

EarClean bellow pipette



A pipette for the treatment of ear diseases

ReiBeck Innovation AB

Speakers : Åke Reimer & Teodor Sten

TechBBQ2026

AGENDA

The product	2 min
The company	1 min
The market	1 min
What we are looking for	1 min



2026-08-25



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The problem:

**Chronic suppurative otitis media (CSOM),
Complications ; mastoiditis, meningitis**

NORMAL



2026-08-25

CSOM



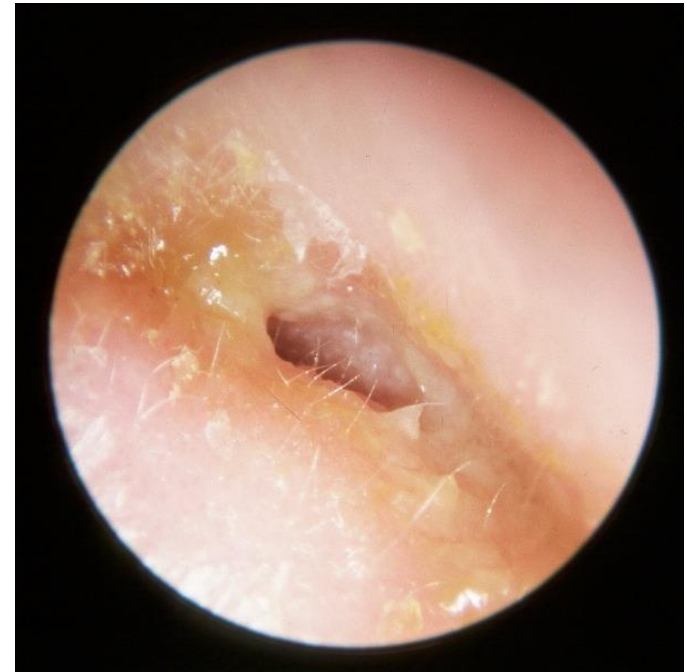
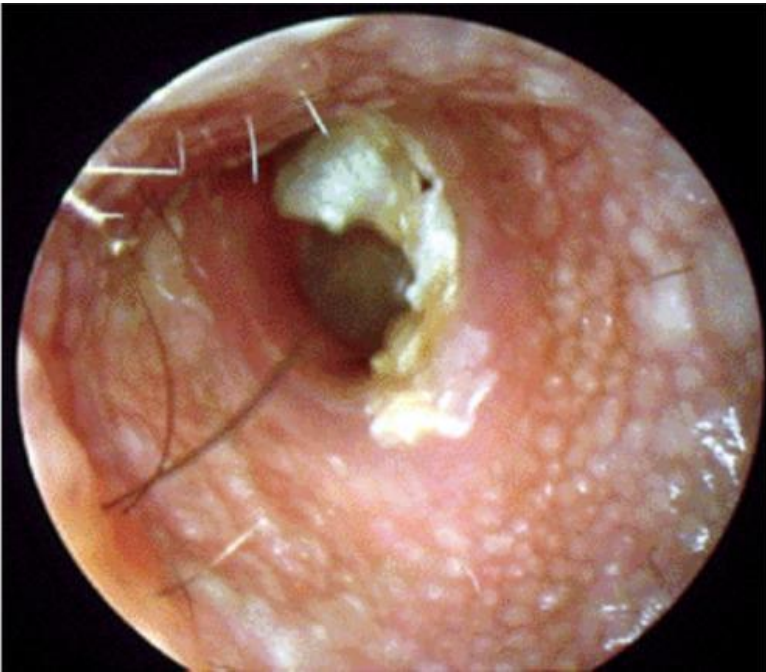
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MASTOIDITIS



The problem

External otitis



The solution

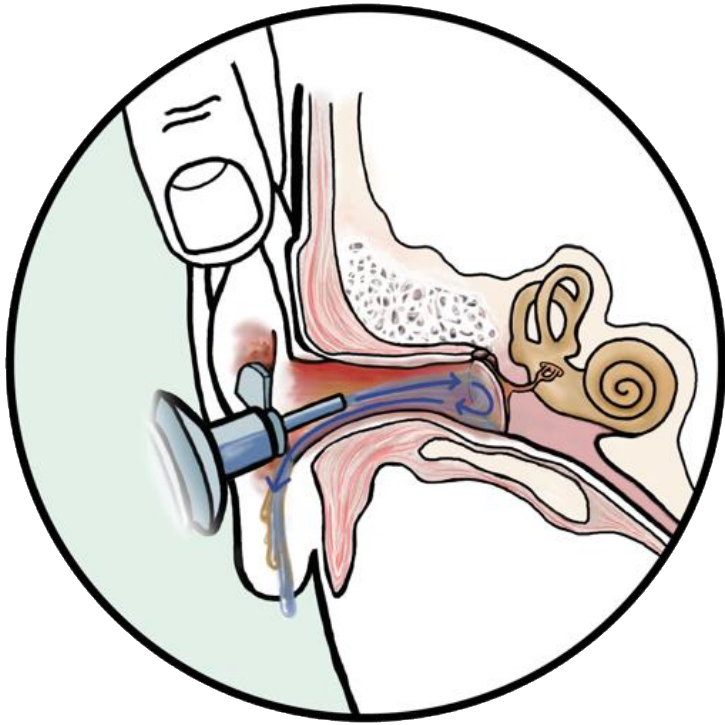




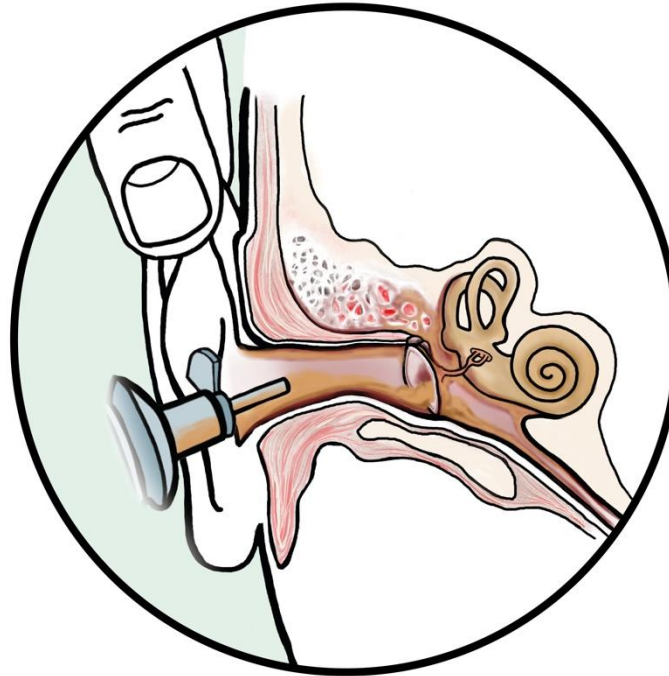
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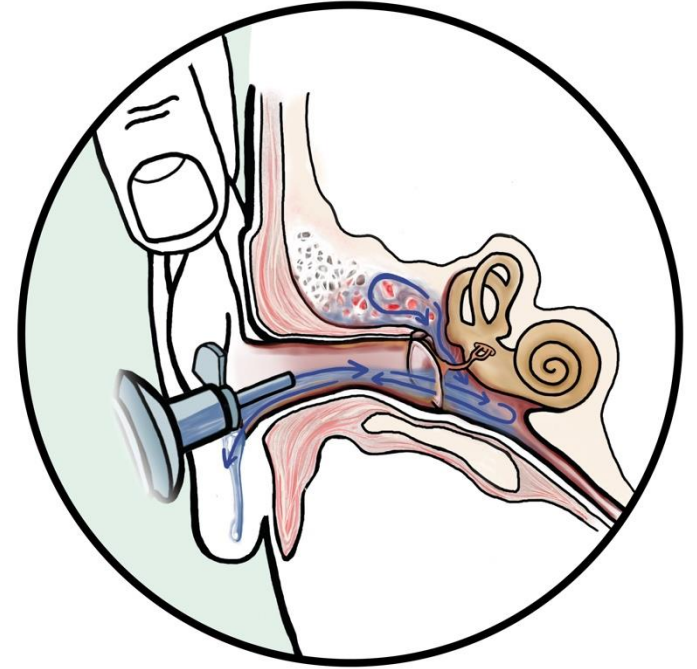
The functions



**Rinse with solution in
external otitis**



**Suction of
pus/secretions from
the ear canal
(CSOM)**



**Rinse with diluted
vinegar through
the hole in the
eardrum (CSOM)**

COMPETITORS

Great for cleaning ear wax

Missing suction function



The Company

- **ReiBeck Innovation AB**
- ReiBeck Innovation AB was founded in 2023 with the aim of developing a safe and easy-to-use medical device for suctioning and irrigating the ear canal in cases of infection. The development work was primarily partly funded through research grants.
- Founders:
 - Kristian Riesbeck, MD,PhD,professor in Clinical Bacteriology, Lund University
 - Åke Reimer, MD,Ph,D ,Otorhinolaryngology and audiological medicine
- In 2025, all research-funded assets were transferred to ReiBeck Innovation company, which is owned by two holding companies.

ReiBeck Innovation AB's assets

- Production tool pipette EarClean
- No patent but ”mönsterskydd” - design protection
- Ethical approval to perform clinical trial in Sweden
- CE marking class I (approved device for marketing in EU)
- Partnership with pipette manufacturer (TsPlast Sweden)



Dra Palmira Kuatoko, ORL clinic
Luanda Angola

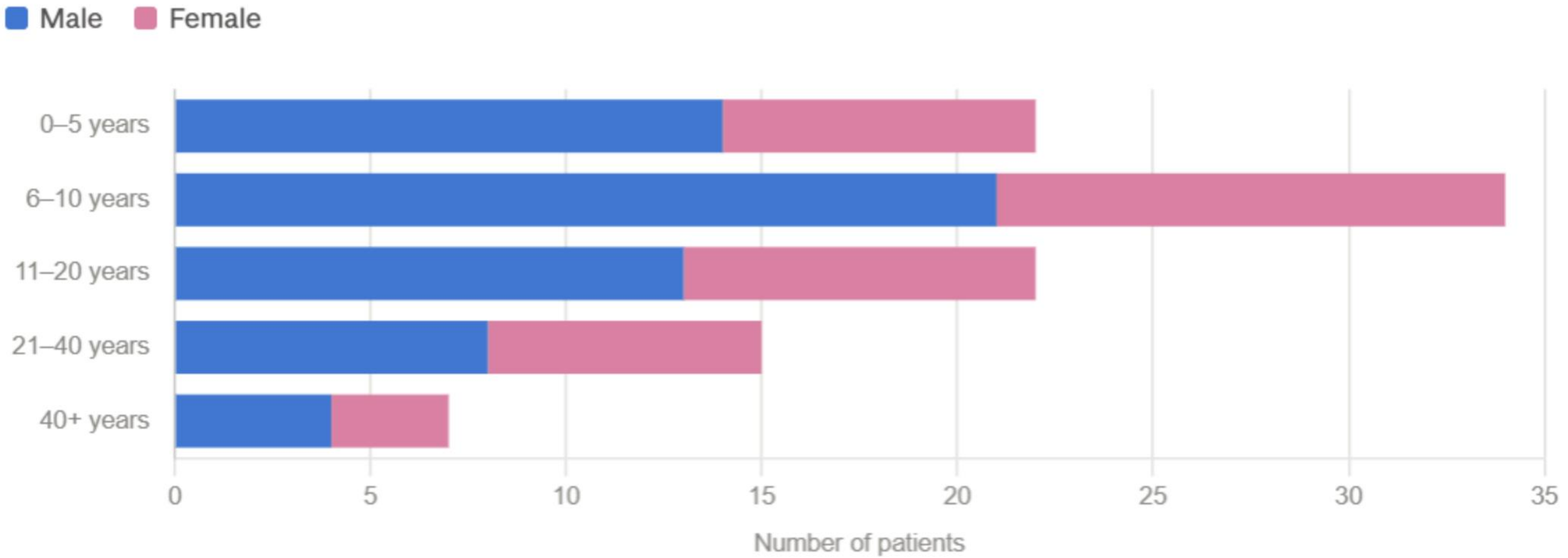
Supported by dr Tuula
Pelkonen, Finland and dr Åke
Reimer, Sweden

- Clinical study and planned implementation of EarClean in primary healthcare in Luanda, Angola, will be conducted through academic collaboration between dra Palmira Kuatoko and researchers at Department of Otorhinolaryngology at Lund University Hospital ,Sweden.



Ear doctor suck pus out of the ear canal of a 2-year-old girl with long-term ear discharge (CSOM), then rinse the ear with vinegar 2% , a mixture of clean drinking water and 4% vinegar.

CHART 3
Age and sex of patients



100

patients enrolled

74

ears dry at final follow-up

7

improved but not fully dry

8

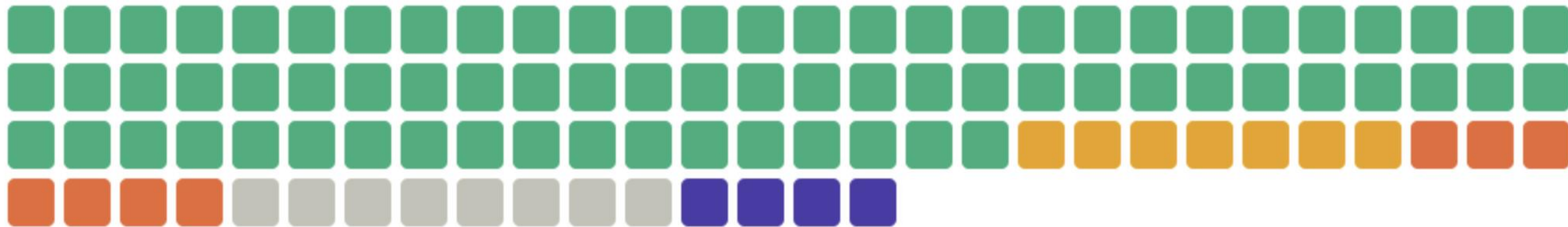
lost to follow-up

CHART 1

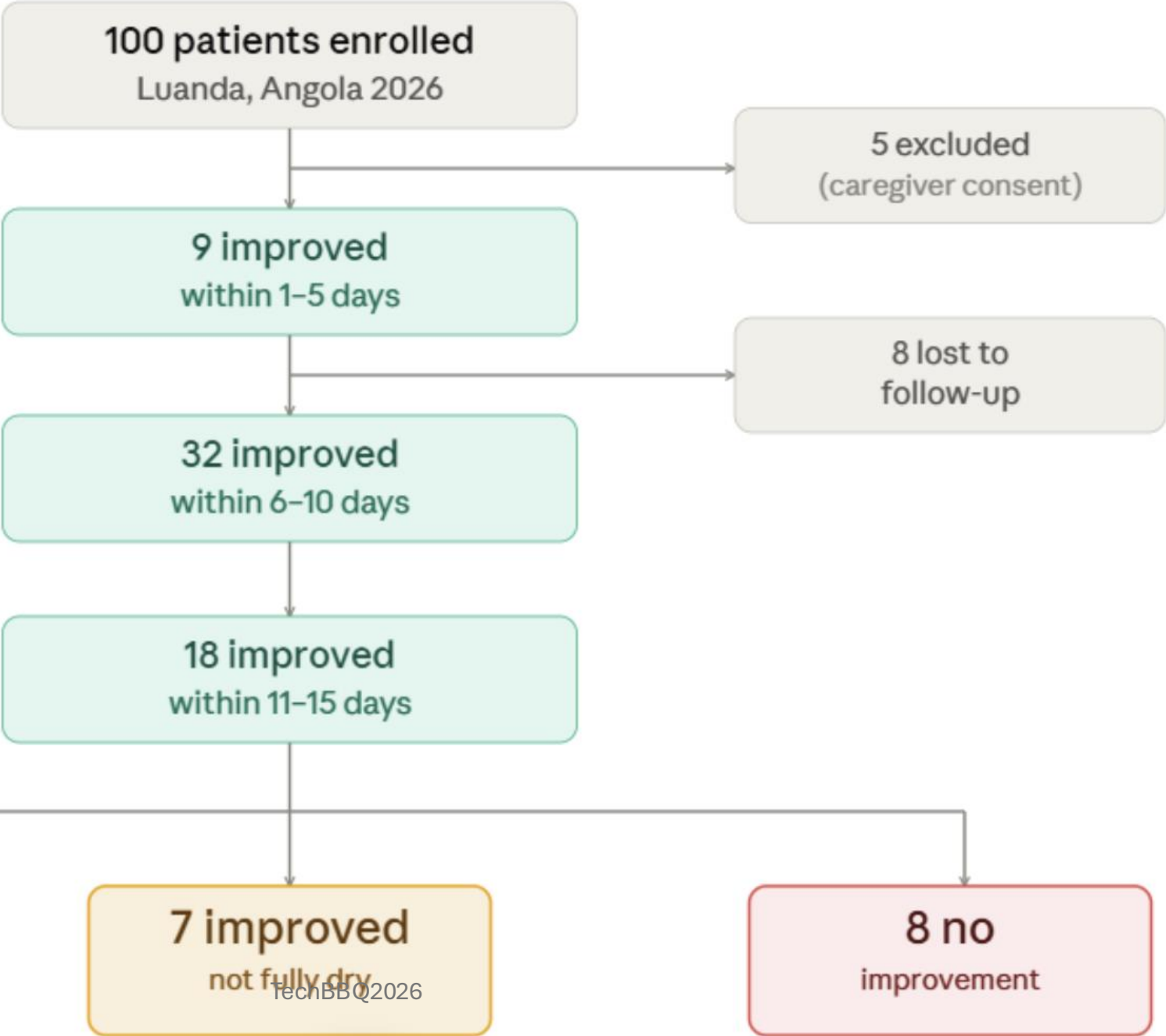
What happened to each patient?

■ Ear dry – treatment successful ■ Improved but not fully dry ■ No clear improvement ■ Lost to follow-up

■ Excluded



Each square = 1 patient. Hover to see outcome.



MARKET

1 solution. 2 problems.

Two different markets:

- **EU**
 - Self-care and medical clinics
- **Developing countries**
 - CSOM treatment

MARKET EU



MARKET - EU

Simple tool for ear care

PMCF study in progress...

External otitis, 10% suffer from it once

CE marked - ready to sell ✓

PRRC handled ✓



MARKET – low income countries



MARKET – low income countries

CSOM treatment

TAM – Total Addressable Market: **EUR ~875M/year**

SAM - Serviceable Available Market: **EUR ~95M/year**

60% profit margin $\Rightarrow$ EUR ~57M/year in gross profit

Investment opportunities

We are looking for capital and partners

Investment opportunities - Capital

Seed funding: Euro 50k-200k

Purpose: sales & marketing for EU launch and PMCF study completion

Investment opportunities - Partners

- **Distribution partners**
Medical device distributors in Scandinavia and EU
- **NGOs / humanitarian organizations**
For CSOM deployment in Africa
- **ENT clinics & GP networks**
For PMCF study participation in Sweden

Let's
connect
today!

www.EarClean.se

2026-08-24

Thank you!



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ReiBeck Innovation AB

Malmö, Sweden