

Tutkimuksesta yritystoimintaa - Business case:



Meoline

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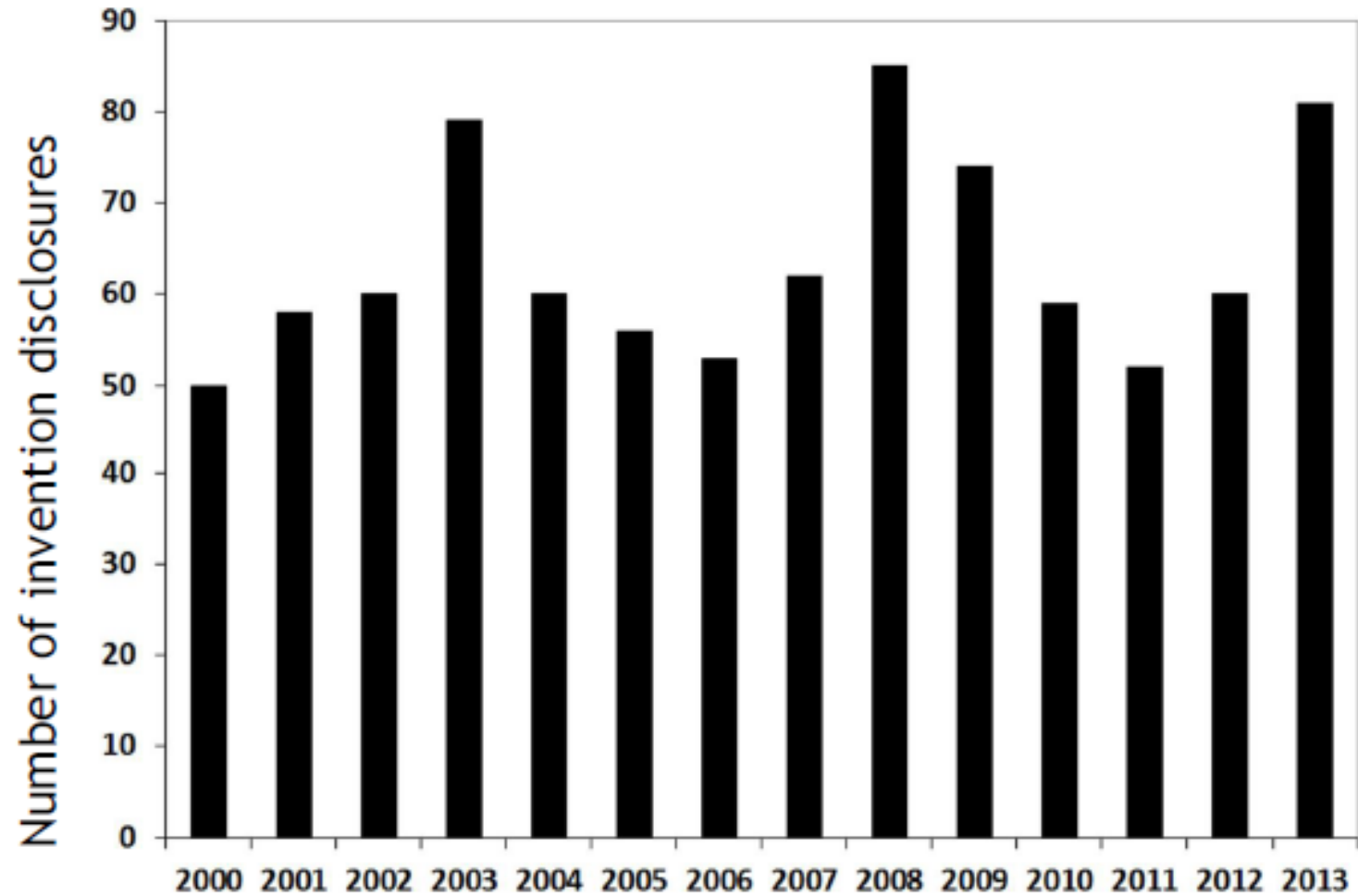
Teknologiapuisto

Kehräämöntie 7

87400 Kajaani

Finland

University of Oulu: Invention disclosures



University of Oulu: ~40 start-up companies since 2000



OULUN YLIOPISTO
UNIVERSITY of OULU



Background of MEOLINE

- Research on electrochemical metal analyses started 2008
- Many research projects before TUTLI project 2013-2015
- Meoline Ltd was established October 2015
- Founded by four CEMIS-Oulu employees with different background

Meoline

Team



CEO, Ph.D. Jarkko Rätty

- Chemistry expert
- Worked in food grocery start-up five years as development manager; Kaslink Foods Oy
- Research manager 9 years in University of Oulu



CTO, M.Sc. Mika Mahosenaho

- Expert in electrochemistry
- Developed technology last 6 years



Chief scientific advisor, Professor Vesa Virtanen

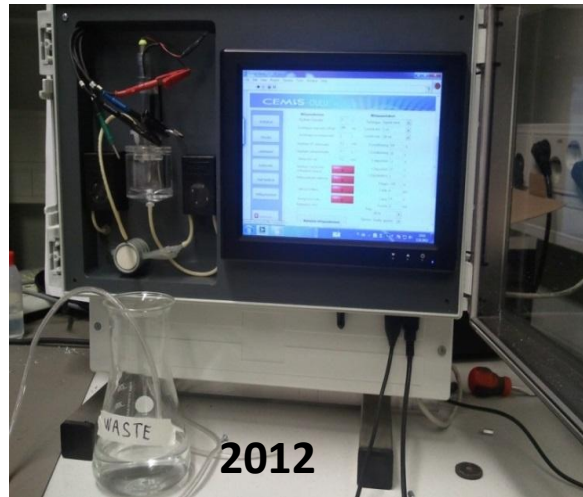
- Analytical chemistry expert
- Worked in Orion Pharma and European Commission (JRC)



Chief technology expert, TKL Veijo Sutinen

- Worked in VTT and University of Oulu
- Over 10 year`s experience in measurement device development

Development of the MEAN device



Meoline MEAN device: technical details

Analysis is based on electrochemical technique (square wave voltammetry), in which electrochemically active metal ions present in water sample are determined by their specific reduction potentials.

Key features:

- Several metal analytes (e.g. Cu, Pb, Hg, Ni, Zn...)
- Low detection limit $\sim\mu\text{g/L}$ (ppb)
- Fast analysis < 5 minutes
- No toxic reagents used, Mercury-free operation
- Automated sampling
- Integrated sample pre-treatment (**own IPR**)
- Low maintenance and running costs
- Wireless data transfer + remote control via cloud service
- Battery + solar panel –powered when needed
- Robust design, suitable for field use

Market segments for MEOLINE concept

MINING INDUSTRY



CHEMICAL INDUSTRY



WATER UTILITIES



OTHERS

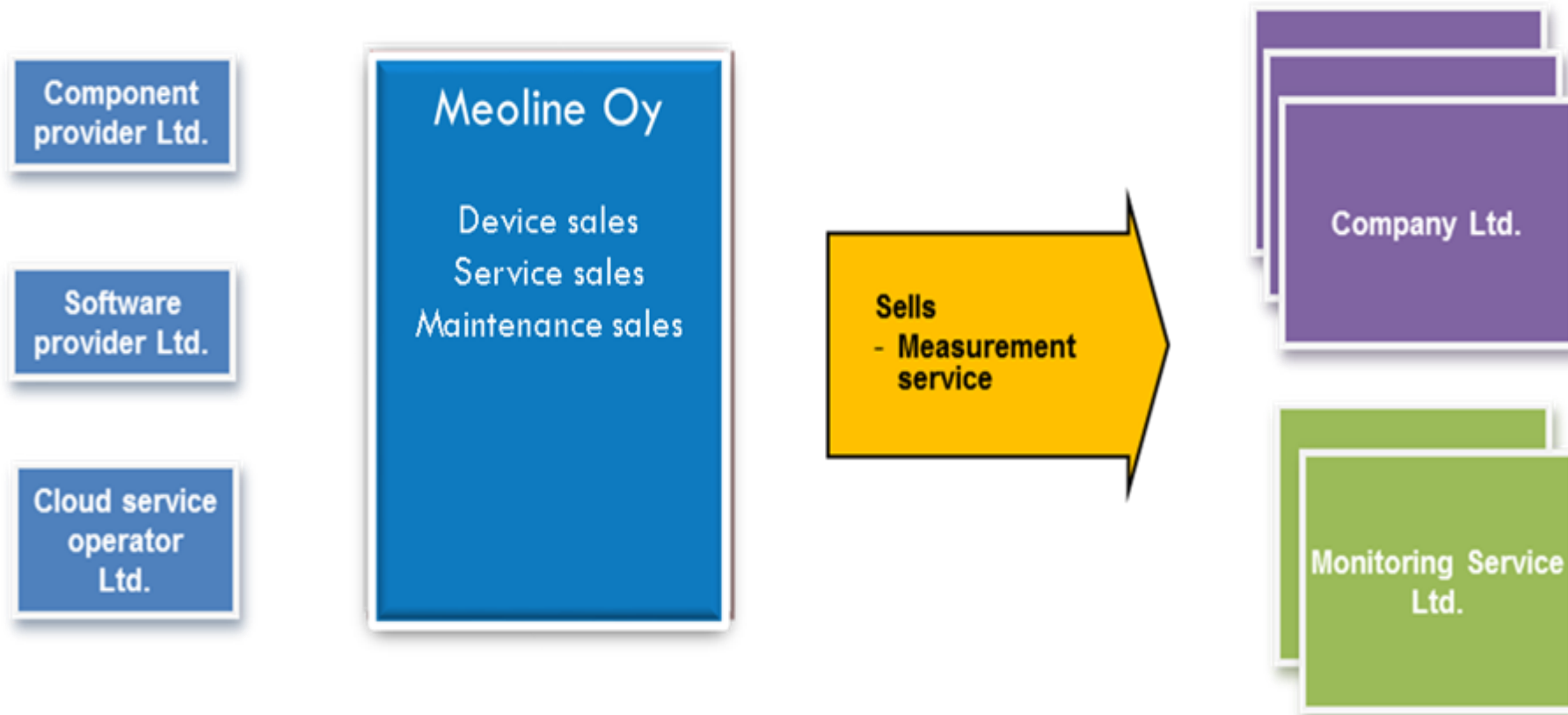


Marketing Meoline concept

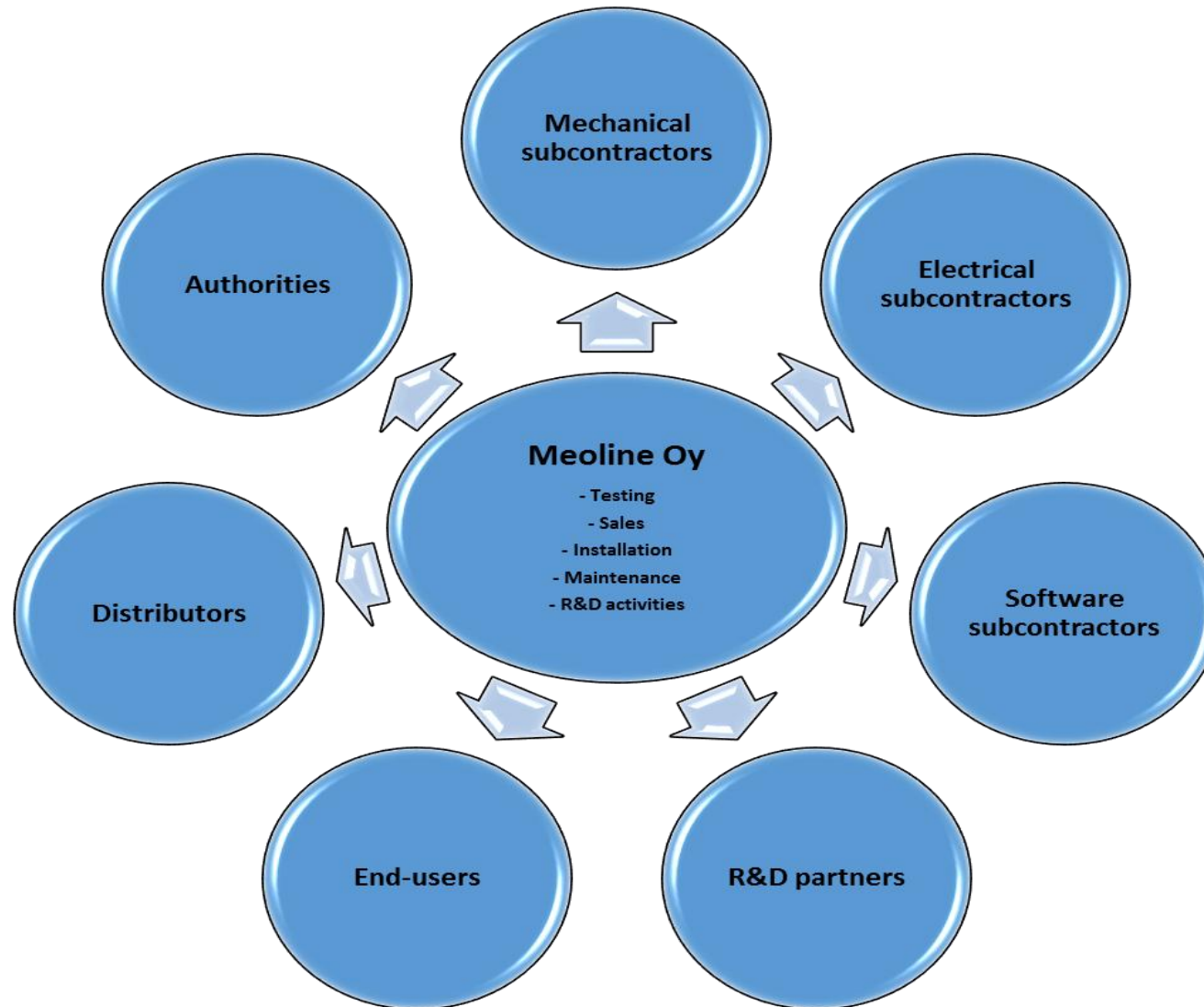
Meoline sells B2B product/service:

- Meoline website
- Press releases
- Direct contacts to potential customers
- Through partner companies and distributors
- Exhibitions/Trade fairs/Conferences

Meoline business model



Activities and partners of Meoline



Financing

Possible funding bodies:

- Private investors
- Finnvera
- ELY-center
- EU (SME instrument)
- Grants from different sources
- etc.

Future of MEOLINE

2016H2: commercial products delivered to first customers

2017: strong marketing, entering new market areas/segments

2018-2019: growth phase, turnover >1 M€

THANK

YOU!

MEOLINE Ltd.

excellence in trace metal monitoring

www.meoline.fi