Sisu Global
Medical Devices that Operate Anywhere There is a Surgeon

Sisu | Noun | see'-soo
Persevering in the face of adversity
Language origin: Finnish

SXSW Pitch Finalist
March 2021

Carolyn Yarina, CEO, carolyn.yarina@sisuglobalhealth.com
Global Blood Shortage: 100M Units Globally

When a clinician reaches for a blood bag, it isn’t there

The Solution: Autotransfusion
Patients with internal bleeding now have a chance for survival
Bringing Autotransfusion to a Global Reach

A patented device that allows you to ‘donate’ blood to yourself
2 Units of blood
Avg amount recovered and re-transfused per surgery
Hemafuse Sold to Wholesale Distributors

Sold in

5-pack & 25-packs

“Razors”

Reusable Hemafuse Pump

“Blades”

Disposable Filter & Accessory Kit
Increasing Orders by Kenyan Distributor
Rapidly Increasing Sales

Distributor Revenue: $195k
Sales focused in Kenya to-date

Project revenue: $750k
Government & NGO contracts

TOTAL REVENUE: $947k
Distributor Entry Model: 18 Month Process

Kenya distributor sales **doubled in 4 months** as we shifted from phase 1 to phase 2

1. Early Adopters, Private Sector Sales
2. Government Sales Large Tenders & Contracts
3. Insurance Coverage, Listed as “Essential” Equipment

Current

Next 6 months
Emerging Markets: Go-To-Market

Leveraging the success of “MVP” to scale into new markets

to 2020: STAGE 1
Commercial MVP *complete* (1 country + impact projects)

- KENYA
  - SAM: $20M

2021: STAGE 2
Individual Country Expansion

- Uganda
  - SAM: $120M

2022+: STAGE 3
Regional Expansion
Add market: Military

- SAM: $1.8B

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Impact 1.2M lives over next 5 years

Impact Projects
- India
- Southeast Asia
- South Africa
- Southern Africa (exc. SA)
- Kenya
- East Africa (excl. Kenya)
- Nigeria
- Ghana
- West Africa (Excl. N, G)

Lives Impacted

Fiscal Year (2020 = July 1, 2020 – June 30, 2021)
Hemafuse: A $4.5B Total Addressable Market

**Emerging Markets:** A $3B opportunity
Based on surgeries performed today where Hemafuse could be used

**Military:** A $1.5B opportunity
Based on Hemafuse included as a standard kit for emergency surgeries

Medtronic called Hemafuse, “Technology that leapfrogs their own”
Tenacious Team: Proven Ability to Execute

Inventor on 4 portfolio products, led development of Hemafuse

Gillian Henker
Co-Founder & CTO

Raised >$3M investment, success in partnerships + recruitment

Carolyn Yarina
Co-Founder & CEO

Established key processes & systems for growth in operations & sales

Sajju Jain, MBA
COO

Inventor on 2 patents

Presenter:

Technologist of the Year

Forbes 30 UNDER 30 CLASS OF 2020

Innovator of the Year

Featured in:

Harvard Business School Alumni Track record in growing global startups
Senior roles in

Companies Featured in:

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2020 Awards & Features

- Forbes 30 under 30
- Thomson Reuters Foundation TrustLaw Impact Award Winner
- Patents for Humanity Top 5 Finalist, Health
- SXSW Pitch 2020 Finalist
- Tech Emerge Health Finalist
- IFC TechEmerge Finalist
- Sankalp Global Awards Finalist
- Venture Finalist

Hemafuse Showcased to First Family of Kenya. First Lady bought & donated Hemafuse to local hospital through Beyond Zero Program
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Reach out for more information

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