



### Scheda Progetto: AURANICUM

Settore di attività	Life Sciences - Medtech
Ambito di applicazione/mercato di riferimento	AURANICUM specializes in <b>chronic wound care</b> , targeting conditions such as diabetic, venous, and pressure ulcers, along with non-healing surgical wounds. Its <b>mineral-based dressing, MANC®</b> , accelerates healing, manages exudate, and provides antimicrobial benefits, reducing overall treatment costs. <b>Key targets</b> include patients with chronic conditions like diabetes, obesity, and the elderly, as well as healthcare providers in hospitals, clinics, and care facilities. AURANICUM also focuses on promoting self-application for at-home care. Initially centered on Europe, particularly Germany and Italy, the company plans to expand globally, driven by aging populations and increasing diabetes rates.
Descrizione del progetto imprenditoriale	AURANICUM's <b>MANC® line provides a mineral-based solution for chronic wound care</b> , promoting faster healing, reducing costs, and enhancing patient outcomes. Chronic wounds, such as diabetic and venous ulcers, often require complex, expensive treatments with inconsistent results. MANC® products use clinoptilolite-zeolite in pads, ointments, and creams to balance moisture, absorb exudate, reduce inflammation, and speed up healing, with added antimicrobial benefits. The <b>market strategy</b> targets a €21-24 billion global market, focusing on Germany and Italy, aiming to capture 0.375% by 2029 through hospitals, outpatient facilities, and direct sales. The <b>business model</b> relies on partnerships, direct sales, and digital platforms, with affordability, ease of use, and patented technology as key advantages. A skilled <b>team</b> drives the project, with plans for product launches, trials, and partnerships, aiming for profitability by 2026. AURANICUM's <b>goal</b> is to improve chronic wound care efficiency and patient satisfaction with its cost-effective solution.
Cenni sul Team	<p><b>Hans Wiech, CEO:</b> With over 25 years in life sciences business development, Hans specializes in B2B networks, team building, and project management, holding a PhD in Biochemistry.</p> <p><b>Sebastian Scharf, CMO:</b> Sebastian, with 15+ years in medical roles, drives drug innovation across Europe. He holds a PhD in Molecular Oncology.</p> <p><b>Colin Mitchell, Advisor &amp; CFO:</b> Colin, a strategic advisor with a PhD in Public Health and an MBA, has experience in healthcare startups and medical device business development.</p> <p><b>Piet Wiech, CTO:</b> A developer specializing in web development, Piet founded a programming company and supports digital projects at CAMOLEON.</p> <p><b>Kilian Kutzner, Research Scientist:</b> A physicist, Kilian specializes in data analysis, algorithm development, and medical technology evaluation.</p>
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