

 [penderia.com](https://penderia.com)

 [slaffoon@penderia.com](mailto:slaffoon@penderia.com)

19 yrs in Product Development

20+ product launches

20+ issued patents

15+ reg clearances

2 startup exits

- Stephen served as co-founder and engineering director for an orthopedic startup based on a biomaterial technology from Dr. Guldberg's lab at Georgia Tech. The startup was acquired in late 2017.
- In 2018, Dr. Guldberg joined the University of Oregon as Executive Director of the Phil and Penny Knight Campus
- Penderia was founded in 2020.
- Stephen joined Penderia in 2023 through NIH SBIR and Business Oregon State Matching funds.



**Stephen Laffoon, CEO**

Penderia CEO, Mechanical Engineer,  
Georgia Tech BSME, 2006



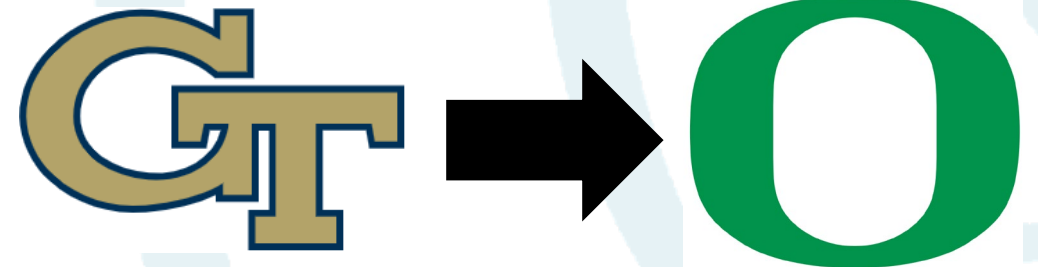
**Robert Guldberg, PhD**

Vice President and Executive  
Director, Phil and Penny Knight  
Campus



**Keat Ghee Ong, PhD, CTO**

Professor at Phil and Penny Knight Campus  
Penderia CTO





## **Who We Are**

Penderia is a privately held startup founded in 2020 by members of the University of Oregon Knight Campus based on Dr. Keat Ghee Ong's biomechanical sensor research.

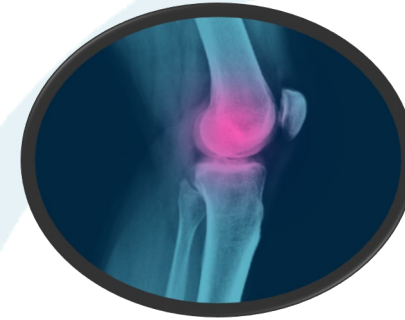
Penderia has licensed IP from the University of Oregon and is headquartered in Eugene.

## **Our Vision**

We believe sensor usage and data in orthopedics can improve clinical care and enable consistent outcomes.

## **Our Mission**

Penderia is developing sensors, based on decades of research, for commercialization in knee, shoulder, and ankle soft-tissue orthopedic procedures.



**Knee**



**Shoulder**



**Ankle**



# Company Growth, Startup “Valley of Death”

2020		2021		2022		2023		2024		2025		2026+	
Growth													
Feasibility						Fundraising				<ul style="list-style-type: none"><li>Added 4 employees, with 2 positions under recruitment</li><li>Preparation for FDA regulatory submission</li><li>Support future fundraise needs</li></ul>			
<ul style="list-style-type: none"><li>NIH SBIR Phase I grant, operation with 1-2 employees dedicated to basic science</li></ul>						<ul style="list-style-type: none"><li>Industrial and clinical technical assessment</li><li>State, national, and private funding</li></ul>							

Stephen has brought his technical expertise and investment network to Eugene and Penderia.

Approx. 80% of total Penderia funding received after 2023 hiring.

Penderia is hiring technical and engineering roles to work in Eugene, with future needs in operations and sales upon completion of regulatory milestones.

# Growth Relationship

## A private company with university licensed Intellectual Property



Must create a symbiotic relationship, where both public and private entities benefit



Assumes technical, compliance, and market risks while creating local, highly compensated technical jobs



Regulated industry dictates a long pathway to revenue



Eligible for university support, including access to staff advisement and funds such as ONAMI and Launch Oregon

# Business Environment

## Regulations are critical but are not one size fits all



Founders are experts in technical challenges, but not federal, state, county, and city regulations. External help or dedicated hires are needed.



The cost to understand and maintain compliance can be significantly greater than the tax liability itself.

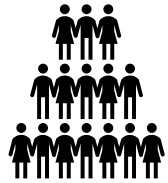


Help has come from EIRs at the University of Oregon Business School, advisement from local investors, and support from Business Oregon



# Opportunities

## Regulations are critical but are not one size fits all



In order to recruit senior talent, a support network, including employment for spouses is also needed



Access to modern, accessible, and affordable office space



Incentivize investment in Oregon businesses