

For Immediate Release

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MOCACARE CLOSES \$4M SERIES A FUNDING TO FUEL THE INTERNATIONAL LAUNCH OF ITS MOCAheart MONITOR

Palo Alto, August 26, 2015 – [MOCACARE](#), a Silicon Valley based company at the heart of the connected health movement has announced it has closed a \$4 million Series A funding round. Led by [JDM](#) Mobile Internet Solutions Co., Ltd., a Singapore based fund focused on wearable tech and mobile health solutions and this follows seed funding which converted in the round and a proof-of-concept [Kickstarter](#) campaign that raised over \$120,000 for development of its MOCAheart consumer health monitor.

Joining JDM, in the round are EMB International, a company created by a group of Taiwanese-based businessmen and physicians focused on packaged goods and medical devices and [ATOM Health Corporation](#), a medical device and connected health company and early investor in MOCACARE that launched in 2013.

In addition to funding, each of the institutional investors brings a wealth of expertise and strategic resources to MOCACARE in the thriving APAC Market. All have significant presence in China and Taiwan and specialize in fueling the growth of North American products within the region. The additional funding will support the domestic and international rollout of the MOCAheart device as well as ongoing R&D for future connected health products.

Shipping in September 2015 priced \$149.99, **MOCAheart** is a smart device that gives people a simple new way to monitor their cardiovascular health, without the need for bulky cuffs and complicated monitors. Designed to simplify health monitoring, it scans fingertips to measure blood flow velocity and determines heart rate and blood oxygen levels as well as give an easy to understand indicator of overall cardiovascular health called the *MOCA INDEX* - a qualitative measurement of blood flow that is correlated to blood pressure. The *MOCA INDEX* was created with reference to multiple and extensive research studies by institutions such as MIT & Stanford that have consistently shown a relationship between the pressure exerted by the heart and the speed at which blood travels through the body.

This is the second company in the health space started by co-founders Dr. Daniel Wei-Chen Hong (MD), CEO, and Naama Stauber, COO. “The capital and strategic resources provided by the investment partnerships we announced today will take the introduction of the MOCAheart device to a whole new level.” said Hong. “We have seen extremely strong interest in MOCAheart from the investment and medical community and look forward to bringing it to consumer audiences.”

“\$47.5 billion is spent each year on costs associated with high blood pressure that affects 67 million (31%) of American adults.” Said Steve Huang, who led the EMB investment. “There is a huge opportunity around the world to simplify the at home monitoring of cardiovascular health and we’re excited to invest in MOCACARE that is well placed to power this new resource to consumers and medical professionals.”

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About MOCACARE

MOCACARE's mission is to improve the quality of life for its users by creating solutions that bring together the very best in health, technology, science, and comfort. The company's multidisciplinary team of scientists, engineers, designers and physician studied at Stanford, California College of the Arts, and John Hopkins University. MOCACARE was established in 2013 and is headquartered in Palo Alto. The company has an engineering center in Taipei and team members are from Israel, Poland, Taiwan and the United States.