

Melbourne Angels Invested in Kesem Health - iUFlow

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Kesem is developing iUFlow, an easy to use bladder monitoring home diagnostic medical device, implemented on a mobile platform. Developed in consultation with world renowned urologists, the iUFlow will offer a digital health solution that promotes an early, efficient, accurate diagnosis and monitoring of urological conditions. In addition, the iUFlow will empower patients and provide them with real time visibility and progress of their treatment. "How quickly we were able to attract capital says a lot about our team and our new investors" says Gil Hidas, Kesem Co-founder and CEO. "I've been a part of many other start-ups, so I know that being able to attract seed funding locally in just four short months is an incredible testament to our team, product, and the quick decision making and due diligence process that the angel groups have perfected". "Melbourne Angels favours high value-add collaborative investments and we are enjoying our increasing syndication with our peers to fund exciting start-up companies from Australia and overseas," said Jordan Green, Melbourne Angels Founder and President. "Gil has a combination of deep domain knowledge, superior technical expertise, and insightful vision for a rapidly evolving niche," said Michael Vitale, Melbourne Angels Deal Lead. "He presented a well-researched idea with a truly strategic perspective on the emerging opportunities. In my conversations with key opinion leaders in the field of urology in Australia and overseas, I found that they were extremely enthusiastic about using iUFlow to improve the timeliness and accuracy of diagnosing their patients' problems." Geelong Angel Investor Network's deal lead Robert Reed shared his enthusiasm for the project. "I am really looking forward to working with Gil, he has got a deep enthusiasm for iUFlow and the impact it will have for both urologists and their patients worldwide. Geelong Angel Investor Network is a new group, and iUFlow is its first investment. We look forward to assisting many more start-ups to achieve their global visions, and to collaborating with Melbourne Angels and other investor networks" said Robert.

Melbourne Angels is one of the oldest and most active Angel investor groups in Australia. The group specialises in high value-add delivered to the companies in which it invests. Melbourne Angels members have some of the best track records in early-stage investment in Australia and are intimately connected to high quality opportunities and investors here and overseas. Geelong Angels is a relatively new Angel investor group, whose members want to pass on their expertise and financial investment, enabling entrepreneurial companies to make a great start on their growth journey. It is seeking additional members and is keen to also fund some quality Geelong entrepreneurial projects. Contacts: Kesem Health Gil Hidas

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