

Toronto--([BUSINESS WIRE](#))—Tellspec Inc., digital health company that provides predictive intelligence about food by combining NIR spectroscopy, bio-informatics techniques & learning algorithms in a revolutionary technology that analyzes consumer foods at the molecular level, announces that the company has been selected to take part in TEDMED's "Hive" in November 2015 in Palm Springs, California. Aligning with this year's event's theme "Breaking Through to a Healthier Tomorrow", Isabel Hoffmann, Founder and Chief Executive Officer, will represent the company and discuss its innovative technologies being designed to help create a clean food revolution by providing consumers with information about what is really in their food beyond the nutrition label.

Isabel Hoffmann, Chief Executive Officer and founder of Tellspec, commented: *"We are very honored and proud to have been selected to take part in this year's Hive, alongside such amazing start-ups. We will be pleased to demonstrate how the Tellspec food sensor can be used to help diabetic patients to analyze their diet, and in particular track calories, carbohydrates, fiber, and glycemic load, as well as how our sensor can be used to avoid known allergens and narrow potential food sensitivities."*

Isabel Hoffmann is an entrepreneur who has successfully founded eight companies over the last 26 years in the fields of preventative medicine, interactive multimedia, and digital health. She has taken companies from \$0 to \$75 million, and has negotiated strategic investments with groups such as Mitsubishi International. Hoffmann has raised equity investment and convertible debenture notes worldwide, and she was the main strategic negotiator on several business acquisitions, including a US\$28M acquisition of Corel Multimedia business division. She has shared her experiences as an entrepreneur and as knowledge on commercializing technologies by teaching MBA-level entrepreneurship courses at the University of Porto in partnership with the London Business School and the North Carolina University. Her awards in the technology and entrepreneurial field include The Women in Technology Award presented by Bell Canada and the Toronto Sun; Ernst & Young's Entrepreneur of the Year Award presented by Ernst & Young; and MacLean's Honor Roll for Canadian Excellence presented by MacLean's Magazine

### **About TEDMED**

TEDMED is the independently owned and operated health and medicine edition of the world-famous TED conference, dedicated to "ideas worth spreading." TED Talks have been viewed online over two billion times around the world.

Created by TED's founder, TEDMED convenes and curates extraordinary people and ideas from all disciplines both inside and outside of medicine in pursuit of unexpected connections that accelerate innovation in health and medicine. Best known for their annual event, TEDMED is a year-round global community.

### **About The Hive**

Exciting innovations are challenging the status quo across health and medicine in areas like biotech, health IT, mHealth, life sciences, health tech, and more. TEDMED celebrates the ideas behind this progress in a program called The Hive, which is dedicated to celebrating the power of imagination and human potential that emerges from our collective, "hive" mind. Transformative startups and the inspiring entrepreneurs that

power them are an important part of the TEDMED community and conversation. This year at TEDMED 2015, The Hive companies and their leaders will be integrated within the community activities and the larger stage program for a more collaborative experience.

For more information about TEDMED 2015, please visit the [event web site](#).

### **About Gecko Biomedical**

Gecko Biomedical is a privately owned medical device company based in Paris, France that is dedicated to the rapid development and the commercialization of innovative polymers in the form of sealants and adhesives for surgical wound closure. Gecko Biomedical's polymers are non-toxic, bind strongly to tissues and deliver 'on-demand' wound closure within the 'wet' and dynamic environments in the body. The company is expected to start clinical trials for its first product "GB02" in vascular reconstruction, towards the end of 2015. Gecko Biomedical is also working on expanding its versatile polymer platform to various tissues and to other applications, while leveraging the significant regulatory milestones achieved with GB02. The Company's technologies are based on world-class research and intellectual property from the laboratories of Robert Langer (MIT) and Jeff Karp (Brigham and Women's Hospital). Gecko Biomedical was founded in 2013 and is backed by leading healthcare investors Omnes Capital, CM-CIC and CapDecisif Management.

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