

Popit Oy

Contact

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Company

Located: Espoo, Finland
Established: 2015
10 person team, 4 full time
Raised so far €1.2M

Funding Goal

Raising 3.4M CHF / 3M EUR by
3Q2019 to scale up sales and
strengthen product portfolio



As of Q2 2019

50% of patients are not taking their medications as they should. The inefficient treatment causes significant problems and also lost revenue for Pharma and Insurance. Popit tackles this with a unique solution that makes solid drugs connected, enabling effective medication tracking.

PROBLEM

- **Consumers:** "I miss important doses despite reminders". "How do I know if mom has taken her meds?"
- **Pharma/Insurance/Pharmacies:** "How to get data on medication consumption and drive higher adherence?"
- "How to engage the patient, when missed meds are mostly due to forgetting and reminder apps are not up to the challenge?"
- "How to reach the patient and provide treatment support at key moments?"

SOLUTION

- Popit's solution has been proven to reduce missed pills by over 80%
- No changes required to medication packaging. Just plug and play.
- Reusable, affordable, universal. Patented.
- Real-time data on pill consumption.

PRODUCT / SERVICE

Adherence improvement & patient engagement platform. Popit's unique device automatically tracks medication consumption for 80% of world's solid drugs. We provide a simple and smart way to track medications and gather the consumption data into our cloud. We digitize medication and make it connected so treatment can work as intended.

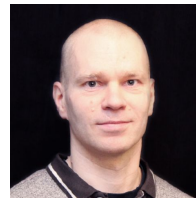
MILESTONES

- Startup Founded (May 2015)
- €1.2M seed financing (Jul 2017)
- Indiegogo campaign (Nov 2017)
- Clinical pilot results, +80% improvement (Feb 2018)
- Shipped first products (Aug 2018)
- First pharma agreement - Pfizer (Oct 2018). Several in the pipeline.
- Medical device certification (Jan 2019)

TEAM



Teemu
Piirainen
CEO



Marko
Nirhola, Chief
Engineer



Timo Heikkilä
COO

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