



Industry / Technology:

Technology: Deep Learning/Reasoning AI with Decision Support for Literature-Based Discovery & visual navigation of hidden & predictive semantic knowledge & concepts.

Management:

- Anthony Prestigiaco; CEO
- Rajnish Gupta; CTO / CPO
- Scott Wold, CMO
- Karen Rands: Marketing & Investor Relations Management
- KiwiTech, LLC; Investor & Tech Partner

Net Revenues:

48 Month Projections from Note Funding:

Yr 1	\$ (1,7099,608)
Yr 2	\$ 843,017
Yr 3	\$ 110,249,575
Yr 4	\$ 488,966,270

Current Debt:

None. Founder funded to date.

Previous Investment:

- Founder investment \$ 75,000
- Founder patent investment \$ 630,000
- Legacy R&D & tech assets \$ 4,000,000
- Issued Patents, applications & licenses
- Alpha client/server Java source code
- Peer reviewed research & publications

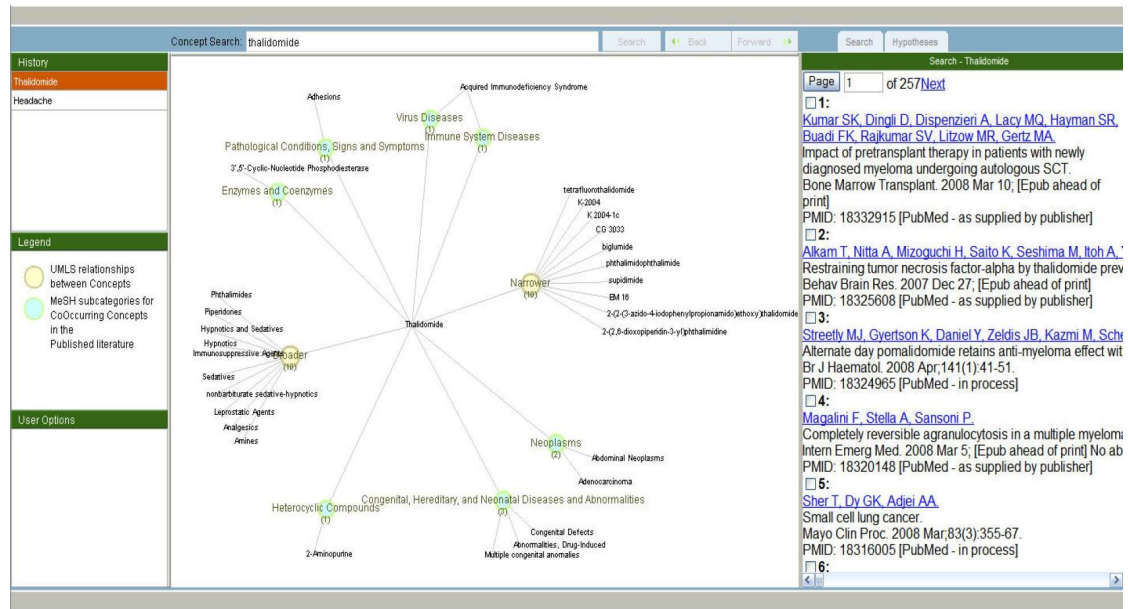
Financing Sought:

Convertible notes authorized:
 \$900,000 (\$250,000 Issued to Kiwitech)
 Series A authorized: \$ 3,000,000

Use of Proceeds:

1. Initiate signed product development contracts for Freemium, Basic & Mobile technologies.
2. Pursue ongoing & new research, invention disclosures & patents development.
3. Launch initial BioCAID IMDI SaaS Freemium, Profiler Basic & Mobile Apps.
4. Build out team, including sales & marketing
5. Website Partner Program development & co-marketing contract sales.
6. Initiate IMDI Professional & Enterprise platform and Profiler user development plan.
7. Sponsored & collaborative SME research.

Profiler Application Visualization & Navigation Application (Alpha MVP)



BioCAID, Inc. is commercializing the Intelligent Medline Discovery Integration (IMDI) platform, a Deep Learning AI software tech platform with visual navigation and associative relevancy. BioCAID has a strong IP "picket fence" derived from the fully paid up irrevocable global licenses for the 5 patents awarded to Ariacom, specific to this endeavor. BioCAID developed a scientific peer reviewed MVP & validated their go to market model to disrupt the scientific & home health search community by providing an intuitive interface empowered through AI for user access to the data they seek in Medline, but don't have the tools or current knowledge to access and discover data based on relevancy of the terms available within the scope of the semantic search. The recent pandemic has amplified the need for a tool like IMDI to validate scientific discovery, research & cross reference medications, modality, and peer reviewed research.

Business Model

BioCAID's IMDI Profiler platform will have 4 modules: Freemium, Basic, Professional, and Enterprise. The Freemium monetizes an untapped consumer market, estimated to conduct 6M monthly searches for the MEDLINE information, to which we deliver with high value ad placement. The 3 other modules are subscription based and offer the level of function and value wanted by the identified target segment within the biomedical and scientific professional research community for that module. Additional value is created by the machine intelligence of deep data gained from the users search and discovery, and behavior within the search parameters.

Disruptive Value Proposition:

BioCAID's IMDI fundamentally changes the ease and speed at which users can access and comprehend scientific publications in MEDLINE and related biomedical and health text/data repositories. Covid-19 has raised the awareness and need of health consumers, researchers, and healthcare providers for improved access to biomedical scientific publications. IMDI Profiler features "No Code" intelligent semantic frameworks and computational services integrating scientific repositories as concepts. IMDI's functional semantic search, text mining and Natural Language Processing of knowledge within scientific publications will identify hidden relationships of terms creating common annotation references for the user to access.

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BioCAID, Inc. term sheet includes projections which may or may not be achieved. For full information, request and review a copy of our complete private placement memorandum.

Opportunity Positioning:

Markets:

- * Home Health Search (HHS) Users; 8M Monthly (from Google data)
- * Universities & Teaching Hospitals
- * Pharmaceutical Companies
- * Biomedical Research Facilities
- * Industry & Academic Researchers; 2M
- * Doctors & Medical Professionals; 7.5M
- * Healthcare Website Partners

Team Recruitment

- * SaaS Digital Marketing Expertise
- * Enterprise Sales Expertise
- * Developers for Professional & Enterprise
- * CFO & CMO
- * Customer Service

GoTo Market Plan

- * Freemium version rollout in 7 months after next \$200,000 of the remaining \$650,000 authorized Convertible Notes is raised.
- * Basic Plus released month 17
- * Professional released month 25
- * Enterprise released month 36

Mission

We strive to compound scientific knowledge by assisting and accelerating user innovation discovery and outcomes for improved Return on Investment for our user community.

More Information

To access and learn more about our investment opportunity, visit our website and click on the Investor Relations Tab.

To see the MVP Alfa example developed under prior Founder research, click on Demo & Info tab for video replay of Alpha version searching on "headache" and the semantic discovery of related topics.

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Status

- MVP prototype of the IMDI platform was built to test the function and operation of the patented AI algorithms to show how it could find the hidden relationships of terms within the scientific publications. We submitted it for the rigorous peer review process of the scientific community and held focus group sessions to validate its usefulness as a research and semantic discovery tool. The successful outcome was published in scientific journals and validated the increased productivity of our tool compared to the traditional approach used in the NIH Thalidomide research and IBM / Baylor / MD Anderson P53 research study. An recorded demonstration of the Alpha MVP is available under "How it Works" on www.biocaid.com.
- Commercialized wireframe of the IMDI platform with Freemium and Basic application designs is completed. Our lead investor and technology development partner, Kiwitech has developed a Statement of Work outlining a six-month development schedule to deliver these initial applications in the IMDI platform which will begin with next \$200,000 raised.
- An active IP portfolio and patent value chaining strategy supersedes other semantic search and discovery tools and creates an "IP Picket Fence", protecting IMDI Profiler technologies and algorithms for machine learning/reasoning and decision support applications. We have monetized our patent portfolio already as part of our founder investment.
- Key IP licenses and patent assignments have been negotiated including an active development schedule for multiple new patentable innovations to be filed with funding.
- BioCAID PPM including Delaware C Corp with Conv Note and Series A funding and cap table have been filed based on a four-year business plan. A core management team with advisors are in place with active team expansion negotiations underway.

Marketing & Sales

- We know there are on average 8 million unique monthly searches for the Medline repository on Google alone. By using traditional search term "Adword" campaigns we will convert the curious into Users on the IMDI Freemium application. Working with our Partner PubWise, we will monetize their searches using our Freemium tool with dynamic relevant high value digital ads. Revenue flows to BioCAID 90 days after the ad display and is reflected in our proforma with behavior predictions.
- Additionally, we have evaluated professional subscription services for the medical and scientific community that will partner with us to email promotional offers to their subscribers that we will attract into our free trial of Freemium.
- Data Analytics on user behavior and origination will fuel the sales strategy to convert users into subscribers to the Profiler Basic application and set the stage for an upgrade path into for our Profiler Professional and Enterprise.
- We will use a combination of email marketing to our Freemium users to deepen our relationship and keep them engaged as we seek to upsell into the subscription-based value-added version of our IMDI Profiler family.

Products & Services

- The BioCAID Intelligent MEDLINE Discovery Integration (IMDI) platform has 4 modules beginning with the Freemium consumer and 'trial' version. A clear value proposition of additional functionality for professional researchers and scientific & academic institutions will be offered with the subscription and site license upgrade to Profiler applications Basic, Professional and Enterprise.
- As users of both Freemium, Profiler Basic & Professional use the tools for searching Medline, we will gather data about their searches and discoveries of hidden relationships within the scientific journals. The intelligence gathered and the machine learning advancements through continued use of the tool by millions of consumers and researchers every month will become extremely valuable, within the operation of the tool and as a data repository.
- With the Enterprise versions, our customers will be able to access our accumulated knowledge for their unique inquiries for research and development of breakthrough therapeutics and pharmaceuticals, AND they will be able to isolate their findings and outcomes behind their own firewall to protect their research discovery until it is ready to be published and patented.
- Future plans, beyond the IMDI platform, include integrating our tool and discovery with the Genome Research and the USPS patent database.

Competition

- Current competitors offer only limited feature semantic search and discovery algorithms with poorly organized user visualization. Many are limited to only the title and abstract, and therefore cannot identify hidden relationship and prevalence of terms across the millions of peer reviewed research in Medline. Other common free tools offer findings from articles and unverified research yet delivers it as relevant as peer reviewed research. Whitepapers are available on our competitive analysis.

Risk Factors

- Inadequate funding to complete commercialization and development for initial product launch. Failure to maintain and pursue research and Intellectual Property portfolio management of patents and licenses.
- Go-To-Market strategy implementation and conversion of users takes longer than anticipated.
- Product plan to develop and deploy full multi-product platform technologies are delayed, impacting the effect of the projected reoccurring and compounding revenue targets.

Additional Documents

- Corporate Documents, Business Plan, Market Strategy, Competition, Sales Projections, IP Portfolio, Scientific publications, and presentations. Visit <http://biocaid.com> and complete the contact form and investor questionnaire.