

High Potential Initiatives Profiles

1 Accelerator

FI-C3



2 Project and Organization

Zebra Academy CVBA



2.1 Country

Belgium

2.2 Project Abstract

The Zebra Academy team developed an open medical communication platform for pre- to post-hospital treatment, by implementing real time audio-video interaction between medical personnel and patients with real time access to device and medical data. Thanks to this solution they believe it possible to speed up the diagnosis of acute stroke patients, increasing patient outcome and reducing costs, both for hospitals and society. A randomized trial on outcome and time savings related towards the solution being commercializing has recently ended and showed a reduction of time between call to emergency and imaging in the hospital of 20 minutes for the group of patients where telemedicine was used. This time gain was achieved without increasing the risk of mortality for patients. Zebra Academy are currently actively engaging with Belgian & European hospitals to sell its solution and aims to close its first sale during Q3 2016.

2.3 Sector

Human Health and Social Work Activities

2.4 Target Market

B2B

2.5 Business Model

Subscription model; Production model

Zebra Academy provides an integrated telemedicine device and service solution for emergency stroke treatment including an autonomous portable device for use in emergency vehicles and in hospitals, a remote access to the patient through a web-based ICT-platform.

Revenue sources include

- **Hardware sales:** selling the system's plug & play hardware to hospitals, optionally including Point-of-Care technology and devices for monitoring of vital parameters.



Zebra FIWARE Short Profile

May 2016

- **Yearly server & software fees**, including the server and data transmission, and the access to the web-based clinical decision support system.
- **Service for superior stroke treatment:** fee for site assessment, training and installation of solutions aiming to make the best use of our telemedicine system to optimize the hospital's stroke care processes.
- **24/7/365 telestroke expert availability:** for hospitals with limited stroke expertise, the Zebra Academy stroke experts will provide remote consultations. Revenues will come from remote consultations at similar rates to physical consultation in the different geographies. This business model will only be pursued in the mid-term as legal conditions need to be clarified first, before these activities can generate revenues for Zebra Academy.

Customer acquisition is being undertaken through professional contacts, in cooperation with a business developer and business to business marketing to target Belgian hospitals, fire departments and authorities. The plan is to undertake an initial proof of concept in Belgium and then gradually expand to target hospitals and private insurers in the Netherlands, France, UK and Germany.

Zebra Academy's business model is based on recurring software income from each hospital customer and new sales from devices. It plans to break even after 3 years of operational activities. It is currently fund raising to raise €1.5 million to expand the technical programme, production capacity and business development.

The solution is currently used in UZ Brussels where the research and development was held. The implementation of 5 more solution is foreseen and paid by research funding during 2016.

SMART CITY SOLUTION	YES
CLOUD SOLUTION	YES
SOCIAL MEDIA SOLUTION	NO
MOBILE SOLUTION	YES
BIG DATA/ANALYTICS SOLUTION	FORSEEN
IOT	YES

2.6 Website

<http://www.zebra-telemedicine.com/>