy



Resources

Competenc
e

MAKING IT IN THE UK



LESSONS LEARNED

- **Prioritise and commit**
- **Scale and scope** your endeavours with your goals and capabilities
- Do your **homework**
- Assure you have access to the right **knowledge and skills**
- **Secure financing** and think ahead
- Be prepared to review and alter your **business model**

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