

Entrepreneurial ID «venture leaders» 2010



Name: Marc Rocklinger
Contact: marc@power-insoles.com
Project/ Company name: Power Insoles

Short description: "Power Insoles develops and markets electronic insoles that monitor plantar pressure with biofeedback signals to avoid plantar ulcers for diabetic people."

Web site: www.power-insoles.com

Industry: med-tech

The Start-up

Status :

- Intellectual Property freedom to operate
- 3 working prototypes (version 1)
- Strong relationships with Geneva University Hospital for product validation and certification.
- More than 20 patients and 10 doctors have been visited
- Business plan created march 2010
- Company incorporation in Geneva planned in 2010 Q3

Company / team size: 3 peoples
 Marc Rocklinger, CEO
 Pascal Vacherand, VP sales & marketing
 Frédéric Brönnimann, CTO

Product / service: The patented "Power Insoles" placed inside the shoe, monitor plantar pressure throughout the day, and prevent apparition of ulcers by informing the user through biofeedback signals on a smartphone (watch or computer). Pressure sensors are the key differentiators to competitors. These sensors enable us to have a product that is:

- Reliable (proven technology, unaffected by environmental factors)
- Stand alone, low cost (high integration of components)
- User friendly (simple, wireless, comfortable, washable)

Target customers: Primary target customers are diabetic people. However, Power Insoles have the ability to analyse gait patterns and physical energy consumption, therefore they can thus be used for other pathologies such as obesity, knee problems, frequent falling of elderly people, and osteoporosis.

Financing: Presently Founders are putting in their own money and complementing funds by entering business plan and national startup competitions to complete product, IP protection and start regulatory process. To finance start-up we intend to seek a capital of CHF2.0 million from business angels and corporate partners.

Growth objectives: what are your objectives in terms of company growth in 5 year (revenues, employees, ...)?
 In five years we project to be a team of 15 peoples with a turn over of CHF7millions.

US objectives: The 3 US key things we would like to do is to:

- present power insoles to 1-2 key opinion leaders (one in Boston)
- initiate collaboration with a Medical device distributor
- know better potential competitors (especially one in Boston)

Description:

Each year 30 millions of plantar ulcers occur worldwide. Recidivism is high, infection occurs frequently and in most cases leads to the lower-limb amputation. Ulcers are the main admission to hospital for diabetes, the leading cause of amputation in the world and thus shortens dramatically the lifetime of the people.
 Due to the high treatment costs involved, power insoles as a monitoring and preventing device will improve lifetime and health conditions of many people and become a promising public health care tool.

The venture leader (and his team)

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Each people in the team has 15 years of experience in their own domain. Frédéric (EPFL94) is an IT and mobile software specialist, he is a sport champion and very familiar with footwear. Pascal (ESSCA87) is a business development specialist and has been a business manager in IT, electronic and orthopedics companies. On my side (EPFL95 microtechnology), I have worked for small and big electronic and medical device companies throughout the world (Germany, Japan, Switzerland). During all these years, I always have been dreaming of building a company with a product that would increase health of people. I have gather many experience in software and electronics and specialised myself in touch sensing and printing circuit board technology. I am now currently working on an invasive electronic orthopedic medical device. Last year, while working for a startup company, I discovered that I not only enjoy working with entrepreneurs but I also possess the skills to become a successful entrepreneur myself. Than naturally, I realized the dream can become true.