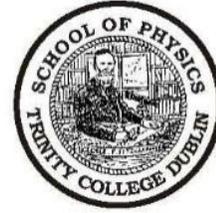




Trinity College Dublin
The University of Dublin



SelfSense Technologies Ltd



Ireland's EU Structural Funds
Programmes 2007 - 2013

Co-funded by the Irish Government
and the European Union



Fondúireacht Eolaíochta Éireann
Science Foundation Ireland



**1 in 3
Globally**

"Factsheet: Bruxism", Academy of General Dentistry (USA), 2012

Michelle A. Ommerborn et. al., Heinrich-Heine-University, 2011

Frost Sullivan, Top Ideas and Innovations for 2014

Team, co-founders

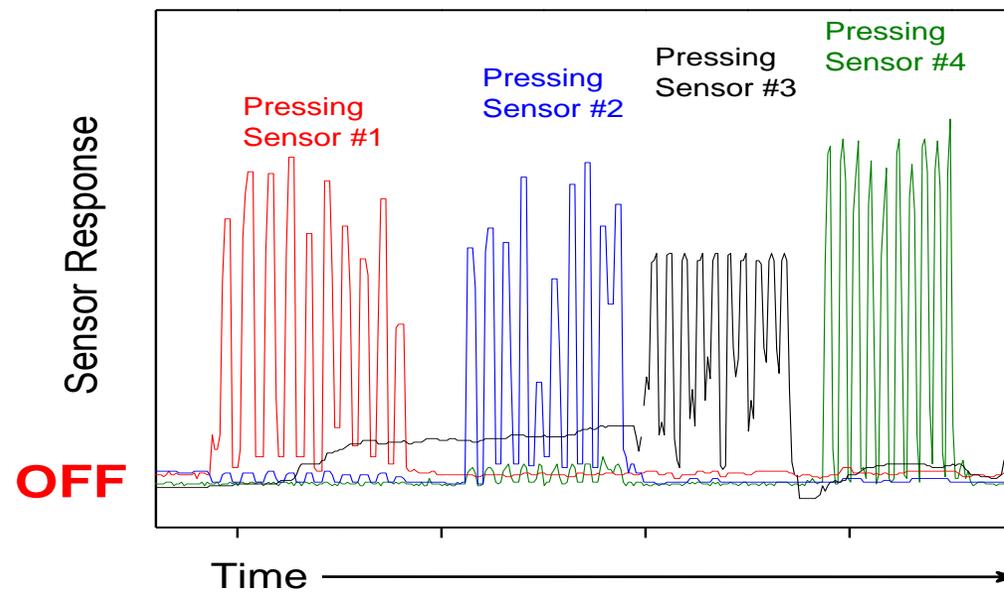
- Materials scientists, medical device polymers
- Dentists (specialist in restorative dentistry, implants and orthodontics)
- Academic consultants
- Electronics subcontractors
- Project management
- Finance office
- TTO liaison officer
- In discussion with selection of potential CTO and CEO's from medical device field.



Currently no accurate, easy-to-use commercial device to diagnose & monitor tooth grinding



The Technology



Current Status

Currently

Campus company status approved

New CEO in place

Clinical Trial Approval (HRB grant)

IP filed with and licenced from TTO (Patent application number - PCT/EP2014/071101)

NDRC Venture Lab Program (€100k transferrable loan)

Closing new funding round - ongoing



Competition

Bitestrip® - Israeli company (Up2Dent)

Launched 2006

Distributors

Sales in 2 years

- Single use adhesive pad (24hrs) costs the patients \$45 per pad.
- Heavily contaminated with artefacts

Unique Differentiator

Used indefinitely

Dentists/technicians are familiar with mouthguards not EMG



Competition

Theramon – Austrian company

Launched 2010

Distributors in 10 countries

Sold 25,000 units at €35 (2010-2012)

- Does not monitor actual bruxism activity in any way
- Offers no direct evidence

Unique differentiator

Diagnose and monitor actual bruxism activity regularly

