

Tampere University R2B project



IMEN

Lensless, software-enabled, next generation microscopy



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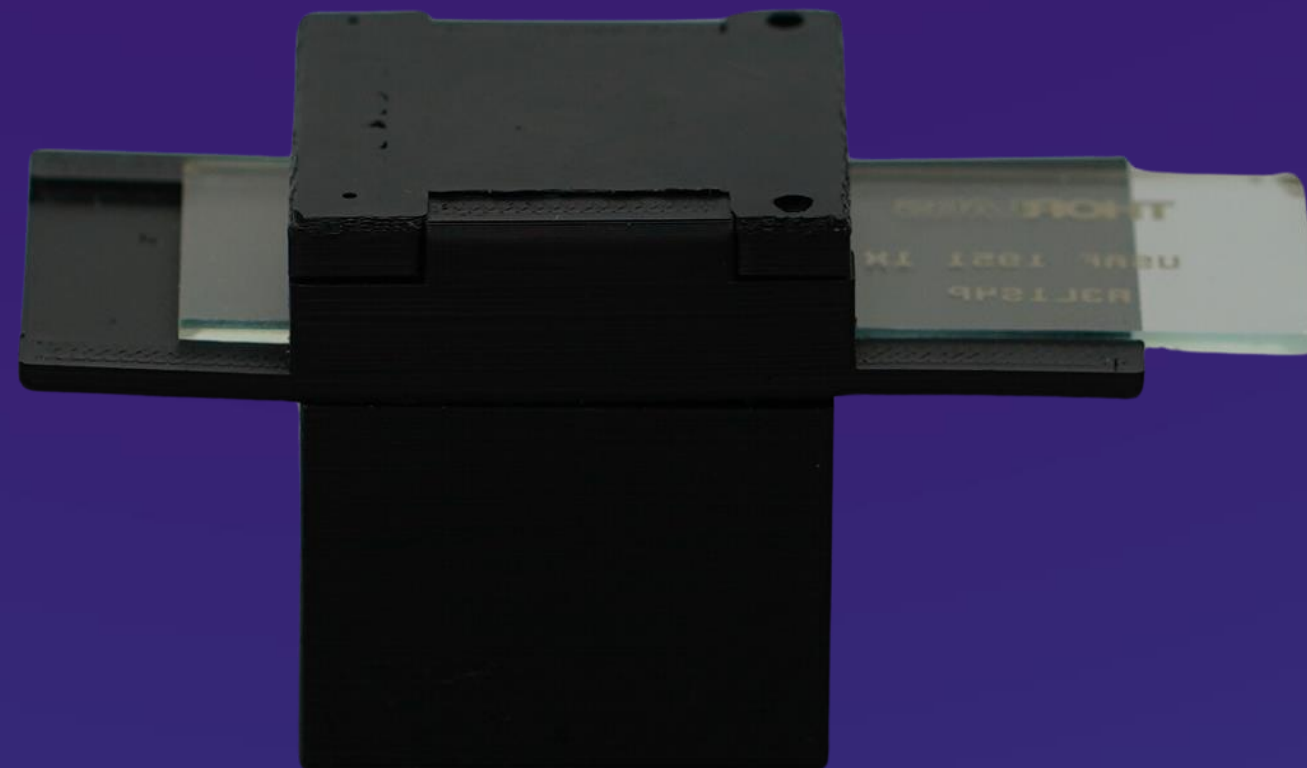
Introduction and Agenda



Angeli Kumari-Ilieva
BUSINESS DEVELOPER

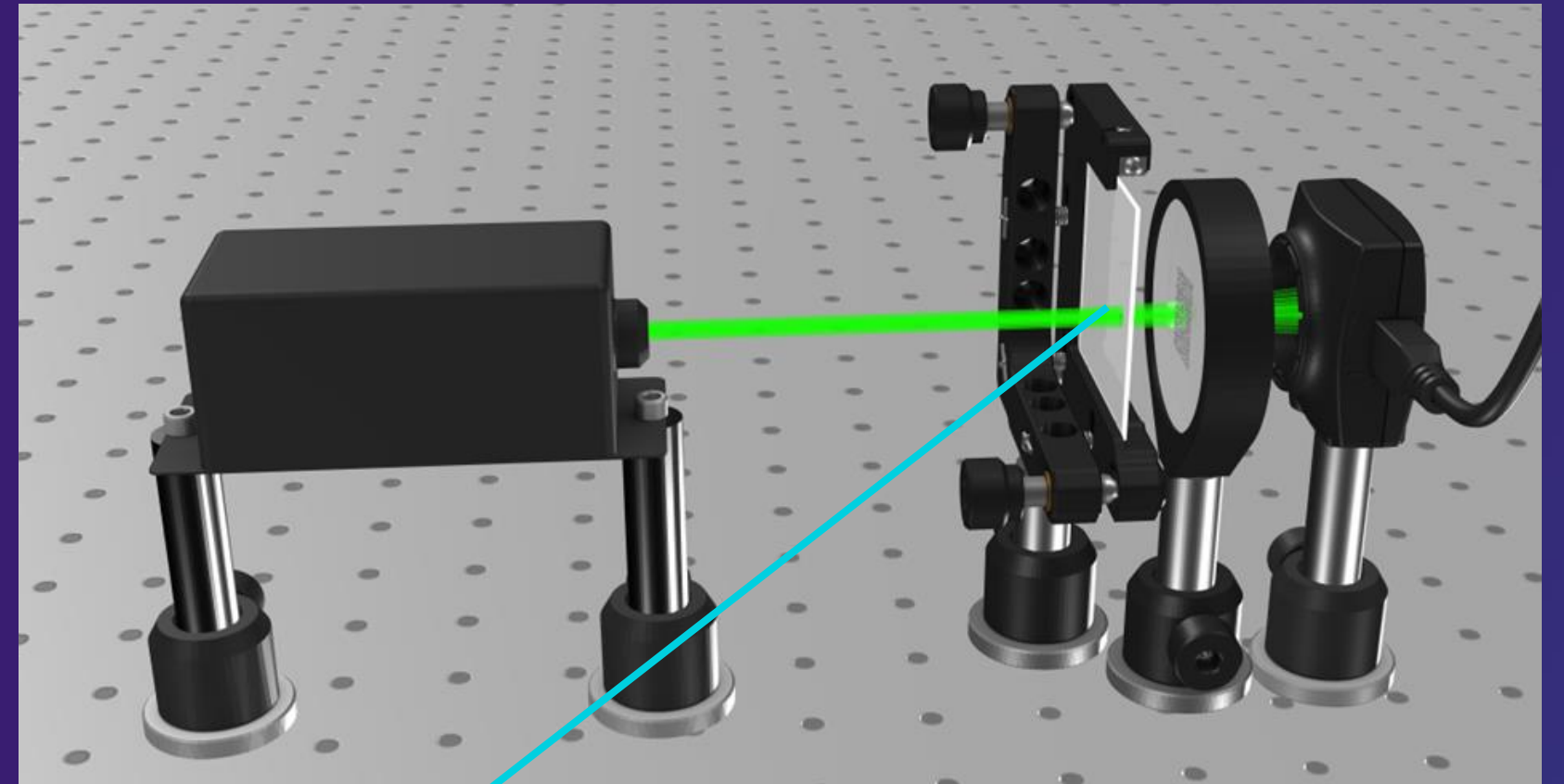
Business developer

Consultant (Pharma & health tech)

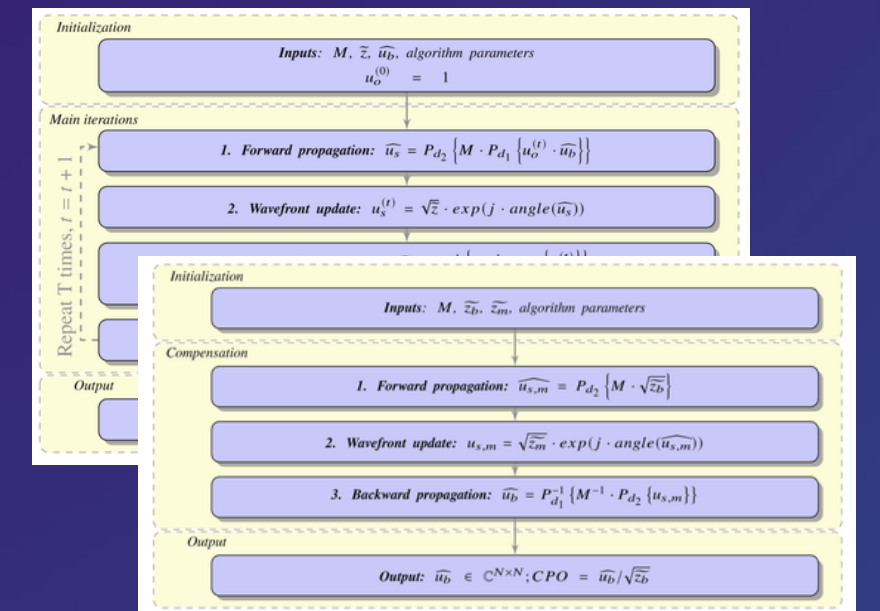


Proposed Approach

The phase problem is solved by the developed precise calibration model and utilization of state-of-the-art noise suppression algorithms



Object



Computational focusing

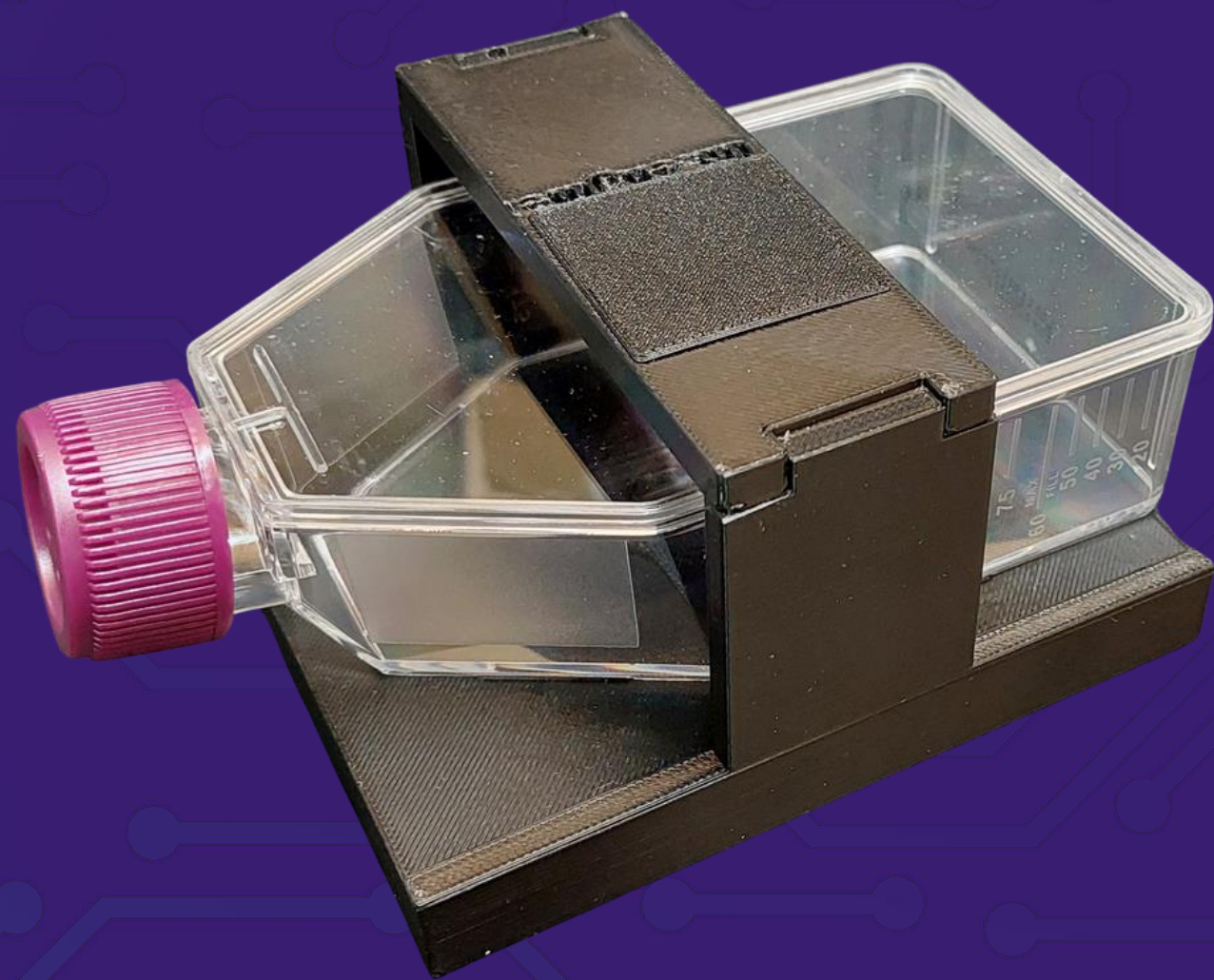
LABORATORY ANALYSIS AND OBSERVATIONS

Research Application Areas

- Cancer research
- Organoids
- Stem Cell research
- Drug discovery and development
- Quantification
- Cell Proliferation
- Cell Proliferation
- Cell Motility and migration
- Wound Healing

Lensless Microscope for Observing and Monitoring of Live Cells

1st Prototype ready 25.03.2024



COLLECT FEEDBACK ON DESIGN

No need to go into a cell lab. Present the microscope and ask people to hold it in their hands. What do they think?

OBSERVE CONFLUENCY OF CELLS

Visit cell culture labs, collect feedback in an Excel file, and implement feedback for the 2nd prototype.

The Solution

Lensless, software-enabled, palm-sized microscope

- ✓ **Portable & affordable**
- ✓ **Non-invasive (no toxic dyes)**
- ✓ **Time saving (stain-free)**
- ✓ **AI-enabled (fully digital)**
- ✓ **Generate vast amounts of data**
- ✓ **Resolution 0.56 μm , magnification 40x**



Agenda

- **Top 2 things to consider (selling and understanding VCs)**
- **Why start-ups fail**
- **A to do list for start-ups**

What is sales?

Why is it important?



“Everybody sells”

Sales = influencing people, communicating value, listening to people's challenges.

- At the heart of everything is your **customer**. Everything you do, is dictated by their needs.



Understanding the investors

Types of investors 

			
Venture capitalists	Angel investors	Corporate investors	Family and friends
professional investors who invest in high-growth companies	wealthy individuals who invest their own money in startups	big companies that invest in startups to get a new product or technology	family and friends :)

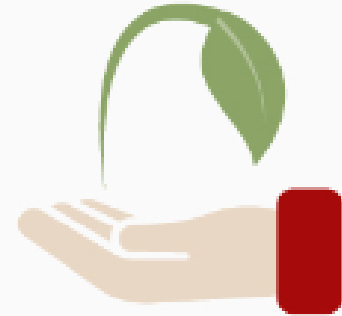
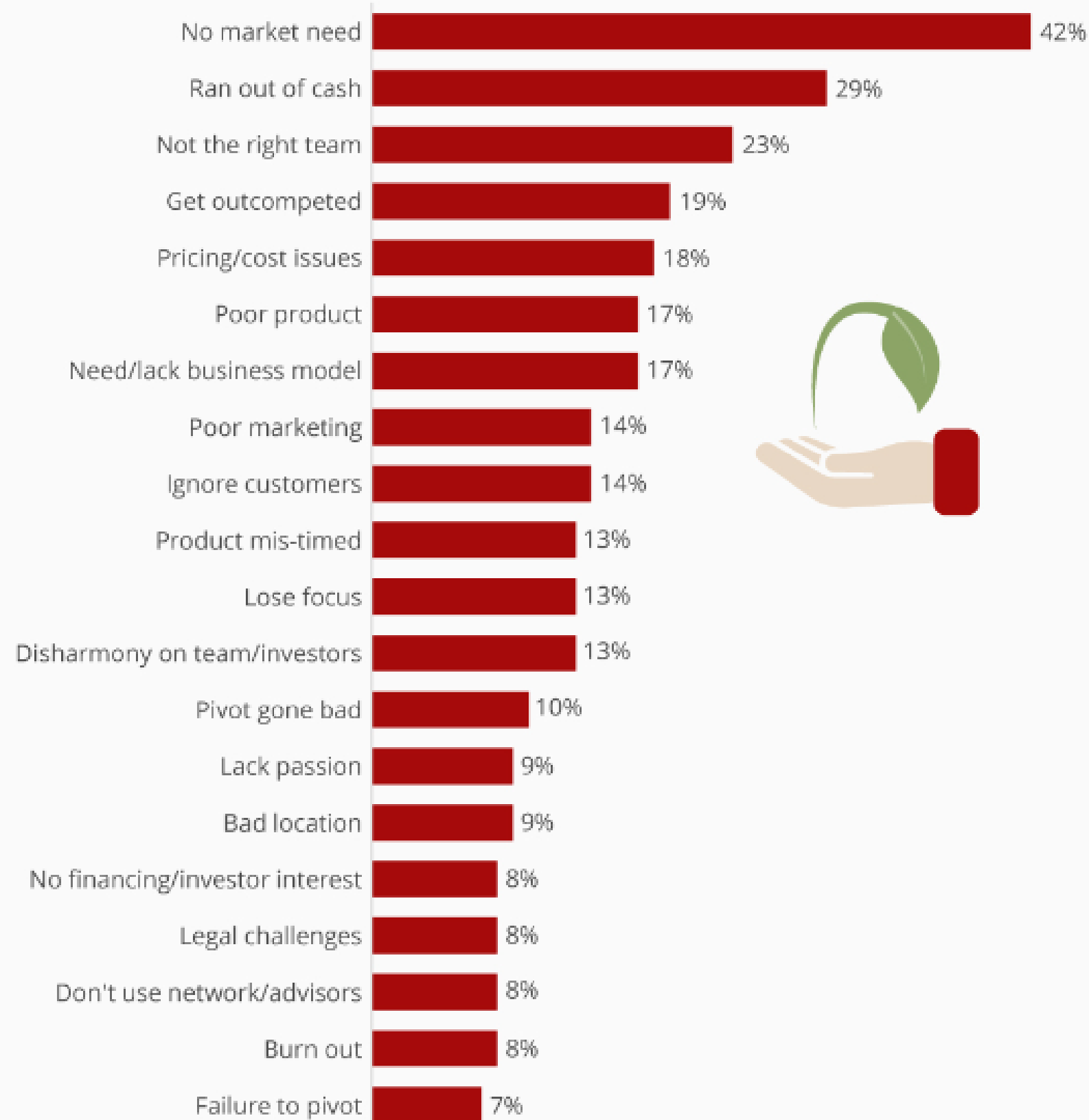
Understanding the investors



Where do investors get money to invest?

The Top Reasons Startups Fail

Most frequently cited reasons for startup failure*



Why start-ups fail

Most start-ups fail. More than 2/3rds never show positive returns to investors.

Dare to fail

“You can screw up everything else and still be successful if you have P/MF: How else would you explain a 25-year old running a billion-dollar business?” – Andy Rachleff

Read: Tom Eisenmann from Harvard Business School.

<https://hbr.org/2021/05/why-start-ups-fail>

Check list

- Market research (PESTEL, SWOT, interviews, market size, competitors etc.)
- Thought exercises: Create customer profiles (aka. Buyer personas), Think of the customer journey.
- Test your hypothesis and gather data!
- Think of possible business models, pricing models, market entry strategies (Sales led vs product led.)
- Business best practices: come prepared to meetings, send agenda/deck before the meeting, be on time, don't waste your time.
- Understand roles in companies and think of your company structure, culture etc. Understand your teams strengths and weaknesses and allocate roles accordingly/hire people.
- Make sure your team is aligned (very important for bigger teams).
- Project management best practices- send agenda before hand, come prepared to meetings with questions, take meeting notes and write down teams tasks with deadlines. Delegate tasks.
- Make a to-do-list for the next 2 years- what needs to happen and how much money do you need-> think of ideal VC (cap tables) + mentors + incubators etc.
- Think of your exit (IPO, Aquisition etc.)
- Dare to fail. Have risk tolerance.
- Start-up mind set: fake it till you make it.



**Have any questions? Feel free to send me
an email!**

**Are you doing live-cell imaging? Or working in water
purity/aquaculture? Contact us!**

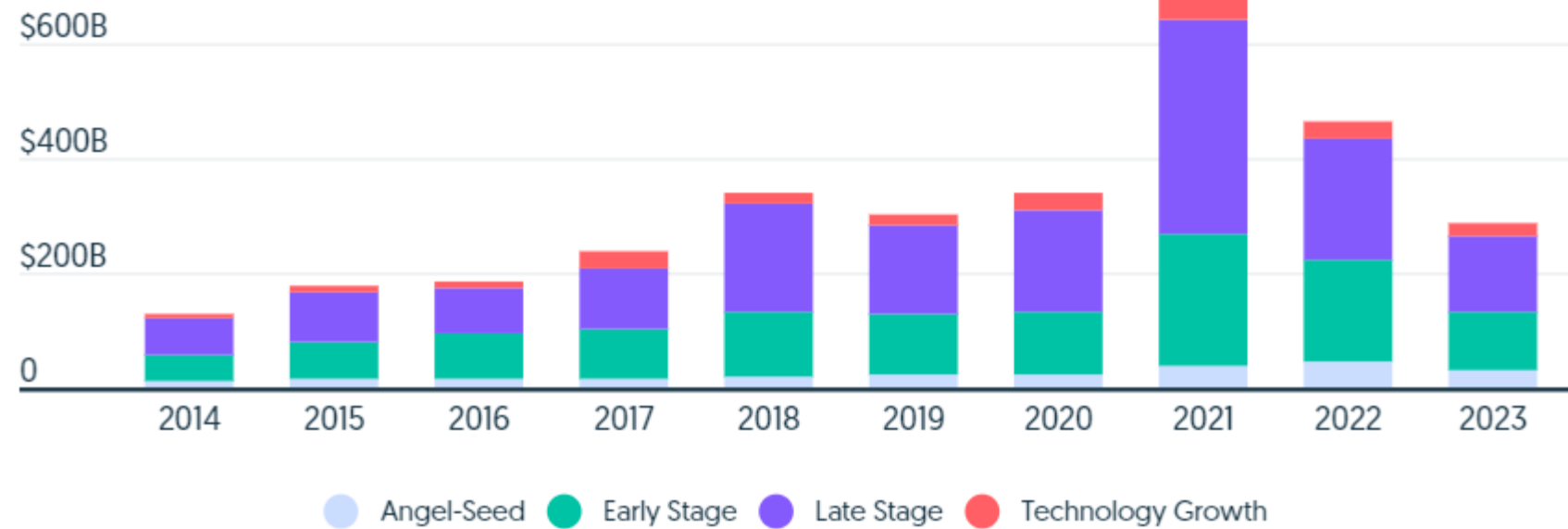
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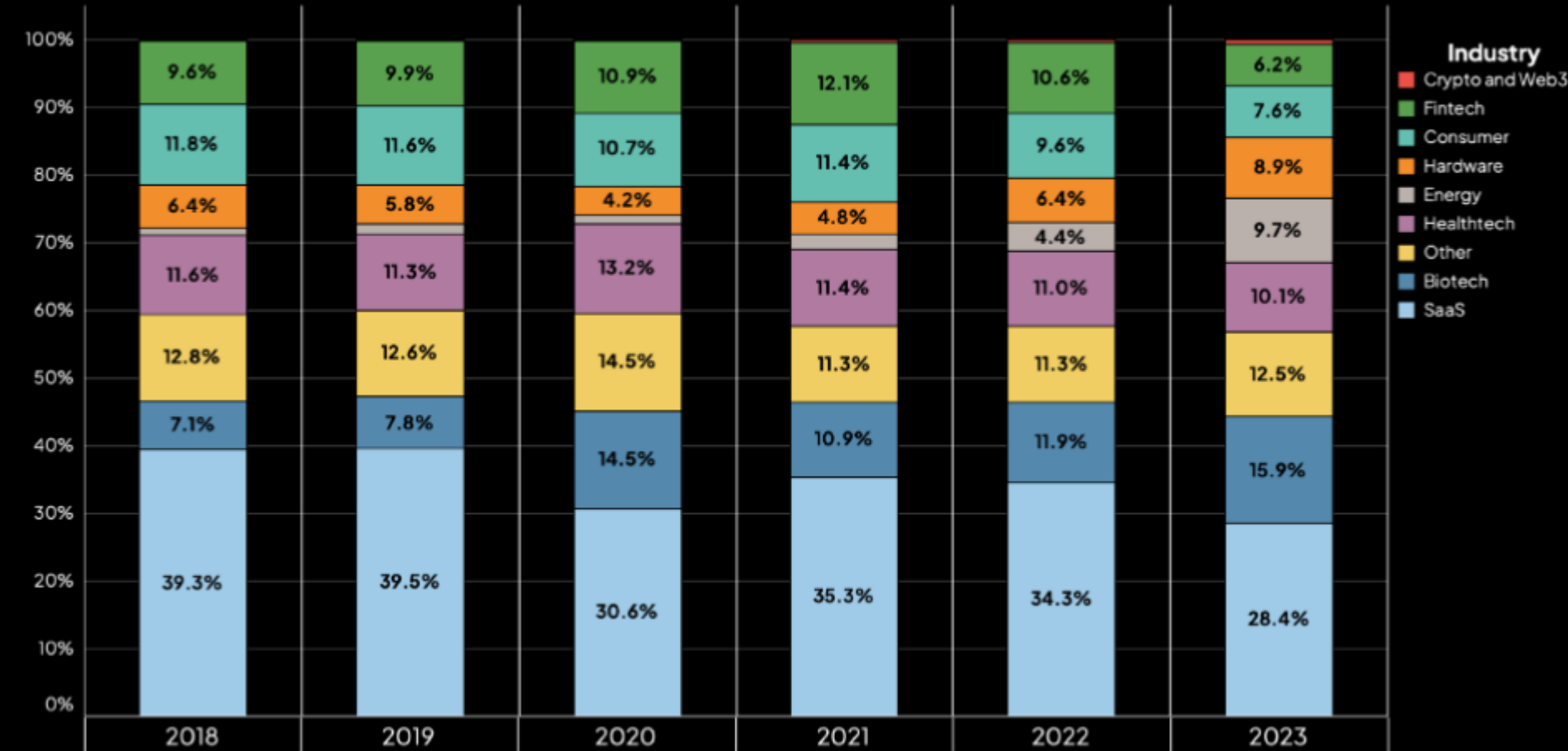
Global Venture Dollar Volume By Annum



crunchbase

Biotech's share of VC raised hits a recent high

Percentage of total capital raised by sector | 2018-2023



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