



مركز خليفة للابتكار  
khalifa INNOVATION CENTER



## KHALIFA INNOVATION CENTER STARTUP PORTFOLIO

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VALIDITY

Q1-Q2 - 2022

FOUNDING TEAM

DR. MARWAN EL RICH, FOUNDER  
ABDUL AZIZ VAQAR, FOUNDER  
DR KINDA KHALAF, FOUNDER

# THE PROBLEM

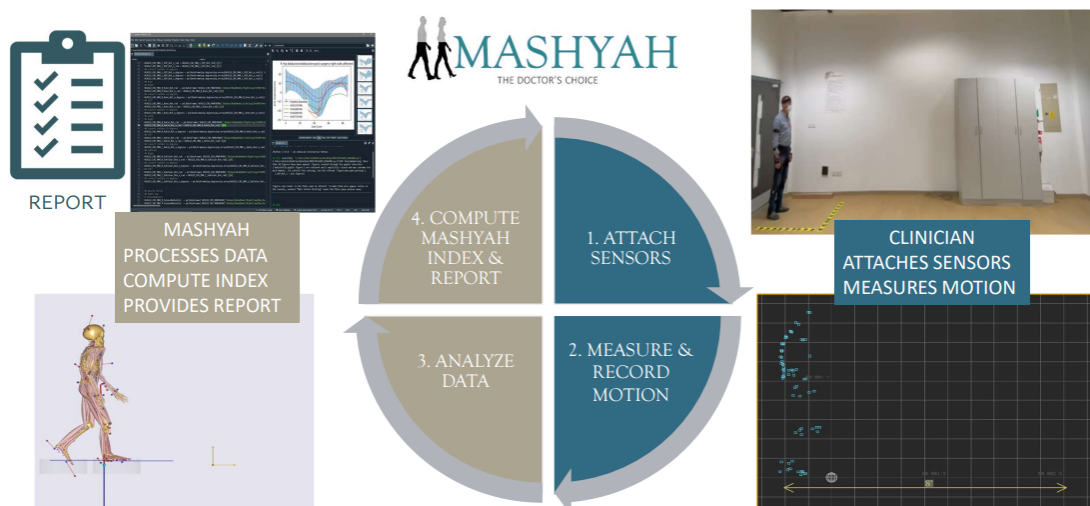
- Motion disorder deteriorates the quality of life.
- Musculoskeletal diseases account for 5% inpatients and 11% outpatients in UAE.
- 8000-10000 stroke patients per year in UAE.
- High prevalence of cardiovascular disease in youth.
- An increasingly dynamic population include an aging population with increased expectation for treatment
- An increasing number of musculoskeletal disorders patients add a burden to the healthcare system.
- The increasing number of patients with musculoskeletal disorders adds a burden to the healthcare system.

# GAIT ASSESSMENT LIMITATION

- Lack of joint loading assessment
- Observational
- Qualitative
- Inter and Intra Observer
- Visual Motion Assessment
- Large & Complex data generation
- Bulky expensive conventional GAIT assessment.

# MARKET OPPORTUNITY

- Total addressable market -1.8 BILLION
  - 1.7 billion Musculoskeletal conditions globally
  - 58 million neurological disorders
  - 20-30million Trauma-related
- Serviceable available market -14 MILLION
  - GCC accounts for 0.74% of the world population
- Serviceable obtainable market
  - 1MILLION Assessments annually
  - 8000-10000 stroke patients in UAE annually



## THE SOLUTION

Mashyah, a motion assessment tool provides full-body motion analysis, gait assessment, joint condition, pre-and post-intervention functional assessment to aide surgeons, physiotherapists, sports medics, and neurologists.

- Data driven decision making
- Reduced and optimized time for patient assessment
- Remote rehabilitation monitoring using Tele-rehab tool
  - Reduced number of patient visits
  - Continuous monitoring
- Data backed results to support results of treatment provided
- Full-body motion analysis
- Joint condition monitoring
- Fall risk assessment
- Functional strength and symmetry evaluation

## BENEFITS

- Reduced length of stay
- Reduction in number of readmissions
- Patient discharge decision using quantitative motion assessment
- Optimized hospital resource allocation
- More number of surgeries especially one-day surgeries

## BUSINESS MODEL

Mashyah provides a comprehensive service that includes to Hardware, software, Analysis and Report hospital/clinic USD 200per patient per assessment

## TRACTION

Currently piloting at Cleveland Clinic Abu Dhabi with the Neurology department and validating the outcomes. A total of 100 Assessments are being planned during this validation phase that ends in June 2022.

On successful completion of the pilot, a commercial agreement will be placed between Mashyah and Cleveland Clinic, Abu Dhabi.

## CONTACTS

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