

**2025**

# EllaThera

**Portable Cold & Heat 2-in-1 device**



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# 1 Problem

## > Current state of medical care in Korea

### Number of outpatient doctor visits:

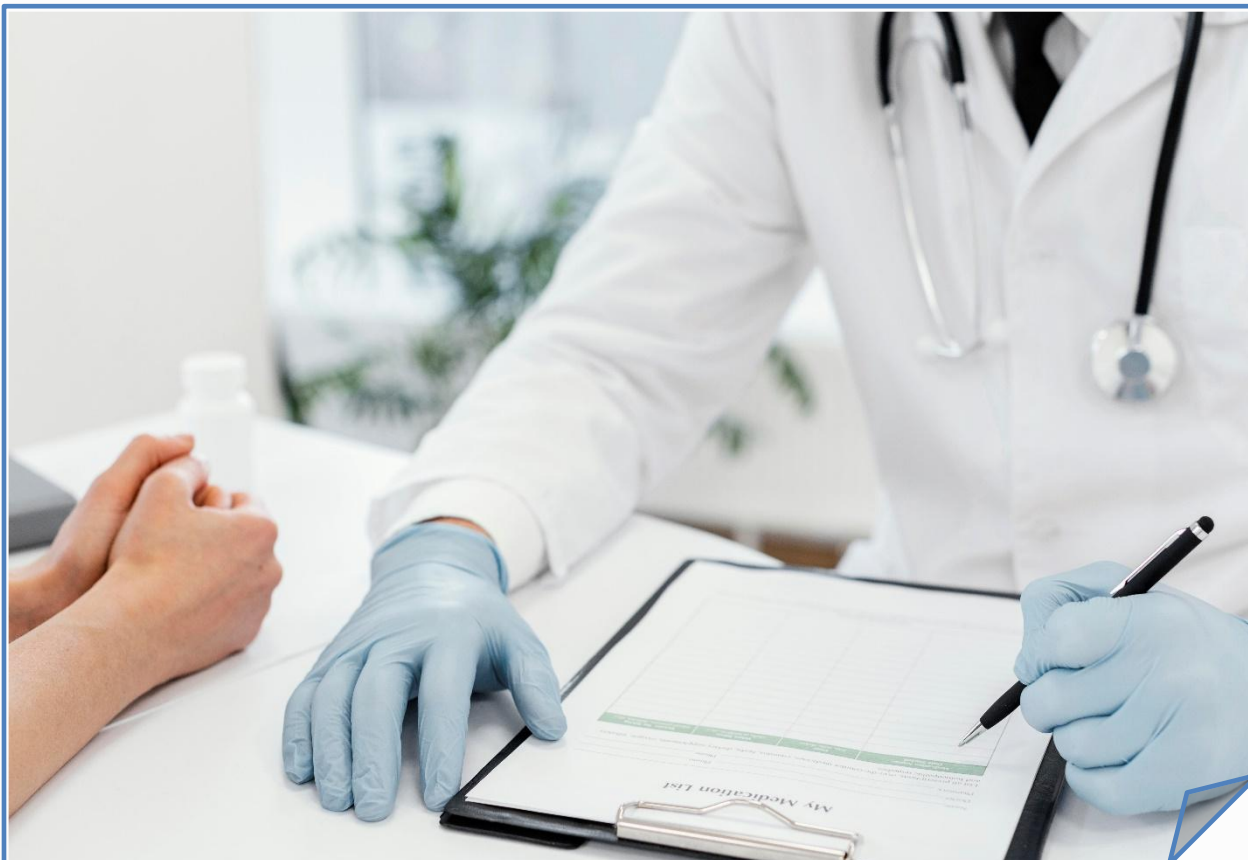
Globally, billions suffer from acute and chronic pain. The market for non-pharmacological pain management is projected to reach \$31 billion by 2028 as consumers actively seek safe, effective, at-home solutions.

### Car Accident–Related Diseases (2023):

The top diseases caused by car accidents are fractures, sprains and strains, with 48 million rehabilitation treatments

Number of treatments per person : 14.7

48 million rehab cases from car accidents



## 2 Necessity

### > The need for innovative cooling device development

#### Need for new cooling technology for treating muscle and nerve damage :

Cold therapy is used to treat fever caused by muscle/nerve damage due to excessive exercise, trauma, arthritis, etc., and a new cooling device that can improve existing treatment methods (ice packs, liquid nitrogen, etc.) is needed.

#### Conventional cooling treatment

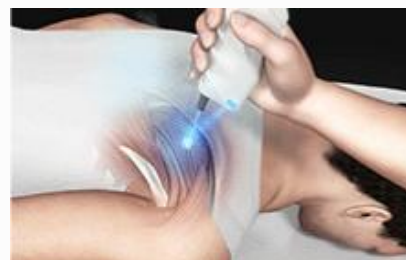
##### cold pack



##### Liquid nitrogen or CO<sub>2</sub>



Golf elbow



Shoulder pain



Myofascial pain syndrome



Plantar fasciitis



Achilles tendonitis

Problem

- **Lack of portability**

Liquid nitrogen or CO<sub>2</sub> is bulky, heavy and difficult to carry.

- **Lack of convenience**

Treatment is not available outside of hospitals, and is often Difficult to use.

- **High cost burden**

Non-covered cost of 30,000 won per 3 minutes, financial burden when used for a long period of time.

# 3 Solution (Ella Thera)

## > A Platform Technology for Wellness:


Our 2-in-1 device delivers precise, on-demand cryo- and thermo-therapy for applications across sports recovery, pain management, and aesthetic skincare.




Sports Activities · Injuries · Wounds Disease Management & Lifestyle · Pain · Beauty Relief Care




**Chronic disease care**  
: arthritis of wrists, knees, etc.



**Injury care**  
: ligament, muscle damage, contusions



**Pain care**  
: Relieve pain such as menstrual cramps



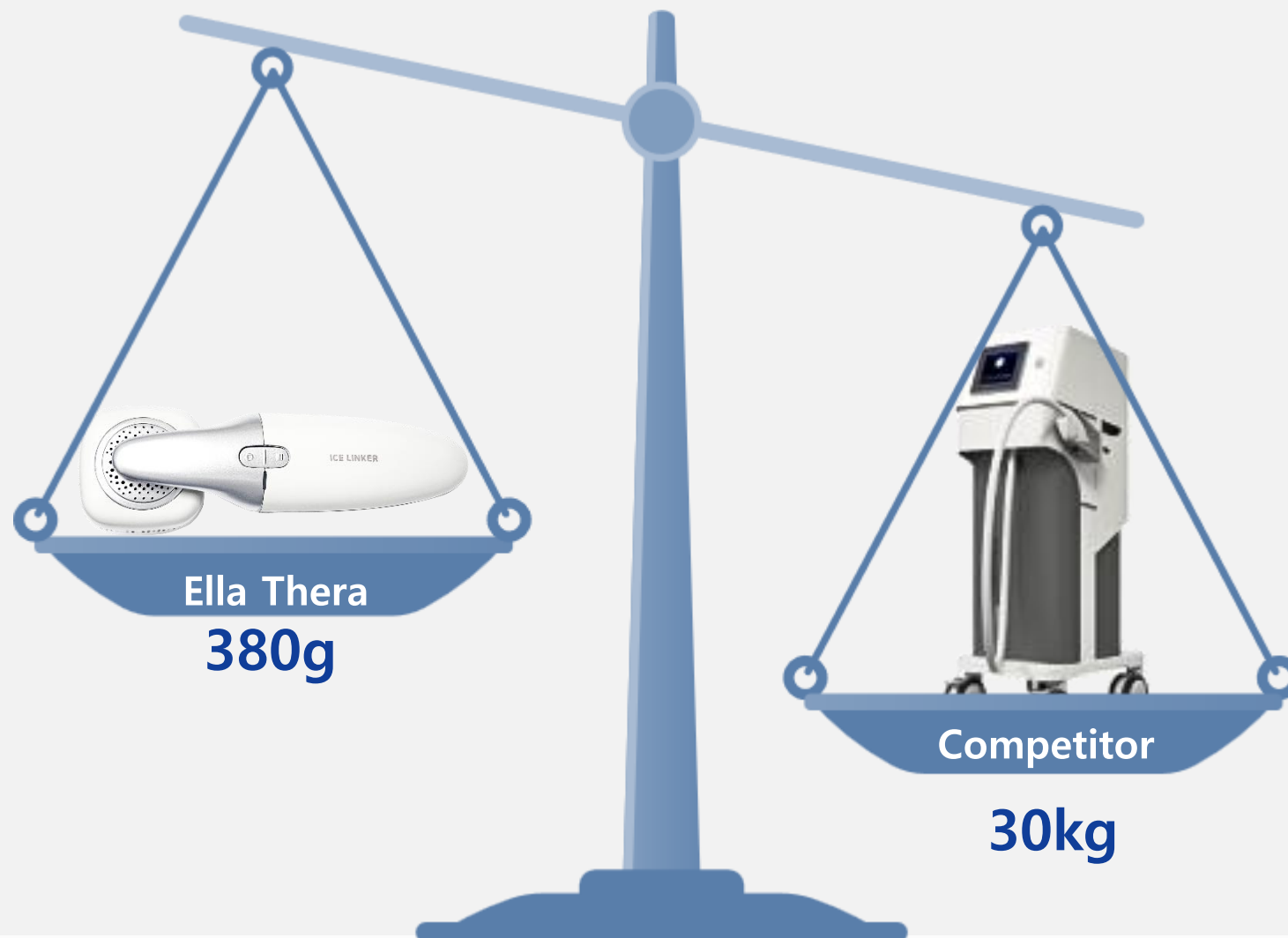
**Beauty Care**  
: Facial Heat, Skin Soothing, Puffiness Removal

# 3 Solution (Ella Thera)

## > Ultra-small/ultra-light products

**Unmatched Portability & Convenience:** Ella Thera's compact, 380g design empowers users with access to professional-grade thermal therapy anytime, anywhere.

### Weight comparison



### Size

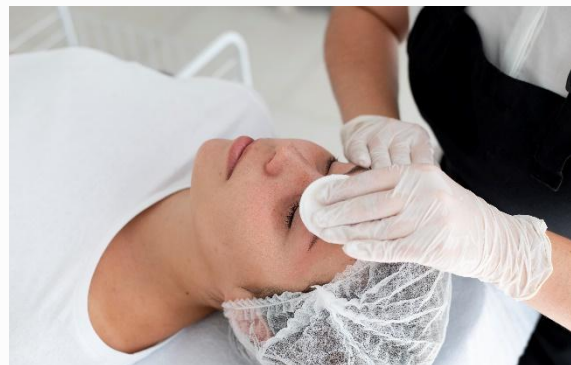


# 3 Solution (Ella Thera)

## > Use by Temperature

**COLD**

It can be used in the following cases:



**Skin soothing**



**After dental treatment**



**Improved elasticity**



**Menopause**



**After eye surgery**



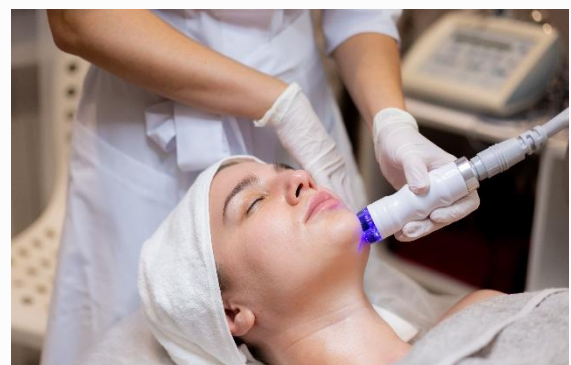
**Reduced facial swelling**



**Hot flush**



**Itches, atopic dermatitis**



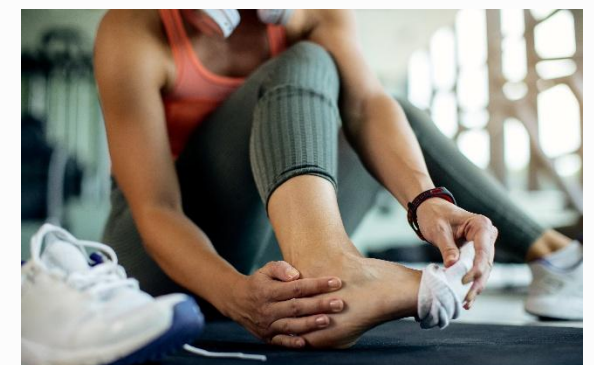
**After dermatological procedures**



**Contraction of pores**



**Prevent muscle damage after exercise**



**Sprain**

# 3 Solution (Ella Thera)

## > Use by Temperature

**HEAT**

It can be used in the following cases:



**Recovery from fatigue**



**Ankle pain and fatigue**



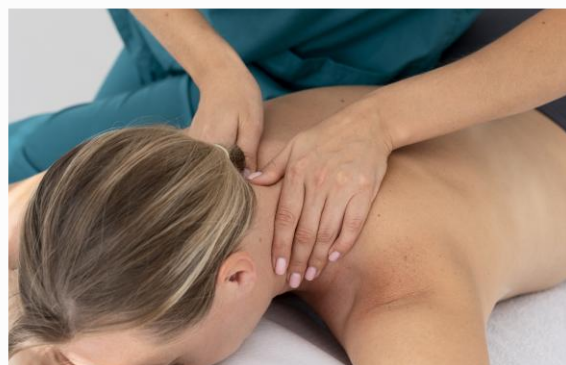
**Pain relief after surgery or injury**



**Disc**



**Warm compress**



**Clumped muscles**



**Frozen Shoulder**



**Period cramps**



**The promotion of blood circulation**



**Muscle relaxation**



**Growing pains**



**Self-treatment of arthritis**

# 3 Solution (Ella Thera)

## > A Compelling Value Proposition

Ella Thera offers a superior, reusable solution that breaks the recurring-purchase cycle of disposable cold/heat packs, providing lasting value and sustainability.



**cost+**  
troublesome



Cold & Heat pack

**cost-**  
Ease



Ella Thera

# 3 Solution (Ella Thera)

## > Safety Features

Automatic timer function to prevent frostbite/burn hazards



**COLD**

**-10°C**



**frostbite prevention**



**HEAT**

**38°C~55°C**



**Burn prevention**

### Safety Features



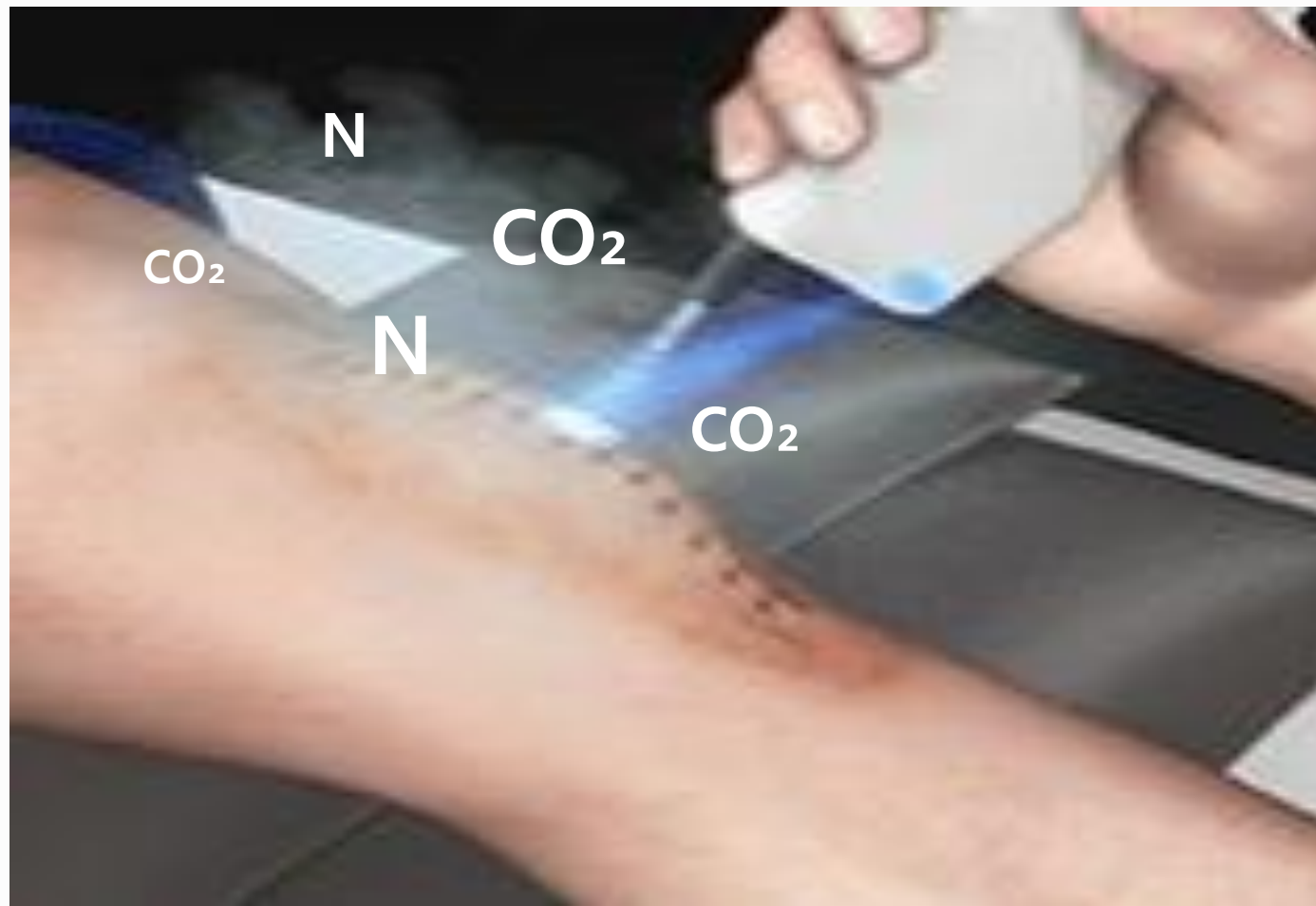
Automatically turned off to prevent frostbite/burn hazard when used for a certain period of time

# 3 Solution (Ella Thera)

## > Eco-friendly products

Liquefied nitrogen or CO<sub>2</sub> spray products are effective for cooling treatment, but produce environmental pollutants.

Ella Thera has the best cooling performance among eco-friendly products.



Non-eco-friendly products



Eco-friendly products

# 4 Competitor Comparison





## > Competitive Advantage

### A Clear Market Gap:

The current market is polarized between low-tech, inconvenient solutions (ice packs) and non-portable, environmentally taxing clinical systems (liquid nitrogen).

### Our Competitive Edge:

Ella Thera is uniquely positioned at the intersection of performance, portability, and sustainability, occupying a highly defensible market position.

| Sortation             | A Competitor  | B Competitor  | C Competitor  | ICE LINKER  |
|-----------------------|---|---|---|---|
| Image                 |  |  |  |  |
| Technology            | Dispense liquefied CO <sub>2</sub> at 50 bar high pressure to -78°C temperature     | Cooling to 0°C with cooling elements  | Store in the freezer to deliver 0°C coldness  | Cooling to <b>-10°C</b> with cooling elements   |
| Eco-friendliness      | Low   | High  | High  | High  |
| Portability           | Low   | Normal  | Low   | High  |
| cooling effect        | High  | Low   | Low   | High  |
| Convenience           | Low   | High  | Normal  | High  |
| Space for utilization | Hospital  | Indoor/outdoor  | Home  | Indoor/outdoor  |

# 5 Product Specifications

## > Product Specifications

|                      |   |             |  |
|----------------------|---|-------------|--|
| Temperature          | <b>Cold</b>                                     | <b>Heat</b> | May vary depending on environment and settings |
|                      | -10°C   | 38°C ~ 55°C |  |
| <b>Size</b>          | 65mm x 198mm x 60mm                             |             |  |
| <b>Weight</b>        | 380g  |             |  |
| <b>Material</b>      | ABS   |             |  |
| <b>Input power</b>   | DC 5V / 2A                                      |             |  |
| <b>Charging time</b> | 3 hours   |             |  |
| <b>Use time</b>      | Up to 180 minutes (includes automatic shut-off) |             |  |

# 6 Awards

## > Awards



**Oct 19, 2024** | Taiwan Innotech Expo Wins Gold Award

**Sep 24, 2024** | Challenge! K-Startup 2024 Innovative Startup League Excellence Award

**Aug 27, 2024** | the 10th Medical Device Start-up Contest Grand Award

**Jul 20, 2024** | 2024 Angelwave IR CAMP Award

**Nov 13, 2023** | Gwangju Creative Economy Innovation Center selected as Tips Program No. 9





**THANK YOU**

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