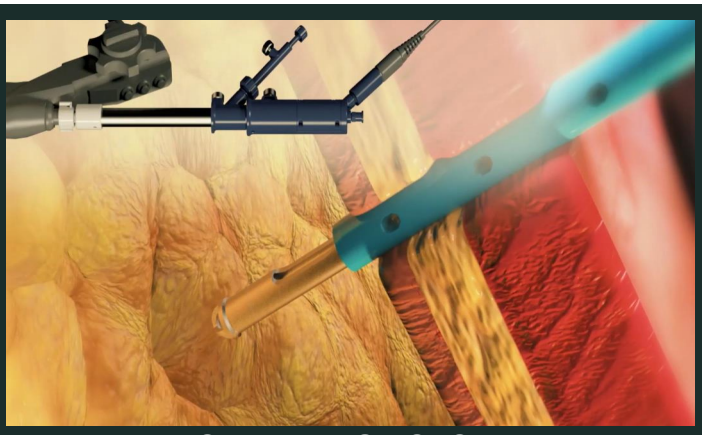
Endo GI Medical
ADVANCED STENTING SOLUTIONS

ADVANCED GASTROINTESTINAL SOLUTIONS

GENESIS

A single-device EUS drainage platform - engineered for reliable access, stable placement and a faster path to adoption.



EUS DRAINAGE SYSTEM

One device. One operator. One step.

DESIGNED TO SIMPLIFY EUS DRAINAGE

Genesis HOT replaces a multi-accessory EUS drainage workflow with a single integrated platform - translating into fewer accessories, minimal training, platform flexibility and efficient manufacturing.

Single-device • Single-use • Premium platform

WHY GENESIS

A platform built to scale EUS drainage and create a premium single-use category.

Reliable access • Stable placement • One operator • Clean safety profile

WHY GENESIS

Market fit

EUS drainage sits inside the existing GI Endoscopy customer base - same accounts, same KOLs and same buying committee.

Revenue engine

High-ASP, single-use platform with attractive COGS, designed to expand revenue per procedure across the installed base.

Pull-through

Each Genesis case anchors accessory and capital workflow, creating natural pull-through for the wider GI portfolio.

Adoption

Single-operator design and a small accessory footprint shorten the field-training curve and accelerate launch velocity.

GENESIS · CLINICAL & COMMERCIAL BROCHURE

From access to adoption.

A platform built to scale EUS drainage and create a premium single-use category.

GENESIS WORKFLOW → BUSINESS BENEFIT

01

Fewer accessories

Ease of use through a single procedure system.

02

Minimal training

Intuitive, single-operator handling for faster field adoption.

03

Platform flexibility

One or multiple stents through the same system.

04

Efficient manufacturing

Lean BOM and scalable build supporting franchise-grade economics.

PRECLINICAL VALIDATION

VALIDATED IN THE PORCINE MODEL.

Reliable access. Stable placement. Clean safety profile.

- Two gastric walls penetrated in a single pass.
- Stent deployed cleanly across both walls.
- Stable and repeatable placement under fluoroscopy.
- No migration observed across the follow-up window.
- No adverse events or abnormal findings during follow-up.

REGULATORY FRAMEWORK

Data will be collected from humans, setting the stage for the program's clinical development.

COMMERCIAL & REGULATORY READINESS

Parameter	Genesis program signal
Regulatory path	510(k) pathway defined; targeted within approximately 24 months.
Clinical plan	35–45 patient single-arm, FDA-aligned study; 30-day follow-up.
Development budget	$4M to clearance; $1.5M to FIH enrollment and $2.5M to complete the clinical study.
Target economics	Target ASP approximately $3,000; KOL-cited full-kit pricing approximately $2,500–$3,000; target gross margin >90%.

Partner with EndoGI to commercialize Genesis as a premium EUS drainage platform.

▶ WATCH GENESIS VIDEO
https://youtu.be/n3HZ_Yi6TEI