

Business First of Louisville - August 13, 2007

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BUSINESS FIRST

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Neuronetrix a step closer to earlier Alzheimer's diagnosis

Business First of Louisville - by [Sarah Zopfi Hubbard](#) Business First Staff Writer

Neuronetrix Inc. has joined with a New Jersey university to develop methods for the early diagnosis of Alzheimer's disease.

Neuronetrix, a Louisville early-stage, life-sciences company, is developing technology to diagnose early-stage Alzheimer's disease.

Dr. Robi Polikar at Rowan University, in Glassboro, N.J., has developed analysis technology that Neuronetrix plans to integrate into its product, Cognision.

Cognision has the potential to determine whether a person is suffering from neurological disorders in their earliest stages by reading brain activity.

The device, shown in illustration at right, resembles a rubber hair net with plastic and metal probes that track brain activity.

Another component that looks like a remote control is used to wirelessly upload data to the Internet so results can be analyzed.

Getting to market

This device could lead to earlier diagnosis of Alzheimer's disease, according to Mike Reid, CEO of Neuronetrix.

And for the young company, the research agreement with Rowan University could bring Neuronetrix closer to marketing its diagnostic product.

The company has spent the last three years in product development and is moving into product testing through clinical trials, which is the second phase of getting its product to market.

FDA approval to follow clinical trials

After the completion of the clinical trials, the third phase will be getting U.S. Food and Drug Administration approval to market the product in the United States.

"This is another significant step in our path toward commercialization," said Neuronetrix chief operating officer K.C. Fadem.

Fadem said the Louisville company soon will conduct a six-month clinical trial, with researchers at the University of Kentucky's Sanders-Brown Center on Aging, which is designated as an Alzheimer's Disease Core Center by the National Institute on Aging.

Company still seeks funding

During the past few months, the company has been trying to raise \$2 million in capital to fund clinical trials.

That funding would be in addition to about \$1.5 million Neuronetrix already has received from angel investors and state and federal grants, according to Fadem.

"In medical device development, one of the most expensive parts of bringing a product to market is clinical studies," Fadem said. "This is a significant fund-raising effort that will allow us to take our most significant step toward commercialization of our product."

Neuronetrix Inc.

Type of business: Life-sciences research company focused on the treatment of neurological disorders through screening programs early in the disease process

Address: MedCenter Two, 1060 E. Chestnut St.

Key players: Mike Reid, CEO, and K.C. Fadem, chief operating officer

New research alliance: Dr. Robi Polikar at Rowan University

Previous funding includes: \$100,000 from the Vogt Invention and Innovation Award program; \$127,000 from the National Institutes of Health; \$200,000 from the Kentucky Science and Technology Corp.'s Kentucky Enterprise Fund

Number of employees: two

Date founded: 2004

Web site: www.neuronetrix.com

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