

1. Project vision

AnGen as a therapeutic hardware + software + cloud platform:

- AnGen is a med-tech platform based on focused shock wave impulses generated by an electrohydraulic source.
- The project combines a therapeutic device, modular applicators, cloud tools for monitoring the technical parameters of AnGen devices and enabling predictive maintenance, an app for medical operators to support structured and standardized patient anamnesis, and a patient app designed to support treatment adherence.
- BB Medical's medium- to long-term objective is to open medical outpatient clinics dedicated to managing selected chronic conditions; during the first 3 years, however, the company will provide existing clinics with hardware and software services for therapy delivery and chronic care management.

2. Problem and opportunity

- Population ageing and the growth of chronic conditions are increasing the demand for non-invasive, regenerative, and accessible treatments.
- In the domestic market, true focused shock wave therapy is still concentrated mainly in larger facilities, while many clinics are looking for solutions that are more accessible and easier to manage.
- The initial development and market areas include osteoarthritis and chronic pain, wound care and chronic lesions, andrology and pelvic health, as well as the treatment of sports injuries and functional recovery.

4 initial areas	IoT + cloud	EUR 84k
osteoarthritis, wound care, andrology/pelvic health, sports injuries	predictive technical support and digital care management	Tuscany Region grant already awarded

3. Product architecture

- Proprietary therapeutic generator
- Focused applicator
- Linear applicator
- Modular architecture configurable for the outpatient setting
- Physician-side app supporting protocols, structured anamnesis, and clinical standardization
- Patient-side app for treatment adherence, questionnaires, and lifestyle support
- Scalable model: hardware + services + digital
- Cloud tools for monitoring AnGen device technical parameters and enabling predictive maintenance

4. Target market and business model

- Initial customers: outpatient centers, specialist practices, advanced physiotherapy centers, hospitals, and other local public or private healthcare facilities.
- Customer value: access to advanced technology, lower management complexity, remote technical support, and digital tools for continuity of care.
- Potential revenues from direct sales or PaaS, service contracts, consumables, and digital service modules.

Segment	Main need	AnGen response
Local outpatient clinics	Effective but sustainable technology	Modular platform + services
Clinical specialists	More structured care pathways	Software support and monitoring
Chronic patients	Adherence and continuity of care	Apps and support tools

5. Project status and use of funds

- BB Medical has already developed and validated design solutions for the device and its modules.
- The Tuscany grant supports the project, but its reimbursement mechanism requires the company to pre-finance the costs.
- The funds raised will be used for final engineering, CE certification, the first core production batch, cloud/app development, and commercial launch.

Current phase	Advanced development, IP under construction, grant obtained
Next step	Final engineering, CE certification, first installations
Operational focus	Provision of hardware and software tools to existing clinics

6. Why invest in BB Medical / AnGen

- Proprietary technology with a distinctive positioning in therapeutic med-tech.
- Combination of therapeutic hardware and a cloud/software layer with strong scalability potential.
- Multiple and relevant applications in chronic care and functional recovery.
- A practical initial strategy: serving existing local facilities without burdening the first phase of go-to-market with proprietary clinical assets.
- A public grant already obtained as an initial external validation of the project.

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