

Organization Name

TOUHLABS BOLOGNA / PROJECT SURGEREE

Organization Type (industry, Laboratory, Research Center...)

Software House / Software specialized in Medicine and Surgery

Website

www.noi.it

www.surgeree.com

Contact person (name – email)

Andrea Bortolotti

andrea@touchlabs.it

andrea@surgeree.com

What we do (describe your core activities)

TOUHLABS is a software house located in Bologna, Italy.

We specialize in crafting software products based on the 3D technology with a tailor made approach in order to develop software solutions and platforms such as virtual reality experiences, augmented reality tools, real time 3D configurators and rendered images & videos.

PROJECT SURGEREE:

XR Software Solution for Human and Vet Market.

Strengths, Technologies and Methods that distinguish us (and application field)

TOUHLABS:

We are proud suppliers and partners of very well known and respected Companies operating within a wide range of different markets, meaning that our solutions are totally suitable to any Company no matter how big they are or what their core business is.

All of our products will run on every possible device (smartphone, tablet, PC, Mac, Meta Quest and Apple Vision Pro), as well as on every possible OS (iOS, OSx, VisionOS, Android, Windows).

SURGEREE:

Surgere is a technology platform focused on the medical and surgical sector. Developed in collaboration with medical professionals and technology experts, it offers innovative solutions such as surgical tele assistance, Virtual/Augmented Reality (VR/AR/XR) training simulations, immersive DICOM viewers, software for reporting, surgical planning, and XR solutions for advanced surgery, including endoscopic procedures.

The platform aims to improve surgical precision, support remote collaboration, and optimize preoperative planning. By integrating advanced technologies, such as Apple Vision Pro, Surgere aims to elevate standards of care, patient safety, and surgical outcomes globally, promoting more connected and intelligent healthcare.

What we are searching for

- **Partnership (describe types)**

SURGEREE:

- **Specialized Distributors:** Crucial for market access, sales, logistics, and potentially acting as Marketing Authorization Holder (MAH).
- **Local Manufacturers/CDMOs:** Offer production benefits, supply chain resilience, and co-development opportunities.
- **Academic/Hospital Institutions:** Vital for clinical validation, local data generation, and Key Opinion Leader (KOL) access.
- **Complementary Tech Companies:** Enable integration of advanced features like AI or sensors.
- **Consulting Firms:** Provide strategic, regulatory guidance, and can act as independent MAHs. A multi-partner approach, potentially phased, is recommended to cover all needs, especially securing the mandatory MAH.

Schema of Potential Partner Types for Surgere in Japan:

I. Specialized Medical Device Distributors

- Role:** Market access, importation, registration (potential MAH/DMAH), marketing, sales, logistics, final customer distribution (hospitals, clinics).
- Key Assets:** Established sales networks, pre-existing relationships with hospitals and KOLs. * Evaluation Factors: Specialization in Surgere's surgical area, geographic coverage, capacity/experience as MAH/DMAH.
- Examples:** Century Medical, Inc. (CMI), Muranaka Medical Instruments Co., Ltd., Gadelius Medical K.K., IMI Co., Ltd.

II. Local Manufacturers and Contract Development/Manufacturing Organizations (CDMOs)

- Role:** Production, potential co-development for the Japanese market, supply chain resilience, possible MAH function.
- Why:** Reduced production costs, access to advanced manufacturing expertise.
- Examples:** Large MedTech: Olympus, Terumo. Specialized CDMOs: Nissha Medical Technologies, Takashima Sangyo, Röchling Medical. * Others with capabilities: Hirata Precisions, Murata, Hamamatsu Photonics.

III. Academic Research Institutions and Major Hospitals

- I. **Role:** Clinical validation, local data generation (valued by PMDA/physicians), R&D collaboration, access to influential KOLs.
- II. **Why:** Building scientific credibility, supporting regulatory and reimbursement applications.
- III. **Examples:** University of Tokyo Hospital (Todai), Osaka University Hospital (Handai), National Cancer Center (NCC), Cancer Institute Hospital of JFCR, Nippon Medical School Hospital, Keio University.

IV. Complementary Technology Companies

- I. **Role:** Integration of advanced functionalities (e.g., AI for image analysis, decision support; sensors for monitoring; connectivity for data/telemedicine).
- II. **Why:** Creating more competitive and differentiated solutions.
- III. **Examples:** Fujitsu, potentially specialized AI, sensor, or digital health platform companies.

V. Market Entry and Regulatory Consulting Firms

- I. **Role:** Strategic market research, PMDA regulatory pathway assessment, submission support, QMS compliance consulting, identification of local partners, potentially acting as an independent MAH/DMAH.
- II. **Why:** Reducing risks and time-to-market in the complex Japanese environment.
- III. **Examples:** Pure Global, TÜV SÜD, Emergo by UL, CMIC Group, MCRA (via Vorpall Technologies K.K.), Parkdale Group, ZS Associates, Eloquent Japan, Titan Consulting, MedTech Partners, various Contract Research Organizations (CROs).

- Clients (describe types)

HUMAN MEDICINE:

- **University Hospitals / Academic Medical Centers:** These institutions represent the pinnacle of advanced clinical care, medical research, and specialized training. They are often pioneers in adopting new technologies and manage complex clinical cases requiring advanced planning, high precision, and potentially, tele-mentorship. Their threefold mission (care, research, training) aligns perfectly with the functionalities offered by Surgeree (surgical precision, data analysis, simulation). Well-known examples include Tokyo Women's Medical University (active in the development of SCOT), the Utsunomiya Neurospine Center (with an advanced neurosurgical focus), Keio University Hospital, Nihon University hospitals, Mie University Hospital, and others. The direct involvement of Japanese university hospitals in the development and implementation of cutting-edge surgical technologies confirms their role as early adopters and potential strategic partners. They possess the infrastructure, manage clinical complexity, and demonstrate the open mindset necessary to evaluate and adopt innovative platforms like Surgeree.
- **Specialized Hospitals and Clinics:** Centers focused on specific high-complexity disciplines such as neurosurgery, surgical oncology, orthopedics (particularly joint replacement and spinal surgery), or cardiovascular surgery. In these contexts, the millimeter precision, detailed 3D imaging-based planning, and advanced intraoperative visualization offered by Surgeree are particularly valuable. Examples include centers like the Utsunomiya Neurospine Center, Kamiyacho Neurosurgery Clinic, and institutions adopting specific technologies like NextAR for orthopedics.

- **Medical Research Institutes:** Centers focused on surgical innovation, the development and validation of new techniques, medical simulation, the application of AI in healthcare, or advanced medical imaging analysis. Often, these institutes are affiliated with university hospitals.

VETERINARY MEDICINE:

Veterinary Teaching Hospitals / University Veterinary Faculties: As in the human sector, these are the main centers for advanced care, specialized training (interns/residents), and research. They are the most likely candidates for the early adoption of sophisticated platforms. Examples include the University of Tokyo Veterinary Medical Center, Nihon University, and potentially institutions affiliated with the leadership of scientific societies such as JSVAS/JSVES.

Large Specialized/Referral Private Hospitals/Clinics: Large private facilities employing specialist veterinary surgeons (board-certified or with equivalent training) offering complex procedures (orthopedics, neurosurgery, oncology, MIS). These facilities typically invest in advanced diagnostic and surgical equipment. An example could be the Luca Animal Medical Center, led by the president of JSVES.

Veterinary Research Centers: Institutions focused on animal health research, which might include the development of surgical techniques, comparative medicine studies, or the use of animal models.