

BioCAID



BioCAID accelerates the speed and quality of scientific discovery innovation and healthcare outcomes
We shorten the distance between questions and answers to improve productivity and user experience.

Problem Worth Solving

Covid 19 amplified the need for healthcare professionals, health consumers and biomedical researchers to improve the ease of exploration, discovery, and comprehension of relevant information from MEDLINE, the world's largest biomedical and healthcare library with 28 million scientific publications. Multiple University and Big-Tech studies have identified the current limited search capability as one of the biggest barriers to scientific and medical progress. With over 1 billion basic semantic searches in MEDLINE annually from 90 million unique users, this is a problem worth solving. If not for the benefit of the advancement of science, then for the financial gain when we solve this problem for those professionals using the MEDLINE database seeking novel discovery and innovation. There is an added financial gain from 'dumbing down' the current complex search function of MEDLINE for those consumers seeking med/science info for their own personal education and simply want the information without a hassle. 120 Million US health-related searches are done monthly.

Addressable Target Markets

- | | |
|--|-----------|
| 1. US Healthcare Professional & Nurses | 9,200,000 |
| 2. US Commercial Biomedical & Drug Researcher | 1,800,000 |
| 3. US Academic Biomedical & Health Researchers | 1,600,000 |
| 4. US Biotech, Academic & Health Enterprises | 90,000 |
| 5. Monthly Health Consumer/Patient Searches | 6,000,000 |

* Global markets are approximately double US

Our Solution

Our Intelligent MEDLINE Discovery Integration (IMDI) improves ease of use and speed as users identify, access, and understand desired knowledge from scientific libraries like MEDLINE. Our Profiler applications feature "Assistive AI" with intuitive visual navigation, term associations, and decision support to improve discovery of relevant information and outcome productivity. We will have 4 levels of service in our IMDI platform to address the unique needs of our target markets.

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
Convertible Notes

\$ 1,500K \$250K Issued to Kiwitech

CN funds will complete development of Phase 1 with Freemium product launch to revenues in month 7 after funding. Follow on funding from a Series A round expected for Month 10 will secure \$4.5M for transition to profitable operations in Month 26 and the completion of our modules

Sales and Marketing

Sales Channels

BioCAID uses common digital marketing schemes to identify & convert users to entry level Freemium advertising product with Basic and Professional upsell to subscriptions. Inside Sales markets a Freemium Web Partner Program and Professional. Outbound Sales will focus on Professional and Enterprise site licenses and BioCAID billable professional services and development.

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

Annual Projections	Year One	Year Two	Year Three	Year Four
Gross Sales	\$ 1,075,130	\$ 7,163,798	\$ 57,034,034	\$ 158,674,714
Cost of Sales	\$ 554,158	\$ 2,306,411	\$ 6,773,656	\$ 18,573,245
Expenses/Salaries	\$ 1,475,651	\$ 7,629,823	\$ 21,325,139	\$ 42,325,376
Profit/Loss 60 Day Cash Bank	\$ -1,428,561	\$ -4,047,788	\$ 20,957,002	\$ 82,360,129

Forecast

Revenue Streams

1. *Freemium - Ad Revenue Model*
2. *Basic - Monthly & Annual Subscription*
3. *Professional - SaaS & 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 with Funding



IMDI Freemium Released

Month 7



IMDI Basic is Released

Month 10



Basic Mobile Application

Month 15



Professional Version Beta is released

Month 20



Enterprise Version Beta Released

Month 28

Team and Key Roles



Anthony Prestigiacomio

Founder, CEO

Published researcher with an active portfolio of patents whose experience bridges academic, governmental and commercial R&D in bioinformatics, artificial intelligence, NLP text/data mining, and health systems.



Rajnish Gupta

Chief Technology Officer

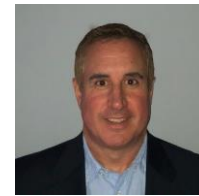
Technologist and architect with deep software engineering experience in healthcare informatics, enabling enterprise-wide solutions thru technology, innovation and management.



Karen Rands

Finance & Development

Heavy experience with translating and commercialization of 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 and analytic metrics.

IP and Technologies

Over a decade of peer-reviewed research with proof-of-concept development, tests, multiple patents, global licenses, software.

See Patents and Publications at: <https://independent.academia.edu/tonypresti>

Partners and Resources



Application Development Partner - Lead VC

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

For more information email krands@biocaid.com or tpresti@biocaid.com or visit www.biocaid.com