SelfSense Technologies Ltd
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*