



# eSENSE

The future of high resolution electron  
detection

Researchers claim:

# Biological samples are currently damaged too quickly

Expensive and time consuming preparation of samples

Limited time to study the samples

Limited access to electron microscopes



# Innovative sensor design

- ▶ Higher sensitivity
- ▶ Outstanding noise performance
- ▶ Shorter exposure time needed



# Our advantages

- ▶ -Design team from the leading institute in the field of electron detection.
- ▶ -15 sensor design features patented since 2015.
- ▶ -New technology that allows outstanding noise figures.

“This technology is the biggest  
breakthrough of the century”

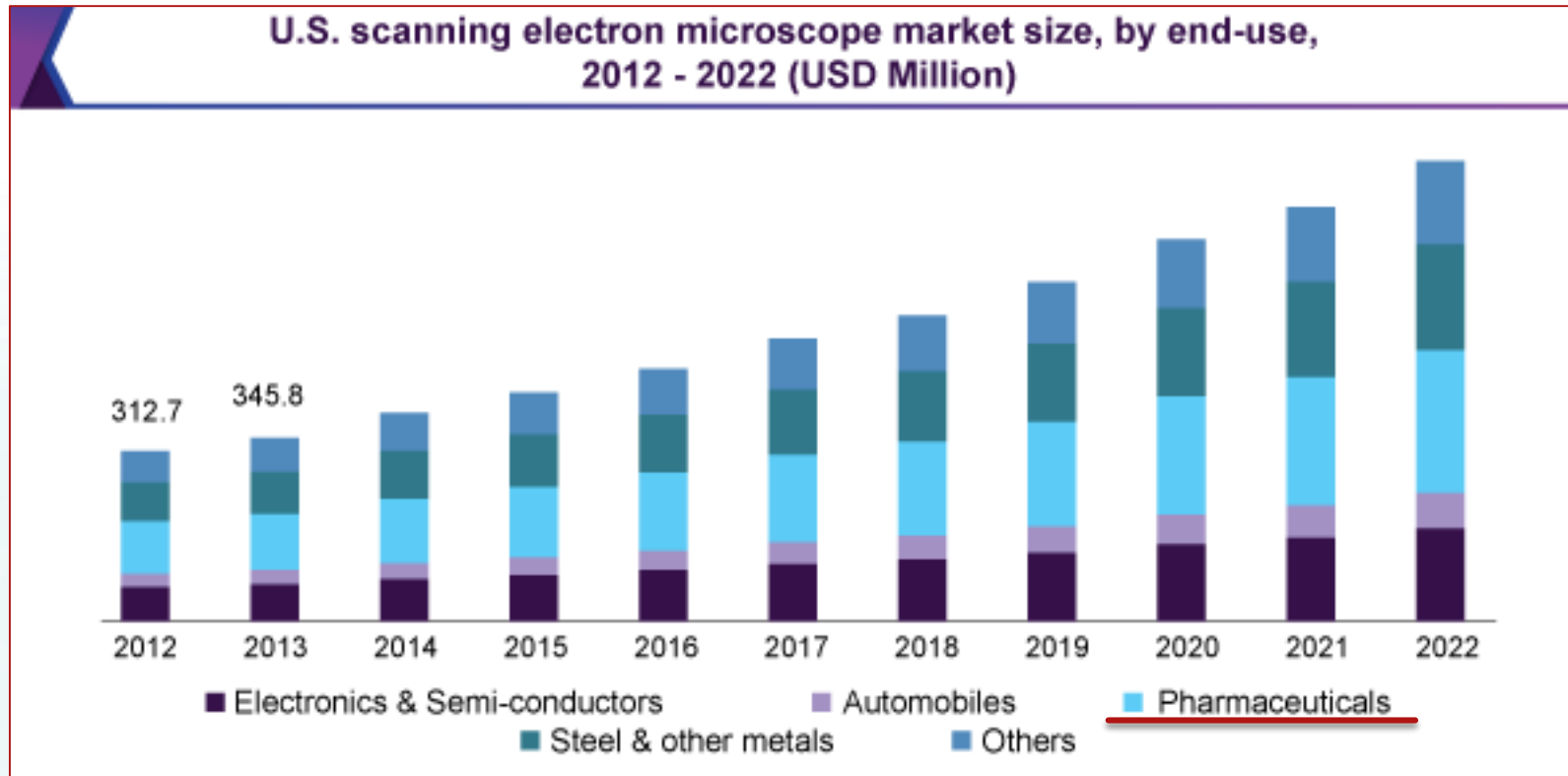
- **Prof. I. Peric**– CERN lead designer

# Business Model

- B2B – customers: microscope companies
- Price per sensor: 40 K €, possible additional revenue streams for installation and service
- Channels: Direct sales and installation at company
- Customer Relation: Long established relationships, constant personal contact and service
- Marketing: to end customer: On-Site demonstration at microscope companies

# The Market - € 2.7b worldwide

„Prof. Peter Keinz: One of the most attractive markets I have ever seen!“



High end products, high willingness to pay

Source:  
MARKETSandMARKETS  
GRAND VIEW RESEARCH

# Competition

Time Resolution  
(FPS)

eSENSE

ThermoFisher  
SCIENTIFIC

Direct Electron  
INNOVATION PROPELLING DISCOVERY

G  
GATAN

Sample Lifetime  
(in seconds)

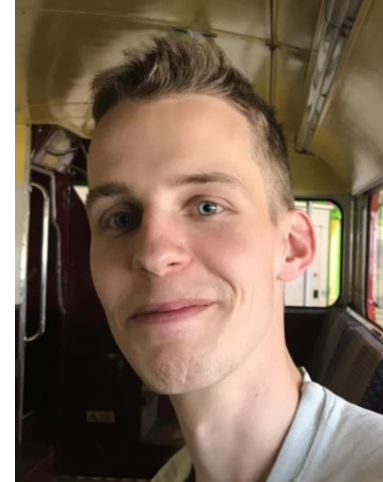
# The Team



Dr. Barbara Mehner  
**CEO**



Dr. Andrea Ferretti  
**Sales Manager**



Dr. Ivan Berdalovic  
**CTO**



Dr. Horacio Mateos  
**Lead Designer**



# Financials

▶ Price: 40.000/sensor

Year	2018	2019	2020	2021
Sales: Worst case	0	90	300	600
Best case	0	250	800	2000
Revenue Best case	0	10000000	32000000	80000000
Revenue worst case		3600000	12000000	24000000
Costs:				
Variable/Piece	20000	10000	8000	5000
Fixed	200000	150000	100000	100000
Total in best case	200000	2650000	6500000	10100000
Profit best case	-200.000	7.350.000	25.500.000	<b>69.900.000</b>

**-> Around 70 Million € Profit in 2021**

# What's next?

**Funding needed for 2018:  
1.000.000 €**

