



# 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

# 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

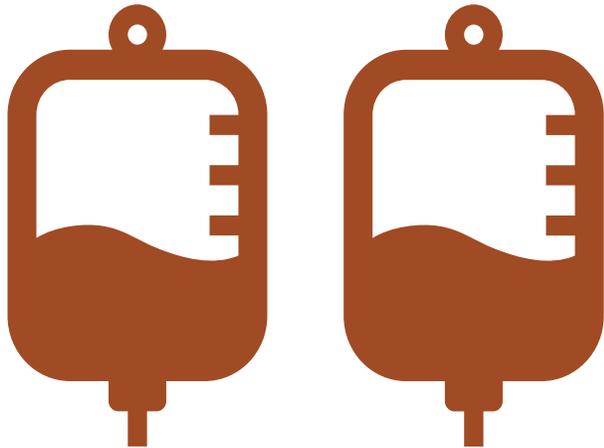
A **patented** device that allows you to 'donate' blood to yourself





2020:  
The US  
Patent  
Office  
Awarded  
Hemafuse a  
“Patent for  
Humanity”

# Used in 20 Hospitals



## 2 Units of blood

Avg amount recovered and re-transfused per surgery



# Hemafuse Sold to Wholesale Distributors

Sold in

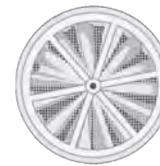
**5-pack  
&  
25-packs**

**“Razors”**



**Reusable  
Hemafuse Pump**

**“Blades”**



**Disposable  
Filter & Accessory Kit**



## Revenue Per Order



Increasing  
Orders by  
Kenyan  
Distributor

# Rapidly Increasing Sales

**Distributor Revenue: \$195k**

Sales focused in Kenya to-date

**Project revenue: \$750k**

Government & NGO contracts

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**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

**Current**



3. Insurance Coverage, Listed  
as “Essential” Equipment

**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)



**SAM:**  
**\$20M**

**2021: STAGE 2**

**Individual Country Expansion**



**SAM:**  
**\$120M**

**2022+: STAGE 3**

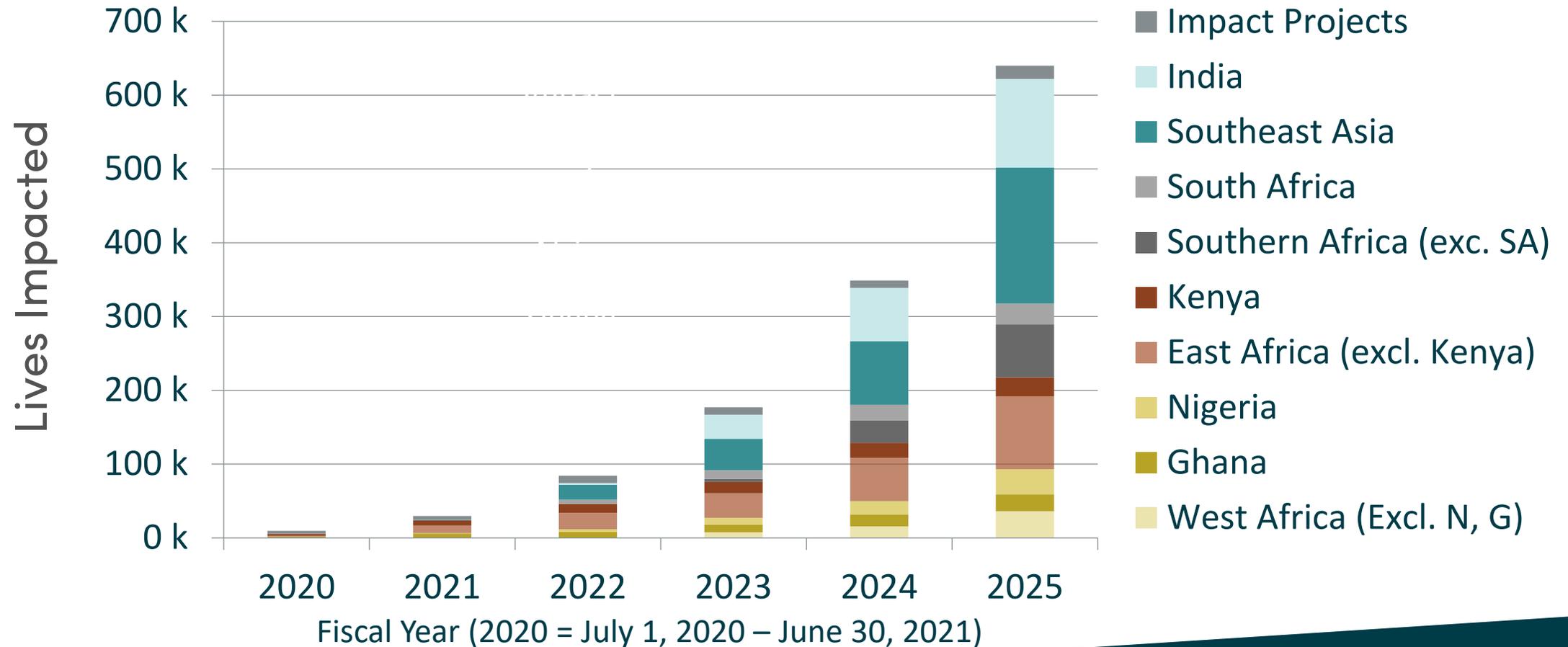
**Regional Expansion**  
**Add market: Military**



**SAM:**  
**\$1.8B**



# Impact 1.2M lives over next 5 years



# 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

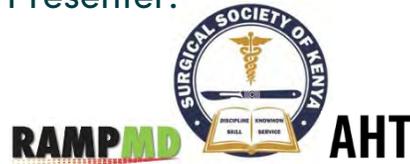
*Inventor on 4 portfolio products, led development of Hemafuse*



**Gillian Henker**  
Co-Founder & CTO

Inventor on  
2 patents

Presenter:



Technologist of the Year

Published in:  
International Journal of  
**GYNECOLOGY  
OBSTETRICS**

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



**Carolyn Yarina**  
Co-Founder & CEO



Innovator of the Year

Featured in:



*Established key processes & systems for growth in operations & sales*



**Sajju Jain, MBA**  
COO

*Harvard Business School Alumni  
Track record in growing global startups*

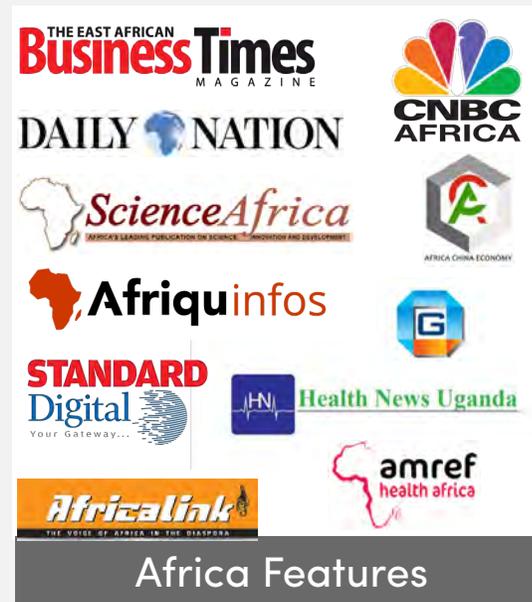
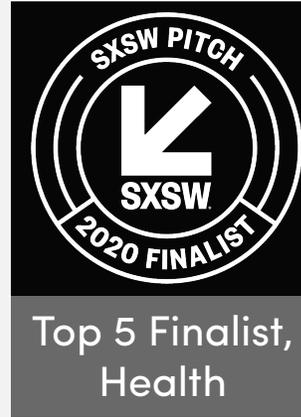
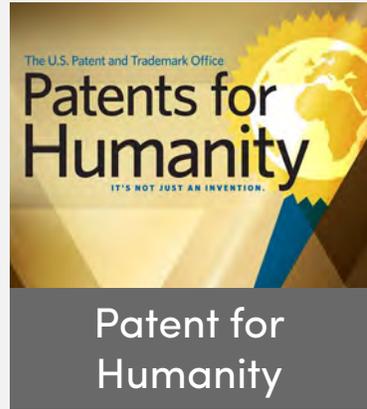
Senior roles in



Companies Featured in:



# 2020 Awards & Features



Hemafuse Showcased to First Family of Kenya. First Lady bought & donated Hemafuse to local hospital through Beyond Zero Program





# Sisuglobal

## Reach out for more information

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