

## Entrepreneurial ID «venture leaders» 2009



Friedrich v. Hahn  
[hahn@meddrop.org](mailto:hahn@meddrop.org)  
+41 71 2234560

MedDrop Technology AG

*Efficient local pain therapy by transporting active substances directly through the skin using a special application system that is empowered by oxygen*

[www.meddrop.org](http://www.meddrop.org); [www.vetdrop.com](http://www.vetdrop.com)

Life Sciences

### *The venture leader*

*Friedrich von Hahn is CEO of MedDrop Technology AG and responsible for the business development of the company. Friedrich has taken his graduate studies at the Leipzig Graduate school of management (HHL) and the London School of Economics (LSE). He formed his management skills in the media industry where he developed diverse projects and became publishing director of several magazines. Friedrich joined MedDrop in 2007. His first step was the market introduction of the promising product to the veterinary sector. The money raised from these activities is now used to accelerate the market entry in the human sector.*

### *The Company / project*

**Product / service:** *MedDrop has developed a technology that makes local and efficient pain therapy only possible: The system consists of a highly efficient oxygen-producing device that transports connections of active substances through the skin directly to the problem area - e.g. the joint.*

- *Pre-defined droplets are applied with pressurised oxygen through the skin.*
- *At treated areas high active levels are reached – without the risk of negative systemic side effects.*
- *The system makes local treatment of local problems only possible.*
- *In the human sector clinical pilot studies are undertaken with great success.*
- *In the veterinary sector “VetDrop” has proven its potential on the market - successfully and reliable.*

*Without damage to the skin, MedDrop is able to bring active substances directly into your joint, to your bone or to wherever a problem is located. The treatment is risk-free and highly efficient.*

- *Active substances are transported to the place of problem – and nowhere else. Therefore only a small amount of substances is needed for the therapy.*
- *The system works with medical oxygen as propellant gas. The oxygen is generated from the surrounding air by a special device. Oxygen is necessary to avoid infection risk and it supports the effect of substances in the MedDrop-system. MedDrop enables the limitless transport of oxygen to local spots in the body, thereby opening great perspectives for patients suffering from rheumatic diseases, which often lead to local oxygen insufficiency.*

*Recently MedDrop has developed a formulation for use in the MedDrop system which activates bone and cartilage growth. The company undertakes a major study project regarding this subject with the university of Zurich.*

*MedDrop Technology AG has submitted several European and international patents. They guarantee for the exclusivity of the system and all its components.*

**Targeted customers:** *The market potential is vast: In Europe alone there are 103 mio. People suffering of chronic pain, 24 mio. of which suffer from arthritis. First in man studies have shown a success ratio of >80% for these patients – patients that often are regarded as incurable. In the Vet sector we are speaking of roundabout 145.000 veterinarians who are targeted by the “VetDrop”-marketing.*

**US-activities:** *MedDrop is looking for strategic partners, potential investors and academic alliances in the US.*