



August and September have been landmark months for Smileyscope. We welcome our largest investor to date and are closing a funding round which will allow us to grow rapidly through the next 18 months. Our product, on the back of our highly successful clinical trial publication in [The Journal of Pediatrics](#), is attracting further interest in Australia and the USA, and we have pilots in other international markets including Dubai and Israel. Smileyscope – the first Virtual Reality device to significantly reduce a child’s pain, distress and need for restraints during blood draws and intravenous cannulation – is becoming established as the market leader.

Lead investor secured

Smileyscope is delighted to announce that we have secured a prominent Silicon Valley investor, a leader in digital health space, as a core investor in the company. We have commitments from an array of other strategically important investors and will look to close our fundraise in November. Smileyscope’s adoption in hospitals and clinics is expanding rapidly, and our customer waitlist is growing. The new funding will be used to meet this demand, to build and launch two new applications, and to build the company’s capabilities.

Those interested in investing should contact our CEO, Dr Evelyn Chan (+1 917 284 2596 / +61 458 157 405, evelyn@smileyscope.com) directly for more information.



Smileyscope in operation at the pathology ward of Launceston General Hospital
<https://www.examiner.com.au/story/6359377/virtual-reality-to-help-ease-needle-nerve-at-lgh/>

New hospitals and clinical partners

Australia: Smileyscope is now in use at Box Hill Hospital’s pediatric ward with great enthusiasm, and has expanded its use at Monash Health. Associate Professor David Armstrong, Director of Paediatric Respiratory Medicine/Cystic Fibrosis (CF) at Monash Health has seen the positive impact of Smileyscope on his patients and is supporting expansion. A/Prof Armstrong will be conducting an independent study of Smileyscope to understand the applicability of Smileyscope in the pediatric CF patient cohort and will measure benefits including reduction in patient pain and anxiety, and impact on hospital efficiency resulting from Smileyscope usage. We thank the Monash CF Foundation for their generous support!

USA: Smileyscope has also been introduced at Massachusetts General Hospital, Massachusetts, for medical imaging when conducting IV cannulas pre-MRI, and also during CT scans, and at Saint Barnabas Medical Center, Livingston, New Jersey to support children requiring renal transplants with needles and blood pressure measurements.

Strengthened community engagement

Smileyscope has entered Launceston General Hospital (LGH) thanks to the fundraising efforts of Launceston woman Betty Brady. Ms Brady first learned of Smileyscope after our successful trial made headlines across Australia. The pathology laboratory manager at LGH has welcomed the launch of Smileyscope and anticipates its use at other locations around Tasmania. Ms Brady is now raising funds to provide two additional devices to the hospital.

Smileyscope was also guest at the Friends of the Monash Children's Foundation Dinner, where its benefits were showcased to over 130 people including local politicians, donors, and supporting organisations.

Growing our team

We welcome two new employees to the Smileyscope team. Jonathan Egudo has joined as the Head of Operations, Asia Pacific, and will lead operations and sales activities in Australia. Nikhil Khosla has joined as the Head of Growth, North America, and will lead operations and sales activities in the USA. We are thrilled to have them join the team. Welcome Jonathan and Nikhil!



Jonathan is an engineer turned strategist with over 8 years of experience in operations, strategy development, and implementation. He has spent the last four years working across organisations in healthcare and human services at McKinsey. He has worked with medical device companies on marketing & sales strategy. Jonathan is passionate about improving healthcare systems in Australia and abroad.



Nikhil has 10 years of global leadership experience across corporate strategy, business development and operations. He has led international expansion efforts for a \$70B Fortune 50 retailer and an ed-tech VR company that he co-founded. As a child, Nikhil was diagnosed with a thyroid condition. His needle phobia made every hospital visit an excruciating experience. Nikhil joins the team with a mission to ensure that every needle-phobic child in the US has access to a Smileyscope device, so that they can have more pleasant hospital visits than he did.

Introducing Smileyscope to community leaders

Smileyscope CEO Dr Evelyn Chan gave a keynote presentation at the Melbourne Entrepreneurship Gala on 8th August. The Gala, hosted by the University of Melbourne in partnership with LaunchVic, is Australia's premier entrepreneurial event, attended by over 800 people.



Melbourne Entrepreneurship Gala

Recognition for women in leadership

Smileyscope co-founder and CEO, Dr Evelyn Chan, was one of nine finalists of the annual *Women's Weekly Women of the Future Awards*. The Awards celebrate inspirational young Australian women working in business, community, and technology, and are judged by prominent politicians, businesswomen, and media leaders. Congratulations Evelyn for your achievements and the recognition!

Thank you for your support

Your support has been central to getting Smileyscope to where we are today. Smileyscope is transforming the healthcare experience for patients, parents, caregivers, and clinicians. It is also one of Australia's most exciting new companies.

If you would like more information or to discuss an idea, we'd love to hear from you.

Warm regards,
The Smileyscope team



What does Smileyscope do?

[Smileyscope](#) transforms medical procedures through evidence-based virtual reality. Our first VR experience helps children keep calm and still during needle procedures, transforming fear into fun for patients and families, thus making it quicker and safer for clinicians.

Supported by the Australian Government through Accelerating Commercialisation, an element of the Entrepreneur's Program