

Perfusion Tech

Client case

HØIBERG is our innovation department

"HØIBERG is skilled at identifying the core ideas within our various inventions, asking the right questions, highlighting what is important – and distilling it all into a strong concentrate that can be patented," says Mads Holst Aagaard Madsen, CEO of Perfusion Tech.

Perfusion Tech provides surgeons with easy-to-use AI software tools for real-time perfusion assessment to combat bleeding-related surgical complications. Perfusion Tech's collaboration with HØIBERG dates back to the company's founding in 2016.

It is crucial to think about patents strategically from the start

In the medtech industry, it is more the rule than the exception that it takes many years for a product to reach the market. As a result, the company's value may lie solely in its patents for 10 years or more, during which the patents must maintain a commercially relevant monopoly for any future products.

"As a start-up, we are up against industry giants from day one. Therefore, it is crucial to think about patents strategically from the beginning – if we do not have patents that can attract investors to build the company, we have no reason to exist. Our patents have been invaluable to Perfusion Tech's founding and survival so far," asserts Mads.

Navigating idea development to patentable inventions requires structure

Morten and Mads point out that good ideas are not produced on an assembly line via a structured process. New ideas arise as knowledge about the technology grows, and they point in many different directions.

"The use of our product in European hospitals is especially related to our first patents, but we have several other patents in the pipeline. Our pipeline starts with HØIBERG – it's random when we get new ideas, but the process must be controlled when the new idea begins to emerge. We usually say that HØIBERG is our innovation department – they're the first ones we consult before we bring something new to the market," says Morten.



**Mads Holst
Aagaard Madsen**
CEO of Perfusion Tech



**Morten Asp
Vonsild Lund**
CSO of Perfusion Tech

"We have a close, personal relationship with HØIBERG and a great deal of trust. HØIBERG understands our company and field of expertise – they're good at zeroing in on our innovative research and seeing the unique and patentable aspects of our ideas"

"HØIBERG creates structure in our submission strategy and, in that sense, plays a part in the inception of an invention. HØIBERG has the expertise and competencies to sort through all of the materials related to new ideas – divide them into categories and assess which aspects of our ideas can be patented and how they should be managed. HØIBERG excels at communicating throughout the entire process," explains Mads.

"Skills and interdisciplinary expertise in software and life sciences"

Mads highlights HØIBERG's exceptional ability to adapt Perfusion Tech's patent applications to the product the company is commercialising and make it attractive to future partners or investors.

"HØIBERG's skills and interdisciplinary knowledge in hightech, software, and life sciences make a significant difference in the quality of our patents. This knowledge, combined with HØIBERG's commercial understanding, enables them to recommend targeting alternative aspects of an invention within a patent application which would support commercial goals, which we had not initially focused on," says Mads.

"HØIBERG is superior in their expertise; it is a cornerstone. They always ask if there is anything they do not fully understand or if something needs further clarification. It's very reassuring to know that HØIBERG never guesses or assumes anything – it is a crucial quality underlying the success of our collaboration," adds Morten.

Expertise and enthusiasm are crucial qualities in the collaboration

Morten and Mads agree that one of the great qualities when working with HØIBERG is the company's ability to balance enthusiasm about Perfusion Tech's ideas, whilst being critical of them at the same time – and that HØIBERG has succeeded in maintaining this balance throughout Perfusion Tech's development.

"HØIBERG's most important task is to be critical of our ideas. HØIBERG ensures that we polish every corner whilst also showing enthusiasm for our ideas, which rubs off on all of us," says Mads.

"HØIBERG knows and understands us and our reality and is skilled at consistently aligning the patent strategy to our company's maturity and development. Throughout our development from a start-up to today, HØIBERG has been the perfect match for us to ensure our solution is used in several European hospitals," concludes Morten.

Get in touch

Want to hear more about how HØIBERG can help your company with your strategic IP approach. Contact our expert Peter Borg Gaarde



Peter Borg Gaarde

European Patent Attorney
T: (+45) 33320337
pbg@hoiberg.com