

Company Overview

April 2025

Innovating Women's Health –
Where it's Needed Most





Team E3A

About E3A

E3A Healthcare, founded in 2019 at the National University of Singapore (NUS), is a pioneering company dedicated to advancing newborn and women's healthcare through innovative medical technology. Named after NUS's Bioengineering Building (E3A), the company is headquartered in Singapore, with operational offices in Hong Kong and Shenzhen.

E3A specializes in developing groundbreaking healthcare devices, including Bilimonitor, a highly cost-effective, non-invasive jaundice monitoring solution, and Modoo, the world's first non-ultrasound, zero-radiation fetal monitoring device. Additionally, the company is advancing Nora, a first-in-class, non-invasive therapeutic device designed specifically for treating endometriosis, demonstrating E3A's commitment to addressing critical unmet needs in women's health.

With over 130 patents and regulatory approvals from the FDA and NMPA, E3A has secured robust intellectual property protections. Having raised over SGD \$10M from prominent investors such as NUS, Sequoia China's Hong Kong X Fund, CityU Hong Kong, and Capital Asia Investments, E3A is poised for rapid global growth.

Key Figures

10M+ SGD

Total Raised in
Venture Capital Funding & Grants

280K+

Cumulatively
Served Over 280K Families

8+

Medical Device Clearances, across NMPA,
Taiwan FDA & US FDA



We are Building a Scalable, Connected Platform of AI-Powered, Non-Invasive Medical Devices to Address Unmet Needs in Women's Health, Starting With:



Modoo Non-Ultrasound Fetal Monitor

Enabling Clinical-Grade Fetal Health Monitoring at Home

(Launched - Generating Revenue)



Device Clearances

NMPA Class II / Taiwan Class II / FDA 510K & CE MDR In Progress



Bilimonitor Newborn Jaundice Meter

Accessible Home Monitoring for Newborn Jaundice

(Launched - Generating Revenue)



Device Clearances

NMPA Class II / Hong Kong Class II / FDA 510K In Progress



Nora Endometriosis Treatment Device

First-ever Non Drug Treatment for Endometriosis

(Developing - Prototype/Trials Complete)



R&D Progress

Animal Studies + Human Pilot Trials Complete / Awaiting Pivotal Trial

Market Size: **\$5.7 Billion USD (CAGR: 7.5%)**

Market Size: **\$1.4 Billion USD (CAGR: 7.6%)**

Market Size: **\$6 Billion USD (CAGR: 12.5%)**

E3A Healthcare Product Pipeline

Our Products

E3A Healthcare provides innovative medical devices addressing critical healthcare needs across the entire spectrum of women's health. By leveraging advanced biosensor technologies, sophisticated biosignal processing, and AI-driven cloud analytics, our solutions deliver unparalleled accuracy, safety, convenience, and cost-effectiveness, significantly improving healthcare quality for women and families globally.

Our flagship product, the Bilimonitor Smart Jaundice Meter, has dramatically transformed neonatal jaundice monitoring. This revolutionary device provides parents and healthcare providers with a clinically accurate, non-invasive, and affordable alternative to traditional hospital-based solutions. Since its introduction, Bilimonitor has successfully supported over 250,000 newborns globally, reducing healthcare burdens and significantly enhancing newborn health outcomes.

Complementing our newborn care solutions, the Modoo Smart Passive Fetal Monitor, is the world's first passive fetal monitoring device that operates without ultrasound or radiation exposure. This groundbreaking innovation offers a safe and reliable fetal health assessment method, vastly improving prenatal care experiences for families. To date, Modoo has directly contributed to saving over 500 newborn lives by enabling timely interventions through precise early fetal health diagnostics.

In line with our commitment to continuous innovation, we are currently developing the groundbreaking Nora device, specifically designed to address endometriosis—a debilitating condition affecting approximately 15% of women globally, for which there is presently no cure. Nora employs an advanced, neuromodulation-based therapeutic approach, offering a non-invasive and drug-free alternative that effectively alleviates symptoms and improves quality of life. By pioneering this novel therapeutic solution, E3A continues to demonstrate its leadership in women's healthcare, pushing boundaries to provide effective, patient-friendly treatment options and significantly advancing the standard of care.



Our Traction

Bilimonitor Series Jaundice Meter

Since entering the Chinese market in Q4 2022, E3A Healthcare has rapidly established itself as a leading provider in neonatal jaundice monitoring. We have built strong partnerships with over 120 hospitals, alongside robust e-commerce channels, achieving the number-one ranking on prominent platforms including JD.com. Currently, over 100 hospitals and clinics across China utilize our Bilimonitor jaundice meters, serving more than 50,000 newborns annually.

With anticipated FDA Class II medical device clearance expected in Q3 2024, E3A is positioned for accelerated global market entry. Additionally, we project reaching over 80,000 families in 2024 alone, driven by the launch of our consumer-focused Bilimonitor BJM-10 home device, enhancing our direct-to-consumer (DTC) market penetration both domestically and internationally.

Bilimonitor Series – Newborn Jaundice Monitoring



Bilimonitor BJM-20 Bilirubin Meter

Patented optoelectronic technology brings disruptive improvements in neonatal jaundice testing accuracy and cost-efficiency
NMPA/HKFDA Approved.



Bilimonitor BJM-10 Bilirubin Meter

Home use bilirubin meter with built-in charging dock and night light module for easy and continuous at-home jaundice monitoring
NMPA Approved.





Modoo Series – Passive Fetal Monitoring

	Modoo Smart Passive Fetal Monitor The world's smallest and first passive smart fetus monitoring device. Served 200K newborns with over 10M tests conducted NMPA / TWFDA Approved	Modoo Pro Smart Fetal Monitor Passive fetal monitor with dual-probe sensors, enabling simultaneous monitoring of fetal movement, heart rate, and contractions.	
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Our Traction

Modoo Passive Fetal Monitor

Modoo has established itself as one of the most reputable brands for remote fetal monitoring. As the world's first and only passive fetal monitor, Modoo uniquely provides fetal health tracking without emitting ultrasound or radiation and requires no ultrasound gel for operation. Utilizing proprietary biosignal technology, Modoo accurately monitors fetal movement (FM), fetal heart rate (FHR), and uterine contractions, enabling comprehensive fetal health insights and early detection of potential risks. Coupled with the Modoo App, families effortlessly share data with healthcare providers, enhancing prenatal care.

Since product launch, Modoo has served over 230,000 families and directly saved more than 500 newborns from life-threatening conditions. Its distinctive safety profile and ease of use present significant global market opportunities, addressing a clear gap in home-based fetal monitoring solutions.





Pioneering Non-Drug, Non-Invasive Treatment for Endometriosis & Adenomyosis - Our Clinical Progress



Phase I Animal Study Successful & Published

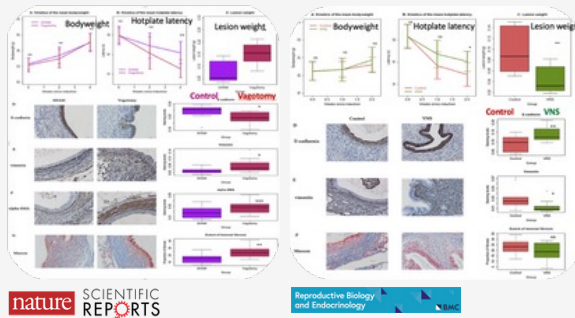
Highly Promising Results Proving the Effectiveness of taVNS Treatment for Endometriosis Pain Relief and Lesion Control in Animal Models

Phase II Human Pilot Study Completed

Demonstrated Endometriosis/Adenomyosis Treatment Efficacy with Data from 47 Human Subjects

Phase III Pivotal Clinical Study for FDA to be Conducted for Class II Certification

Animal and Human Studies Conducted



Leading the Landscape in Endometriosis Treatment

Prof. Guo Sun-Wei
E3A Chief Medical Officer

- World's Top 10 Specialist in Endometriosis (ExpertScape)
- Editor-in-Chief, *Journal of Endometriosis*
- Professor in OB/GYN at Fudan Univ. and Michigan State
- Trustee of the World Endometriosis Society (WES)
- Founding President, Asian Society of Endometriosis
- Member of the WHO Expert Working Group (EWG3A) on Female Infertility, Reproductive Health, and Research

Introducing Nora – A Breakthrough in Endometriosis Treatment

E3A Healthcare proudly introduces Nora, our groundbreaking neuromodulation-based therapeutic device specifically developed for the treatment of endometriosis—a chronic condition impacting approximately 15% (300M) of women worldwide, characterized by severe chronic pain, infertility, and significant healthcare costs. Current treatments lack effectiveness, often relying heavily on invasive procedures or long-term medication use without fully addressing disease progression.

Nora represents a significant advancement, providing a first-in-class, non-invasive, drug-free approach that effectively manages both pain relief and disease progression. Utilizing proprietary vagus nerve stimulation technology, Nora precisely targets neurological pathways associated with pain and inflammation, delivering effective symptom relief while potentially slowing disease progression. Nora's innovative approach holds tremendous potential for improving patient quality of life, reducing healthcare expenses, and providing substantial cost savings compared to conventional treatments, particularly within major healthcare markets such as the US and EU.



Our Team

E3A Healthcare's leadership comprises distinguished experts and seasoned entrepreneurs from top-tier institutions and globally recognized organizations. The team's combined experience ensures strategic vision, strong operational execution, and continuous innovation.

Dr. Shawn Li – Founder & CEO

Ph.D. in Bioengineering from NUS; Forbes 30 Under 30 recipient. Previously co-founded Tip Biosystems, successfully leading it through Series-B financing.

Prof. Dieter Trau – Co-Founder & Chief Scientific Officer (CSO)

Professor at NUS and Dean of the AIT Faculty of Engineering, Dieter previously founded Ayoxxa Biosystems, securing \$55M USD funding, bringing extensive entrepreneurial and scientific expertise.

Harry Chen – Co-Founder & CFO

A UC Berkeley alumnus, Harry is a CPA and former McKinsey consultant who successfully founded and exited digital health startup Quit Labs. His financial discipline drives E3A's strategic financial management.

Prof. Guo Sun-Wei – Chief Medical Officer

A leading OB/GYN professor from Fudan University and Michigan State University, Prof. Guo serves as Editor-in-Chief of the Journal of Endometriosis and is ranked among the world's top 10 endometriosis specialists.

E3A Healthcare Management Team



Dr. Shawn Li
Founder & CEO

Ph.D. in Bioengineering, NUS, Forbes 30 Under 30, Led Previous Biotech Startup (TipBio) to Series-B



Prof. Dieter Trau
Co-Founder & CSO

Professor at NUS and Dean of the AIT Faculty of Engineering, Founder of Ayoxxa Biosystems, Raised \$55M USD



Harry Chen
Co-Founder & CFO

BA UC Berkeley, MBA HKUST, CPA, Ex-McKinsey, Serial MedTech Entrepreneur, Founder of Quit Labs, Acquired in 2021



Musia Yu
Director, Marketing

UC Berkeley BA Economics, Stanford MBA, Former Marketing and Product Strategy Manager at Huawei's office of the Chief Strategy Officer



Moon Zhang
Chief Product Officer

BA CU-Boulder, MPA NYU, 7+ years of Experience in the Life Sciences and Medical Devices Industry



Prof. Guo Sun-Wei
Chief Medical Officer

Prof. in OB/GYN at Fudan University and Michigan State University
Editor in Chief, Journal of Endometriosis
Top 10 Specialists in Endometriosis



Raymond Chee
Chief Strategic Advisor

Co-Founder, Arogo Acquisition Corp. Partner, Capital Asia Investments; Seasoned Capital Strategist and Investor with Global Capital Market Experience



Bosco Yeung
Director, Business Dev.

Bioengineering at UC Berkeley
Research Scientist at Stanford Medical School, Recipient of the HKSAR Scholarship for Top Excellence



Prof. Sebastian Beyer
Director, R&D

Ph.D. in Bioengineering from NUS
Asso. Prof. in Bioengineering at the Chinese University of Hong Kong
R&D Lead at Hong Kong Office





Milestones & Funding

Since our establishment in 2019, we have so far secured over \$10 Million SGD in venture capital investments. Furthermore, we have completed 8 medical device registrations in with the Chinese NMPA (CFDA) and the US FDA, with 5 more current in progress.

Aside from fundraising, we have also been awarded with many top achievements, including the 2022 & 2023 Good Design Awards by the Metropolitan Arts Press, Grand Winner of the 2023 PKU-Cambridge Global Innovation Competition, and 2nd Place overall at SLINGSHOT 2022, Singapore Government's Global Innovation Competition.

Our Investors and Grantors



National University of Singapore
Angel Round



National University of Singapore
GRIP - Angel Round



HongKong X-Technology Fund
Seed Round



Sunbo Angel Partners
Seed Round



Enterprise Singapore Grant



Funding by ITF(HongKong Innovation
and Technology Fund)



HongKong Science and Technology
Park - Incubator Programmee



Capital Asia Investments
Pre-A Round



Gravity Capital Partners
Strategic Investor



City University of Hong Kong
Angel Fund



HKUST
Strategic Investment



China Resources Enterprise
Strategic Investor

Media Features





Barriers & Achievements

Patents & IP: Since 2019, we have completed over 130 patents and IP certifications, including patents in China, Singapore, and the United States. With a core focus on technological innovation, we continuously work to strengthen our original IP and technical barriers to maintain an industry-leading position.

Self-Built Medical Device Factory: Our self-built 1000 square meter factory in Bao'an District, Shenzhen has completed ISO-13485 Medical Device Quality Management Certification, enabling our full in-house capacity for novel medical device development and manufacturing and accelerated capability to bring new products from lab to market.

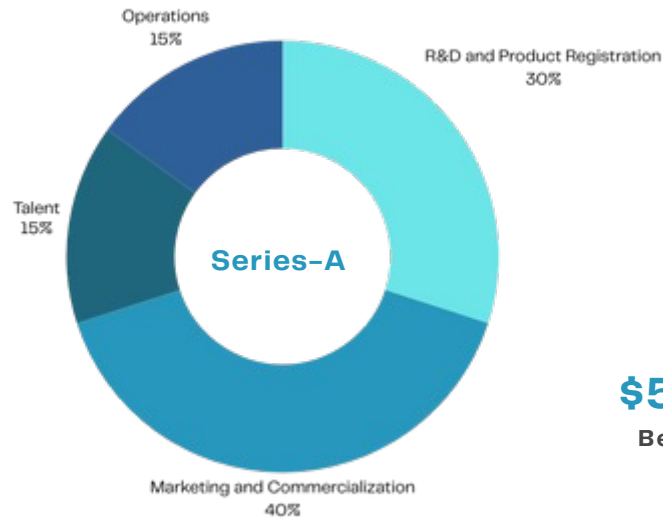
Medical Device Registration: We have completed 8 medical device registrations, including 3 Class II Medical Devices with the Chinese NMPA and 3 Medical Device Clearance from US FDA, and 2 with the Taiwan and Hong Kong FDA, with 6 more in progress to consolidate our barriers and broaden our global market access.

E3A Healthcare Patents and IPs (Partial)





Current Fundraising Round



\$5–10 Million USD

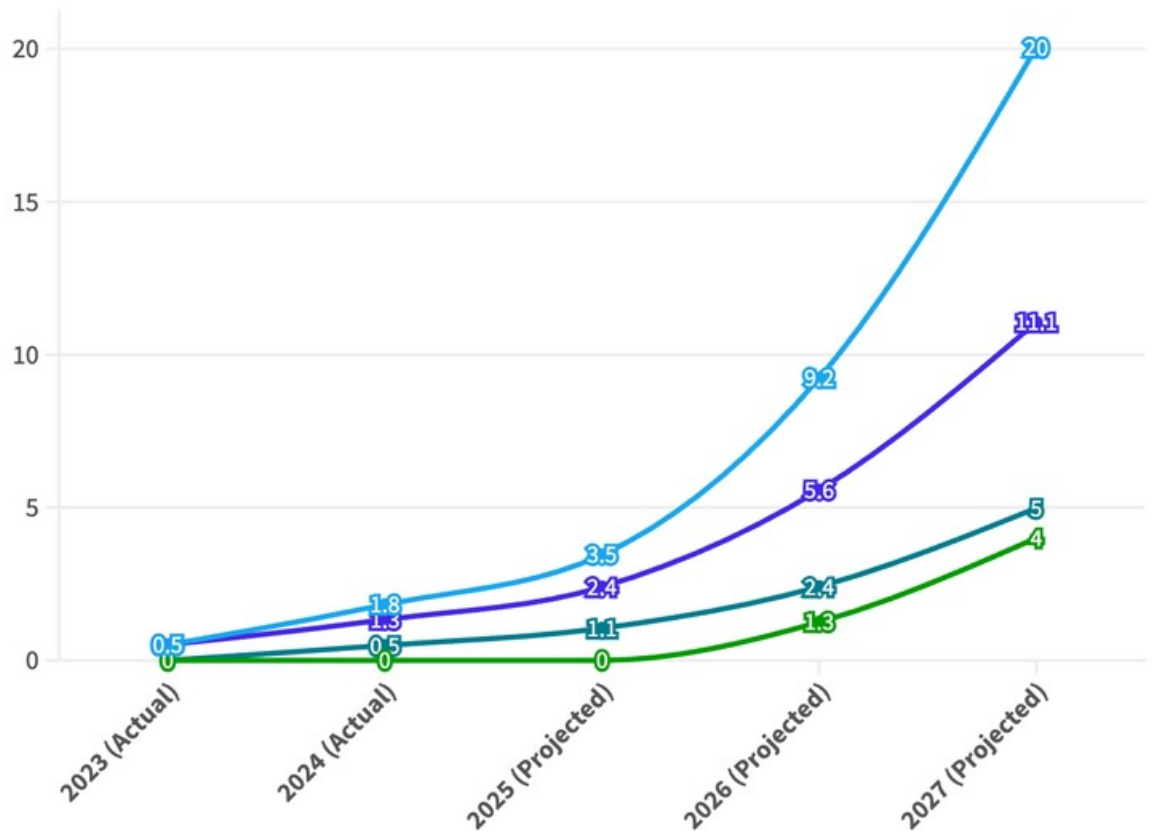
Begin IPO Process in 2027 at
[Nasdaq/NYSE/HKEX/SGX](#)

Financials & Fundraising

E3A Healthcare Annual Revenue Metrics, By Product

All Figures in Million USD

■ Jaundice Management - Bilimonitor ■ Fetal Monitoring Product Line - Modoo
■ Endometriosis Treatment - Nora ■ Total Annual Revenue



Healthcare

Thank You!

Leading Solutions for Newborn and
Women's Health

