

# BioCAID



BioCAID's Assistive Deep Learning/Reasoning AIs significantly improve Biomedical and Healthcare users scientific research & innovation ROI.

## Our Opportunity

### Problem worth solving

Covid-19 amplified the need of health consumers, researchers & healthcare providers for better access & content discovery in peer reviewed scientific publications in MEDLINE. IMDI solves this problem with a patented AI SaaS GUI for improved outcomes.

### Target market

1. Healthcare Professionals 9.2M US
2. Biomedical Drug Researchers 1.8M US
3. Academic Faculty & Grads 1.6M US
4. Health Search Consumer/Patient 2M/month
5. Biotech/Academic & Health Enterprise 90K

### Our solution

IMDI changes the ease & speed at which users may identify, access & understand information searched for in scientific publications in MEDLINE using our patented AI tech offers word association & relevancy with visual knowledge-assisted term search

Competitors	How our solution is better
Scholar Research App	Add Semantic Concept & Visual Navigation
Microsoft Health	Concept semantics & visual navigation
BIOVIA Linguamatics	Use Semantics, not Language, Visual Nav
Elsevier	Cataloged results, Visual Navigation
Accenture Searchlite	Uses peer knowledge & visual navigation

Funding needed

\$ 650K

Complete development & launch to Revenue with Phase 1 products 7 month after funding. A Series A round will secure \$3.5M for completion.

## Sales and Marketing

### Sales channels

BioCAID uses common digital marketing schemes to identify & convert users to our entry level Freemium. Outbound marketing will upsell to the Basic subscription. Inside Sales will upsell to Professional. Outbound Sales will focus on Enterprise.

### Marketing activities

1. Web & Trade Show to increase awareness
2. Adword & Email Campaign for Freemium
3. Digital Customer Conversion to Basic
4. Inside Direct Sales Upsell Professional
5. Outbound & Partner Sales for Enterprise

# Forecast

## Revenue streams

1. Freemium - Ad Revenue Model
2. Basic - Monthly & Annual Subscription
3. Professional - Subscription & Site License
4. Enterprise - Site License
5. Professional Services

## Major costs

1. Application Development and QA
2. Customer Acquisition & Engagement
3. IP and Patent Portfolio Development
4. Inside and Direct Sales Org Development
5. Operations, Marketing, Customer Service

# Milestones



## IMDI Freemium Released

Sep 1, 2021



## IMDI Basics Released

Apr 4, 2022



## Basic Mobile Application

Nov 4, 2022



## Professional Version Beta is released

Nov 4, 2022



## Enterprise Version Beta Released

Oct 4, 2023

# Team and Key Roles



## Anthony Prestigiacomo Founder, CEO

A published researcher with an active portfolio of patents whose experience bridges academic, governmental and commercial R&D.



## Rajnish Gupta Chief Technology Officer

A technologist with deep experience in healthcare informatics, enabling enterprise-wide solutions through technology, innovation and management



## Karen Rands Finance & Development

deep experience with translating technology innovation and entrepreneurship opportunities into business opportunities for private placement



## Scott Wold Sales & Marketing

Results-driven leader with expertise and proven track record in sales, marketing and business development

# Partners and Resources



## Application Development Partner

KiwiTech began as a mobile/ web development firm. Through their success they developed a venture development model to leverage innovation.



## Digital Ad Strategy & Implementation

PubWise is a leading header-as-a-service platform with advanced analytics, complete header bidding and programmatic advertising management.



INCEPTION PROGRAM

## Accelerator Program for AI Startups

A virtual accelerator program that nurtures exceptional companies who are revolutionizing industries with advances in AI and data science.



## SaaS Resources Incubation Program

Providing credits toward hosted and development services for startups through their go-to-market stages.