



## Vinnova awards NanoEcho a grant for price strategy development

**Vinnova has awarded NanoEcho a grant of SEK 200,000 to develop a pricing strategy for NanoEcho's diagnostic system. This support was obtained through the Medtech4Health call 2023, which aims to strengthen the competence in small medtech companies.**

The grant will be used for competence enhancement in the work of developing a pricing strategy for the upcoming market introduction of NanoEcho's diagnostic system. External expertise in health economics will be engaged.

The goal is to, through increased knowledge and understanding, develop a thorough basis for strategic decisions regarding the system's positioning and pricing, initially on the Swedish market and then on the European market.

"We are extremely grateful for the Vinnova grant to NanoEcho. This support enables us to develop and improve our pricing strategy. We look forward to having a solid and elaborate basis for discussing with our customers, potential distributors, investors and other stakeholders", says Dr. Linda Persson CEO for NanoEcho.

### **For more information please contact:**

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**NanoEcho** develops a new technology for clearer diagnostics of, in the first indication, rectal cancer. The imaging technology is based on a new medical approach where nanotechnology is used in combination with modern patented ultrasound technology. The images that are generated are intended to facilitate differentiation between healthy and diseased tissue and at the same time determine the location of the cancer tissue more precisely. The aim is to provide more precise, simple, and cost-effective diagnosis of cancers and other diseases. With clearer diagnostics, the company wants to assist treating physicians with better guidance for more personalised treatment. Both the quality of life of the patients and their chance of survival can improve after treatment, with reduced treatment costs. [www.nanoecho.se](http://www.nanoecho.se)