XRF - GUIDED BIOPSY

The Next Standard of Care in Prostate Cancer Diagnosis

ProSight has invented a transformative modality that makes use of new, independent cancer biomarkers - never used before in real-time, providing urologists with significantly improved diagnostic clarity, that brings decisiveness to prostate cancer treatment.

Testimonials

"ProSight can assist in sampling the correct region of the prostate, leading to ***more representative tissue being harvested…*** *complements and* ***adds value to multi-parametric MRI****..." ProSight has found a reliable, independent,* ***direct marker for prostate cancer****, … to improve the sensitivity of prostate biopsy procedures and possibly provide* ***real-time pre-diagnosis*** *for urologists during the biopsy itself."* Prof. M. Emberton (UK)

Prof. N. Rofsky (US)

Previous rounds

US $ 5.7M – By Founders

Current round

Raising Series A - US$ 8 M (+ $4M Grant)

Use of Proceeds

Clinical Study: $2M
Product Development: $4M
FDA, Launch, Market: $6M

Management team

Avi Simon, CEO, co-Founder
Dr. Meir Weksler, CTO, co-Founder
Einat Zisman, Ph.D., MBA, BD
Prof. Ilan Leibovitch, MD, CMO
Prof. Robert Lenkinski, MRI PCa Expert
John Smith M.D., J.D., Regulatory Counsel, Hogan Lovells

Learn more about how ProSight plans to transform prostate cancer diagnosis. Contact us to discuss partnership or investment opportunities

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What We Do

ProSight is developing a real-time ex-vivo biopsy samples scanner, seamlessly integrating into existing procedures and transparent to the patients. We utilize X-ray fluorescence (XRF) and AI, to detect Zinc depletion – the hallmark prostate cancer biomarker - alongside other cancer indicators as tissue stiffness and metabolic changes, providing real-time, during-biopsy, immediate guidance to suspicious areas, in all types of biopsies, maximizing diagnostic accuracy and the likelihood of finding all tumors in the 1st biopsy.

Need & Opportunity

Prostate cancer, the most common cancer in men and the second-leading cause of cancer death in the US, is challenging to diagnose due to the presence of multiple tumors. Current methods, MRI-guided and systematic biopsies, often miss tumors or lead to unnecessary procedures, resulting in patient anxiety, delayed treatment, and increased healthcare costs. MRI-guided biopsy has a 50% false positive rate, while systematic biopsy has a 30% false negative rate, frequently leading to repeat biopsies and delayed detection. Lifetime care costs for metastatic patients are 50 times higher than for non-metastatic patients, highlighting the need for innovative diagnostic tools. Given the surging global incidence of prostate cancer, stakeholders unanimously agree that new, independent biomarkers are essential for a significant leap beyond incremental improvements in current approaches.

ProSight's Innovation

We integrate hallmark prostate cancer biomarkers into all biopsy procedures, as a new imaging dimension, overlayed on current images, addressing the limitations of existing biopsy types in real-time. Based on initial IP from the Weizmann Institute of Science, ProSight maximizes sampling quality and cancer characterization accuracy, enables earlier detection and consistency in defining regions of interest.

Added Value

- **Improved Accuracy & Less Expert Dependency:** Use of the new indicators to provide real-time guidance will potentially reduce MRI false positive to < 10%, regular biopsy false negative to <5% and increase MRI sensitivity to >90%
- **Earlier Detection:** Zinc depletion precedes current cancer signs - enabling earlier intervention
- **Cost Savings:** By improving diagnostic accuracy and reducing repeat biopsy and late-stage treatment
- **Improving Patient's Quality of Life:** Minimizing repeat biopsies and facilitating clinical decisiveness, reducing patient discomfort and anxiety

Major Milestones & Readiness

- Completed two successful studies demonstrating clinical proof of concept
- Established a two-step 510(k) **regulatory strategy**
- Secured one **granted patent**, with an additional pending patent application
- Published a scientific article: Weksler et al, Diagnostics **2023**, 13, 424.
- In contact with **Siemens, GE** and have a Letter of Intent with **MTT GmbH**

Market

Global Prostate Biopsy Market: $10Bn (2024); CAGR: 14.5% (2022-2030)

Go-to-Market & Revenue Model

- ProSight 1.0 - FDA 510(k) submission in 12 months, sales start in 2 years, following investment
- Revenue model**:** XRF instrument at cost, annual SW license and per biopsy consumables
- Customers' (hospitals/clinics) return on investment – within one year