

PHILIPS

Handheld Diagnostics Program

Perry van Rijsingen
CEO Healthcare Incubator
Lighting and Innovation Analysts' Day
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Key Success Factor: Healthcare Incubator Team

We handpick Individuals that bring

- Domain knowledge & network
- Start-up experience
- Strategic Marketing skills
- General Leadership skills

Team

- Total team 51
- On payroll of Healthcare Incubator 22
- Contractors from Corporate Technologies 29

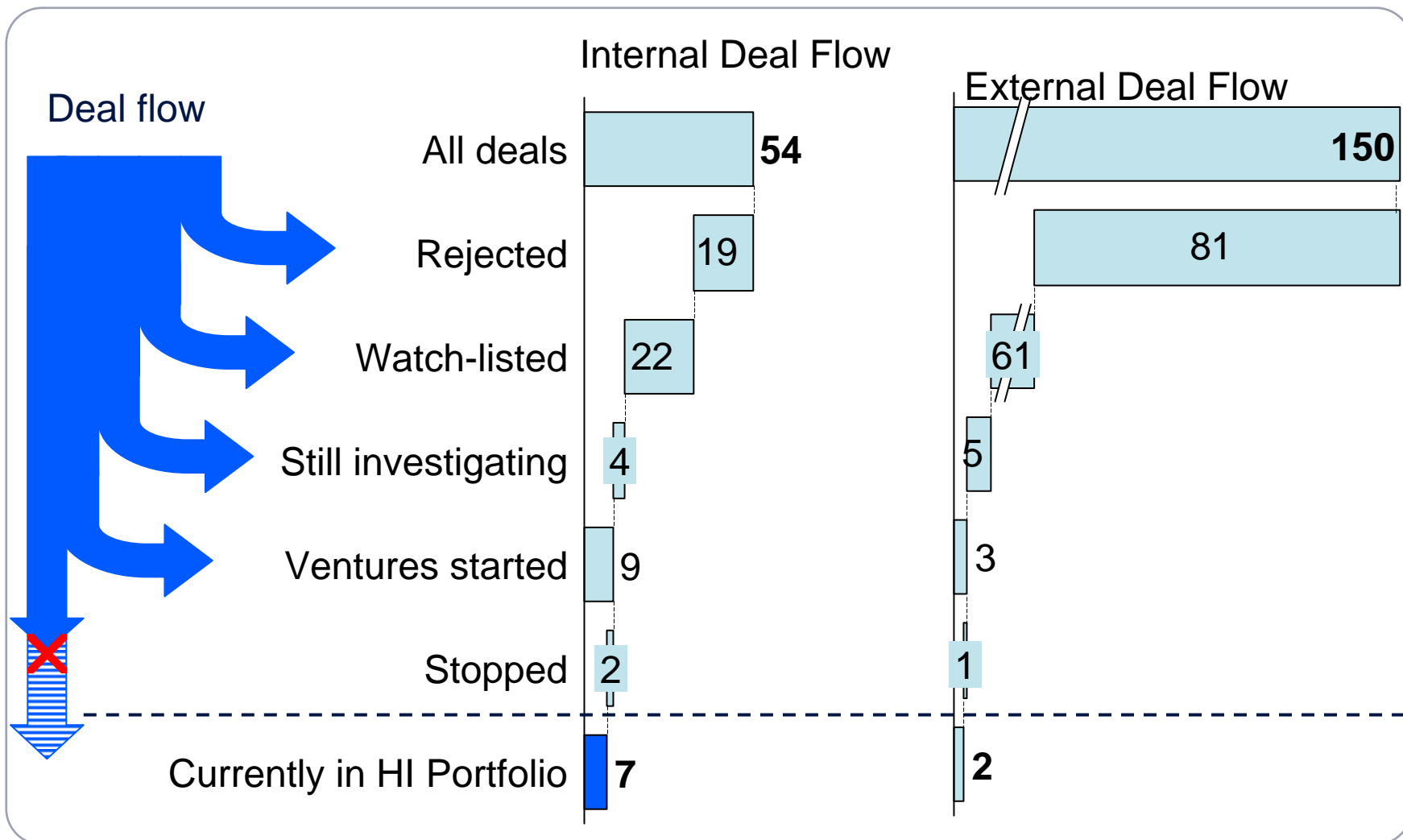
Healthcare Experience

- Total HC/Lifescience experience > 300 years
- CEO experience > 60 years
- Venture / start-up experience > 30 years
- Deal-making and VC experience > 60 years

International Network

- International advisory boards 3
- International advisory board members 23
- International network in In-Vitro-Diagnostics, Pharma, Biotech, Clinical Science, Academic Hospitals, Venture Capital etc.

Selection process similar to venture capital practice



Handheld Roadside Drugs-of-Abuse Testing

From current situation

Unlike for alcohol screening, systematic testing for drugs of abuse is technology limited



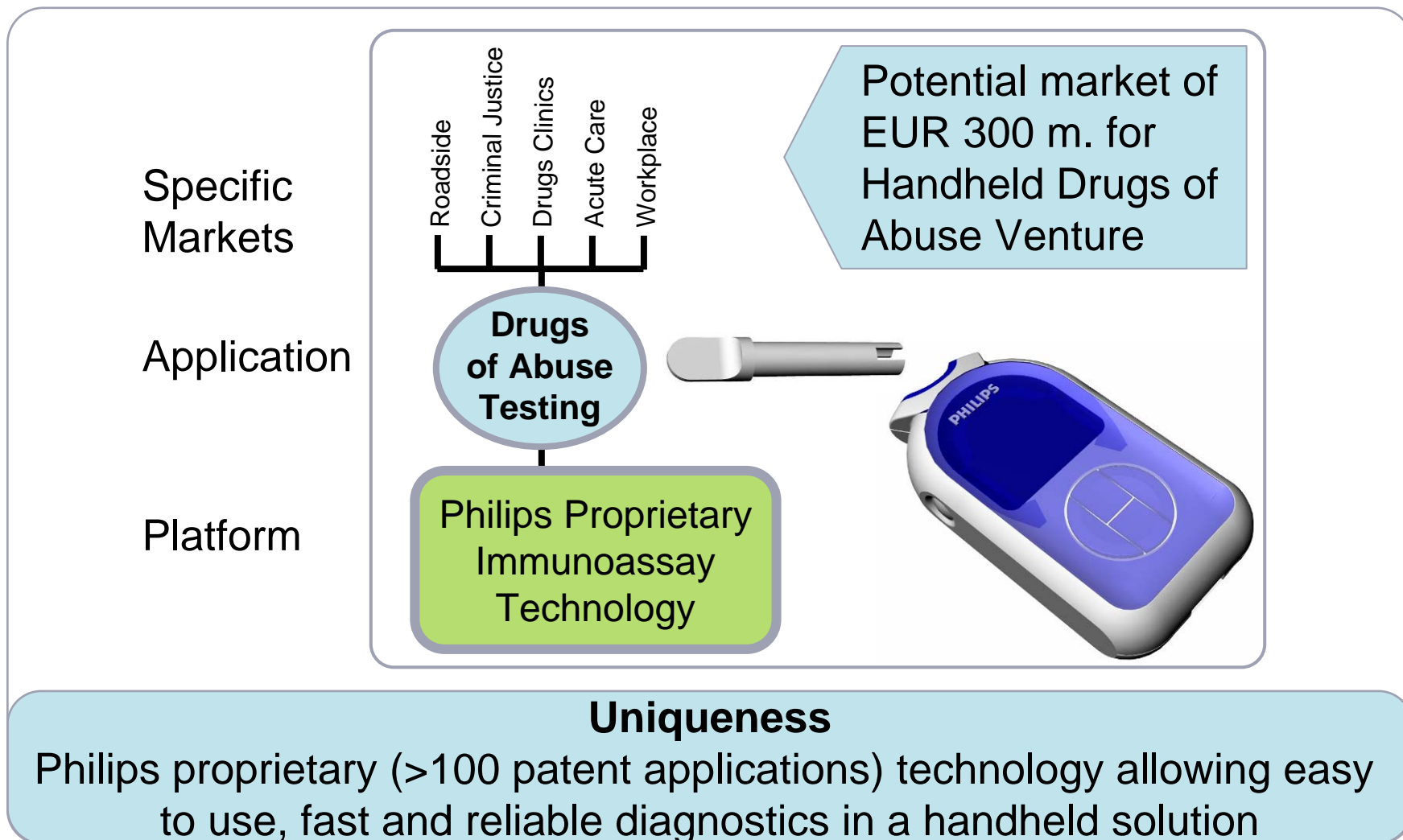
To future scenario

Philips-Cozart handheld solution allows for through-the-window roadside screening for up to 8 drugs of abuse

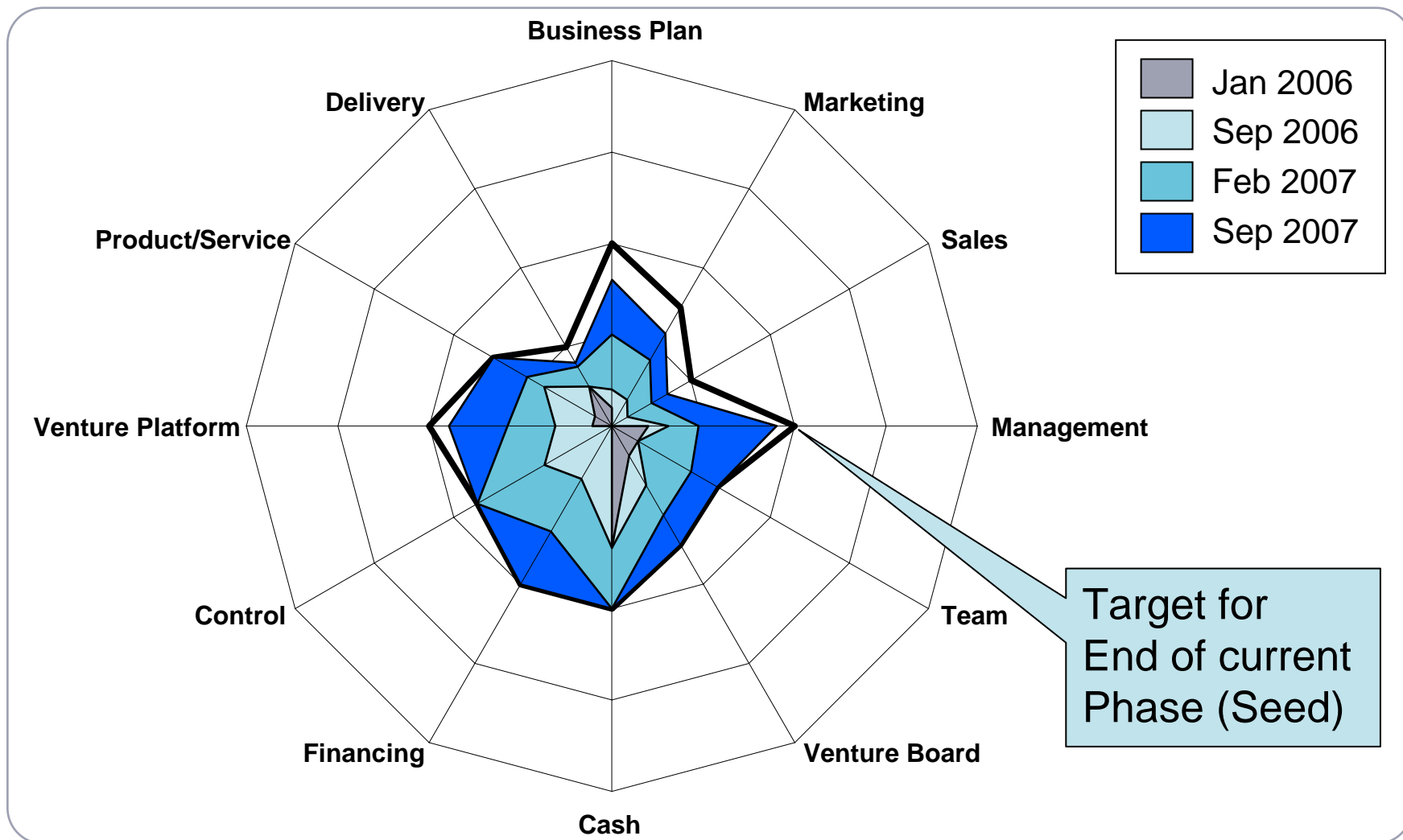


Market Needs:
Reliable
Fast (1 min.)
Easy to Use

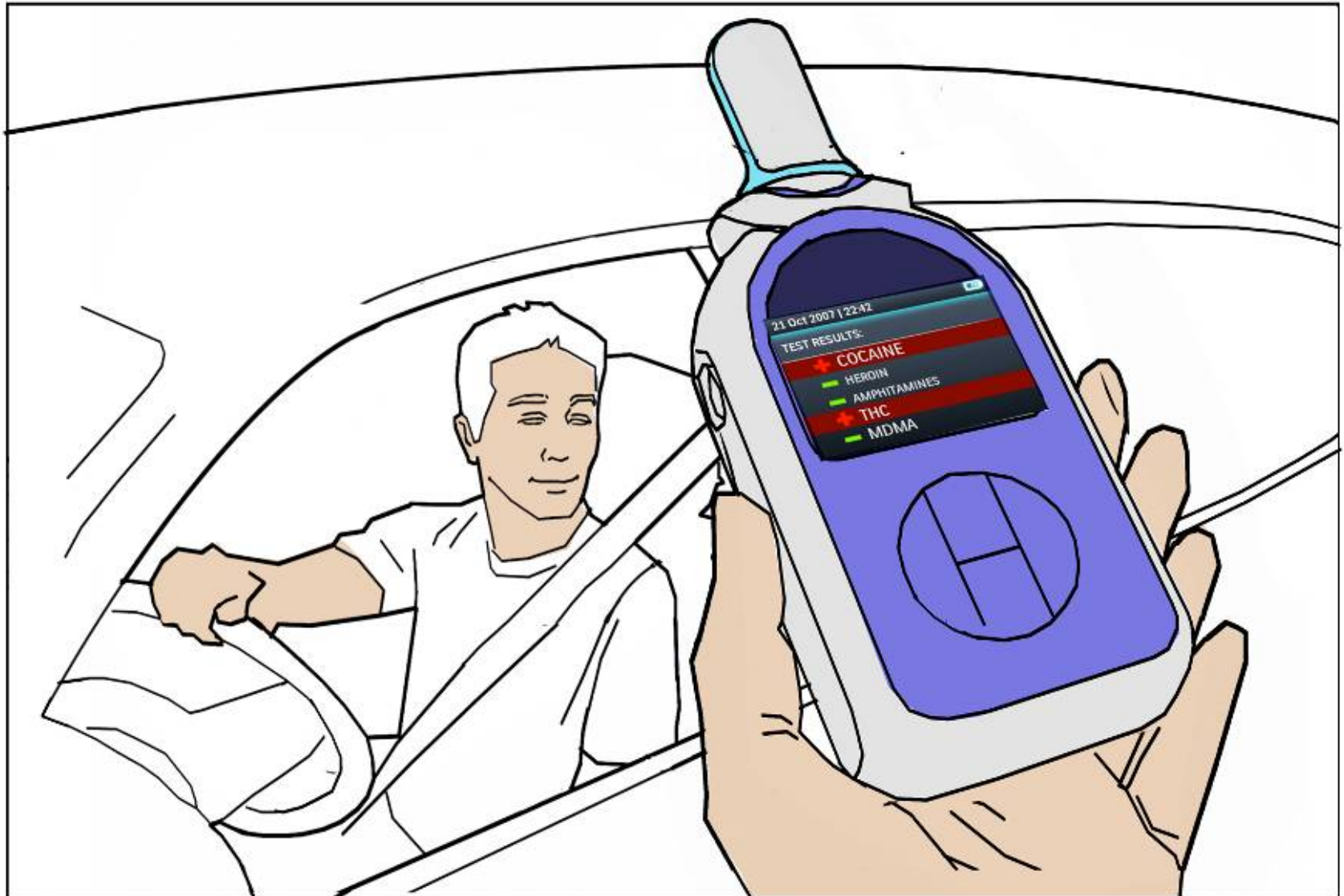
Handheld Drugs-of-Abuse Testing due to launch in 2009



Bell-Mason Score for Handheld Roadside Drugs-of-Abuse Testing



Handheld Roadside Drug-of-Abuse Testing



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sense and simplicity