



## FOR IMMEDIATE RELEASE

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## NEW SOFTWARE STREAMLINES MEDICAL DEVICE DEVELOPMENT AND COMMERCIALIZATION

e-Zassi.com Launches Predictive Decision Support Software for Rapid Due Diligence,  
Triage and Assessment of New Medical Device Innovations

**FERNANDINA BEACH, Florida, April 7, 2009** -- e-Zassi.com has expanded its online product application so members can extract critical technical and business-related traits and attributes from new medical device technologies to facilitate the ability of innovators and others involved in medical device invention to deeply analyze and forecast the opportunities and the challenges from time of invention throughout all development and commercialization phases.

The new easy-to-use software has been created to deliver powerful development and commercially related outputs that are critical to such activities as:

- technology transfer;
- business development;
- market and commercial analysis;
- due diligence & portfolio management;
- intellectual property and patent development;
- product development and financial planning; and
- capital acquisition via venture capital and grants.

According to e-Zassi Chief Executive Officer Peter M. von Dyck: “We recognize the value of being able to gain rapid and deep insights as early as possible into any new medical innovation development and commercialization requirements, which are uniquely calculated by the e-Zassi Innovation Assessment Technology.” He adds that: “Not knowing critical details can dramatically hinder a technology from ever being successfully funded, licensed, developed or commercialized.” Critical

details, says von Dyck, include: a new technology's probable regulatory classifications; the associated clinical endpoints to support the safety and marketing claims to earn market clearances; early stage clarity on the reimbursement and market landscape; and identification of material manufacturing, distribution and sales burdens.

The e-Zassi platform delivers this decision-support knowledge in minutes rather than months to provide decision-making information to innovators, device manufacturers, service providers, venture capital firms, researchers and healthcare providers as they undergo the processes of due diligence, product and fund development or provide services for bringing to market medical technologies. It is estimated that the time and costs to provide comparable content and insights to the e-Zassi Assessment platform would take approximately two to three months and cost up to \$75,000.

All e-Zassi online elements are uniquely categorized and organized among thousands of Device Network Attributes (DNA) the company identified over several years. "We now know how this business and technology 'DNA' can be leveraged by the members in the e-Zassi Community to rapidly identify synergistic partners and technological opportunities," says von Dyck. "Empowering our members to leverage these vital attributes on a private online community materially enhances search/match relevancy on a level not available on any other existing network, which helps lower costs, save time and enhance success rates."

e-Zassi.com is a subscription based, online community and Software as a Service (SaaS) company that was spun off Zassi Medical Evolutions®, a privately held company with a 12-year history of innovation and development in medical devices. Special customized memberships are available now. For more information regarding e-Zassi or to join the community, please visit [www.e-zassi.com](http://www.e-zassi.com) or call (866) 474-6328.

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