



REHABILITY for TeleRehabilitation

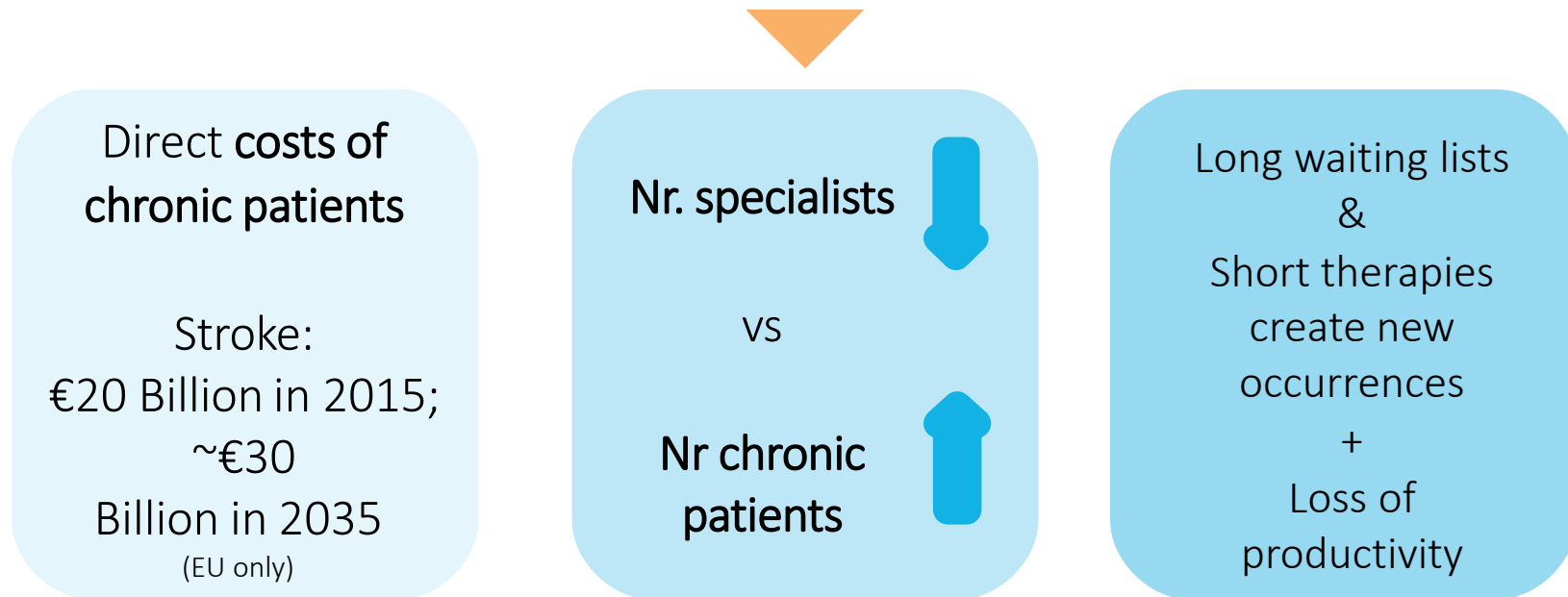
Lucia Pannese, CEO Imaginary srl

March 2023



— The Challenge

Worldwide healthcare systems are seriously challenged



Eurostat health office trends: **increasing number of home caring professionals** →
NOT SCALABLE!

The Solution



Scalable, Game-based
Tele-rehabilitation Software

- Own IP
- CE medical device class I
- 4 types of patients:
- Post Stroke, MS, Parkinson's, Spinal Cord Injury
- 22 [scientific papers](#) published
- 6 international awards

Video: <https://www.youtube.com/watch?v=tmRJj8MjezU&t=8s>

The Solution

Best Presentation Award at [Healthtech Invest Europe](#), Helsinki, March 2017

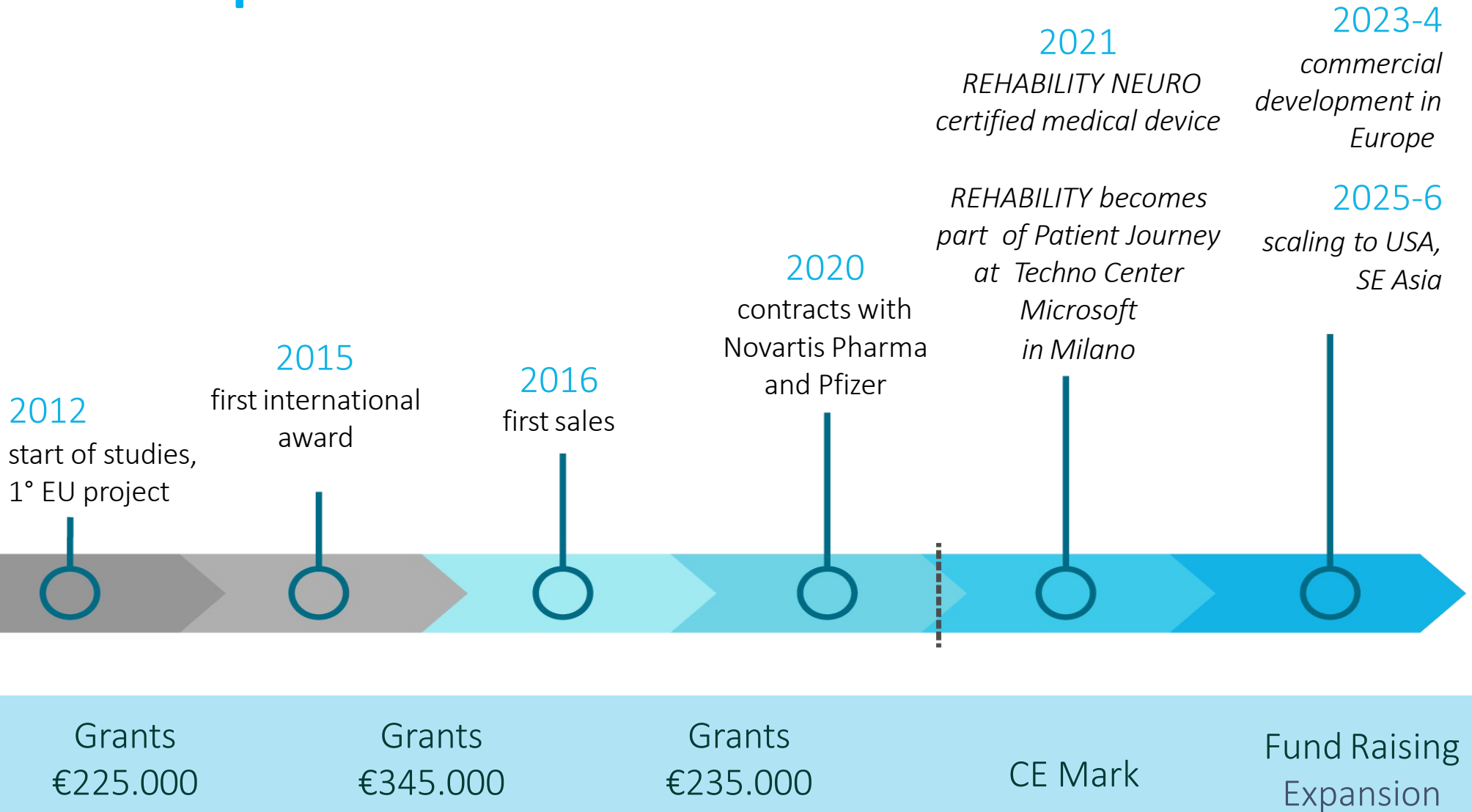
Awarded at the Pitch Competition [Frontiers Conference 2017](#)



1st prize in AboutPharma Digital Awards (Oct 2015) for the category “reorganization of the NHS” and is in the top 3 nominations in the category of “Tech for Patients”.



Roadmap



Market Opportunity

B2B Solution for clinics and rehab centres, NHS,...

TAM in Europe:

14 million patients with neurodegenerative diseases, expected to rise by 25% till 2030 (CAGR 2.2%)
+ 9.53 million stroke survivors (in 2017), est. to increase by 27% between 2017 and 2047

SAM in Europe:

7.500.000 patients approximately

SOM :

0.02% (2023)
0.06% (2024)
0.15% (2025)

*partial geographical coverage, not all neurology patients can be treated with REHABILITY

[https://www.ahajournals.org/doi/10.1161/STROKEAHA.120.029606#:~:text=these%20missing%20values.-,Results,million%20DALYs%20lost%20\(Table\).](https://www.ahajournals.org/doi/10.1161/STROKEAHA.120.029606#:~:text=these%20missing%20values.-,Results,million%20DALYs%20lost%20(Table).)

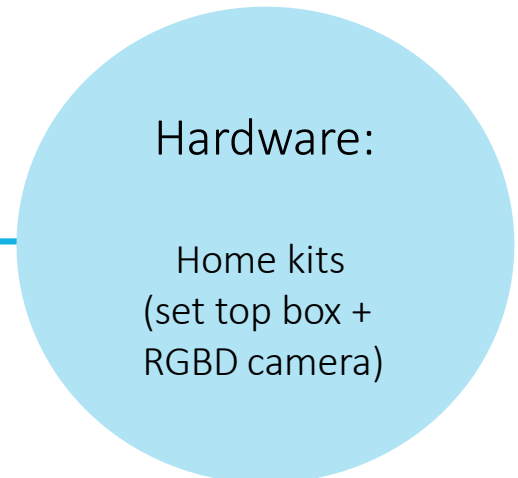
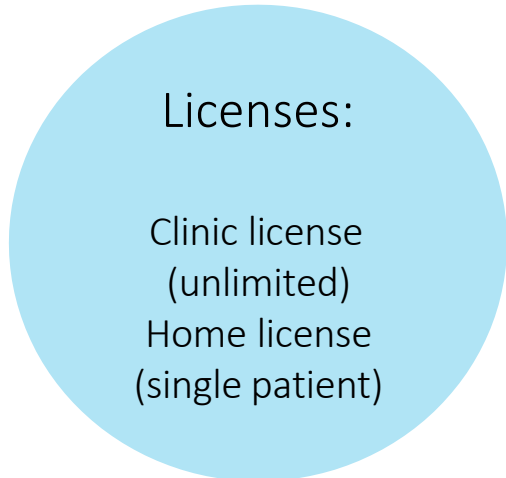
— Main Competitors – Competitive Advantage

- Game-based: mostly with weak scientific background, not co-designed with patients, often too generic in the medical objective
- Tele-conference with therapist: is not scalable
- Solutions with wearable devices: are not easy to use, not cheap
- Immersive VR (glasses): too high risk for patients, no scientific validation
- Video based (e.g. app): not interactive, no data collection, no personalised therapy

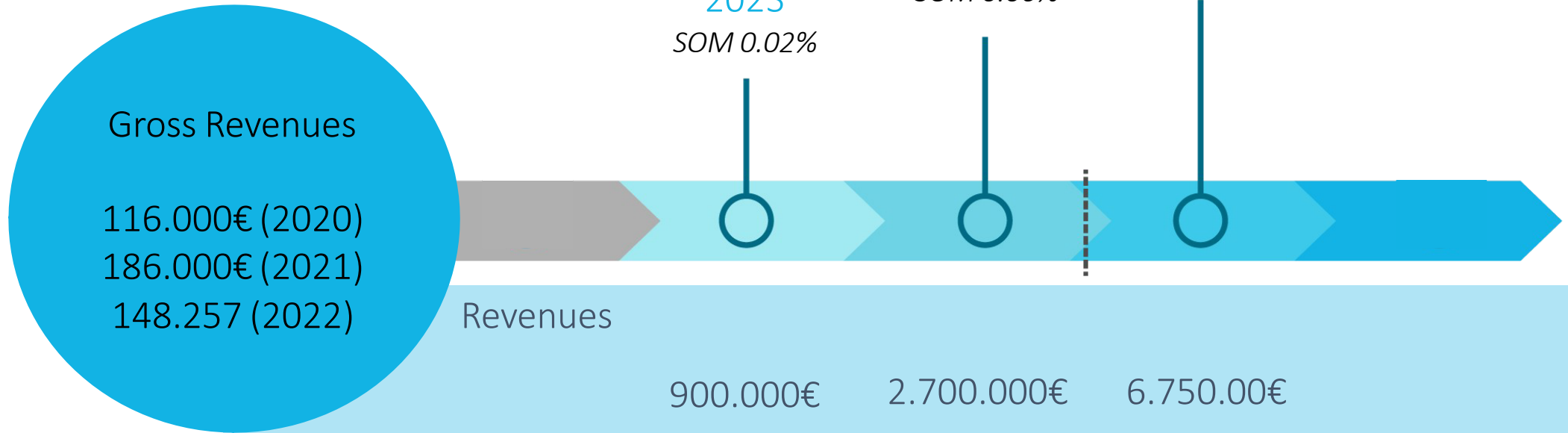
Business Model



Revenue Streams:



Traction



Current Customers include :

- Pfizer & Novartis
- It Association for MS
- Osakidetza, Spain
- Istituto Neurologico Carlo Besta
- A.O.U. San Luigi Gonzaga

— Management Team



[Lucia Pannese](#), partner, CEO

[Alessandro Bortolani](#), business advisor



[Mauro Santalmasi](#), partner, customer care



[David Wortley](#), external advisor



[Vito Nitti](#), partner, CTO

What we are looking for

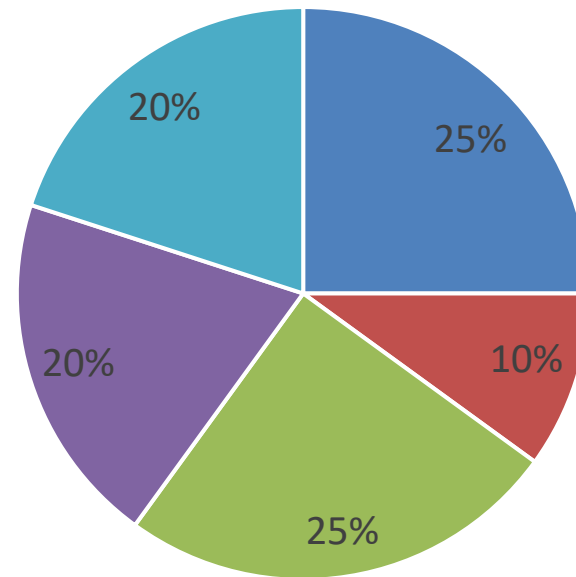
Raising now: €2M



Team expansion

International expansion

2M€ Distribution



■ Sales ■ Marketing ■ Staff ■ New Products ■ Technology



International network of distributors

Contact



Lucia Pannese, CEO Imaginary



lucia.pannese@i-maginary.it



www.i-maginary.it



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[imaginarysrl](https://www.youtube.com/channel/UC...)



[imaginary_italy](https://twitter.com/imaginary_italy)

piazza Caiazzo, 3
20124 Milano

PH. +39 02 89458.576
MOB +39 338 8785839

