

## Press Bulletin: 16 October 2009

### Trade & Investment Minister sees pregnant opportunity in DuoFertility

**Intelligent fertility monitor that helps women worldwide get pregnant the natural way**



Cambridge, 16 October 2009: Lord Davies of Abersoch, the Minister for Trade, Investment and Small Business, today visited the heart of the UK innovation economy in Cambridge, UK. Cambridge Temperature Concepts (CTC), who have recently launched the DuoFertility monitor to assist couples who are having difficulty conceiving, explained the history of the company and export plans. The company was chosen for the visit, alongside giants of the region Cambridge Consultants and Sepura, as a demonstration of the speed of development and access to international markets that is possible in the technology sector.

CTC spun out of the University of Cambridge and raised seed funding in 2007, and then developed the product, gained medical approvals, undertook EU-wide trials, and reached first sales direct to consumers all within 18 months. Two months later, the company was exporting throughout the EU, and with the help of UK Trade and Investment had extended globally by September. With one in six couples experiencing fertility difficulties and 180,000 couples undergoing IVF within the EU each year, the product has tremendous export potential.

Traditionally, development of a consumer medical device would take a decade and tens of millions of pounds, and building international sales and marketing would take years. Development of the DuoFertility product demonstrates the dramatically faster time-to-market possible in the Internet Age, and the speed with which cutting edge research can be brought to the benefit of people across the globe. The DuoFertility product also demonstrates several leading trends in medicine, with the product "calling home" through the internet to automatically tune to each individual user, and providing online fertility consultancy based on the enormous amount of data collected.

So confident are the company of this new technology, that the DuoFertility monitor comes with a money-back guarantee: If you are not pregnant within 12 months of use of the product and service, including the unlimited support of fertility experts who personally review your data, then the company will refund your purchase.



DuoFertility

Advanced Fertility Monitor

Cambridge Temperature Concepts

23 Science Park, Cambridge CB4 0EY

T +44 (0)1223 437007 F +44 (0)1223 437008

E [info@temperatureconcepts.co.uk](mailto:info@temperatureconcepts.co.uk)

Lord Davies said "Now is the perfect time for enterprising UK technology businesses, especially start ups and small businesses, to look abroad at the myriad opportunities available. Exporting breathes life into our economy."

CEO Dr. Shamus Husheer, who invented the underlying technology whilst completing his PhD at the University of Cambridge, attributes their success to "a fantastic product, great people, and a superb local environment for innovation. There are few places in the world where a group of PhDs can engage the financial community to develop a new technology, build a team of experts around it, create a product that solves a real customer need and take it to market in such a short time. To go from product idea to sales and, more importantly, pregnancies in such a short time is truly amazing."

ENDS

Press enquiries to Robin Revell at [robin.revell@temperatureconcepts.com](mailto:robin.revell@temperatureconcepts.com)

Photographs and Press backgrounders can be downloaded from our web site [www.DuoFertility.com](http://www.DuoFertility.com)