



Search Memo – Saluscur

Medical Equipment for Deceased

Searching for: Advisors who can assist the founders with go-to-market of their product.

The ideal candidate should have experience with/in:

- Pricing and go-to-market strategy for medical equipment
- Business development
- Internationalization
- Ideal if the candidate has experience/knowledge about branding/communication of medical equipment.

Introduction

Saluscur has developed an inflatable neck collar, which is put on the deceased to ensure the jaw is closed when the body stiffens. Today there are very few solutions for this, and many hospitals, hospices, nursing homes simply use towels etc., which is not optimal for the healthcare professionals or worthy for the deceased. Similar products on the market use stiffeners in the neck collar, which leave marks on the deceased.

Website

<http://saluscur.dk/>

Product

Saluscur has developed an inflatable neck collar, which is put on the deceased to ensure the jaw is closed when the body stiffens.

Potential markets

- Hospitals
- Hospices
- Nursing homes
- Undertakers
- Ambulances
- Wholesalers of medical equipment

Team

The current team consists of:

- [Julie Grønkjær Jensen](#), Co-founder and CEO
- [Simon Poulsen](#), Co-founder and COO

Business Model and Traction

Revenue 2022: DKK 0

Currently testing in collaboration with nursing homes (8), hospices (2) og hospitals (4 departments).

Cost of product: DKK 149 ex. VAT

Compensation: Will be defined after the profile has been identified.