

General information

Legal Name: ARTINESS SRL

Short description (100 characters): Artiness moves beyond medical imaging standards transforming patient-specific data into 3D accurate holograms.

Contact email/phone number: administration@artinessreality.com / +390280889220

Founding Date: 27/03/2018

Website: www.artinessreality.com

HQ/Offices Location: HQ: via Elia Lombardini 10, 20143, Milano (MI)

Industry/Sector (proptech, lifescience, other): MedTech-Lifesciences

Founders (w/role):

- Filippo Piatti – CEO
- Omar Pappalardo – CTO
- Giovanni Rossini – COO
- Emiliano Votta – Senior scientific advisor
- Alberto Redaelli – Senior research advisor

Board members/advisors/corporate sponsors

- Nina Ajmone Marsan, Cardiologist at Heart Long Centrum in Leiden, Netherlands
- Massimo Chessa, Head of Adult Congenital Heart Disease Unit at Policlinico San Donato, Milan, Italy
- Radoslaw Parma, Interventional Cardiologist at Upper Silesia Medical Center, Poland

Shareholders

- undisclosed

Salaried Employees number: 6

Current Team Size (Full time – Part time): 6 FTE

Company Overview (Max 2000 characters)

Mission (Business goals and objectives)

Artiness delivers deep-tech solutions in the medical field, by applying augmented reality visualization techniques to transform the way medical images are currently analyzed. Artiness spans from the training of specializing trainees, through collaborative surgery planning within experts in the field, to surgery support within the surgery room. The end-user of the Artiness product is the medical doctor, that would benefit from the propositions of our technology reflecting these benefits on the outcomes and health of the patients treated.

Vision (Future position of the company)

Artiness wants to be a leader company in providing innovative technologies to clinical centers to improve the standards of care in surgical interventions and percutaneous treatments, with particular focus on European countries and emerging countries in Middle-East areas for remote assistance.

Strategy (the approach you take to achieve your goals)

Artiness will pursue these main strategic objectives: i) establish a strong network of connections with hospitals that are already centers of excellence for technology adoption and development in Europe; ii) establish commercial relationships with medical distributors, IT companies for infrastructure support/outsourcing and medical industries (e.g., Abbott Laboratories, Edwards Lifesciences); iii) use commercial relationships with medical industries to target extra-EU markets

Revenue Model

Artiness' model is twofold: a direct B2B model to deliver our technology directly to hospital and clinical centers, with commercial contracts for the adoption of Artiness solution, and an "indirect" B2B2B model for medical device companies, working as technology providers to the company itself; in this case, as a second step, we work closely with the representative of medical device companies to deliver this new technology and promote it as a "plus" for optimization of medical device selection and implant. Both models are based on a software licensing fee and hardware leasing (AR glasses).

Technology (include proprietary technologies and patents)

Artiness technology consists of proprietary algorithms that allows to elaborate imaging data to extract patient-specific models of the anatomical target of interest, with six steps: i) elaboration of imaging data; ii) segmentation of anatomical structures; iii) quantification of morphological characteristics; iv) integration of biomechanical markers; v) models optimization for augmented reality; vi) delivery of the models to the AR software.

Patent submit is ongoing: 2 patents will be submitted before the end of Q2 2020.