Six startups making a difference in health and wellbeing

Supported by Oracle for Startups

AiNDRA   HEARTio   PRORADIS   skin analytics   SENSEI Ag   SENSEI

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About this report

This month's theme is focused on six startups making a significant impact in health and wellness. Startups using data and AI in sustainable soilless nutrition-rich food production, disease detection, and taking control of our own health and wellbeing. They are innovating and changing the competitive landscape and using cloud platforms, mobile and collaborative technologies supported by advanced machine learning algorithms, to improve our lives. Today, locally and tomorrow across the world.

Each of the six startups is supported by the Oracle for Startups program, and each brings something different to the global health and wellbeing challenge. The six trailblazers are:

- Aindra Systems – democratizes quality healthcare in rural India through its AI-enabled platform and devices that overcome the challenges of distance, inconvenience, lack of specialist resources, and cost.
- HEARTio – through its ECGio cloud platform uses artificial intelligence to offer more accurate cardiac triage, saving lives, money, and time.
- Proradis - provides a modular platform that shortens distance and time to improve patient healthcare in Latin America.
- Skin Analytics – helping more people survive skin cancer and reducing the workload of dermatologists with machine learning and its solution, DERM – Deep Ensemble for the Recognition of Malignancy.
- Sensei Ag - the hydroponic food production arm of Sensei Holdings, the parent company. It uses advanced plant science to optimize cultivation, texture, and taste through minimum land and water usage. From seed to shop is heavily automated using advanced computing, visual and data science.
- Sensei Retreats - focused on wellbeing based on world-leading science at its two retreats. One in Hawaii, and the other opening later this year in California, both delivering highly personalized guidance to its guests.

Each harnesses Oracle Cloud Infrastructure (OCI) to provide the scalable computing power required for the enormous workloads often involved. Security is another essential feature, and OCI delivers that with its second-generation cloud infrastructure technology. They all benefit from Oracle's customer and partner ecosystems, access to business and technical mentoring, and the go-to-market resources provided by the Oracle for Startups program.

Links to more detailed individual reports are provided so that readers can delve into each startup's story, why and how they got started, their successes to date, and what the future holds for them.

CX-Create is an independent IT industry analyst and advisory firm, and this report is sponsored by Oracle for Startups.

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Highlights

- Access to nutritious food and more equitable health and wellness are driving innovation.
- Technology offers hope that advances in healthcare will accelerate in this decade, moving us a step closer to universal health coverage (UHC).
- The pandemic accelerates advances in the healthcare delivery model.
- The six startups supported by the Oracle for Startups program are making positive inroads on health and wellness:
    - Aindra Systems democratizes quality healthcare in rural India.
    - HEARTio – provides faster, more accurate cardiac triage to save lives, money, and time.
    - PRORADIS shortens distance and time to improve patient healthcare in Latin America with technology.
    - Skin Analytics – helping more people survive skin cancer.
    - Sensei Ag takes a data and science-led approach to nutrition and food production.
    - Sensei Retreats adopts the best science to promote the wellness of its guests and healthier lifestyle practices.

Drivers of innovation in health, wellbeing and wellness

Access to nutritious food and more equitable health and wellness are driving innovation

Zero hunger and good health and wellbeing are the second and third (out of 17) United Nations' Sustainable Development Goals (SDGs). They are closely related, as good health and wellbeing start with nutrition. These SDGs clearly articulate the need for innovations that our six startups have developed. As you will read, each is driven by a compelling desire to make a substantial difference in their domains of expertise.

According to the UN, the demand for food will increase by half by 2050. Food systems are failing. Unsustainable intensive farming practices, especially monoculture agriculture heavily reliant on fertilizers and pesticides, have depleted soil nutrients, and damaged local ecosystems through pollution. Farming collectively is responsible for a quarter of CO_2 emissions.

There is, however, some hope. Organic agriculture is increasing, and newer, soilless farming techniques such as aeroponics and hydroponics use up to 90% less water and a fraction of the land acreage to produce better quality fruit and vegetables. Soilless approaches can be used in hot and inhospitable climates, offering hope to some of the poorest and drought-ridden regions of the world. However, like the electric automotive industry, it will be many years before sustainable farming generates equivalent outputs to intensive agriculture at an affordable price for everyone.

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Technology offers hope that advances in healthcare will accelerate, moving us a step closer to universal health coverage (UHC)

UHC is one of the United Nations' seventeen sustainability development goals agreed upon by member states in 2015. The goal by 2030 is to: 'achieve universal health coverage, including financial risk protection, access to quality essential healthcare services and access to safe, effective, quality and affordable essential medicines and vaccines for all.'

Given the low doctor-to-patient ratios and lack of specialists in many countries, this might seem an unrealistic ambition. Figure 1 shows the enormous range across twenty countries, with Sweden at the top with 70.92 doctors per 10,000 and Niger with 0.35.
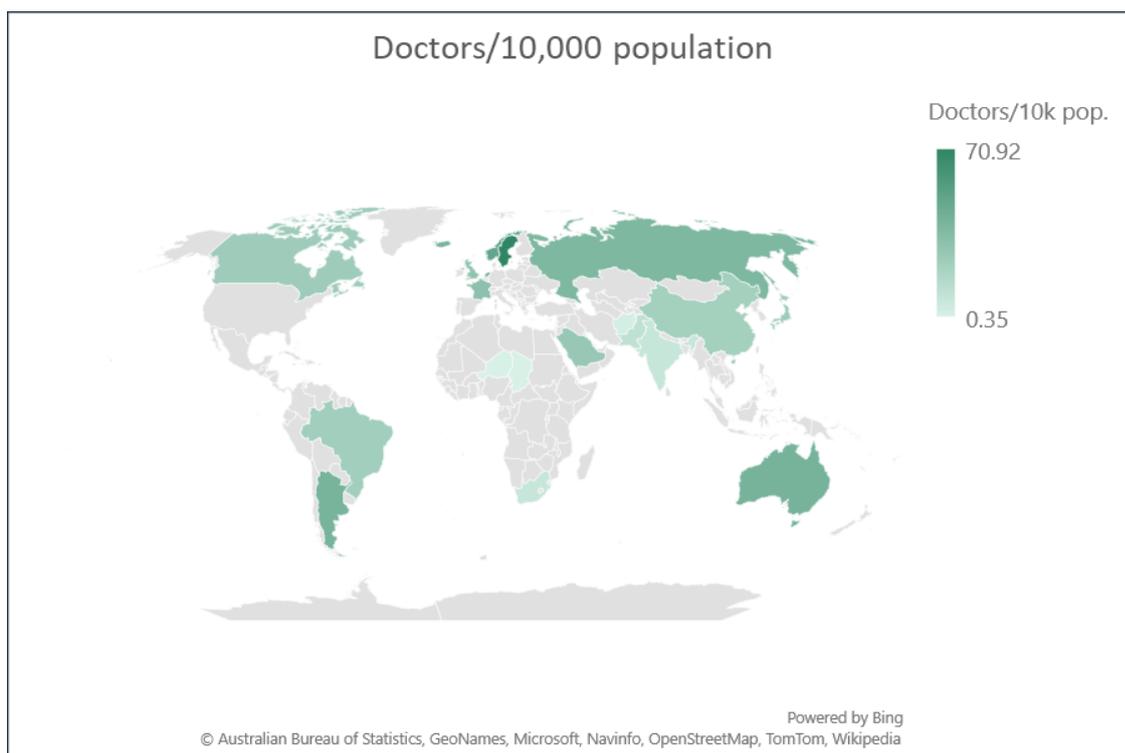
Figure 1 Source: WHO 2020

But there is considerably more to it than the doctor/patient ratio variance. A range of challenges impacts health equity, defined by Deloitte in its 2022 Global Health Care Outlook - '*Health equity is more than equitable access to care. It is the ability to fulfill our human potential in all aspects of health and wellbeing.* The Covid-19 pandemic shone a global light on this inequity. In Chile, mortality rates per 10,000 were four times higher in the lowest income quintile than in the highest – (source: Institute of Health Equity).

Other significant factors among many include:

- Climate change and food security.
- A lack of capacity to treat growing demand and shortage of specialists in many fields of care delivery.
- Conflict enforced migration.
- Access to healthcare in remote rural communities.

- The lack of communications infrastructure impeding the delivery of remote healthcare services.
- Burnout among front-line health workers battling the pandemic working under battlefield conditions and putting themselves at risk.
- Structural inequalities with many too impoverished to afford healthcare.

The pandemic accelerates advances in the healthcare delivery model

As in other industries, the pandemic has become an accelerant for transformation through digital means. Time, capacity, distance, and improved diagnostic accuracy are being helped through the cloud, telecommunications, mobile, and imaging technologies. Increased automation reduces administrative workloads, and specialized AI accelerates diagnostics, improving early detection earlier intervention for better health outcomes. Teams of specialists across the value chain, such as consultant doctors, radiologists, laboratory technicians, and others, can increasingly collaborate even when geographically distant from each other and their patients.

Hybrid forms of healthcare delivery became necessary during lockdowns, and health services are likely to build on these experiences. Once a rare and strange phenomenon, remote consultations have rapidly become the norm. It takes time to train AI, build confidence in the results, and gain regulatory approval. It demands in-depth research and detailed trials to cross the high bar of peer reviews and approval by regulators, whose first concern is patient safety, which can take years.

Each of the startups in this report is making progress, reducing time, overcoming distance and capacity issues, lowering costs, and improving health and wellbeing outcomes.

The six startups supported by the Oracle for Startups program are making a significant impact on health and wellness

Four of the six have developed platforms that enable collaboration between specialized medical teams focused on specific diseases and their associated diagnostic and treatment pathways. Each uses AI as part of its cloud platform and mobile communications to bridge physical distances, accelerate diagnosis, and streamline the disease-specific value chain.

1. Aindra Systems serves teams in India, bridging the gap between rural communities, local doctors and clinics, and testing laboratories, perhaps hundreds of miles away.
2. HEARTio helps the entire triage process for E&R in-patients with symptoms such as chest pains indicating potentially life-threatening heart disease.
3. Proradis serves diagnostic communities in Brazil and several bordering countries, collapsing distance and time for faster diagnosis and treatment.
4. Skin Analytics in the UK is helping primary and secondary healthcare identify and classify suspected or potential skin cancers, saving lives by catching them early and as an aid to dermatologists.

The fifth and sixth companies, Sensei Ag and Sensei Retreats, use data to enrich the evidence base in their respective fields. Sensei Ag with data uses AI and advanced automation to discover the optimal approach to plant science, and production. Sensei Retreats uses the latest knowledge from leading scientists worldwide to determine the best course of individualized

wellness activities, helping its guests achieve their wellbeing intentions and improve their lifestyles.

An introduction to the six startups

Table 1. provides a snapshot of the six startups, who they serve, the value delivered and their current stage of development.

	AiNDRA	HEARTio	PRORADIS	Skin analytics	SENSEI Ag	SENSEI
Beneficiaries	Women throughout India + local clinics & remote pathologists	Patients in E&R with chest pains and suspected heart attacks	Patients and healthcare technology ecosystem – doctors, radiologists & laboratories	Patients with potential skin cancer, and dermatologists who examine them	Local communities throughout Hawaii, eventually global	Guests at the Sensei Retreats in Lāna'i and Porcupine Creek 'later in 2022'
Value	Saving lives through early screening for cervical cancer	Faster, more accurate cardiac triage – saving lives	Teleradiology, ERP – reducing distance/time between patients & health providers	Live services using DERM have successfully assessed more than 16,000 patients	Improve human nutrition and preserve the environment by growing food indoors	Help people adopt better lifestyles and practices based on the accumulated Sensei scientific body of knowledge
Development stage	Launched in 2021, initial trials proved successful	Extended high-scale validation process expected to conclude in 2022	Scaling up – 2021 CGR up 85%	AI platform DERM launched 2020 after successful trial in 7 UK hospitals	Testing and development phase before expansion	Two retreats, in Lāna'i, Hawaii and Porcupine Creek, Santa Rosa, California later in 2022

Table 1: Overview of the six startups

Aindra Systems democratizes quality healthcare in rural India

Almost all cases of cervical cancer are caused by the human papillomavirus (HPV). HPV is a prevalent virus that can be passed on through sexual contact with a man or a woman.India suffers one of the highest cervical cancer mortality levels globally, with over 70,000 deaths each year. By contrast, according to the American Cancer Society, in 2020, an estimated 13,800 cases of cervical cancer were diagnosed, and 4,290 women die each year from cervical cancer. The much lower comparative rate in the US is due to regular screening and HPV vaccinations. The disease can be caught early and is very treatable through screening using the Pap smear test at regular intervals (once every three years for women between 21 and 29 and three to five years after that).

So why does India suffer such high mortality rates?

> Our goal is to democratize quality health care in an accessible and affordable way.
>
> Adarsh Natarajan, CEO and Founder, Aindra Systems

There are several reasons, but the most significant is a lack of local access to screening and a highly centralized healthcare environment where the expertise and medical equipment are concentrated in India's cities. According to the Census India Proportion of Population study, 68.84% live in rural areas. In the Himachal Pradesh region, this is even higher at 89.96%. There is also a concentration of poverty in rural areas. The cost and time to travel to the better-equipped cities for cervical cancer screening are simply not affordable for many, leaving them exposed to a cervical timebomb.

Aindra Systems overcomes these challenges by bringing testing close to the patient

Aindra Systems has developed an AI-enabled full-stack platform with portable devices that overcome the challenges of distance, inconvenience, lack of specialist resources, and cost. It also dramatically reduces the lag time between testing and cervical cancer diagnosis.

The solution consists of two relatively lightweight and portable edge devices and two software components that clinicians can use in remote rural settings or local practices for cervical testing and data transmission to the AI-enabled cloud platform for accurate diagnosis. To get the full story on Aindra Systems, follow this link.

HEARTio – Faster, more accurate cardiac triage to save lives, money, and time

Chest pains can be alarming and indicate a heart attack or dangerous issue with coronary arteries that might lead to one. They can also be caused by various other reasons, some relatively benign, like indigestion or a sudden anxious moment. When patients turn up at emergency rooms in their nearest hospital, they may follow different treatment pathways depending on the immediate diagnosis. There is, however, not a single test to ensure the right pathway is followed. According to a study by Nawar E, Niska RW, Xu J. National hospital ambulatory medical care survey: 2005 emergency department summary. 2007 June 29, only 31% followed the correct pathway. Unsurprisingly, given concerns about potentially fatal outcomes, 65% received over-treatment, tying up resources unnecessarily, and only 4% under-treatment. Effective and reliable triage is critical to patient health and avoiding wasted resources, potentially invasive tests, and higher costs.

HEARTio's ECGio platform – Smarter Cardiac Triage

Patients coming to the hospital with chest pains will usually be given an ECG for the initial diagnosis. The ECG data is then stored in a database. HEARTio's ECGio platform is automatically updated via an API and can return an initial diagnosis within a matter of seconds.

> We're committed to savings lives, reducing healthcare costs, and improving the Emergency Department experience for all.
>
> Utkars Jain, CEO HEARTio

ECGs provide the fastest test compared with other diagnostic techniques, which, are subject to interpretation and the clinician's or cardiologist's level of skill and experience. By intercepting the ECG data via APIs, ECGio can rapidly provide a pattern match by comparing over ten million ECG data samples and using the AI algorithms in the platform that have been trained on the data. This provides a low-cost solution without any special training of onsite clinicians. More accurate tests such as Calcium Scores, Myocardial Perfusion Imaging, and Fractional Flow Reserve – Computed Tomography can be used; however, they are time-consuming and rack up the costs involved.

Trials & validation studies encourage HEARTio

Following an initial six-month validation process in partnership with highly regarded Cardiology Consultants of Philadelphia in 2020, the study has since been extended. The high-scale validation is expected to conclude in 2022 and provide additional momentum for FDA approval.

Follow this link to read the full story on HEARTio's unique solution.

PRORADIS shortens distance and time to improve patient healthcare in Latin America with technology

With a population of 212 million and a constitutional right to healthcare since the establishment in 1988 of the single health system, Sistema Único da Saúde (SUS), the challenges on Brazil's health system are immense. 70% of the 6,500 hospitals are run privately, with the state paying the bill. Over 5,500 municipalities run the state healthcare system using half of the taxes collected on healthcare delivery. With 80% having a population below 30,000, they lack the volume of work and tax receipts to run hospitals and local services. A shift is underway for municipalities to collaborate and provide shared services.

Technology plays a critical role in healthcare delivery

Technology is essential to facilitate timely collaboration and reduce the bottlenecks plaguing service delivery, especially in the poorer and rural areas of the country. An electronic payment management system, the Nota fiscal eletrônica (NF-e), is already in place, but this only covers the administration of payments. The process from the initial examination and diagnosis to subsequent delivery of the healthcare services may involve a range of specialists and testing labs, physically distant from each other, causing delays and bottlenecks in treatment. Telemedicine is still in its infancy, although the Federal Council of Medicine encourages its uptake and has established an online prescription service in partnership with the Federal Council of Pharmacy (CFF) and the National Institute of Information Technology (ITI). Teleradiology is another central area that benefits from technology and mobile communications, and in this, PRORADIS has taken the lead.

> "Our mission is to transform the healthcare technology ecosystem, through the alliance between technology and simplicity of use.'
>
> Eduardo Alvarez, CEO PRORADIS

PRORADIS provides a modular platform for operational control and collaboration between clinics, hospitals, diagnostic centers.

PRORADIS now supports over 1000 clinics in Brazil and has developed a cloud-based platform supporting the entire operational workflows in the radiology field. PRORADIS now has three solutions to offer:

- An ERP system for radiology departments and clinics
- An ERP system for testing laboratories
- A teleradiology solution across the radiology ecosystem connects radiologists, doctors, imaging devices, and patients

The advantage of the PRORADIS modular cloud platform is that the entire radiology diagnostic ecosystem can collaborate to deliver patient care – saving time, overcoming distance, and reducing costs. PRORADIS its solutions to fit the practices of the health provider, but its premise

is the same: Provide intuitive tools that help health care be as efficient and automated as possible.

To find out more about PRORADIS, and to get the complete story, follow this link.

Skin Analytics – helping more people survive skin cancer

Deaths from skin cancer continue to rise, but the capacity to diagnose and treat skin cancers cannot keep up with demand.

We have become more aware since the 1980s of the risks of skin cancer from prolonged exposure to the sun's harmful ultraviolet radiation, in part from public education and frequent advertising by sunscreen manufacturers. According to the World Cancer Research Fund/American Institute for Cancer Research, Australia still has the highest skin cancer rates globally, with 33.6 per 100,000. There are several reasons for this. Its proximity to the hole in the ozone layer. (The ozone layer protects us from the worst of the sun's radiation); a primarily white population that is more susceptible to harmful radiation; and a population that enjoys a high level of outside social and sporting activities leading to frequent and prolonged exposure to harmful UV.

According to Cancer Research UK, In the UK, where Skin Analytics currently operates, deaths from melanoma skin cancer are around 2,300 a year.

Dermatological capacity cannot keep pace with demand

The main problem is that specialist dermatological capacity has not kept pace with demand. Over 470,000 patients are placed on the 'urgent two week wait' treatment pathway to find only 16,000 melanomas every year in the UK alone. Improvements in teledermatology have made it easier to carry out consultations remotely, and other technologies exist to help clinicians decide whether a skin lesion is problematic or not. However, these are often expensive and require specialist training. AI offers hope, but it is early days

The use of AI to automate diagnosis is still in its early stages, but it has the potential to reduce the diagnostic burden of skin cancer and ultimately ensure more patients get the treatment they need. Skin cancer rates are doubling in the UK every 10-15 years, and about 30% of dermatology posts in the National Health Service (NHS) are unfilled. Of those filled positions, nearly a third are by locums.

Skin Analytics rises to the challenge

'We are committed to our mission to improve patients' lives and do it in a way that is sustainable to healthcare systems around the world.'

Neil Daly, CEO Skin Analytics

Aided by some original investors, Neil Daly, co-founder, and CEO hired an expert in computer visualization and deep learning, Dr. Jack Greenhalgh, as AI Director. His impact was immediate, and the firm refocused its efforts on a solution that could help clinicians diagnose skin cancer. This resulted in DERM – Deep Ensemble for the Recognition of Malignancy. The deep learning algorithm used in DERM by Skin Analytics has been purpose-

built from the ground up to assess skin lesions. This enables a highly accurate diagnosis of the most common cancerous, precancerous and benign skin lesions.

Every attribute of the machine learning architecture has been optimized to solve a specific problem. As a result, DERM image recognition is substantially more accurate than general-purpose AI-supported image recognition solutions.

A clinical study involving 16,000 patients validates the efficacy of DERM

To validate the solution's performance and meet regulatory compliance, the company undertook the first-ever powered prospective clinical study for AI in dermatology, under the management of Clinical Research Director Dr. Helen Marsden. Between 2017 and 2018, 514 patients with at least one skin lesion due for biopsy were recruited from dermatology and plastic surgery clinics across 7 UK hospitals. Over 1,500 lesions were included in the study, which showed that DERM was at least as accurate as skin cancer specialists in identifying melanomas, the most lethal of skin cancers. Over half of the melanomas included were in the earliest stages of the disease, indicating that the algorithm could play a role in detecting thin or early-stage lesions. The study was published by JAMA Network Open, and offshoot of JAMA (JAMA Network Open. 2019;2(10):e1913436. doi:10.1001/jamanetworkopen.2019.13436).

To read the full report on Skin Analytics follow this link.

Sensei - two businesses: one goal, better health and wellbeing - Sensei Ag and Sensei Retreats

Sensei was founded in 2018 by Larry Ellison, co-founder, CTO, and chairman of Oracle Corporation, and Dr. David Agus, a world-leading physician, scientist, and founding director and CEO of the University of South California's Lawrence J. Ellison Institute for Transformative Medicine. The death of a mutual friend inspired the idea behind Sensei. Agus and Ellison were convinced that a combination of leading wellness science, healthy lifestyle practices, and advanced technologies could revolutionize preventative healthcare and ultimately improve the length and quality of life. The first goal was the development of a multidisciplinary evidence and knowledge base. This covered everything from food, its production, and nutritious value to developing an environment where customers led by guides and expert practitioners could learn and experience various wellness practices, leaving refreshed and rejuvenated. Sensei split into two sister companies in 2021 – Sensei Ag, focused on advanced and sustainable food production, and Sensei Retreats, providing the direct and highly personalized customer experience. Ellison had bought the secluded Hawaiian island of Lānaʻi in 2012, which would serve as a base and laboratory for both Sensei companies.

A driving vision, patience and support to take the long view

Although independently run since the bifurcation in 2020, allowing each company to chart its own growth trajectory, both Sensei Retreats and Sensei Ag share the same vision - to inspire the world to live longer, healthier lives. This global ambition is tempered by Sensei's firm evidence-based values consistent in both companies. Expanding through collaboration with partners, licensing of I.P., franchising, and even acquisition won't happen until both companies have a solid foundation of proven methods, technologies, and practices.

We'll now take a closer look at Sensei Retreats, followed by Sensei Ag.

Sensei Retreats adopts the best science to promote the wellness of its guests and healthier lifestyle practices

Sensei Retreats opened its first retreat on Lāna'i in partnership with the Four Seasons hotel chain. Guests learn healthier lifestyle practices through personalized programming supported by Sensei Guides, expansive gardens to connect them to nature, and diverse wellness consultations and classes such as yoga, meditation, and nutrition.

> "People are seeking evidence-backed wellness brands they can trust as health and wellbeing now feels more important than ever before,"
>
> Kevin Kelly, CEO of Sensei.

Its second retreat, opening later in 2022, is in a desert oasis in the foothills of the Santa Rosa Mountains in Rancho Mirage, California. Like Sensei Ag, Sensei Retreats has global ambitions for growth. These will manifest in two ways—partnerships with other high-quality hotel chains with suitable environments at the luxury end of the market. And remote guidance using technologies, such as wearables and smartphones, all served by the same growing scientific knowledge bank and AI-supported recommendations, potentially available to everyone

Dr. David Agus leads the multidisciplinary team of wellness and technology team members and is on the leadership team of both Sensei companies. Since its foundation, Sensei has accumulated and developed an evidence-based knowledge base to ensure that those staying at the Sensei Wellbeing Retreat get the best possible advice and guidance to pursue their personal goals.

Sensei Lāna'i is now open to guests, with Sensei Porcupine Creek opening to the public in 2022

Two things distinguish Sensei retreats from other resorts offering activities, relaxation, and good food. The first is the scientific research underpinning personalized guest experiences and their intent-led pathways. The second is that the long-term goal is to help people, not just those that can afford stays at luxury resorts, but, wherever they are, to adopt better lifestyles and practices based on the accumulated Sensei scientific body of knowledge. It is currently competing with other resort providers. In the future, discussed below, Sensei will deliver value via remote technology and through a broader ecosystem of partnerships.

Sensei Lāna'i opened in late 2019 in partnership with the Four Seasons hotel chain and, due to Hawaii travel restrictions throughout 2020, was forced to close due to the pandemic. It reopened in July 2020.

Sensei distills preventative health practices into three simple paths for everyday living:
- Move
- Nourish
- Rest

To find out more about these healthy science-led lifestyle practices and Sensei Retreat, follow this link.

Sensei Ag takes a data and science-led approach to nutrition and food production

Sensei Ag, the food production arm, uses advanced plant science techniques to optimize cultivation, texture, and taste and minimize land and water usage at its Lāna'i farm, with six 20,000 sq ft hydroponic greenhouses. The fully automated farm has sensors and cameras tracking data about the produce, water usage, temperature, and activities powered by Tesla solar panels. A modular automation system allows new technologies to be easily added as they become available. The farm also provides some of the food consumed at the nearby Sensei retreat. Sensei Ag has long-term global ambitions to make controlled environment agriculture affordable worldwide so that eventually everyone can benefit from a secure, sustainable, and nutritious food supply.

> 'Our mission at Sensei Ag is to improve human nutrition and preserve the environment by growing food indoors'
>
> Sensei Ag

Sensei Ag is at the start of an ambitious global mission supported by an experienced leadership team

Sensei Ag has a vision: "to mprove human nutrition and peserve the environment by growing food indoors. It is an AgTech company aiming to grow highly nutritious and delicious food that will ultimately be accessible and affordable to all.

Sensei is at the start of its journey to deliver its mission, to solve the global gaps and inconsistencies in nutrition, food safety and food security through the transformative power of data.

Sensei Ag initially built two automated hydroponic greenhouses to serve the local population on Lāna'i, which previously imported all its food. This proved successful, and Sensei now has six greenhouses and sends much of its produce to the Hawaiian capital island of O'ahu, home to the state capital, Honolulu. Before Sensei Ag, all food apart from home-grown pineapples had to be imported from the U.S. mainland, compromising freshness and nutritional value.

Follow this link to read the full report on Sensei Ag.

CX-Create's viewpoint

The six startups have two things in common – a genuine desire to make a difference in their sphere of activities. The second is they have an opportunity supported by the Oracle for Startups program, to go beyond their current geographies and deliver their value to the wider world. The other remarkable thing is that between them, they span the complete health and wellness continuum, from food production and nutirition, earlier diagnosis of potentially life-threatening diseases and helathier lifestyles, enabling people to take control of their own wellbeing. With startups like these, the second and third of the UN's Sustainble Development Goals look less fanciful. This has strong echoes of the last startups we covered under the adjacent sustainability theme: Four Startups show the way to sustainability. While much in the world is going wrong at the moment, companies peopled by tenatious, resilient and purposeful visionaries offer us considerable hope.

Appendix

Further reading

- Aindra Systems - democratizes healthcare in India
- HEARTio. – smarter cardiac triage
- PRORADIS - shortens distance and time improving patient care in Latin America through innovation
- Skin Analytics - helping moore people survive skin cancer
- Sensei Ag - .improving human nutrition
- Sensei Retreats – takes a science-led approachto health and wellbeing.

To explore more startups supported by the Oracle for Startups program, follow this link, and under categories select Startups and Scaleups for innovation, sub-category: Oracle for Startups.

About CX-Create

Jeremy Cox founded CX-Create Limited in January 2021, a former principal analyst at Omdia (formerly Ovum) focused on customer engagement strategies and platforms.

He is recognized by major CX vendors, clients, and former colleagues as a leading thinker in customer experience and engagement. Formative experiences in the 1990s at IBM convinced him of the critical importance of understanding the business world from the outside in. These insights were put to practical use in his former roles as a principal CRM consultant at KPMG Consulting and as an independent consultant supporting public and private sector organizations.

Our mission

CX-Create's mission is to help enterprises and the vendors and startups that serve them remain relevant. The company's primary focus is to track and understand the constantly evolving

customer experience world and share those insights with clients. Continuous innovation is also an essential component of persistent customer relevance, directly and indirectly, which is why we are enthusiastic about startups and the Oracle for Startups program.

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