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# This Fort Worth startup is trying to capture a niche market – ear wax

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More than 18 million people in the U.S. are affected by impacted earwax every year.

And, well, those people have to get it out somehow.

That's where the founders — [Elyse Dickerson](#) and [Joe Griffin](#) — of Fort Worth-based Eosera, Inc. saw an opportunity in the market. The bio-tech startup manufactures a product that dissolves impacted earwax called Earwax MD. The product is the first and only product the company makes, but Dickerson, the CEO, said the company has more products in the pipeline.

To continue its growth, Eosera announced Tuesday that it's partnering with Oaktree Products, a distributor offering clinical supplies to healthcare professionals.

The company has five full-time and 10 part-time employees, Dickerson said. The Earwax MD product is manufactured in a third-party facility in Florida and a built-out facility in Fort Worth. The company declined to share revenue or revenue growth projections.

For more information on the company, Dickerson spoke with the *DBJ*.

## Why didn't a big, multi-billion-dollar pharmaceutical corporation make this product before you guys, a bio-tech startup?

The easy answer there is the big pharmaceutical companies, from my experience, are looking for the next billion-dollar opportunity. Earwax impaction, when we looked at the market, is probably a \$100 million to \$200 million market opportunity. So, for a big pharma company, they're just not willing to put in the time for what they consider a very small market. For a small startup company, that looks like a wonderful market to try and attack.

## Who are your customers?

I would answer that in two ways. First is the healthcare professional. Audiologist, pediatrician, geriatrician — they're all seeing these patients on a regular basis and looking for better solutions than a manual extraction or a medical procedure. So, they're the first target. We distribute product to them to use in their office through distributors. So, they can buy the product, use it in the office and can also buy a smaller bottle that they can resell to their patient as the patient leaves the office.

And then our second market is the consumer or the self-treater that uses the product the doctor recommended or goes out searching for a solution on their own. We reach them right now through Amazon and through nationwide CVS stores.

## What's the split between healthcare professionals and consumers?



JAKE DEAN

**Elyse Stoltz Dickerson** Eosera Inc. [Click here to read more.](#)

I would say 80 percent is from the consumer. More than I thought it would be, it's a very consumer-driven category.

**You guys raised \$1.2 million in seed funding. Any plans to raise Series A funding?**

No. We actually have enough revenue coming in to support operations. We're really fortunate that we raised enough the first round and hopefully we won't have to go back.

**Evan Hoopfer**

Staff Writer

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