

Company Profile

Sana



Richard Hanbury

sana

Website

www.sana.io

Industries

Health, Medical devices, Wearables

Founder

Richard Hanbury

Foundation year

2015

Legal form

Delaware C Corp (USA)

Headquarters

US HQ – San Francisco CA

UK HQ - Burnham,
Buckinghamshire, England

Key executives

Richard Hanbury, Founder and CEO

Natasha Bond, COO

Geoff Birkett, CCO

Steve Sanders CFO

Tim Crowley VP Engineering

James Cannan,

Chief Technology Officer

Matthew Hilley, Design Lead

Number of employees

7 full time – 4 contractors

Past funding

2016/2017: USD 1.95 mn seed one

2018: USD 5 mn seed two

To help relieve the pain, anxiety, and insomnia of as many people across the globe as we can.

Product

Sana is drug-free neuromodulation for the treatment of chronic pain and insomnia. Sana provides relaxation and relief on demand. Sana gets people out of pain/anxiety or just too much thinking to sleep in an average of ten minutes. Sana's neuromodulated stimulation guides the brain through the ideal sequence of patterns for a deep sleep. It measures and tracks users' overall state of health and vitality over time and uses this measure to tailor the device to get the user to deep relaxation and sleep fast. Bertrand Piccard used Sana to get enough sleep on his round-the-world journey. The product is expected to be in the market by Q2 2019, at a price of approx. 400 euros.

The market

The opioid epidemic killed more than 72,000 people in the US alone last year. Drug-free alternatives to opioids will save lives. The US government and the FDA are strongly encouraging anyone that can

- stop some people from ever needing opioids
- help those taking opioids to reduce intake
- help people to recover from addiction

Sana can do all three, targeting a market of 100mn people in the US with chronic pain, starting with neuropathic pain in chronic pain clinics.

Fundraising plans (next 12 to 24 month)

We have just closed a USD 5 mn seed round. We are now open to convertible loan notes at a 20% discount to series A to help us extend the number of clinical trials and indications for use we can achieve before series A.

What are the venture's key achievements to date?

- MedTech Innovator Winner 2018
- Mount Sinai Rehab Challenge Winner 2018 Bayer G4A
- Self Care Winner 2018 Under Armour Innovation Award Winner 2018
- 75-person placebo-controlled study with Stanford and SOCOM – 2x relaxation, 3x Pain Reduction, and 5x improvement in sleep and recovery

What are the plans for future development?

We are currently in talks with Bayer, Under Armour, and Philips Healthcare about long-term distribution/acquisition once we have achieved all of the proof of indications we believe we can achieve. This includes but is not limited to chronic pain, insomnia, anxiety, depression, stroke, tbi and PTSD. We have also been laying the groundwork for, a strong consumer brand with interest from over 20 sports teams and 32 branches of the military.