

# FLATLEY challenge *Meet the 2018 Winners*

## MedTech Winner



Roy Wallen, CEO

“TendoNova is honored to win the 2018 Flatley Challenge award. With this, and other recently-received recognition, we are pleased that our work has been endorsed within the New England healthcare technology community. From the start of our company and its technology in Atlanta, we are excited to expand our footprint to include New Hampshire – and Nashua is an excellent place to locate. The quality of the facilities at NTP and the geographic location are ideal for a start-up company like ours. The award, along with first place in the TechOut competition, and as a laureate for Start in France in 2018, confirms the importance of TendoNova’s work. We are committed to enhance the treatment of chronic tendon pain with an improved and low-cost method and we’ll now be able to be more effective here in New Hampshire.” -Roy Wallen, CEO

TendoNova’s objective is to provide high-level care for chronic tendon pain in the lower-cost settings of offices and clinics. Its Ocelot™ system promises improved clinical outcomes, decreased cost of care, improved patient experience, improved physician experience. Ocelot system elements are a hand-held device with single-use disposable component, supported by data feedback and analytics. Roy Wallen, TendoNova’s CEO, has successfully launched new medical technologies over his 30+ years in the medical device industry. He is supported by the Chairman of the Board of Directors (currently CEO of a medical technology start-up, his 7th in a series of successes), a strong cross-functional team of technology inventors, and leading orthopedic physicians that comprise the medical advisory board. TendoNova won the 2018 TechOut competition, the 2018 Start in France competition, and has successfully secured grant funding.

New Hampshire’s business-friendly environment, cost of living, and quality of life all appeal to the company. As a winner of the 2018 Flatley Challenge, the award provides a running start at a time when company resources are limited. The quality of the facilities at NTP and the geographic location are ideal for a start-up company in the healthcare space. The opportunities to grow and attract talent are excellent and 2019 will be a pivotal year for the company in final product development, preparing for manufacturing, and all the elements needed for market launch.

## HiTech Winner



Ray Abel, CEO

“It is an honor to be recognized as this year’s HiTech winner for the 2018 Flatley Challenge. We are incredibly appreciative of the John Flatley Company for awarding us this exciting opportunity and are looking forward to working to help bring universally accessible technology to the people of New Hampshire and beyond!” -Ray Abel, CEO

Xogo, a hardware device with connected software that allows you to utilize and connect to any and all devices for people with disabilities, the aging, and everyone who wants to maximize the functions of their devices. Xogo was created to deliver assistive technology with ultimate functionality at a realistic price. To ensure that this platform can continue working with evolving technology, Xogo has a team of developers creating and sharing new code and opening up access to new devices. This allows people to use whatever devices they wish, and the product itself inspires community, collaboration, and creativity.

## Runner-ups



John Flatley, Nashua Mayor Jim Donchess, and Joël Sirois, President & CEO



John Flatley, Nashua Mayor Jim Donchess, and Alan Pelz-Sharpe, CEO, Michael Doherty, COO Gennady Glabets, Director of Field Operations