

SentiAR

Demonstrates the impact and synergy of BioGenerator's pre-investment programs to de-risk and build new companies capable of advancing rapidly to venture capital investment. SentiAR has progressed quickly from initial formation to a \$1.1M seed round.

Introduction

SentiAR is developing technology to revolutionize the operating room with augmented reality software designed to improve visualization in cardiac surgeries and other interventional procedures. SentiAR is based on technology developed at Washington University by Drs. Jennifer Silva, Pediatric Cardiologist, and Jonathan Silva, Assistant Professor of BioMedical Engineering. Experienced startup executive Jim Howard serves as CEO. BioGenerator supported the founders of SentiAR with its non-dilutive grants and pre-company mentoring, and then co-led the company's initial financing.

BioGenerator Support

BioGenerator leveraged its Grants, Fundamentals, and Grants-2-Business SBIR/STTR programs to refine the business plan, de-risk, and seek additional funding. BioGenerator Grants paid 3rd party expertise to define regulatory and IP strategies and a commercialization plan. BioGenerator director Harry Arader and EIR David Christenson were instrumental in early activities such as refining strategy and assembling a management team.

Seed Financing

Following the significant progress in the pre-investment phase including the hiring of CEO Jim Howard, BioGenerator co-led an initial \$1.1M seed financing for SentiAR in 2017. BioGenerator invested \$400K and Vice President Charlie Bolten serves on the company's Board of Directors.

"BioGenerator has been instrumental in launching our company—from learning how to be successful academic founders to the details of starting and financing SentiAR, our spin out from Washington University. They have made crucial introductions to industry leaders at appropriate times and invested in our company. We could not have embarked down this path without all the support from the BioGenerator team!"

Jennifer N. Avari Silva, MD

**Director, Pediatric Electrophysiology, Washington University
Co-Founder & CMO, SentiAR**

OBJECTIVES

- Enable commercialization of world class Washington University research
- Advance technology to improve outcomes in cardiac ablations and other interventional procedures
- Enable advancement of new company

SOLUTION

- BioGenerator Grants and Fundamentals programs enabled pre-company de-risking and strategy
- BioGenerator strengthened non-dilutive grant applications through its Grants-2-Business program
- BioGenerator entrepreneur in residence David Christenson assisted the founders in developing their business plan and raising capital
- BioGenerator co-led seed financing

RESULTS TO DATE

- SentiAR recruited an experienced CEO, Jim Howard, who was connected to the company by the BioGenerator team
- The company rapidly oversubscribed and secured a \$1.1M seed round