

Advanced Remote Monitoring Solutions to Improve Health and Reduce Costs



Saeed (Sam) Azimi
Founder, CEO/President

About DynoSense

DynoSense Corp. is a medical health technology company established on March 13, 2013. It is founded by a successful high tech veteran, with a mission to “innovate products and services for better life that are integrated, accurate, secure, and simple to use”. We call it “Innovation For Life”. Our aim is to be at the forefront of the digital health care revolution, a market that is estimated to be >\$26 Billion before end of this decade spanning four market segments, (i) Elderly Managed Care (ii) Chronic Disease Care (iii) Hospital Discharge Care, and (iv) Consumer Health. According to Fierce Mobile Healthcare the market for health monitoring is slated to hit 170 million devices by 2017.

Interview conducted by: Lynn Fosse, Senior Editor, CEOCFO Magazine

CEOCFO: Mr. Azimi, what is the concept of DynoSense?

Mr. Azimi: Our passion at DynoSense is empowering people to take control of their health. Our mission is to create advance remote monitoring solutions, enable better information to improve health and reduce cost of care.

CEOCFO: What do you understand about the process of doing both of those things that perhaps others do not understand quite as well?

Mr. Azimi: We have extensive experience in this space, especially over the past five years with the development of advanced monitoring technologies. What we understand is the importance of creating a product that is easy to use and simple, because at the end of the day, compliance is a big factor in how people are going to use a health product and whether they are going to use it or not. It is also important that the product provide a wide range of health metrics about the user to also their caregiver or physician.

CEOCFO: Would you tell us about your product?

Mr. Azimi: The product is called “Dyno”. It is an innovative, multifunction health scanner technology that can capture a broad range of health data in less than 60 seconds. We can track 33 health metrics, including all of the fundamental vitals, such as EKG. With it, we can extract all of the various heart parameters and heart related irregularities. We can also do photoplethysmography, which is for extracting your blood oxygen, hemoglobin and other metrics. We can do respiratory response and capture all of the parameters such as respiration rate and breathing efficiency. We can also track your core body temperature. We can measure blood pressure without use of a mechanical cuff that are known to be complicated and often inaccurate. We are the only technology out there right now that can do all of these five things in one package. We can do it all in less than 60 seconds, with a single action from the user.

CEOCFO: How are you able to do this?

Mr. Azimi: We were able to integrate nine different sensors into one package. The product is used like a digital thermometer. The patient would hold the device in the left hand and place it under the tongue. As, a result of all nine sensors being integrated, we can capture and collect all of the vital signs and track 33 different health metrics to generate a health scores and health grades for the patient. The health score is number between 0 and 100, and health grade is A-F representing demographic health standing as function of race, gender, age, and region.

CEOCFO: How do the readings compare with some of the traditional methods?

Mr. Azimi: That is an excellent question. We have done a number of clinical tests to compare our product against gold FDA standards and we have come out on top in terms of the capabilities and accuracy. We are able to demonstrate that the accuracy is identical to those that you would get from individual sensors. Today you would have to use multiple individual sensors in order to capture all of the metrics that we can give you with one device. We just completed a pilot run at an elderly clinic with thirteen elderly patients using our device for a period of one week, four times a day. We then compared the data against the gold FDA standards. Interestingly, during our pilot program, our analytics was able to

identify two different conditions that the users did not know about before. One of them was a condition called PVC (Premature Ventricular Contraction) and second and more serious condition was irregular arrhythmia. This is a real life use-case example of the power of our technology. The woman who had the irregular arrhythmia had a stroke back in 2000, so her condition needs to be monitored more carefully for future change. This is a true step forward in preventive care.

CEOCFO: *It would seem your device should be standard use for doctors?*

Mr. Azimi: That is one of our goal, we are working to have our product used in every doctor's office and at home, just like a digital thermometer. For a home use, we have a sanitizer device that comes with the product that incorporates a UV light, although the device itself can be completely washed, just like a digital thermometer. For physicians or in a hospital, we are making a version that comes with a disposable unit so no sanitizing is required.

CEOCFO: *Many times when you have a disruptive product, there is some resistance in the industry because you are replacing another company's product. How do you get around that barrier?*

Mr. Azimi: It is not different from any other disruptive technology. Once the user and physicians realize how simple it is to use the product while how powerful are information that are captured, gradually people will gravitate towards that technology. Eventually the disruptive technology will replace the older technology.

CEOCFO: *Where are you in the process of development and commercialization?*

Mr. Azimi: We are about eighteen months away from full production. Our product has to be FDA approved and that process will take us about six to eight months. Therefore, we are still in the development stage. However, we have already established strategic partners that will distribute our products and also assist us with manufacturing. In addition, we are just about to close on our next round of funding, and a portion of that funding is coming from our strategic partners. Our partners are going to help us commercialize and distribute our products. We will have pre-production versions of our product ready for more comprehensive pilot run around the early summer of next year. Then fully production ready before the end of next year.

**“Our passion at DynoSense is empowering people to take control of their health.”
- Saeed (Sam) Azimi**

CEOCFO: *Where were the biggest challenges in putting it all together?*

Mr. Azimi: The biggest challenge to some degree was putting all together the way we had envisioned it. Naturally, it took a lot of hard work and creativity. We are now in position that can help chronic disease patients, or reducing hospital readmissions, and there is a consumer element to our product as well. Therefore, we can help in a variety of markets. On Business side, our challenge has been to ensure that we engage with the right partners, because our model initially is going to be B2B. That means that we have to find right resourceful partners that specialize in those segments of the market. That is how we will drive our product into the various segments of the market very quickly.

CEOCFO: *What is the competitive landscape?*

Mr. Azimi: To date, no one out there has been able to put it all together the way that we have, integrating all of the sensors. On top of that, create the analytics know how to track so many different metrics at once. I am sure we will soon see others that want to be chasing us as we demonstrate success. We plan to stay two steps ahead with a technology roadmap that allows us to go from tracking 33 to 80 different health metrics.

CEOCFO: *What do you measure that may surprise people?*

Mr. Azimi: Most people are not familiar with many of the things that we can track as they are only understood by physicians, but this will also change. For the average person, initially will be surprised how we can measure blood pressure without use of a mechanical cuff.

CEOCFO: *What has been the reception so far? Are many people in the medical community aware or more of the technology people that have taken notice?*

Mr. Azimi: Our goal is to connect with 5,000 physicians over the next year. We started this recently and we are currently up to about 800 physicians. Most physicians understand the implication of this kind of technology and want to know more about it. We were recently selected as one of the finalists in the TechCrunch. We had quite a great reception from the business community as well as the media. Since we have come out of our stealth mode recently, the reception has been fantastic and we will try to continue the momentum.

CEOCFO: *What has changed from your original concept? What have you learned along the way?*

Mr. Azimi: We have been in this business for about five years. We started out initially trying to do electrocardiogram 24/7 monitoring. However, we found out that was not enough and that we needed to have a much wider set of metrics to track

in order to have a broadly useful health product. Thus, that is how we set out to innovating this unique technology that now most expert who see it, believe it be a distributive technology.

CEOCFO: *There are many companies in your industry for people to look at. Why does DynoSense stand out?*

Mr. Azimi: We are the leading innovator in this space, so we stand out relative to the rest of the crowd and we will continue to innovate even better products into the future.

BIO: Mr. Saeed (Sam) Azimi has over 27 years of technology engineering, management and business development experience. He is Founder, CEO and President of DynoSense Corp. He is also a prolific technology inventor with over 40+ granted patents. Prior to DynoSense, he was CEO/President of Vital Connect Inc. (2010-2012), a developer of medical patch technology, a Electrocardiogram sensor for 24/7 heart monitoring. He grew the organization to a team of 30+ that included technologists and medical researchers to investigate advance medical breakthrough technologies such as hydration, blood oxygen and glucose monitoring from upper torso area, all using a small 3" wide medical patch. Completed two rounds of financing for \$13.5M, put in place process for medical (FDA/CE) certifications and generated 15 plus technology patents for the company.

As founding Vice-President of System-On-Chip (SOC) organization at Marvell Semiconductor Inc from startup period to Top 10 Semiconductor Ranking (1997-2008), had responsibility for Storage Product Group that grew to include three separate divisions. He built the organization from ground zero (no employee or products) in less than 8 years to staff of over 500 employed across global cities in US and Asia. Total revenue of Storage SOC Group exceeded \$1.5 Billion by 2008 and achieved #1 supplier ranking in 8 years with shipment of over one billion SOCs. During that period [NASDAQ: MRVL] grew from 40+ employee startup to a public company with over \$8Billion in market capitalization.

Prior to Marvell, Mr. Azimi held various engineering and management roles at GEC Plessey, Hitachi, and startup companies Zycad and Acceleron. He is an active member of various professional organizations and speaker in numerous events on digital health and technology. He holds a Master Degree in Electrical Engineering (MSEE) from University of Missouri-Rolla.



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