



**Company Overview:** Hong Kong based Colisa Ltd. is a Chinese University of Hong Kong (CUHK) spin-off. The company is commercializing a potentially disruptive, cuff-less blood pressure monitoring technology that has been developed at the University's Centre of Biomedical Engineering. The beat-to-beat measuring technology allows for convenient measurement of blood pressure from users' fingertips within 15 seconds. Individual calibration at first use serves to achieve a high degree of accuracy. Data can be saved and transferred via USB to other devices for further diagnosis. The company is currently a member company of the Incu-Tech Incubation Program at the Hong Kong Science Park and recipient of funds under the Small Entrepreneur Research Assistance Program (SERAP). Currently twelve new prototypes are being assembled and tested with a wide range of users.

**Problem:** 20% of Chinese over 18 and around one billion people worldwide have a mean daytime blood pressure greater than 140/90 mmHg. Due to the lack of symptoms the disease has been named the "silent killer" by the World Health Organization. Most conventional blood pressure monitors are bulky, uncomfortable and reliant on 20-year-old-technology.

**Business Model:** QuickSense, a convenient blood pressure monitoring device will be sold through pharmacies and drug store chains directly to end consumers. The device's benefits will bring blood pressure monitoring to new contexts and let people monitor blood pressure more frequently.

**Comparative Advantages:**

- **Ease-of Use:** Cuff-less and convenient measurement of blood pressure
- Effective and convenient **long term** monitoring: Users save their data and can upload them to PCs for further diagnosis
- **Portable:** Allowing for frequent monitoring anytime and anywhere

**Intellectual Property:** Four Chinese, one US patents pending

**People:** The company was founded by MBAs and a Post-doc from the Chinese University during their studies and researchers from the University's centre for biomedical engineering provide consulting services. After having set up the company in 2005 the team partnered with a Hong Kong-based manufacturer that supports the company with engineering know-how. In January 2007 a seed financing round with the manufacturer and an international early stage venture capital investor with its head office in the United Kingdom was completed. This has brought the company not only the necessary financial capital, but also expertise in the technology and finance area.



**QUICKSENSE**



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