



neuromuss

MEDICAL DEVICE – NEWPULSE

Sasa Lavric, Januar 2026



EXECUTIVE SUMMARY

Neuro Muss is a women-led MedTech startup co-founded by Saša (CEO) and Ula, inspired by a personal story of stroke recovery.

There is more than 150 million stroke survivors with additional increase of 10% each year. Permanent disability affects 70% of them, with the hands being most affected.

Neuro Muss builds **a medical device NewPulse** that helps stroke survivors regain hand movement. It is designed for home use, allowing patients to practice independently to regain movement and leverage neuroplasticity. We plan to protect the design of the NewPulse device through industrial design registration to secure its unique shape.

In 2027 we will introduce NewPulse, a Class I device that relieves spasticity and pain, benefits already backed by studies. At the same time we'll develop a Class II device for neuroplasticity-driven rehabilitation to help patients regain lost functions. A clinical study will be needed before it can reach the market in 2029.

We believe that recovery should not depend on geography or income. Our medical device enables home rehabilitation, reducing healthcare inequality and supporting families worldwide.



STROKE

01

1 in 4 people older than 25 will have a stroke in their lifetime

02

150 million people live with the consequences of a stroke

03

10% increase each year

04

70% never fully recovering hand dexterity or functionality

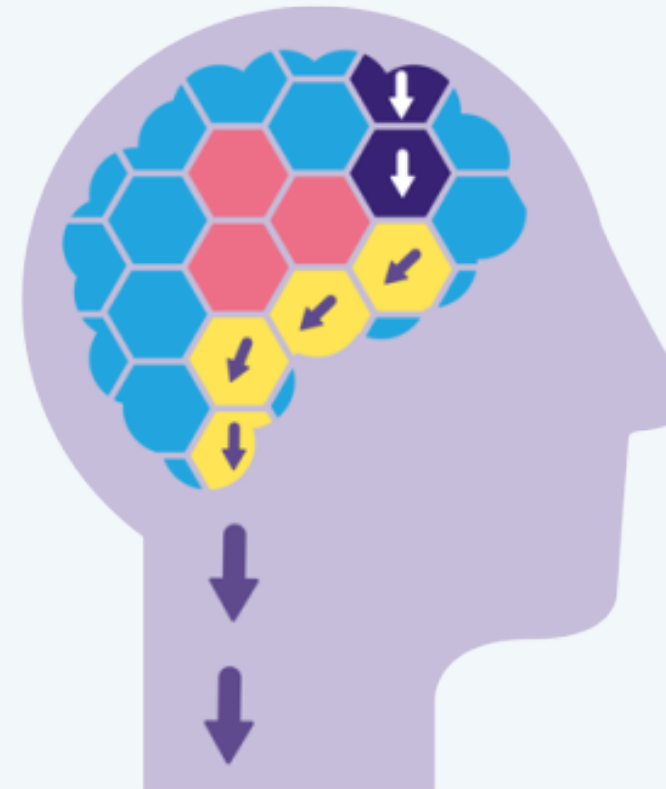
NEUROPLASTICITY



1. Signals go from one cell to another forming a connection in the brain.






2. When a stroke kills brain cells, it damages the connection.



3. Brain cells can sometimes form new connections, and start sending signals again.

HOW?

-  **01** Start rehabilitation as early as possible
-  **02** Do high-repetition training
-  **03** Repeat sessions several times per day

A MEDICAL DEVICE NEWPULSE*

is passive rehab device designed for home use, allowing patients to practice independently to regain movement and leverage neuroplasticity.

KEY ADVANTAGES

- Unmatched design:
 - one size fits all
 - one device for Left and Right Hand.
- Works even with paralysed or weak hand.
- NewPulse shifts stroke-hand rehabilitation from clinic to couch.
- Stimulate all 5 fingers.
- Finger-lift cycles, high-repetition to trigger neuroplasticity.
- Voice and on-screen animations guide sessions.
- Easy to use, independently.
- Sub-€1k medical device.

*We are not disclosing the product design at this time, as we intend to obtain IP protection for it.

COMPETITIVE ADVANTAGES

| | NEUROMUSS | NEOFECT GLOVE | SAEBO GLOVE | MOTUS NOVA HAND | NEUROFENIX NEOBALL |
|--|-----------|---------------|-------------|-----------------|--------------------|
| Appropriate for paralayzd or weak hand | ✓ | ✗ | ✗ | ✗ | ✗ |
| One device for Left & Right Hand | ✓ | ✗ | ✗ | ✓ | ✗ |
| One size fits all | ✓ | ✗ | ✗ | ✓ | ✓ |
| Easy and independently to use | ✓ | ✗ | ✗ | ✓ | ✗ |
| Moving all 5 fingers | ✓ | ✓ | ✓ | ✗ | ✓ |
| Affordable > 1000 euro | ✓ | ✗ | ✓ | ✗ | ✗ |

WHY MARKET NEEDS SUCH A DEVICE



Stroke: A Major Unmet Need

- #1 cause of long-term disability in EU & U.S.
- ~70% of survivors have lasting hand/arm impairment
- Annual cost: €64 B (EU) | \$56 B (U.S.)
- > 17 M new survivors/year in EU & U.S.
- €120 B / \$120 B total economic impact — rehab gap = opportunity



Healthcare Trends

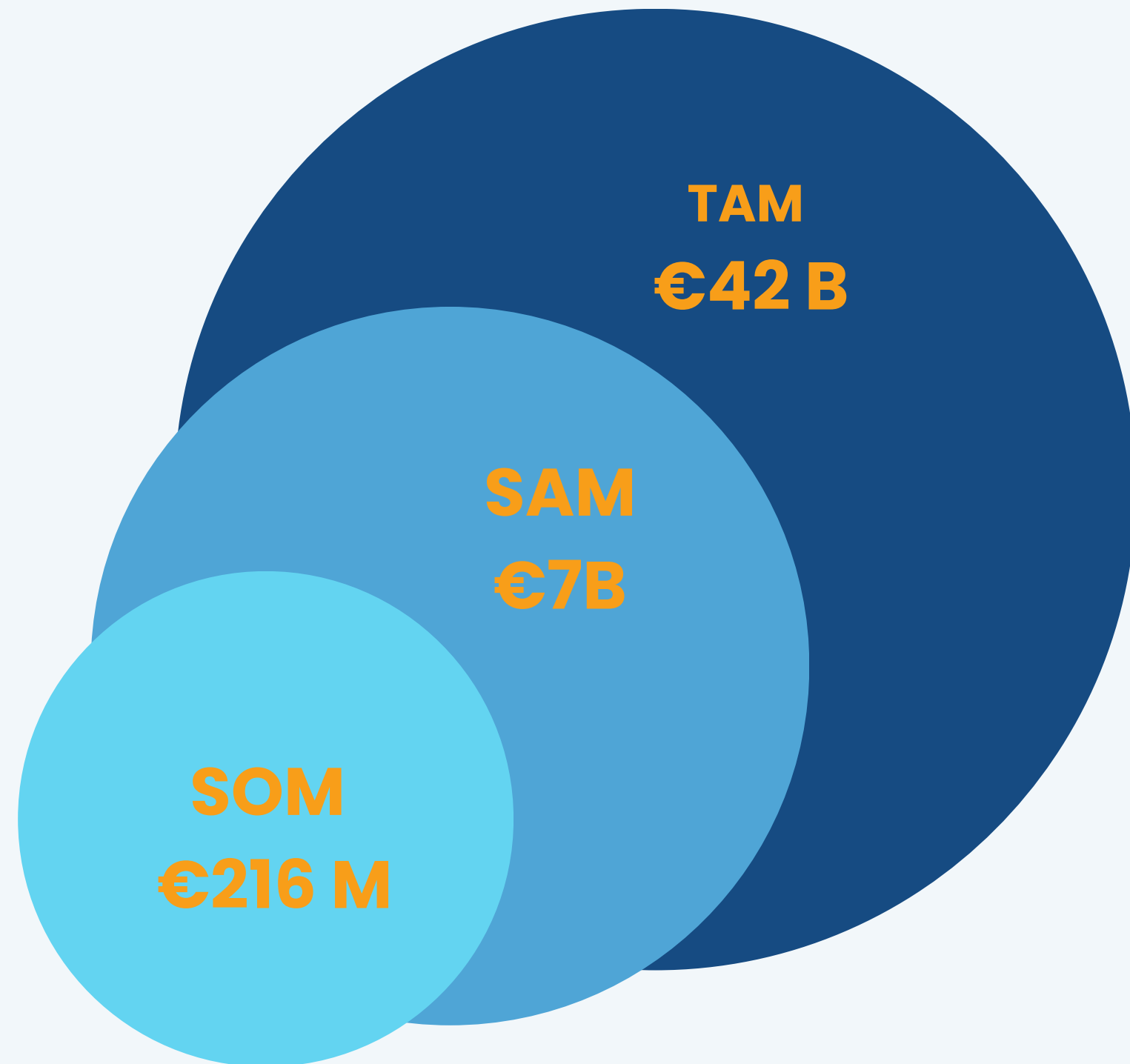
- By 2030, Europe may face a shortage of ~4 million healthcare workers
- Resulting challenges:
 - Longer waiting lists
 - Higher treatment costs for patients



Social Impact

- Cost-effective and accessible devices are reducing health inequalities across Europe.
- Enabling greater independence for people with neurodegenerative diseases, improving their quality of life.

MARKET



70 million people worldwide have a weak or paralyzed hand after stroke. That creates a €42 billion market for us.

In EU and US there is 12 million affected people, creating a €7 billion market.

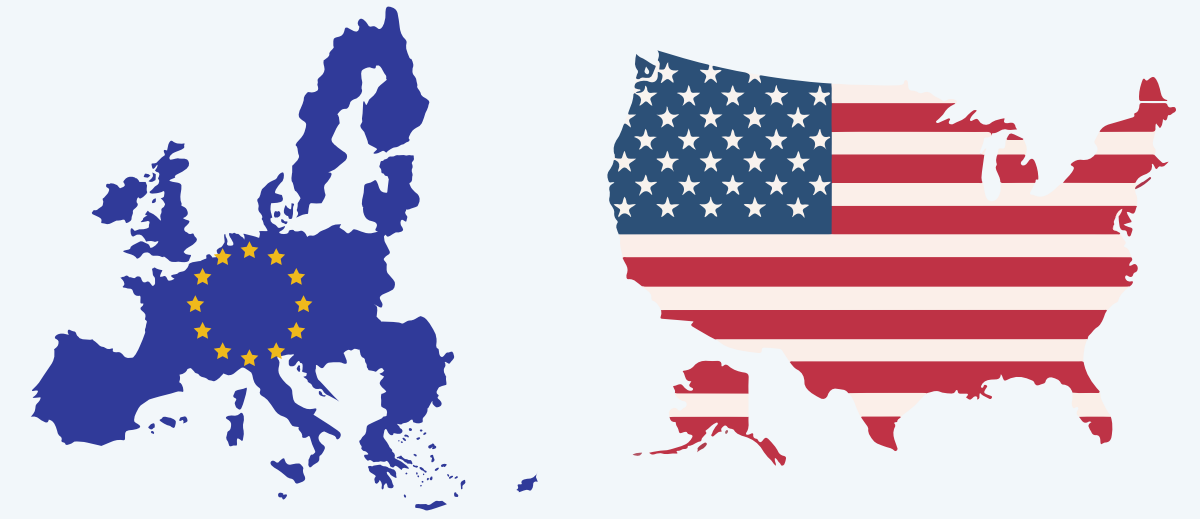
Capturing just 3 % of EU and US market would generate more than €216 million in revenue, with price of 600€ per device.

BUSINESS MODEL

Two-step market entry

Class 510(k) or Class I (EU) device — launch 2027

- Clinical focus: relief of spasticity-related pain
- Unit price: €600
- Addressable market (EU + US): ~12 million users
- Beach-head goal: win 3 % share \approx 360 000 devices \rightarrow ~€216 million revenue



Class II device (EU) — in parallel development

- Clinical focus: neuroplasticity-stimulating post-stroke therapy
- Unit price: €900
- Annual incidence pool (EU + US): ~1.2 million first-time stroke patients/year
- Beach-head goal: win 3 % share \approx 36 000 devices \rightarrow ~€32 million revenue per year
- Regulatory path: fully compliant with MDR/FDA Class II requirements from day one

GO – TO – MARKET STRATEGY

2-tiered business model

B2C

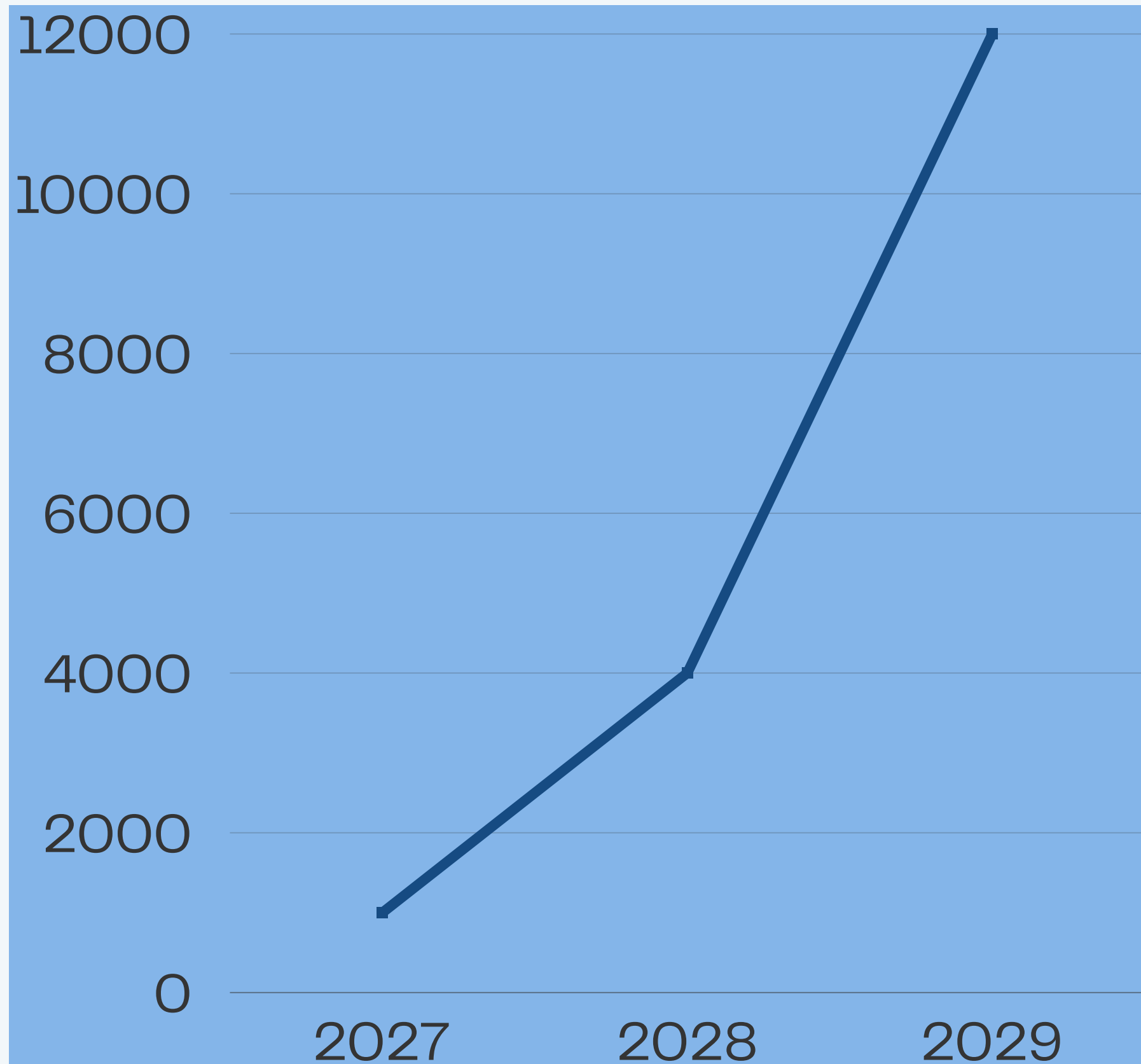
- Stroke Support Associations
- Our website
- Social Media & PR campaign

B2B2C

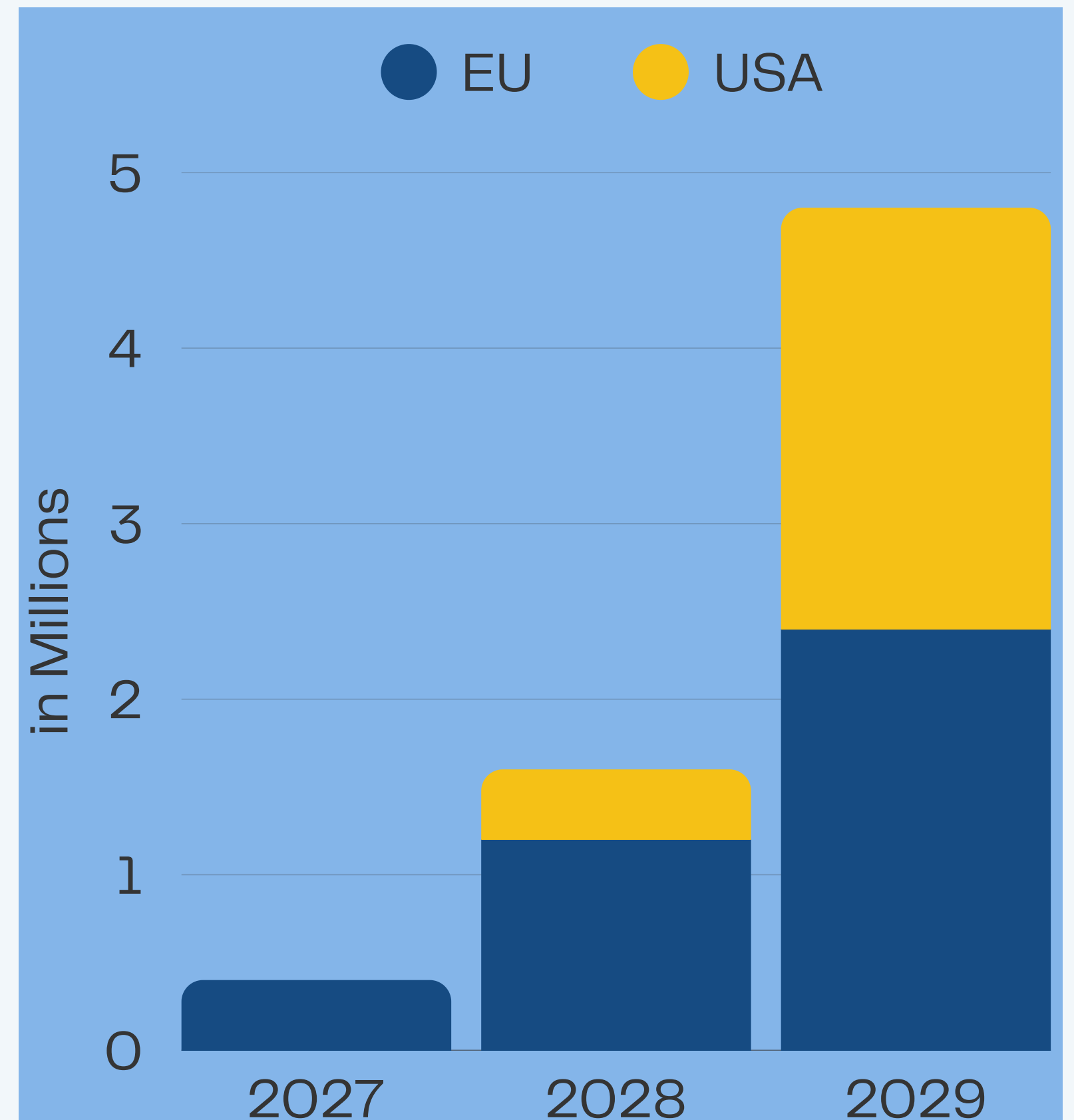
- Global Partners
- Rehabilitation centres
- Pharmacies
- Hospitals
- Healthcare Providers

POTENTIAL SALES & REVENUE

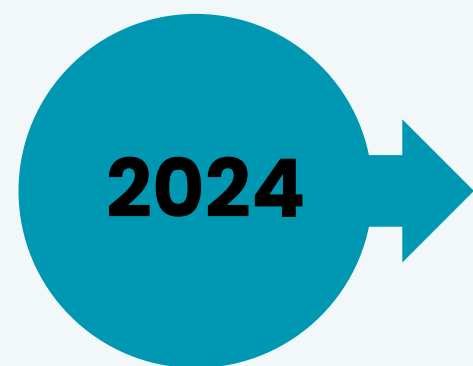
devices/year



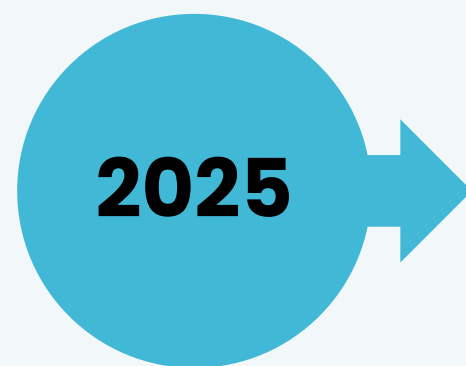
sales in million eur/year



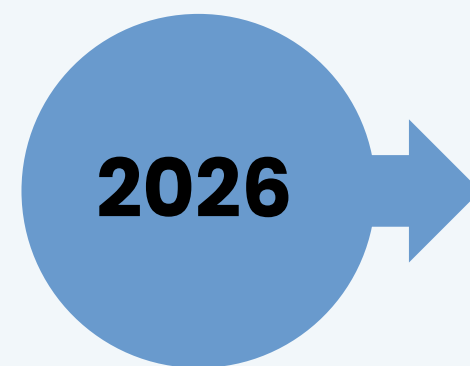
PROJECT ROADMAP



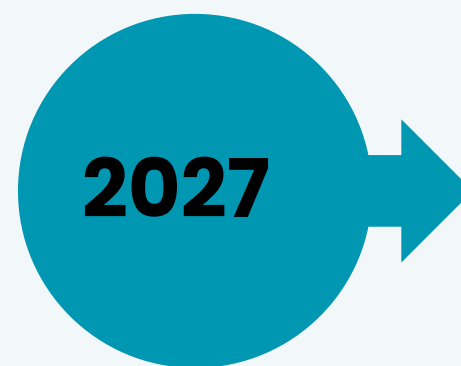
- Company founded €25K
- InnoStars Awards Grant 15K



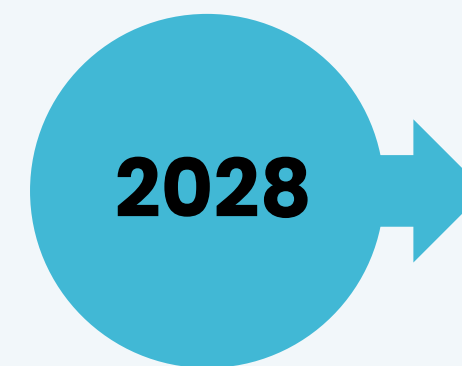
- Slovenian Startup Grant €72K
- Women Entrepreneurship Bootcamp
- Regulatory Bootcamp



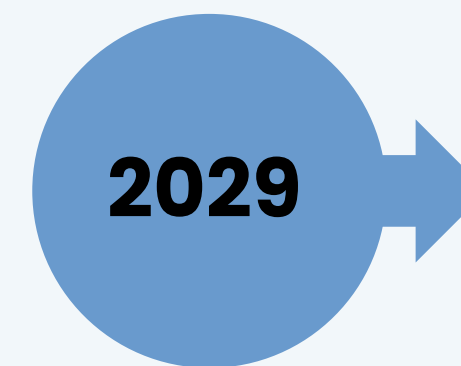
- Product development and user testing of both devices
- Regulatory activities for Class II device



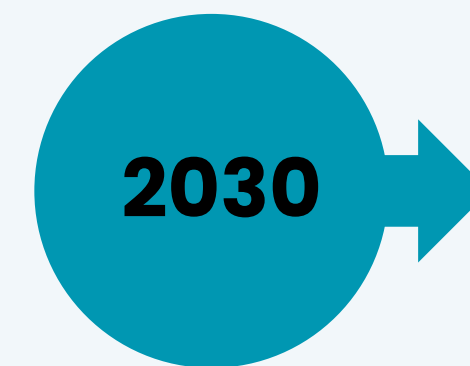
- Sales start for Class I device
- Class II device – ISO 13485 QMS



- Class I device selling in EU & US
- MDR – EU Certificate for Class II device



- Class II device selling start in EU
- FDA Clearance for US market



- Both devices selling in EU & US

OUR TEAM



Saša Lavrič

CEO

**Law & Economics
Degree**

Management
finance,
regulatory
compliance.

FTE, co-founder



Ula Toplak

R&D

Kineziologist

Product
development,
customer support

PTE, co-founder



Luka Hus

R&D

**Mechanical
Engineer**

Product
development,
regulatory
compliance



Borut Štorman

R&D

Mechatronic

Product
development



Katja Kresse

Public Affairs

**Senior external and
corporate affairs leader**

Product launch
support



With our device, we're giving people
independence!

Phone

+38640662266

Company

Neuro Muss
d.o.o.

Web page

www.neuromuss.com

Contact

sasa@neuromuss.com