



# Maria Sievert

Co-founder & Managing Partner at inveox

**Main product:** inveox

**Aim:** To rethink histopathology labs through automation, big data and artificial intelligence



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## Digitalisation and automation of lab analysis

### The project

#### The idea

Histopathology is the microscopic examination of tissue to study potential diseases. With inveox's world's first automation system for tissue sample entry, we increase efficiency and safety in pathology laboratories. The risk of operational irregularities and potential misdiagnoses are significantly reduced, and patient safety, especially in cancer diagnostics, is greatly improved.

**“The world needs more role models invested in coaching programmes. I mentor two brilliant women and the experience is hugely rewarding!”**

#### Inspiration

I experienced what it's like when a loved one has to be tested for cancer. I wanted to make the entire process quicker, safer, and more reliable.

#### Unique selling points

Our digitalisation process unlocks huge potential for data mining and machine learning to be relied upon for the future of healthcare.

#### Societal impact

Between one and fifteen per cent of tissue samples are vulnerable to mix-ups, contamination, or getting lost. This can lead to false-positives and false-negatives. Our products are designed to prevent that from happening.

#### EIT Community support

We won the EIT Health HeadStart in 2018. This provided us with both financial and visibility support, which helped us grow exponentially in the short term. Our participation in EIT Health's SHIP enabled us to continue to expand our network.

Supported by:



**Generated funding:**  
EUR 17 000 000



**Challenge:**  
Efficient and safe cancer diagnosis



**Prizes:**  
German Start-up of the Year, Forbes Most Promising Start-ups, Munich Start-up Award

### Overcoming adversity

I have had a few experiences where I was worried that my success would depend more on my looks than my brain. The good thing is that our world is slowly changing and women are having more opportunities based on knowledge and skills.

### The nominee

#### The beginning

During a one-year exchange in the US, I first met a pathologist, learned about the issues that field was facing, and started to develop the first ideas for inveox. It all came together a few months later when I met my founding partner.

#### Rewarding moments

When we pitched in front of a huge crowd at Bits & Pretzels, a start-up conference, a young woman came to me and said how much she could relate to our work because she had almost been misdiagnosed herself due to a sample mix-up.

