



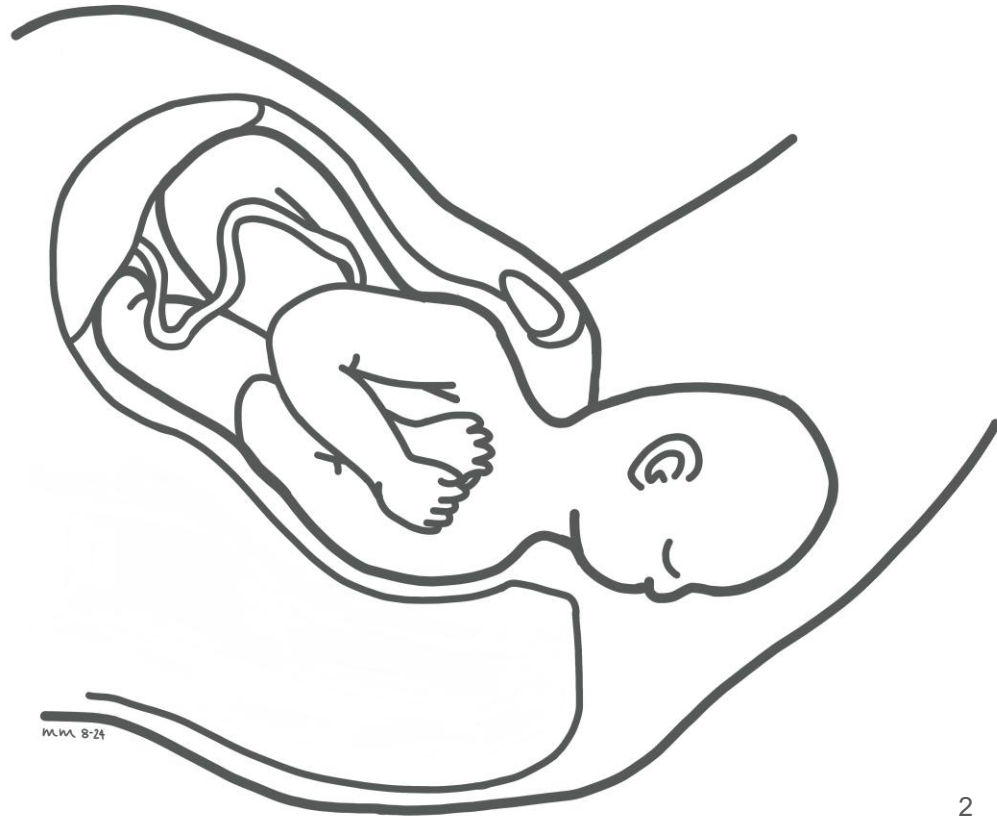
Ensuring  
Safer Birth



# Shoulder Dystocia

12% of  
newborn  
mortalities  
worldwide

250,000  
Preventable Deaths



# Failure of Current Standard of Care

10-20 Maneuvers



Clavicle Fracture



Emergency C-  
Section



75%  
Failure  
Rate

# Leading Cause of Obstetric Malpractice Lawsuits



50%

Clavicle Fracture



25%

Nerve Damage



11%

Hemorrhage

# Everest Standard of Care

1 Maneuver



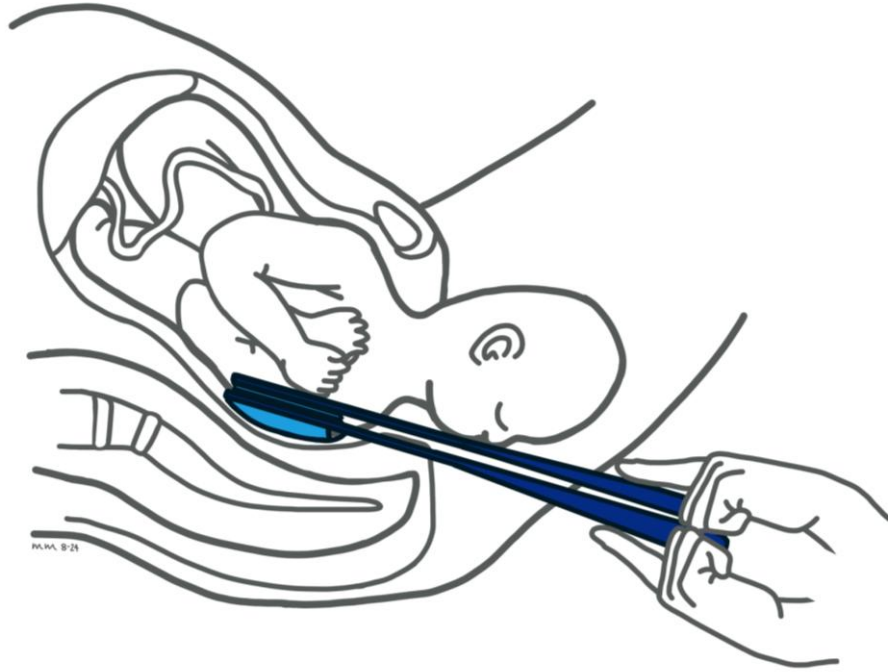
EMbrace™



Healthy Delivery



95%  
Success  
Rate



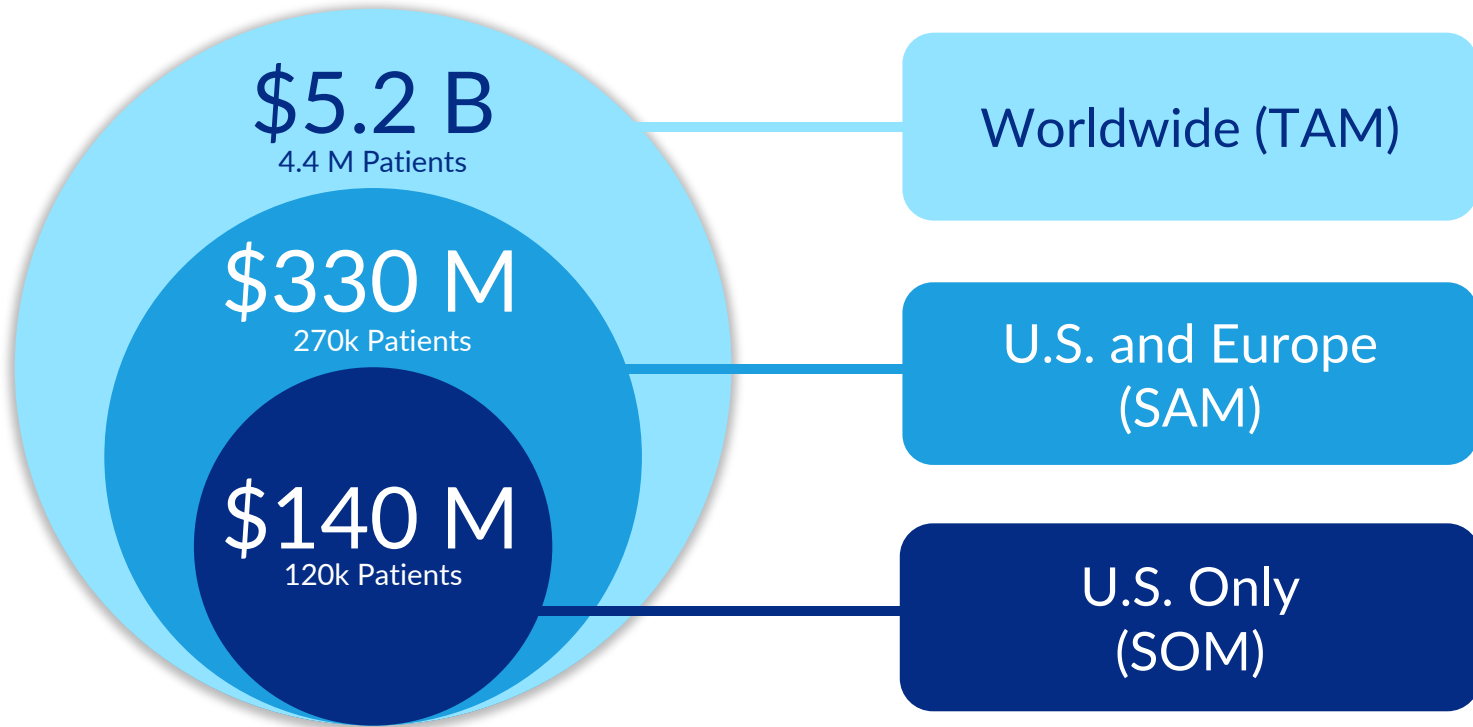
# EMbrace™

“This resolves every  
obstetrician’s  
nightmare.”

- OB/GYN

Class II Device via FDA 510(k)

# Market Opportunity



3% Shoulder Dystocia  
Avg Incidence

**EMbrace™**  
is Designed  
for All  
Shoulder  
Dystocia  
Cases

	Everest	Standard of Care	FetalEase
Minimally Invasive	✓	✗	✗
Reduced Injury Risk	✓	✗	✗
Faster Delivery	✓	✗	✓
Eliminates Risk of Mortality	✓	✗	✗
Works with Patients' Anatomy	✓	✗	✗



1

Target

Key Opinion  
Leaders

2

Clinical Partnerships

Teaching  
Hospitals

Patient  
Advocacy  
Groups

3

Marketing & Sales

Value  
Analysis  
Committees

Equipment  
Procurement  
Teams

## Path to Market

ASP: \$1,200  
COGS: \$100

92%  
Gross  
Margin

- 3 Existing Reimbursement Codes
- Established OB Sales Distributors

# Founding Team & Advisors

## FOUNDERS



**Jenna Eissmann**  
**CEO & Co-Founder**  
Cal Poly B.S. BMED, M.S. IME  
 



**Madeleine Mumford**  
**CFO & Co-Founder**  
Cal Poly B.S. BMED, M.S. BMED  
 Benaroya Research Institute  
Virginia Mason Franciscan Health



**Aaron Kromhout**  
MD, OB/GYN  
Dignity Health



**Margie Bridges**  
Perinatal CNS  
Overlake Medical Center

## CLINICAL



**Jan Haynes**  
Medical Device Executive,  
Co-Founder FzioMed



**Jessie Becker Alexander**  
Founding CEO, InPress  
Technologies



**Amy Degenkolb**  
CEO & Co-Founder NovoCuff,  
Lead Engineer InPress Tech



**Brendon Keiser**  
Marketing & Commercial Leader  
20+yrs Pharma/Biotech/Med Device

## BUSINESS & TECHNICAL

# Roadmap to FDA Clearance

## Development




- Mech Validation
- OB Ergonomic Studies
- Protocol Development

- Phase 2&3 Mechanical
- Phases 1&2 Tissue Tests
- Pilot Production


## Clinical | Regulatory

- Present to UCSF OB Board  

- UC Davis Human Health & Industry Award  


- Consultant Hire
- FDA Pre-Sub  

- Preclinical Animal Study
- 510(k) Submission  

- FDA Clearance  



## Business



- CIE iQ  

- CIE Accelerator  

- Provisional Patent Filed  

- NSF I-Corps  

- ULP REALIZE  

- VW Pioneer  


- VW Propel  

- AngelCon  

- Value Analysis
- Commercialization

2024

2025

2026

2027

2028

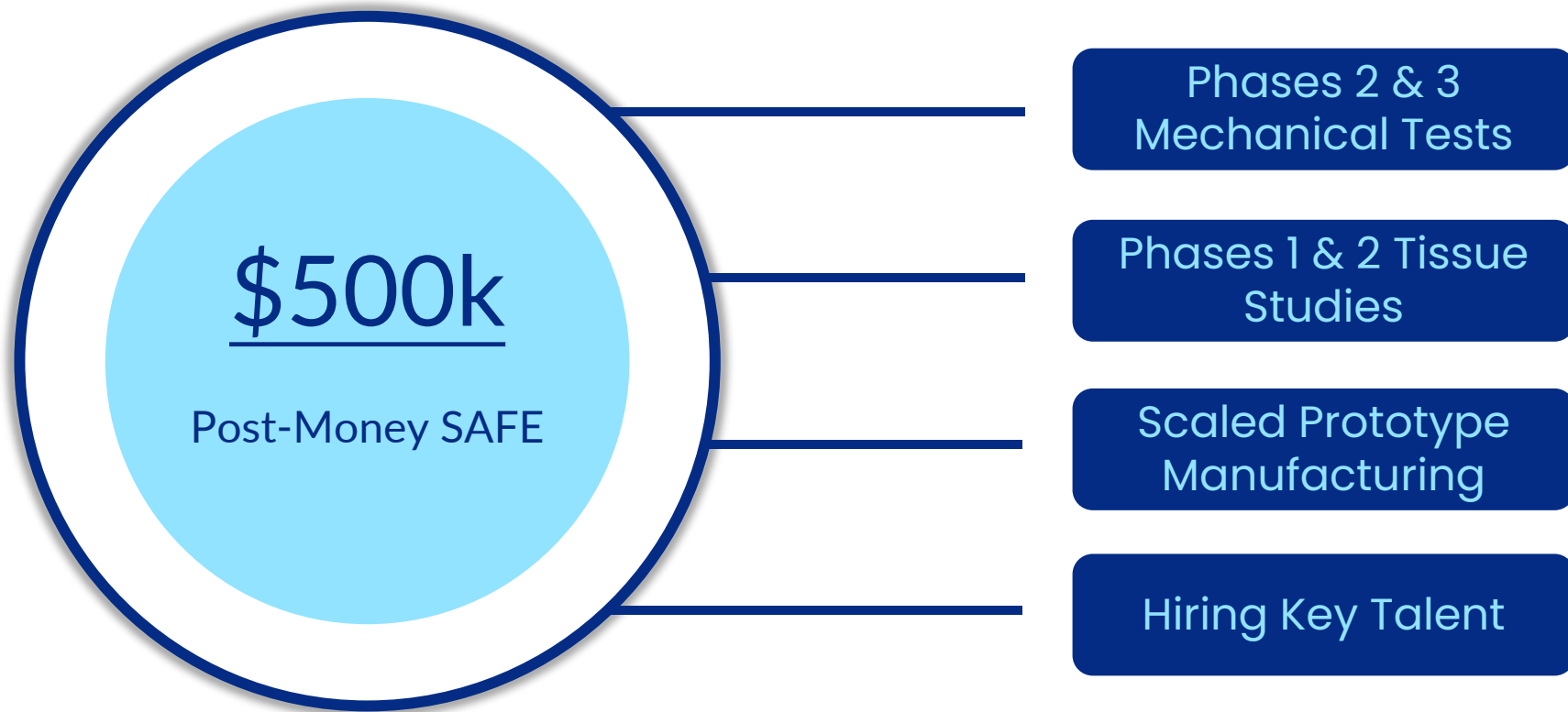
2029

Non-Dilutive Grants:  
\$40,000



Pre-Seed Goal:  
\$500,000

# Goal: FDA 510(k) Pre-Sub Q4 2026





**EMbrace™ the Future of Shoulder Dystocia Treatment**

Contact

Jenna Eissmann | [jeissmann00@outlook.com](mailto:jeissmann00@outlook.com)