



Hypnotherapy and VR to improve children's quality of life



Esperanto

i-ma-gi [i'magi]
(*verb*)

1. to imagine

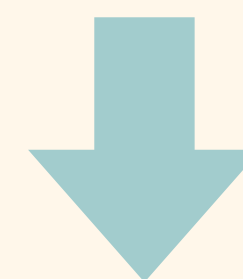
*We dare to **imagine** a world without pain*

MEET SOFIA



Sofia, **6 y.o.**

Leukemia



Chronic Pain

(pain for **over 3 months** in a row)

PEDIATRIC CHRONIC PAIN

AFFECTS MORE CHILDREN THAN YOU EXPECT...



Sofia, 6 y.o.
Chronic Pain

 from *300/year

21%
600M*



A BURDEN FOR **PATIENTS
AND FAMILIES!**



MOSTLY RELATED TO
**ONCOLOGICAL AND
RHEUMATIC CONDITIONS**



AN ESTIMATED ANNUAL
COST OF **8 MILLION € FOR
HOSPITALS**

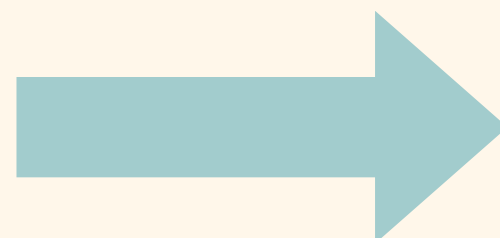
*children and adolescents
(0-18 y.o.)

Source: IASP and WHO

AN INNOVATIVE APPROACH



**STATE-OF-THE-ART
HYPNOTHERAPY EXERCISES TO
SHIFT THE FOCUS OF PAIN**



**WITH POSITIVE SCIENTIFIC
EVIDENCE!**

*Approved by Associação Portuguesa do Estudo da Dor
(APED) e Ordem dos Psicólogos Portugueses (OPP)*

AN INNOVATIVE APPROACH



**STATE-OF-THE-ART
HYPNOTHERAPY EXERCISES TO
SHIFT THE FOCUS OF PAIN
WITH POSITIVE SCIENTIFIC EVIDENCE!**

BUT!

**PATIENTS AND FAMILIES DEPENDENT
ON SCHEDULED APPOINTMENTS!**

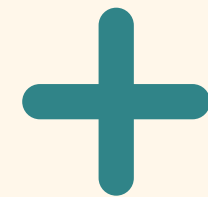


***"AND WHO HAS TIME TO ALWAYS BE IN
DOCTOR'S APPOINTMENTS?"*** - A parent
testimony, Lisbon 2024

WHAT IF?



**MEDICALLY
VALIDATED THERAPY**



**IMMERSIVE VR
GAMIFICATION**



**SOLUTION AVAILABLE
ANYWHERE, ANYTIME**

MEET CLOUDIA



**MEDICALLY
VALIDATED THERAPY**



**IMMERSIVE VR
GAMIFICATION**



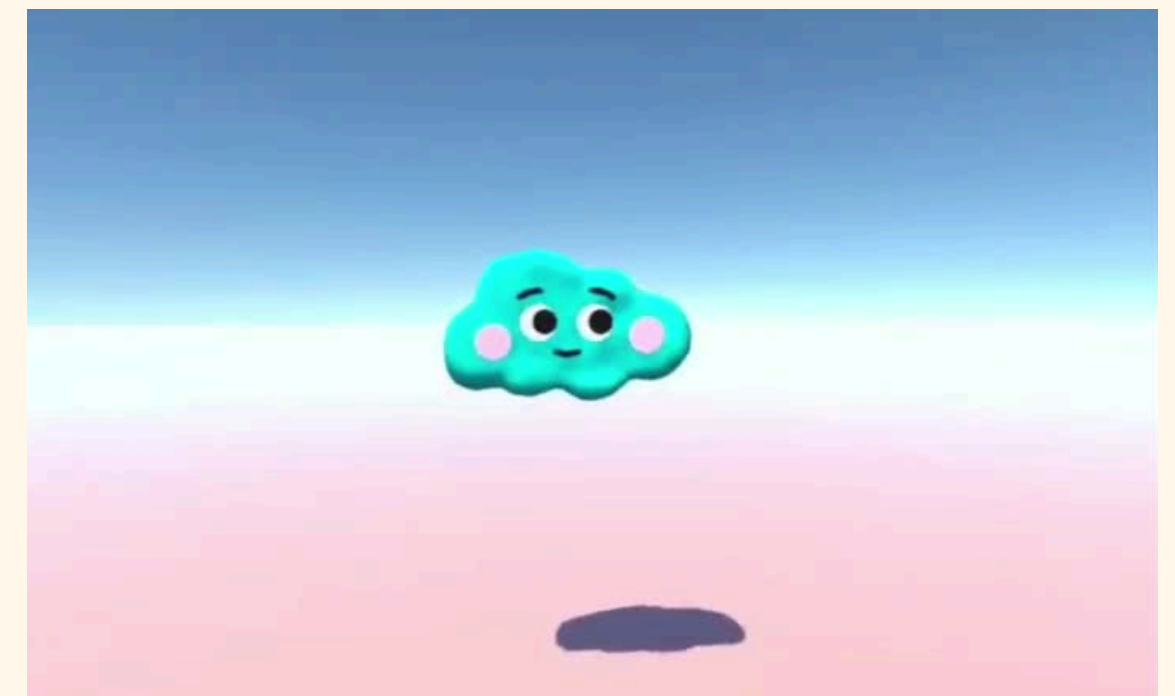
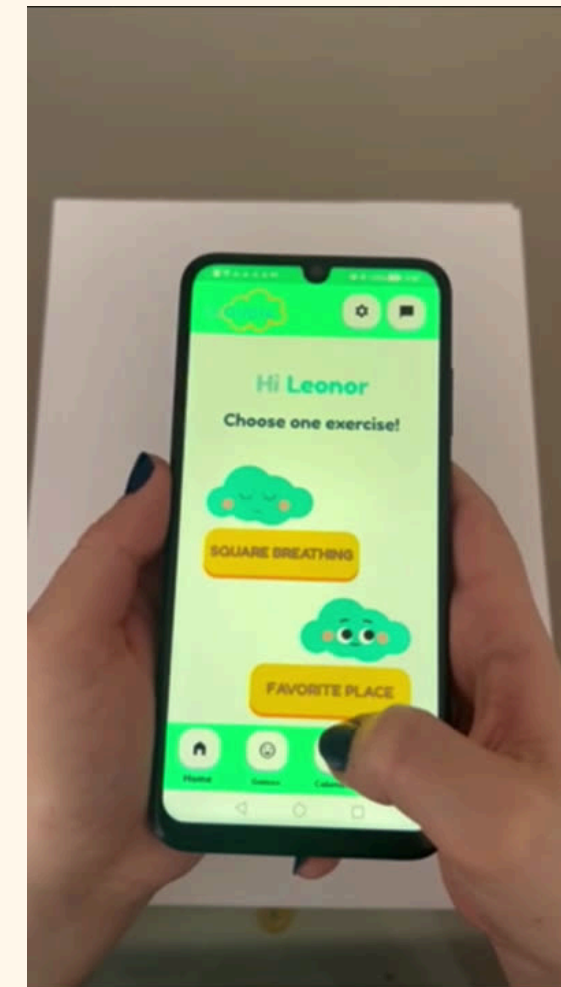
APP ACCESS



**BIOFEEDBACK
CONTROL**

CLOUDIA

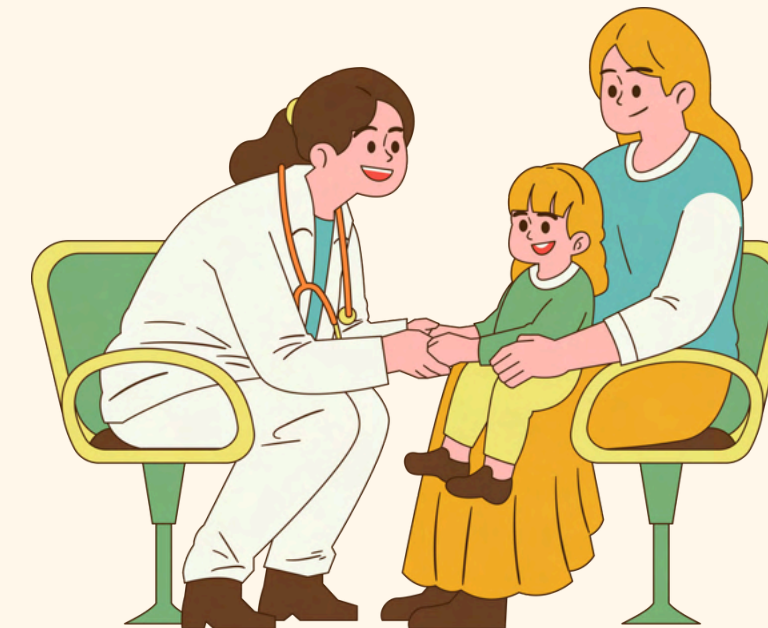
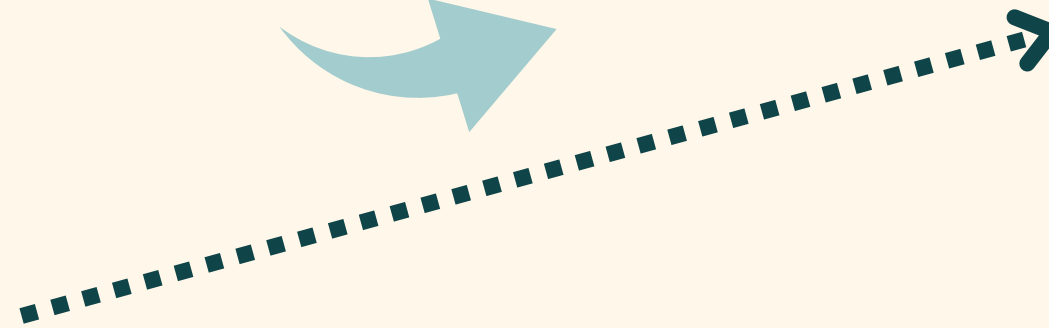
*An unique solution
for children*



BUSINESS MODEL



CLINICS AND HOSPITALS



MEDICAL APPOINTMENTS



PATIENTS & FAMILIES

BUSINESS MODEL

CLOUDIA



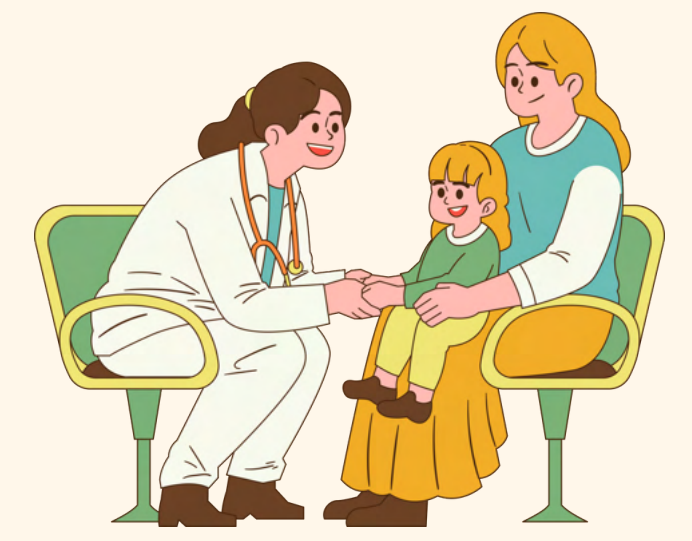
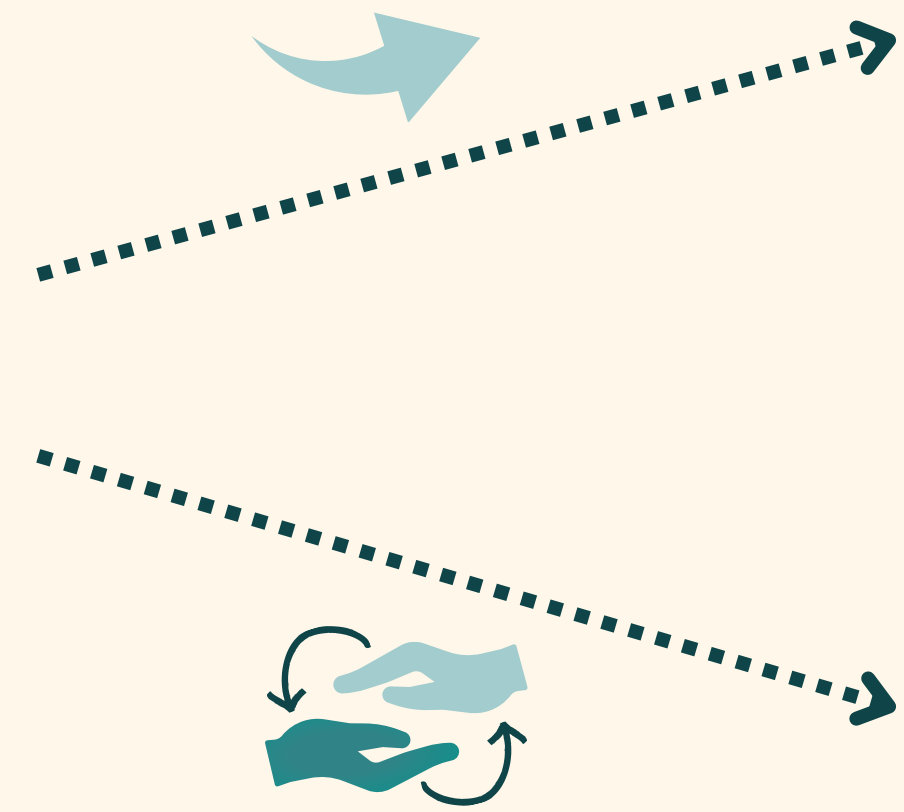
B2B



CLINICS AND HOSPITALS

**VR KIT
+
APP ACCESS**

**1200€/yr
subscription**



MEDICAL APPOINTMENTS



PATIENTS & FAMILIES

BUSINESS MODEL

CLOUDIA



VR KIT
+
APP ACCESS

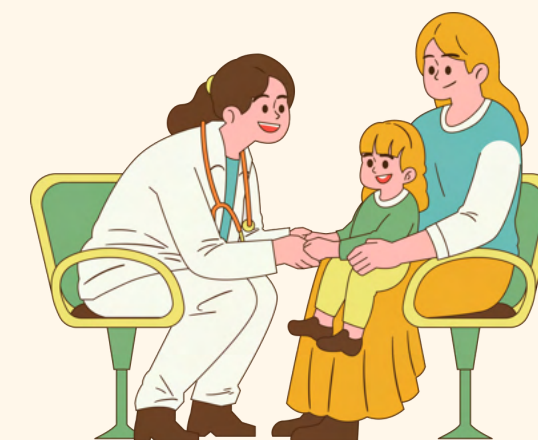
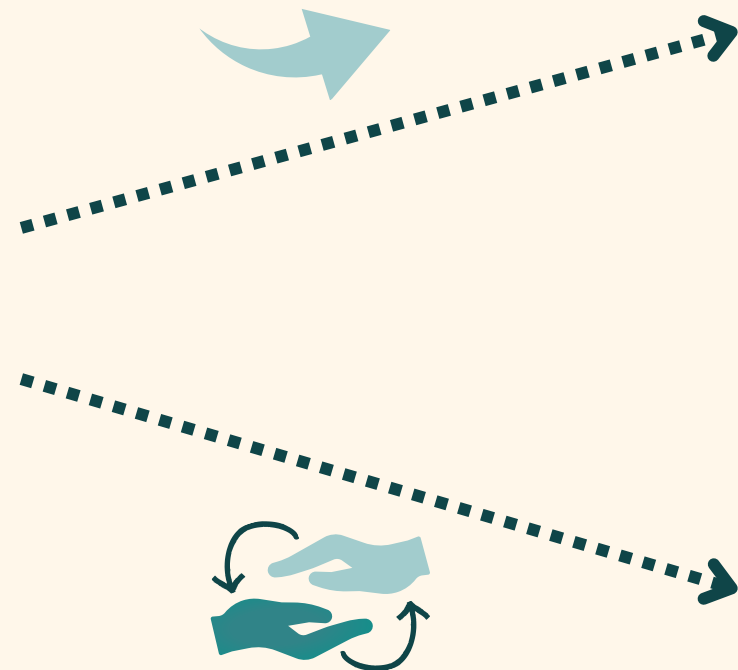
B2B



CLINICS AND HOSPITALS



VALIDATION
TRUST
DATA

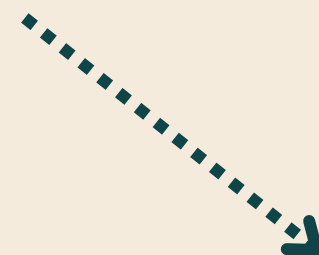


MEDICAL APPOINTMENTS



PATIENTS & FAMILIES

DOCTOR RECOMMENDATION
PATIENT ASSOCIATIONS

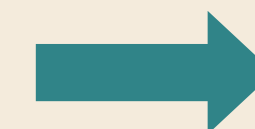


CLOUDIA
CLASSIC



VR KIT
+
APP ACCESS

B2C



PATIENTS & FAMILIES

BUSINESS MODEL

STARTING ON
6-10 Y.O. RANGE

**CLOUDIA**^{B2B}
PREMIUM

FOR CLINICS AND HOSPITALS



Personalized for
**clinical use +
maintenance**

1200€/year

**CLOUDIA**^{B2C}
CLASSIC

STANDARD PRODUCT



**App access +
VR headset**

E-commerce
Partner stores

400€

+

subscription

(analytics, storage, updates)

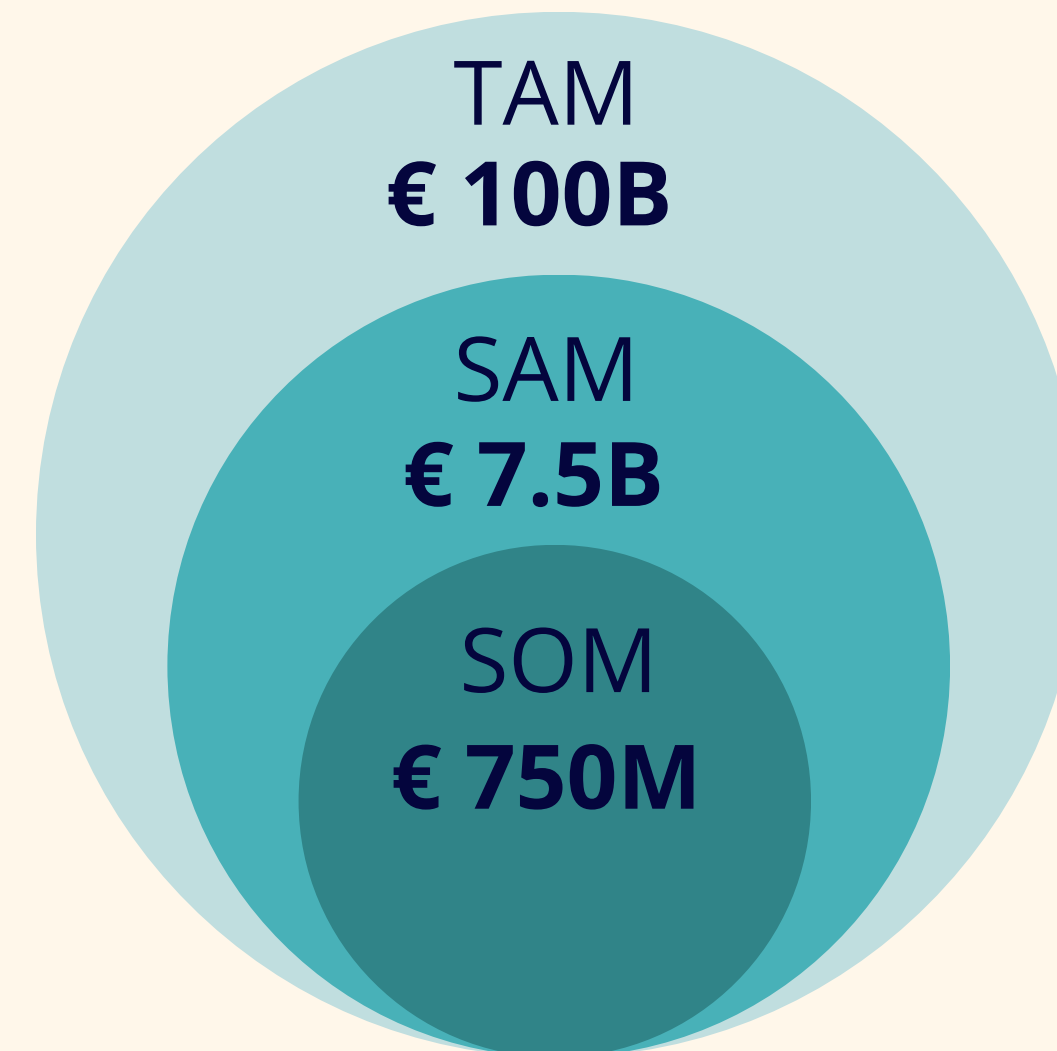
**SUBSCRIPTION AND CUSTOMER
FEEDBACK-BASED BUSINESS MODEL**

MARKET SIZE

 **CLAUDIA** **B2B**
PREMIUM
FOR CLINICS AND HOSPITALS

 **CLAUDIA** **B2C**
CLASSIC
STANDARD PRODUCT

SUBSCRIPTION AND CUSTOMER
FEEDBACK-BASED BUSINESS MODEL



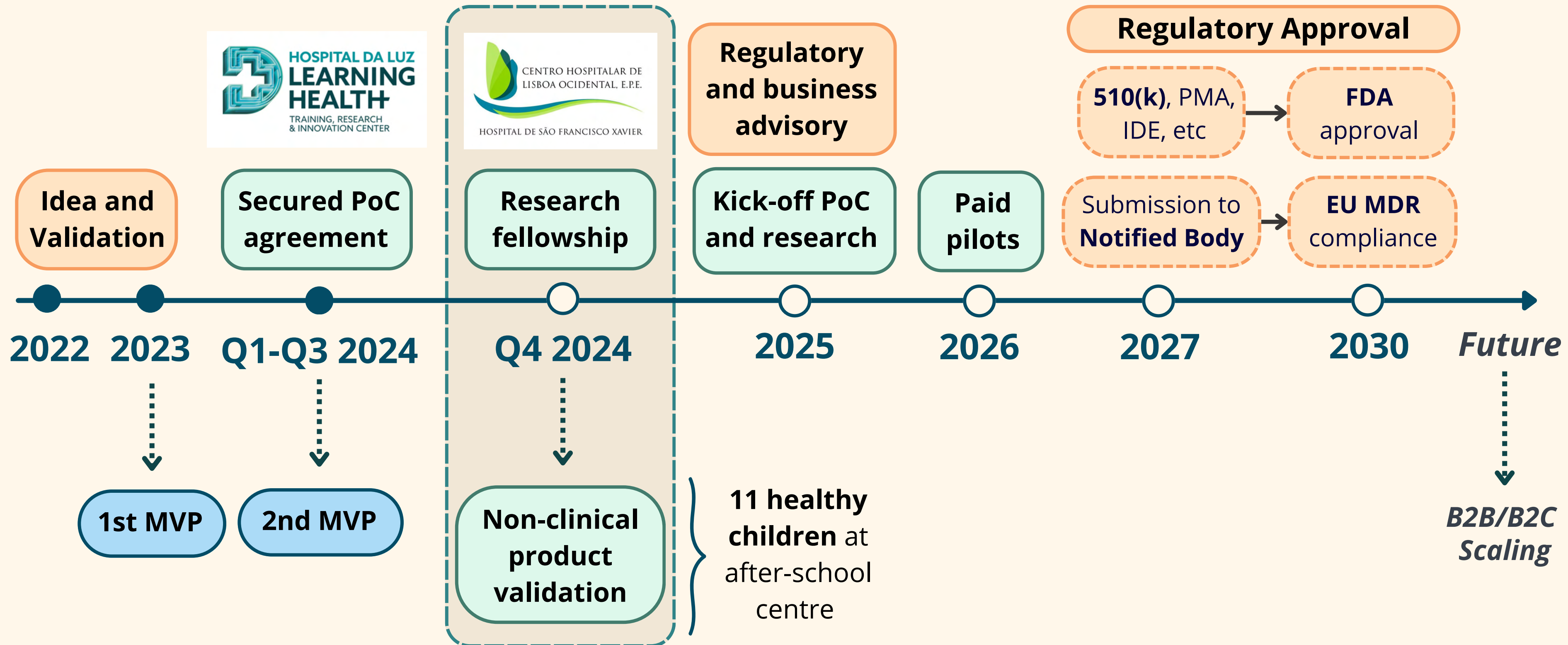
Global market for digital therapy
for children with chronic pain

OUR COMPETITION



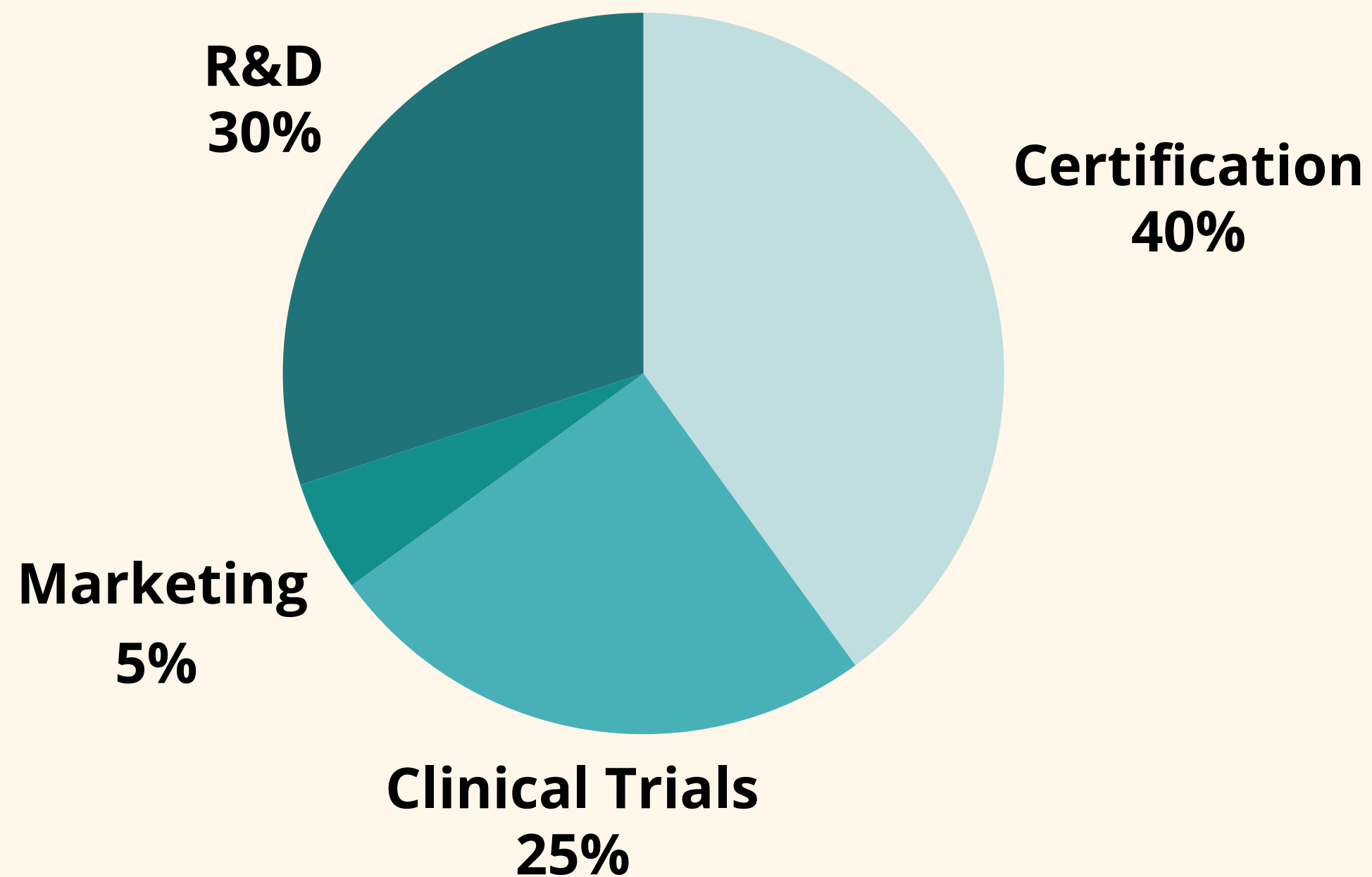
| | CLOUDIA | hypnoVR | Neuropain Gaming for Health | nen | RelieVRx | XRHealth |
|--------------------------------------|---------|---------|--------------------------------|-----|----------|----------|
| Focused on all children w/ CP | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ |
| VR | ✓ | ✓ | ✓ | ✗ | ✓ | ✓ |
| Customization | ✓ | ✗ | ✓ | ✗ | ✓ | ✗ |
| Bio-feedback | ✓ | ✗ | ✓ | ✗ | ✗ | ✗ |
| Hypnotherapy | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ |
| Affordability | ✓ | ✗ | ✗ | ✓ | ✗ | ✗ |

ROADMAP - NEXT 5 YEARS



USE OF FUTURE FUNDING

500k €



Public funding targets



**Portugal
Ventures**
CALL INNOV-ID 2024

OUR TEAM



Leonor de O. Pires
Head of Technology

3D Modelling
Data Science
ML & AI
VR & AR
PhD Fellow



Mariana de Oliveira
Head of Business

Medical Devices Regulation
Former TA Entrepreneurship
SaMD and AIaMD
Science Communication
PhD Fellow



Raquel S. Rebordão
Head of Operations

Strategic Planning
Operations
R&D
Startup Finance
Research Fellow



Inês C. de Lima
Head of Innovation

Healthcare Innovation
Digital Health
Healthcare Consultant
Project Management
Growth Specialist



OUR TEAM

FOUNDING TEAM



Leonor de O. Pires
Head of Technology



Mariana de Oliveira
Head of Business



Raquel S. Rebordão
Head of Operations



Inês C. de Lima
Head of Innovation



Marcela Pires, MD
Medical Advisor

Pediatrics & Hypnotherapy



David Pereira
UI/UX Engineer

App/Frontend Dev

BOARD OF ADVISORS

Teresa Vieira
(ISCTE | Finance, Innovation)

Hugo Ferreira, MD, PhD
(IBEB | Digital Health)

Nuno Matela, PhD
(IBEB | Medical Devices)

(and more soon...)

Join us and dare to imagine a world without pain!

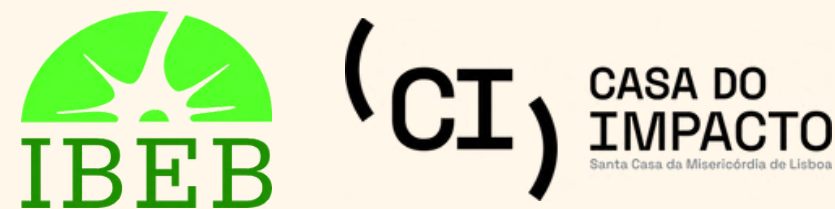


✉ geral@imagi-health.pt

📷 @imagi.health



With the **support** from:



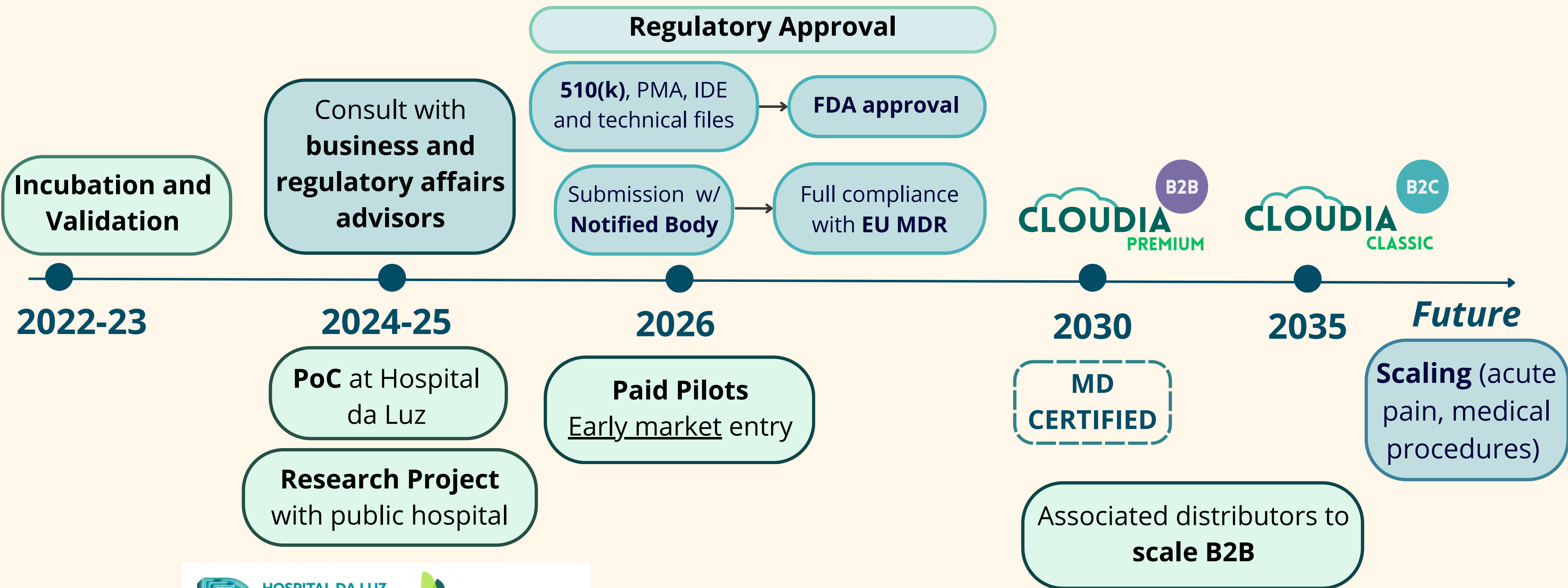
Achievements & Partners:



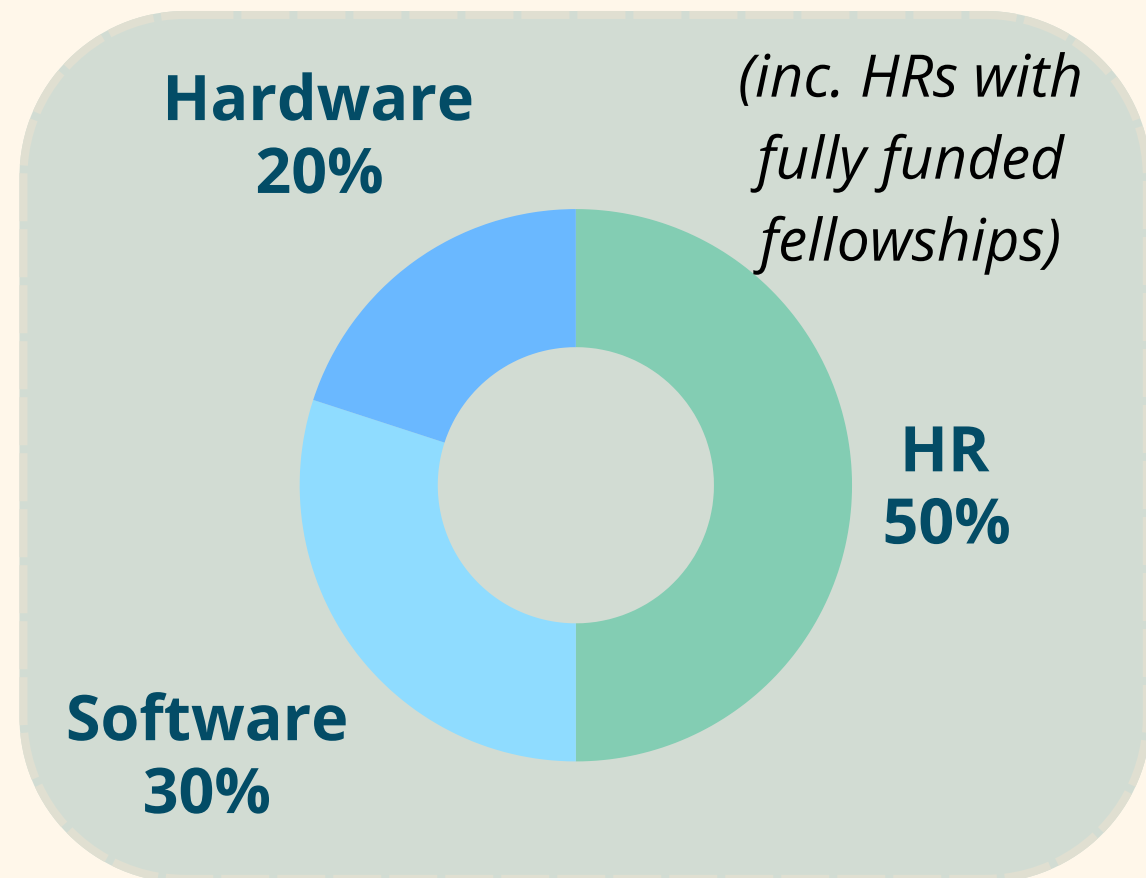


ANNEX SLIDES

TIMELINE & GO-TO MARKET STRATEGY



USE OF FUTURE FUNDING

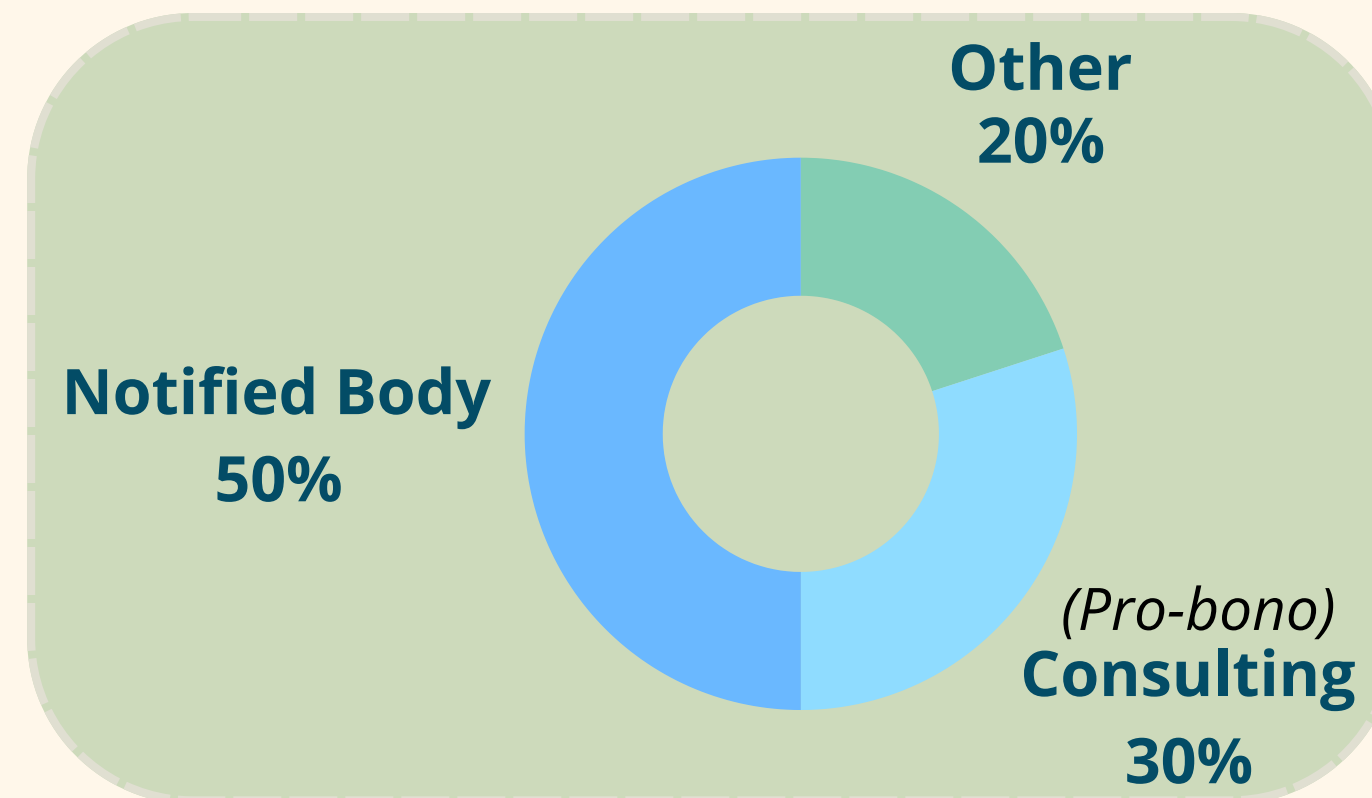


R&D
30%

500k €

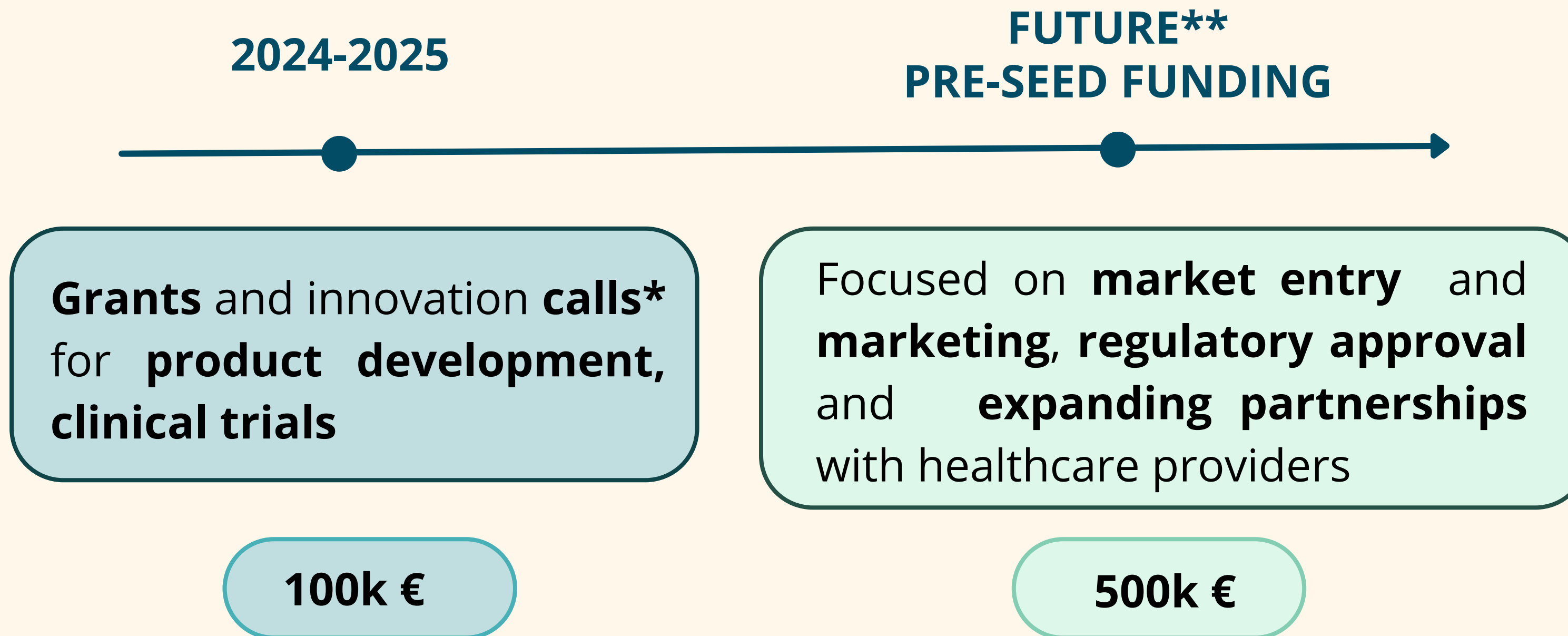
Marketing
5%

Clinical Trials
25%



Certification
40%

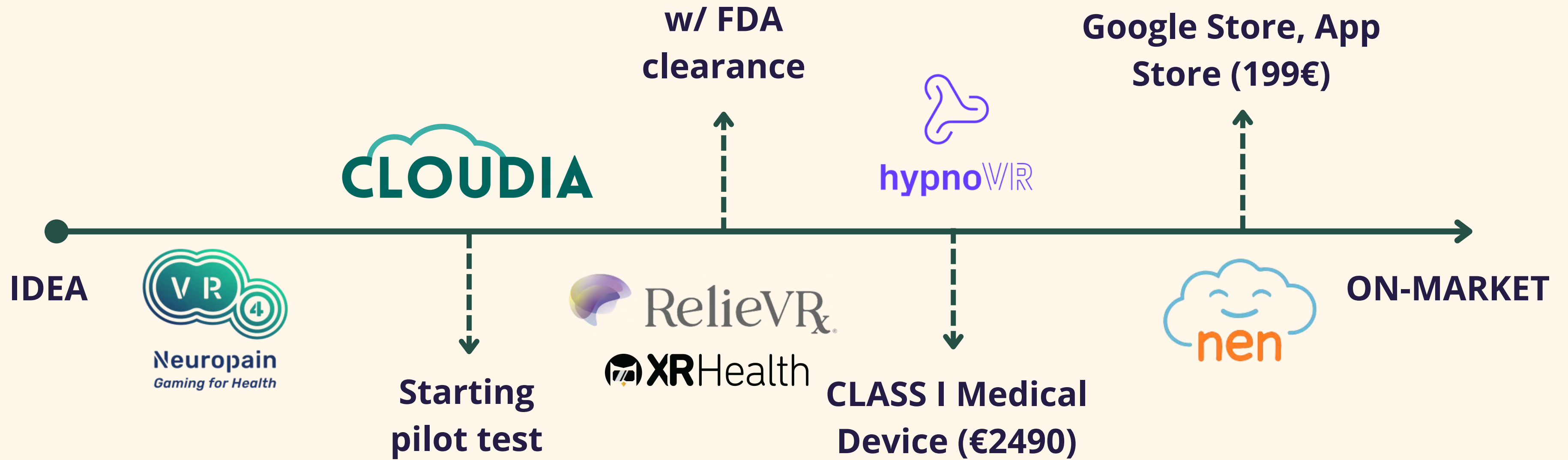
ROADMAP TO EQUITY FUNDING



*E.g. Innov-ID, Portugal 2020/2030, Compete 2020, EIT Health Calls

**Once key milestones are reached

OUR COMPETITION



PRODUCT MARKET-FIT



For **patients and families**



“**Opioids** cause habituation”

“Getting to all **treatment sessions** is not easy”

“Pain/disease does not allow **engaging in daily activities**”



For **healthcare professionals and institutions**



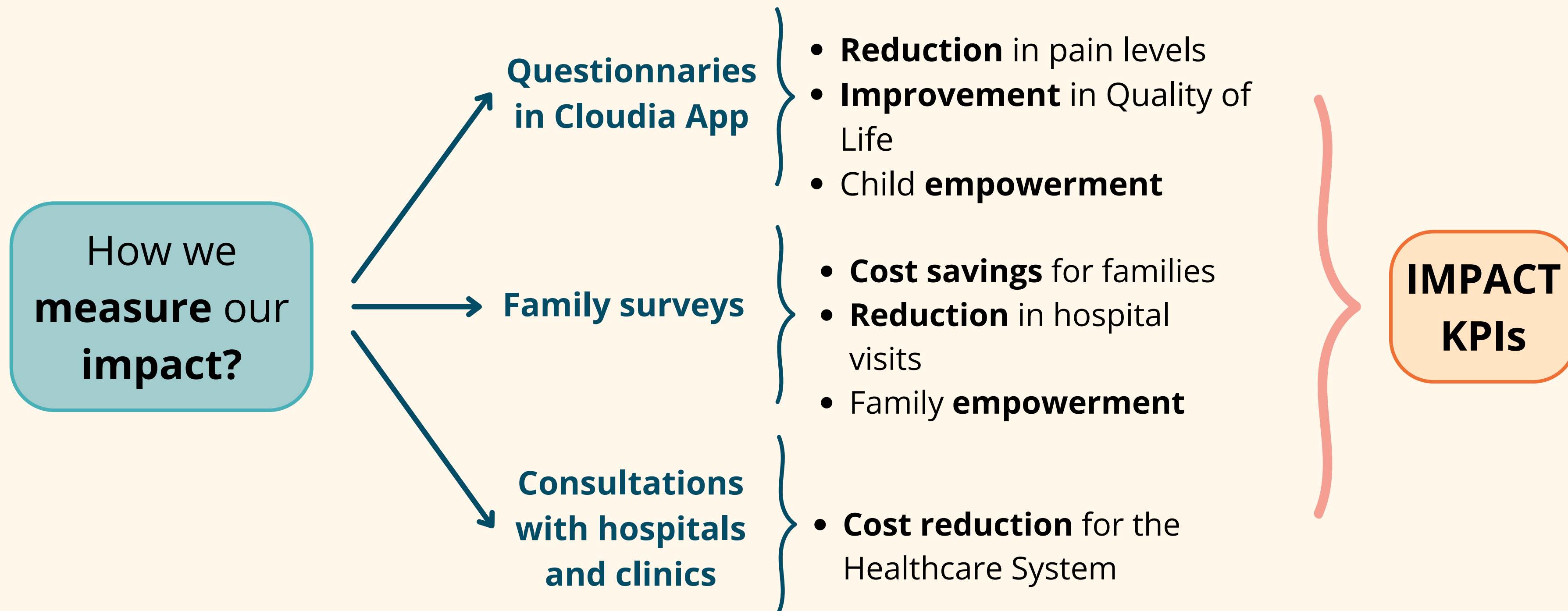
“**VR headsets** are engaging”

“**Hypnotherapy** is life-changing in children’s lives”

“VR is great, but there are **no affordable solutions**”

CLOUDIA
MEETS ALL NEEDS!

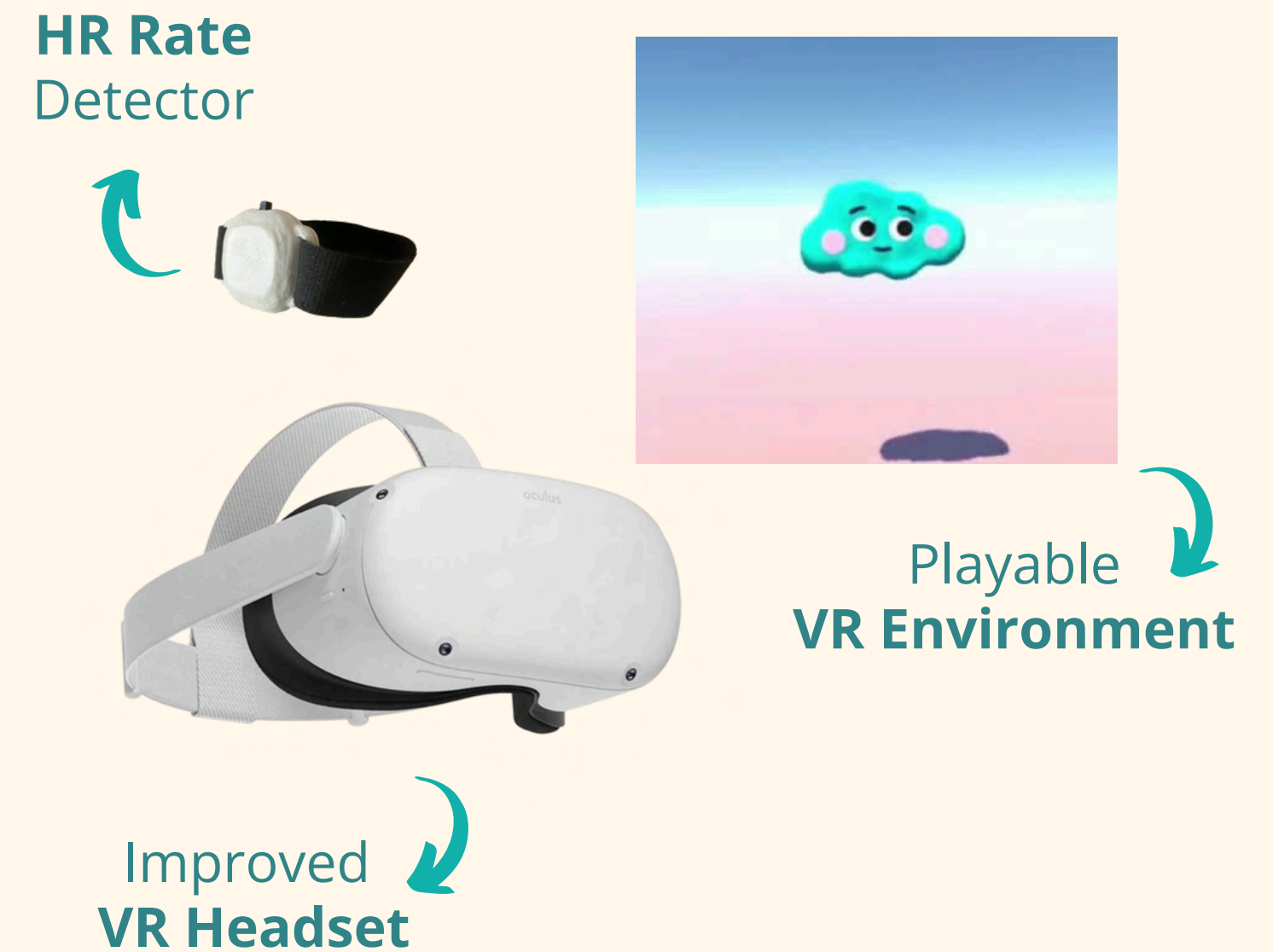
OUR IMPACT



OUR PROTOTYPE

CLOUDIA 1.0 MVP

CLOUDIA 2.0 MVP



PILOT TEST

Proof of Concept in healthy children (aged 6-10)



Will provide: space and equipment resources, consulting team on bureaucratic/ethics processes, support from pediatricians

Objectives

1. To observe the quantitative and qualitative effects of **guided hypnotherapy-based** exercises in healthy children.
2. To evaluate **user experience** from our target user.

Analytical outcomes

- Heart rate
- Respiratory rate
- Self-evaluating surveys (before and after sessions)
- Guardians feedback

Several **hypnotherapy-based relaxation exercises** will be tested

Traditional approach

Video-guided

VR-guided

CERTIFICATION ROADMAP

Consulting with



Development of a regulatory strategy



Prepare 510(k), PMA, IDE and technical files

FDA pre-meeting

FDA approval

2025

Choice of a Notified Body and submission

2026-2027

2027



2028

Full compliance with EU MDR

OUR PARTNERS

PRODUCT VALIDATION



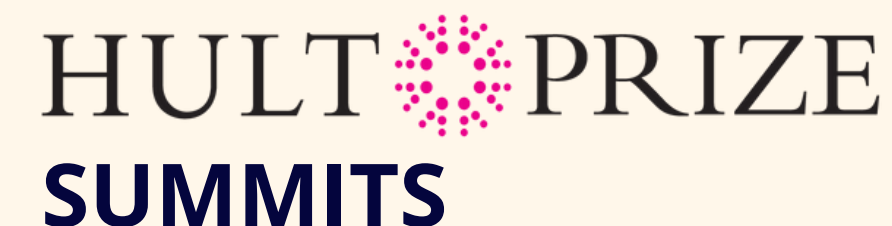
ACREDITAR
ASSOCIAÇÃO DE PAIS
E AMIGOS DE CRIANÇAS
COM CANCRO



INCUBATION/ACCELERATION



RECOGNITION



FUTURE PARTNERS

TECH AND REGULATION

 Meta Quest 

 **IPN**
INSTITUTO PEDRO NUNES

 **COMPLEAR**
HEALTH

R&D SUPPORT

  **FUNDAÇÃO
RUI OSÓRIO
DE CASTRO**
PELA ONCOLOGIA PEDIÁTRICA

**FUNDAÇÃO
GRÜNENTHAL**

 **APED**
Associação Portuguesa para o Estudo da Dor

FUNDING AND MARKET

 **eit** Health

**Lab
to
Market**[®]

HOSPITALS AND AWARENESS



APAH
ASSOCIAÇÃO PORTUGUESA
DE ADMINISTRADORES HOSPITALARES

SIC
esperança



IPO
LISBOA
FRANCISCO GENTIL

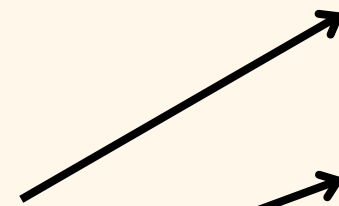
 **IPO PORTO**
INSTITUTO PORTUGUÊS DE ONCOLOGIA DO PORTO FG, EPE
EPOP - ESCOLA PORTUGUESA DE ONCOLOGIA DO PORTO

SCALING POTENTIAL

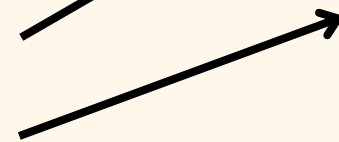
CLOUDIA



**PEDIATRIC
CHRONIC
PAIN**



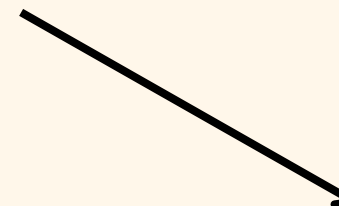
ACUTE PAIN



MEDICAL PROCEDURES



BREASTFEEDING



MENTAL HEALTH