



Scott Montgomery, CEO (left), Amelia Thornycroft, Founder and Brad Ryan, Chief AI officer

Asian market beckons for i-screen

After a decade in business, a diagnostic testing platform is planning its next move.



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Author Bio: Charlie Gunningham has spent 25 years in WA's startup sector, is on the WA government's Innovation Advisory Board, and is chair of Startup WA.

AFTER two decades in the high-pressure world of consulting, Amelia Thornycroft realised it was time to start a family.

Nearing 40 and with time a factor, she was frustrated with more than six months of delay in accessing fertility clinics and IVF and then being sent to have routine blood tests.

“What followed was months of ovulation tracking and blood tests, while my chances of conceiving continued to narrow,” Ms Thornycroft told *Business News*.

“When I was told my ovarian reserve was low, the delays felt especially brutal; time I couldn’t get back. Then my sister – a GP in the UK – told me patients there could order essential bloodwork directly. I was stunned something so straightforward was not available in Australia.”

So, she left her job and set up i-screen, to make diagnostic testing more available.

The platform delivers a full suite of clinical-grade biomarker testing, including traditional pathology (blood, urine, saliva), microbiome (gut health) and genetics, all through accredited laboratories.

Ten years on, the business has provided a range of tests to more than 100,000 users in Australia, New Zealand and the UK.

“I was fortunate to have generous connections in the Perth startup ecosystem who shared hard-won advice,” Ms Thornycroft said.

“Building the first product was relatively easy, but PR and marketing was more of a challenge. Trust is earned slowly. You can have a great service, but if people don’t know it exists, you don’t have a business. For several years we were alone in the market, but it’s becoming more competitive now, including some venture-capital-backed entrants.”

In order to ramp up the business, Ms Thornycroft turned to industry contact Scott Montgomery.

The last time we came across Mr Montgomery was in 2021 when he was in charge of Perth-founded, Singapore-based corporate wellness tech company Wellteq, which had just listed in Canada. The business has since been acquired by Nasdaq-listed Advanced Health Intelligence.

“I’ve always kept in touch with Amelia,” Mr Montgomery told *Business News* during a recent conversation in Singapore.

“Her company has grown due to word of mouth, with hardly any marketing at all. There’s been no venture funding. Amelia owns 100 per cent of the company.”

As the conversation shifts from lifespan (how long we live) to health span (how well we live), the market is moving to ‘precision longevity’ interventions. The sector is fast becoming a crowded, competitive space.

In the US, the health span market is estimated to be worth more than \$US180 billion, growing at 6 per cent a year.

In Australia, the market is estimated to be around \$US5.5 billion, growing at 8 per cent, while the \$US12 billion South-East Asian market is growing at 11 per cent.

i-screen believes now is the time to push the accelerator pedal. Mr Montgomery has joined as group CEO.

“We can’t stand still. We’re seeing a fundamental shift in how people approach their health,” Mr Montgomery said.

“Individuals are no longer waiting for symptoms to appear. They’re seeking data-driven insights to optimise their health, prevent or defer disease, and extend their health span. This is precisely what i-screen delivers.”

With Mr Montgomery based in Singapore, the Western Australian business has opportunities to grow rapidly in all its markets. The ageing Asian middle class, perfectly adept at e-commerce, offers substantial upside.

“Our moat is our data; 10 years of data,” Mr Montgomery said. “Our rival upstarts don’t have this.”

Ms Thornycroft said Singapore was a natural first step for the business’s expansion into Asia.

“The market demonstrates strong alignment with our mission to make clinical-grade biomarker testing accessible, secure and actionable,” she said.

It may also be happenstance that i-screen did not grow too fast, too early.

“In healthcare, reputation compounds and delivery builds brands,” Ms Thornycroft said. “Both good and bad, so quality isn’t a nice-to-have, it’s a strategy.”