Company Overview

Sensing the Invisible

IR-MED Inc.'s ($IRME) patented spectrographic AI-based technology platform brings biomarker profiling to point of care devices. By providing healthcare professionals with non-invasive, skin tone agnostic, real-time data-driven analysis of blood and tissue to assess medical conditions, the company aims to change treatment paradigms and economics in muti-billion dollar markets. PressureSafe™ is a handheld decision support device that asses pressure injuries before skin breakage with 92% accuracy, creating a novel solution to a $26.8 billion problem and driving healthcare equality for people of all skin tones. DiaSafe™, a similar decision support device for diabetic foot ulcer assessment, addressing the $10.5 billion global diabetic foot ulcers treatment market expected to grow to $17.1 billion by 2031.

EQUITY OVERVIEW (as of February 2025)
OTCQB: IRME
Shares Outstanding: 70 M
% Held by Insiders: 39%

ANALYST COVERAGE
Zacks: View HERE

PressureSafe™

Decision Support Device
Non-Invasively Detects Pressure Injuries

UPCOMING CATALYSTS
Uplist to Nasdaq
H1 2025: Data from PressureSafe™ studies
H2 2026: DiaSafe™ launch in U.S.*
*Pending regulatory approval

PressureSafe: How it Works Video


CLICK HERE to watch video

INVESTMENT HIGHLIGHTS

Platform Infrared Non-Invasive Technology for Multi Billion $ Medical Markets
IR-MED's platform technology processes light signals, transforming them into recognizable patterns using AI based algorithms. Passive sensors acquire information from visible and infrared light that is reflected from sub-epidermal layers of skin. Biomarkers non-invasively assess through three skin layers allow the assessment of numerous medical conditions.

Potential New Standard of Care to Replace Visual Inspection of Pressure Injuries
Pressure injuries can occur when a patient must stay in a wheelchair or bed, isn't able to move, and isn't moved or positioned appropriately by healthcare staff. Currently, visual inspection is used to detect and classify pressure injuries according to depth, width, degree of tissue loss, and presence of granulated tissue. Assessment is particularly challenging in people with darker toned skin who suffer from pressure injuries at more than twice the rate of people with lighter skin. Despite being a highly preventable condition, 2.5 million people get pressure injuries each year. 60,000 deaths annually in the U.S. are directly attributed to pressure injuries, the 2nd most common lawsuit after wrongful death.
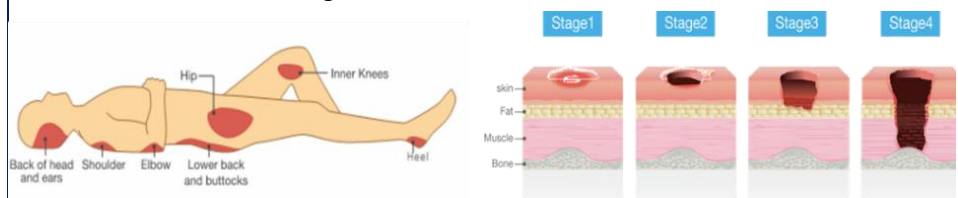
PressureSafe™ to Address $1.7 B Opportunity in U.S. and $2.9 B Globally
As an easy-to-use non-invasive decision support device, PressureSafe™ assess pressure injuries before skin breakage. Results from a clinical usability demonstrated PressureSafe™'s efficacy in assessing pressure injuries with 92% accuracy. PressureSafe™ is U.S. FDA listed, where the total addressable markets is $1.7 billion. Importantly, the healthcare economics for payers is highly attractive based on the cost of prevention vs. treatment and lawsuits. This can drive technology adoption and market penetration. Regulatory submissions are planned in the EU, UK, and Canada.

DiaSafe™ Being Developed for $10.5 B Global Diabetic Foot Ulcer Market
Diabetic foot ulcers are the most common cause of amputation. Assessment can reduce healthcare costs, save limbs, and save lives. DiaSafe™ is being developed to provide safe, real-time optical readings of biomarkers to assess the presence of diabetic foot ulcers with high accuracy. This product benefits from an Israel Innovation Authority grant, the second awarded to IR-MED following a prior grant for pressure injuries.

Attractive Business Model with Diversified Recurring Revenue Streams
IR-MED's business model includes revenues by product and indication, and by customer segment including hospitals, nursing homes, home care, and clinics. Devices will be available through sales and lease, while disposable tip sales and SaaS cloud-based data will produce recurring revenue streams. The Company estimates gross margins of ~75% and a clear path to EBITDA