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U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health



National Institutes of Health Commercialization Assistance Program
(NIH-CAP)

Company Profile

Industry Sector: Medical and Dental Educational Software

Company Overview: eHuman, Inc. is headquartered in Portola Valley, CA, near Stanford University. Founded in 2000 by leading Bay Area endodontists, the company was later joined by Stanford University-based Computer Science and Medical Informatics staff, PhDs, MDs and other industry experts. Initially funded by grants from the National Institutes of Health, eHuman's labs operate in collaboration with, and are co-located within, the Stanford University School of Medicine. The company was able, with NIH-SBIR grants and private investors, to commercialize its first line of products. Through eHuman's technologies, the company is building the world's first integrated, research-grade anatomy imaging library for consumer and professional use.

Target Market(s): dental, dental auxiliary, medical, medical auxiliary students and faculty; consumers

Key Value Drivers

Technology*: eHuman integrates stereographic photography, micro-CT and synchrotron scan data, whole-body CT datasets, x-ray imaging and world-class dissection studies to produce a unique web service and learning platform.

Competitive Advantage: The Company's objective is to bring 3-D interactive technologies, software simulators, electronic curricula systems and best-in-class digital libraries of human anatomy to the spatially-complex field of dentistry and medicine, in order to improve the quality and reduce the cost of medical/dental training, and to enhance consumer knowledge and awareness. eHuman's solutions provide healthcare professions and consumers with what flight simulators and virtual reality afforded the aviation industry.

Plan & Strategy: Marketing and sales strategies focus on presentations/exhibits at professional meetings, telesales, viral marketing and social networking.

Management

Leadership: Board of Directors

Chief Executive Officer, Bruce Fogel, DDS: Bruce is senior author of the Tooth Atlas, a clinician, an associate professor of endodontics at the Pacific School of Dentistry, and Vice President of Sales at eHuman.

President, Paul Brown, DDS: Paul is co-founder of eHuman and a consulting associate professor at Stanford University and at Pacific School of Dentistry. He is principle investigator for eHuman's NIH grants.

Business Advisory Board:

Bob Austrian: Bob is former CEO of eHuman and has spent over twenty years on Wall Street as a software and equity investment executive.

Tony Siress: Tony is a business, sales and marketing and technology consultant and founder of Siress AG.

Scientific Advisory Board:

Kevin Montgomery, PhD: Kevin is Technical Director of the National Biocomputation Center at Stanford University, and eHuman's former CTO, VP-R&D and interim CEO.

Product Pipeline or Product Development

Product Classifications: eHuman develops three classes of products: 3-D interactive atlases of human anatomy for the dental and medical school markets and healthcare professionals; on-line interactive digital curriculum for dental and medical schools; and, the "clickable human" ("Body Explorer") with Internet-based navigation features, learning and exploration functions, annotation capabilities and derivative applications of the human conditions for the consumer market.

Products in development: the *Atlas of the Human Skull*, the *Atlas of the Hand and Wrist*, the *Atlas of the Human Joints*, the *Digital Dental Curriculum*, and mobile phone application of human anatomy.

Product pipeline: research, development, marketing and sales, and fulfillment.