



ACTIVATE

Supported by



launchvic



ANDHealth[®]
Australia's National Digital Health Initiative

MISTI™

2024 COHORT



COMPANY OVERVIEW

Respiratory conditions pose a significant challenge globally, particularly for children and vulnerable adults. Misti™ is addressing this problem with a groundbreaking wearable nebuliser that is at the intersection of MedTech and SaaS to deliver hospital-grade respiratory care through an innovative smart dosing technology.

This digital innovation reduces medication waste and enhances treatment efficacy compared to traditional nebulisers with a predictive analytic component, offering a transformative solution for families managing respiratory health.

IMPACT OF ACTIVATE

Acknowledging the complexities of scaling a digital health startup, Misti's Founder, Dr Anushi Rajapaksa turned to ACTIVATE for tailored guidance on growing Misti and maximising its impact.

"We joined ACTIVATE for the specific support and knowledge we needed to take our core asset MedMisti™ on an accelerated path to a largely underserved market."

"The program has helped us to refine our regulatory strategy, now with an international focus, and have a plan in motion for MedMisti's regulatory approval."

Misti gained access to crucial knowledge about regulatory requirements for medical devices, including relevant clinical evidence, quality assurance and ISO standards.

ANDHealth's extensive network played a pivotal role in Misti's growth throughout the program, connecting the team with a community of innovators, investors and industry leaders.

Regular in-person sessions at Melbourne's digital health innovation hub, CHICC, gave Misti opportunities to collaborate with other startups and access specific advice to continue refining its product.



Dr Anushi Rajapaksa
Founder & CEO

ACHIEVEMENTS

- Secured a \$50,000 MedTech Market Growth Program Grant from LaunchVic and the Department of Jobs, Skills, Industry and Regions
- Refined regulatory strategy through tailored mentorship.
- Made key industry connections, including strategic partnerships and investors.
- Increased knowledge on regulatory requirements, clinical evidence quality assurance and ISO standards.
- Gained clarity on competitive advantages and market entry.

"We are now clearer and more confident in MedMisti's competitive advantages which helped us to navigate complex and large partnerships, including those with giants in the medical device and pharmaceutical space."

As interest in its products grows, the Misti team is grateful for ACTIVATE's mentorship in sharpening its market entry strategy, focusing on how best to introduce their products in local and international markets. The connections built have facilitated new strategic partnerships and opened doors to potential investment.