

Siva Therapeutics Inc- Photothermal Cancer Therapy

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Technology description

Photothermal Cancer Therapy

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Siva Therapeutics is developing a photothermal cancer therapy technology. The approach employs heat (approx 45 degrees Celsius) to irreversibly damage vascular tumors, which are then scarified and reabsorbed by normal processes. Treatment consists of : 1) intravenous injection of a suspension of precision gold nanorods of a size, shape, and surface chemistry that cause them to selectively infiltrate solid tumors and be retained in the tumor tissue, and 2) hyperthermic treatment, in which infrared light is used to heat the nanorods, thereby destroying tumors while leaving surrounding tissue unharmed. Initial animal studies show dramatic reduction in tumor volume over a 3 week period following a single treatment.

Market Synopsis

Total expenditures for cancer care are estimated at \$104 billion domestically (NCI), and \$265 billion globally. Siva Therapeutics will initially target the US skin cancer market, which is currently \$3.8 billion. This market is also forecast to grow since incidence rates continue to rise at an alarming rate. Our marketing objective is to capture 10% of this market, \$380 million, within 2 years of the launch of our FDA-approved product, and 20% within 5 years. These numbers do not include the estimated rest of world (RoW) market of \$5.7 billion, predominantly in Australia and Europe.

Market Analysis

Total expenditures for cancer care are estimated at \$104 billion domestically (NCI), and \$265 billion globally. Growth is projected in these due to the aging population and more expensive medical advances. Siva Therapeutics will initially target the US skin cancer market, which is currently \$3.8 billion. This market is also forecast to grow since incidence rates continue to rise at an alarming rate. Our marketing objective is to capture 10% of this market, \$380 million, within 2 years of the launch of our FDA-approved product, and 20% within 5 years. These numbers do not include the estimated rest of world (RoW) market of \$5.7 billion, predominantly in Australia and Europe.

City

Boulder

State/Country

Colorado

Deal Sought

Funding

Industry

Medical Device

Booth Number

406

Institution

[Siva Therapeutics Inc](#)

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