



## Company Overview

Endeavor Orthopaedics is an IP-protected platform technology company focused on the treatment of avulsion fractures. Endeavor was founded by an experienced Orthopedic Surgeon with the mission to address the unsolved clinical problems associated with the treatment of these extremely complicated fractures. The Company's first commercial product is the Summit Patella Plating System, with future products planned for the olecranon, greater tuberosity, and greater trochanter. The Company's first of four U.S. patents were issued in October of 2013.

## Problem or Market Opportunity

Managing periarticular fractures with intricate soft tissue injuries affecting the Extensor Mechanism is challenging due to the interplay between soft tissues and bone. Avulsion fractures in the Patella, Olecranon, Greater Tuberosity, and Greater Trochanter are believed to represent just over 9% of the more than 6.5 million fractures that occur annually in the U.S. Patella fractures are believed to represent just over 10% of these fractures or an estimated 78,000 annual patella fractures, 51,000 are candidates for the Summit Patella Plating System. Endeavor estimates that the potential Total Available Market in the U.S. for the patella system is over \$224,400,000 per year. Of that TAM, the Serviceable Available Market for Endeavor, based on the initial sales channel strategy, to be \$124,766,400 (55.6% US population coverage/54 key markets) and the resulting Serviceable Obtainable Market at the end of year three for Endeavor (10.6% market share of the SAM) to be \$13,172,000. This sales total at the end of forecasted year three represents 5.9% of the total U.S. market potential for patella fractures. Endeavor's olecranon system is planned to release in July of 2025 and address a market estimated at 4 times that of the patella. The overall U.S. avulsion fracture market is estimated at over \$2B per year.

## Technical & Competitive Advantage

Endeavor Orthopaedics has deployed and is developing further technology to advance the treatment of periarticular fractures specifically focused on the integration of fracture repair with soft tissue management. The combination of plate/screw and suture construct in one implant allows surgeons to address not only the osseous fracture repair but also the soft-tissue deforming forces, creating a bio-mechanical advantage during patient recovery. Through off-loading the natural forces of the extensor mechanism to a single, interconnected construct (Plate, Screw, & Sutures), the surgical repair of the ENTIRE extensor mechanism is complete. This construct minimizes the distraction forces across the fracture and facilitates early mobilization and functional recovery.

## Regulatory Strategy & Intellectual Property

Intellectual Property: • A U.S. patent held by Endeavor for the tension band plating system filed on October 2011 and issued October 2013 (US patent US8551143B2). • Three additional patents held by Endeavor issued in 2014 and 2015 covering the same plating system platform for the elbow, hip, and shoulder (US patents US8906071B2, US8906073B2, US8906072B2). • In April 2014, the Company filed for patent protection in the European Union. Results are pending review. • In November 2020, Endeavor secured a U.S. license to use the patents that protect the line-lock/zip-knot technology for use in the patella system and possible future applications from Lincotek Medical (US patents # US7566339B2, US7594923B2, US7722644B2, US9265498B2).

Regulatory Strategy: As with the Summit Patella Plating System, the traditional 510K pathway will be used for future submissions along with the special 510K pathway where appropriate.

## Key Milestones

Q/YYYY	Objective	Milestone Description
Q1 2023	Product Launch	The Summit Patella Plating System was the first product cleared and launched (\$225M Market Opportunity).
Q3 2025	Product Launch	The Summit Elbow Plating System clearance and launch (\$800M Market Opportunity).
Q3 2026	Product Launch	The Summit Shoulder Plating System clearance and launch (\$710M Market Opportunity).

## Capitalization History

Year	Grant or Equity Type	Description	Amount
2019	Convertible Note	Seed round for initial concept development	\$850K
2021	Series A	Build live inventory and start commercial operations	\$1.2M

## Current Round, Terms, and Use of Proceeds

The proceeds will be used to fund the development of the Summit Elbow Plating System and the Summit Shoulder Plating System. The proceeds will be used to purchase additional inventory to support increased sales activities. Additionally, the proceeds will be used to hire direct sales and marketing leadership roles to aid in accelerating sales activities.

## Key Team Members and Advisors

### Greg Parranto | CEO

Greg has over 16 years of experience in orthopedic trauma and medical device sales, business development, and management. Greg held senior leadership roles at DePuy Synthes where he was the Midwest Area Vice President and then National Sales Director.

### Dana Funk | COO

Dana has over 30 years of experience in business ownership, operations management, sales, finance, and administration. Dana's experience includes President of Medical Equipment Services Organization, Director for a large IDN healthcare provider, and Director M&A activity for multiple firms.

### Ryan Stafford | CTO

Ryan has 25 years of experience in product development, 16 of which have been exclusively in orthopedic device design and development. Ryan is a proven technical leader with entrepreneurial experience from companies like Treace Medical and as the former Executive Vice President of development, regulatory, and quality at Wishbone Medical.