



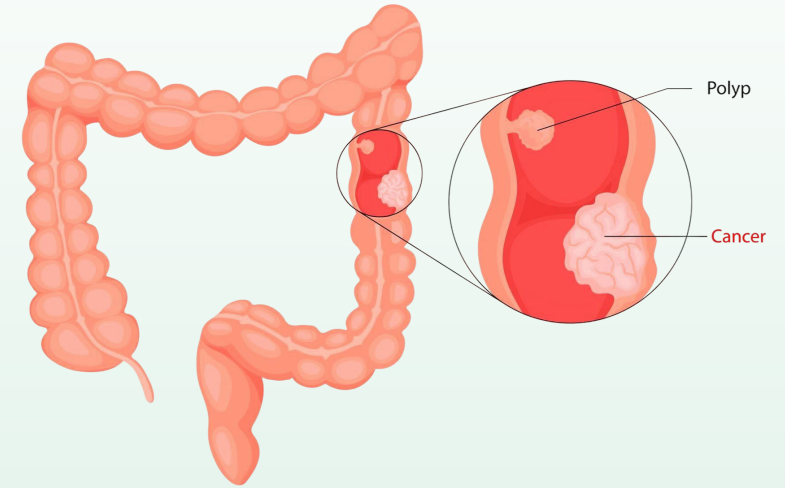
AI That Sees the Unseen!

Early Cancer Detection During Colonoscopy

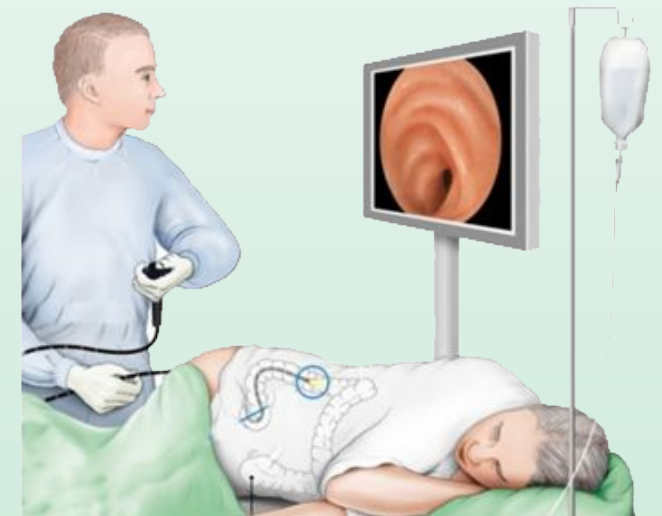
We are an early-stage startup with a mission to enable earlier and more accurate colorectal cancer detection through accessible, high-performing AI that supports clinicians in real time, aiming to reduce missed precancerous polyps, improve patient outcomes, and make advanced cancer detection tools available to hospitals of all sizes.

Introduction

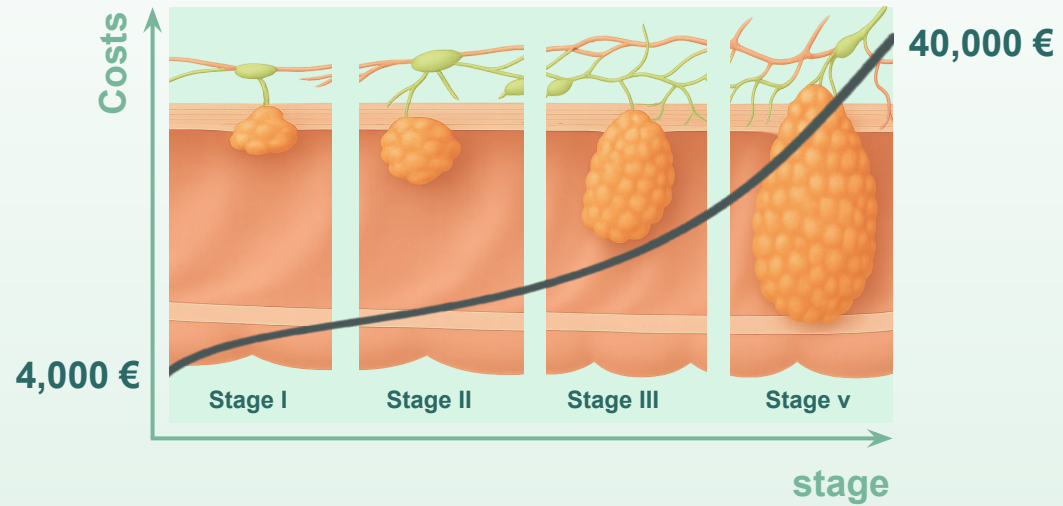
Colorectal cancer is the **#2** leading cause of cancer-related death, with nearly 1 million deaths each year.



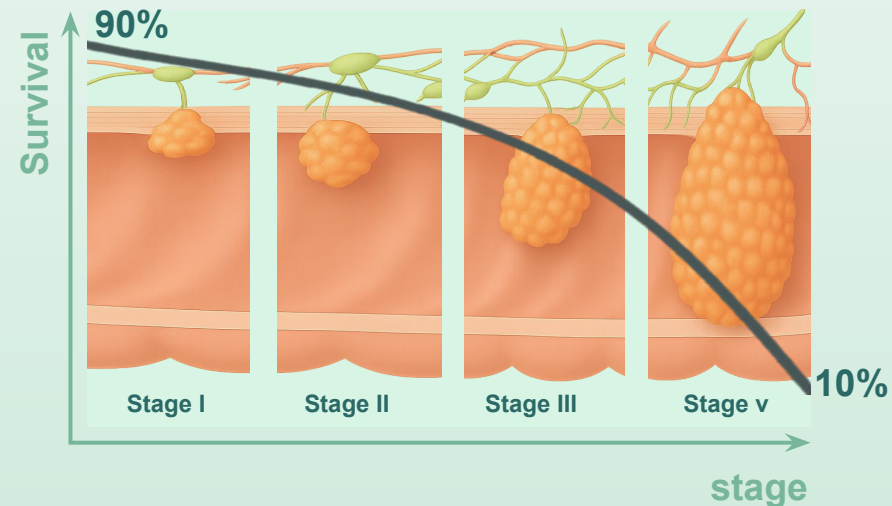
Up to **28%** of polyps are missed during colonoscopy procedures due to human factors, allowing polyps to develop into life-threatening late-stage cancers.



Problem

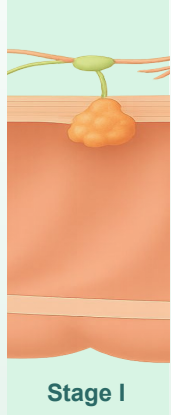


As cancer progresses to later stages, treatment costs is increasing tenfold to average of **40,000** euro per patient, placing a heavy burden on healthcare systems.



At the same time, the 5-year survival rate drops, from 90% in early stages to just **10%** in late stages.

The unmet need



Intervention in early stage can enhance the likelihood of effective treatment, resulting in reduced costs and improved survival rates.

With potential to reduce the miss rate in early stage by only **10%, the impact in Europe would be:**



More than **56,000 lives annually can be saved.**



More than **€2.5 billion euros on total healthcare costs can be saved.**

Our AI model

We have developed a **unique AI model** during a PhD research, which possesses three distinct features that set it apart from leading AI models.



Performs well with limited training data.

Enable us for continues-learning from diverse population, supporting fairness and broad applicability.



Lightweight and fast model.

Enable us for Claud based real-time service with low latency, while ensuring privacy.



Works with any resolution.

Make it adaptable to all clinical environments, promoting accessibility and equity in care.

The solution



UMCG Data

Our AI model is trained on exclusive **14,000 data** of 10 years of ~ 5000 patient in UMCG



Real Time AI provide insights on polyp **Detection**, **Characterization** and **Sizing** during live procedures and **Report delivery** after procedure.



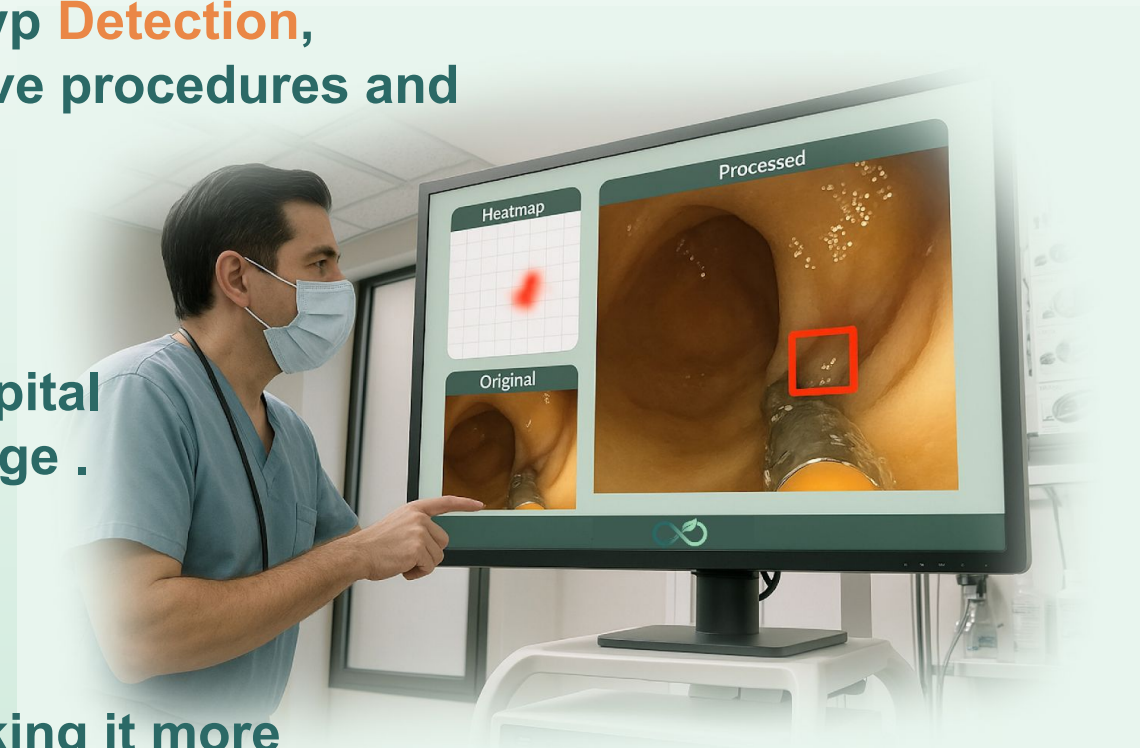
Cloud Based

Seamlessly integrates with hospital systems with minimal workflow change .



SaMD (Software as a Medical Device)

Scalable with pay per use model, making it more affordable and accessible even for smaller clinics.



A huge market opportunity

TAM

Global Colorectal Cancer (CRC) Diagnostics Market
~\$14B (2024), CAGR ~9%

SAM

Global AI in Cancer Diagnosis
~\$5B (2024), CAGR ~40–50%

SOM

AI-Enabled Colonoscopy / CADx & CAdE segment
~\$400–600M globally (2024), growing fast

An experienced team



Setareh Rezaee

Founder & CEO / AI Lead

14+ years in AI & medical imaging



Gijs Schumer

Business & Finance Lead

12+ years in Business development & Medtech



Zahra Taheri

AI Developer / Vision

5+ years of experience in computer vision



Ali Akhlaghi

AI Developer / LLM

2+ years of experience in machine learning

Advisory board



Dr. Rudolf Fehrmann

Technical Scientific Advisor

UMCG Oncologist,
Guiding on clinical relevance
and technical research validation.



Dr. Wouter Nagengast

Clinical Scientific Advisor

Head UMCG gastroenterologist,
Guiding on advanced colonoscopy
and AI validation in clinical workflows.



Rogier De Haan

Legal Strategist Advisor

Accelerator & Valoriser of
MedTech Startups and Scaleups



Ashish Cherukuri

Theoretical Scientific collaborator

Leading research in
federated and privacy-preserving AI

Competition



Big players

New startups

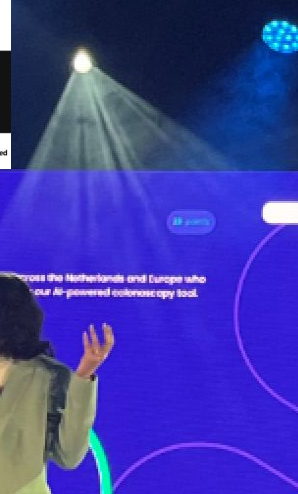
	Ameretat	GI-Genuis	Olympius	Fujifilm	Maqntiq	Iterative	EndoMind	Wision AI
Real-time Detection CADE	✓	✓	✓	✓	✓	✓	✓	✓
Characterization CADX	✓	✗	✓ Partial	✗	✓ Partial	✓ Partial	✓ Partial	✓ Partial
Real-time Sizing	✓	✗	✗	✓	✗	✗	✗	✗
Cloud-base	✓	✗	✓	✗	✗	✗	✗	✗
Diverse population	✓	✗	✗	✗	✗	✗	✗	✗
Continues-learning	✓	✓ Partial	✗	✗	✗	✗	✗	✗
Report delivery	✓	✗	✗	✗	✗	✗	✗	✗
Pay per use	✓	✗	✗	✗	✗	✗	✗	✗
Cost	€	€€€	€€€	€€€	€€	€€	€€	€€

What's Next?

2025	2026	2027	2028	2029
Market validation Clinical readiness Research & Development € 350k • Incorporation, hiring, MVP prototype & video demo • Cost-effectiveness study • Market validation • Stakeholder feedback • Pilot studies • CE understanding • License with UMCG • Develop clinical ready model	Regulatory & Clinical Trials Development & Implementation MRD EU market € ~1-2M • EU MDR submission • ISO 13485 Compliance • Clinical trial design & ethical approval • Clinical Trials running • Pilot studies • Health Technology Assessment • Build commercial team	Market entry & Scaling Software updates/upgrades US FDA & Asia € ~2-3M • Direct sales, partnerships & licensing • FDA submission • First hospital partnerships • Multi-hospital scaling • AI scalability • Belgium and Germany expansion • Further EU expansion		

Projected Revenue

	Selling Price	2026	2027	2028	2029	2030	2031
Academic	€20k - 30k/year	Start pilots	+2 subs € 40 k	+4 subs € 80 k	+5 subs € 150 k	+7 subs € 210 k	+10 subs € 300 k
Clinic	€50 K/ year = AVG 1000* (€50 per procedure)	Trials		5 hospitals € 250 k	7 hospitals € 350k	10 hospitals € 500k	20 hospitals € 1 M
MedTech B2B	€500k/license 10% Royalty	MDR First pilot € 500 k			First partner € 1 M	Expand B2B BE, DE € 2-3 M	Expand to Europe € 5 M



Our Responsible AI focus areas

How can we improve **fairness** across different patient populations?

How can we protect patient data **privacy** while scaling across hospitals?

How can we increase **accessibility** across different endoscopy equipment?

How can we ensure the AI is **explainable** enough for clinicians in real time?



info@ameretat.nl



ameretat.nl/onepager



www.linkedin.com/company/Ameretat-ai

