



ThinkGenetic

**Digitally Revolutionizing
Undiagnosed Patient Identification**

ThinkGenetic Leadership Team

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CHIEF EXECUTIVE OFFICER	PRESIDENT VP TECHNOLOGY	CHIEF GENETIC OFFICER	CHIEF MEDICAL OFFICER	VP BUSINESS DEVELOPMENT	VP MARKETING AND ADVOCACY
					
Dave Jacob	Len Barker MBA	Dawn Laney MS, CGC, CCRC	Francis Campion MD	Carol Ogg BS Pharm	Ruth O'Keefe
Successful entrepreneur Patient living with a rare genetic condition Former Fortune 100 executive	IT entrepreneur with 20+ years of experience Founder of 2 successful startups	Genetic Counselor and respected global opinion leader Associate Professor Emory Department of Human Genetics Director of Emory Genetic Clinical Trials Center	Internal Medicine Physician Digital health expert/ former Senior Clinical Informaticist – IBM Watson Health 20+ years experience in clinical informatics for health systems, biomedical research and analytics companies	Clinical Pharmacist Rare disease visionary and pharmaceutical business insider 20+ years of pharmaceutical business development and education	Passionate patient advocate and program coordinator Digital marketing and social media engagement expert 10+ years of marketing expertise

A Billion Dollar Problem to Solve

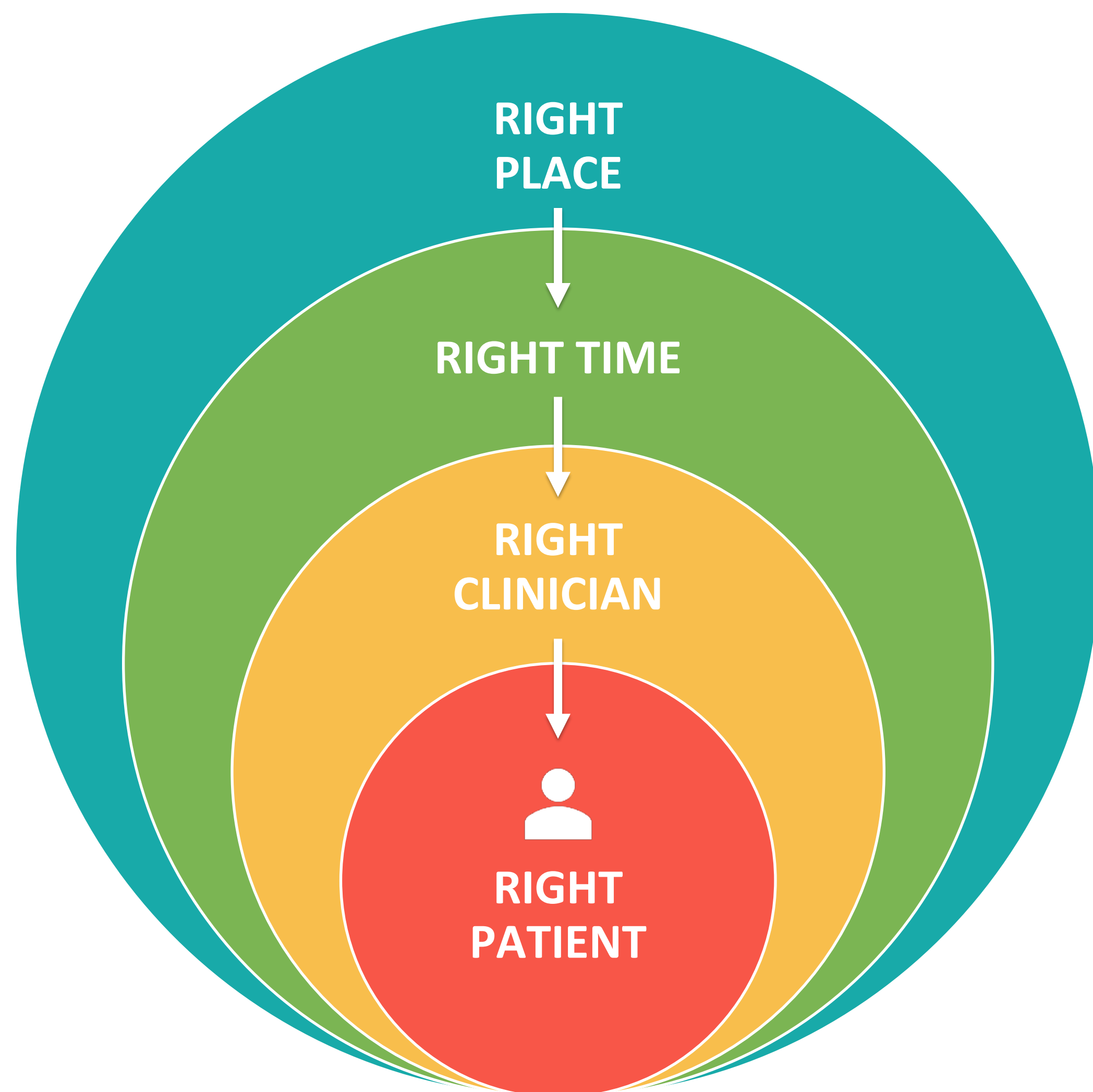
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Pharmaceutical
companies spend
\$ 5 BILLION \$
a year marketing to
at-risk patients in
the United States



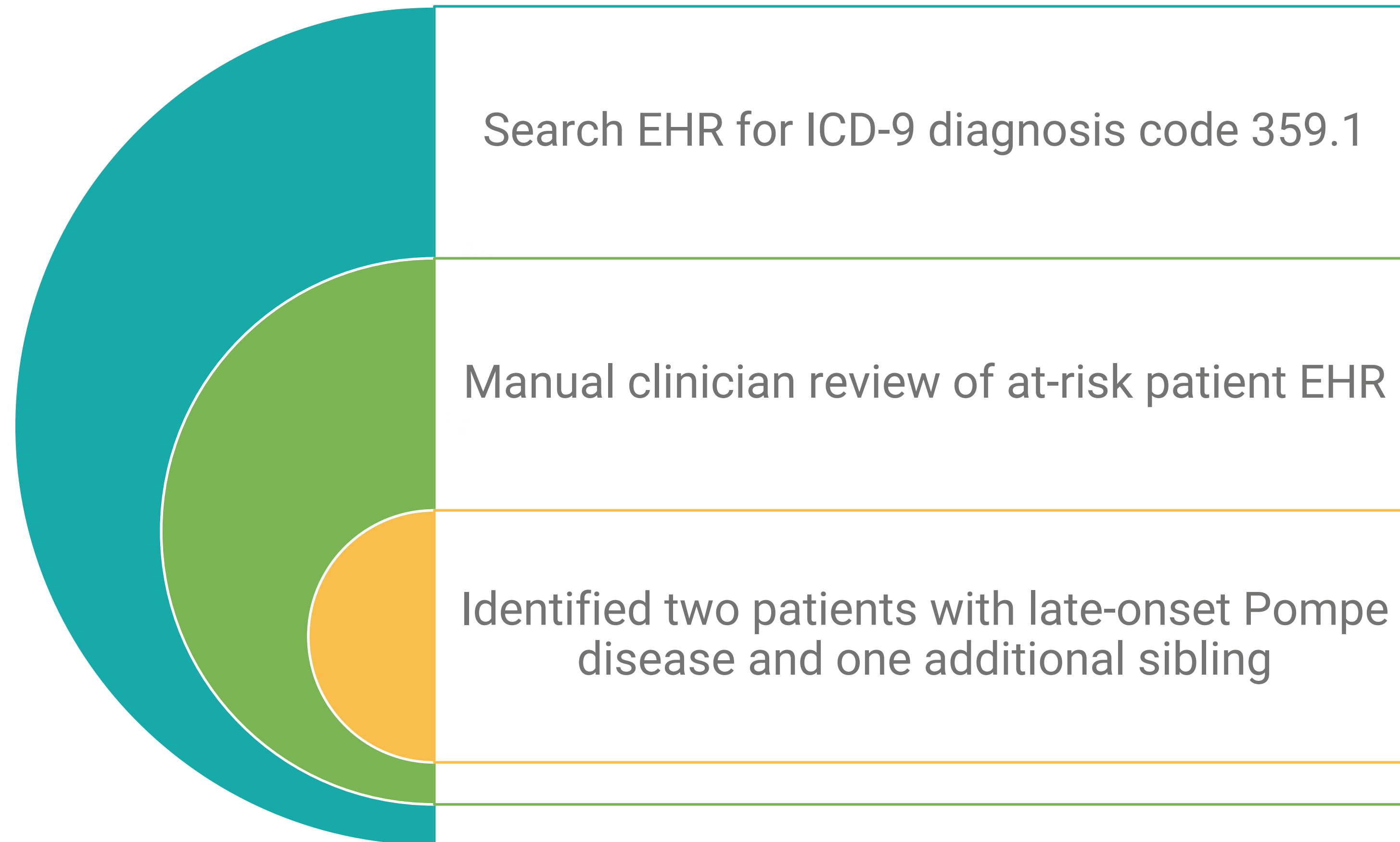
**BUT 75% of patients with a genetic
disorder go undiagnosed, each
worth \$4M to pharma.**



Timing **MUST** be
PERFECT

Pharma sales reps must find a specific patient who **MAY** meet criteria for treatment or clinical trial by contacting individual physicians.

Record Review is Effective for Identifying Patient



Electronic Health Records (EHR) have the proper data to ID patients

Manual Searches:

- **Labor intensive**
- **Inefficient**
- **Only identify a subset of patients**

The Solution: Combine Sensitive Algorithms with Expertise

ThinkGenetic has utilized Natural Language Processing built into a statistical model to develop proprietary algorithms to identifying genetic disease patients for treatment and clinical trials in two validated approaches.



Finding Individuals in Need of a Diagnosis in Electronic Health Records

Regulation compliant algorithm on targeted longitudinal EHR data from medical centers and data partners



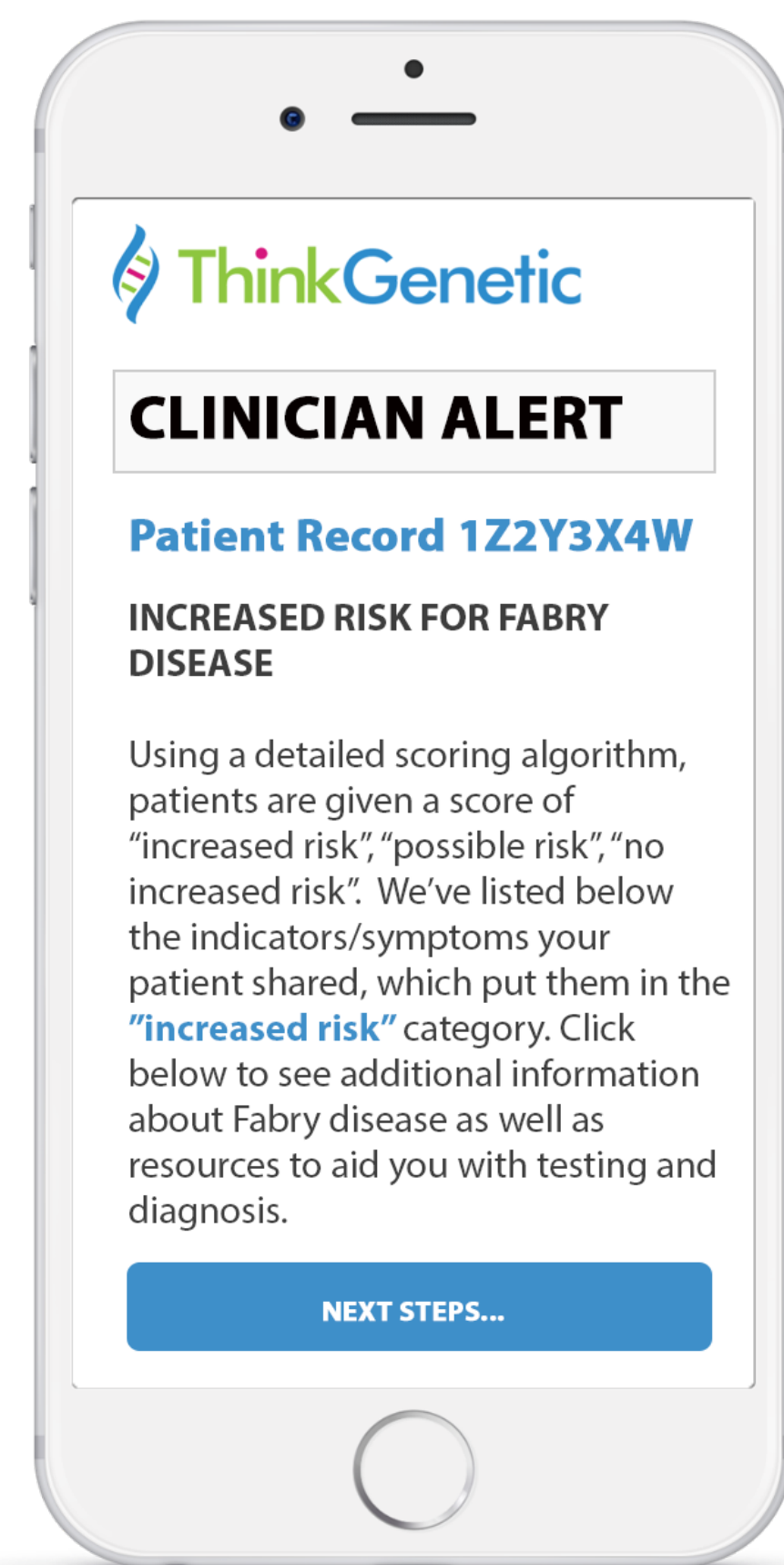
Finding Individuals in Need of a Diagnosis with SymptomMatcher

Patient-led tool available to the public and integrated into sponsored websites

FindEHR: Flagging Digital Records for Genetic Conditions

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Validated systematic digital algorithms run on Electronic Health Records



Partner with pharma client to target large patient populations in interest

Run privacy regulation compliant FindEHR™ on targeted longitudinal EHR data from medical centers and data partners

Flag at-risk patients by genetic disease and have chart assessed by a genetic counselor

Provide “Just in Time” education to patient providers about testing, treatment, and clinical trials

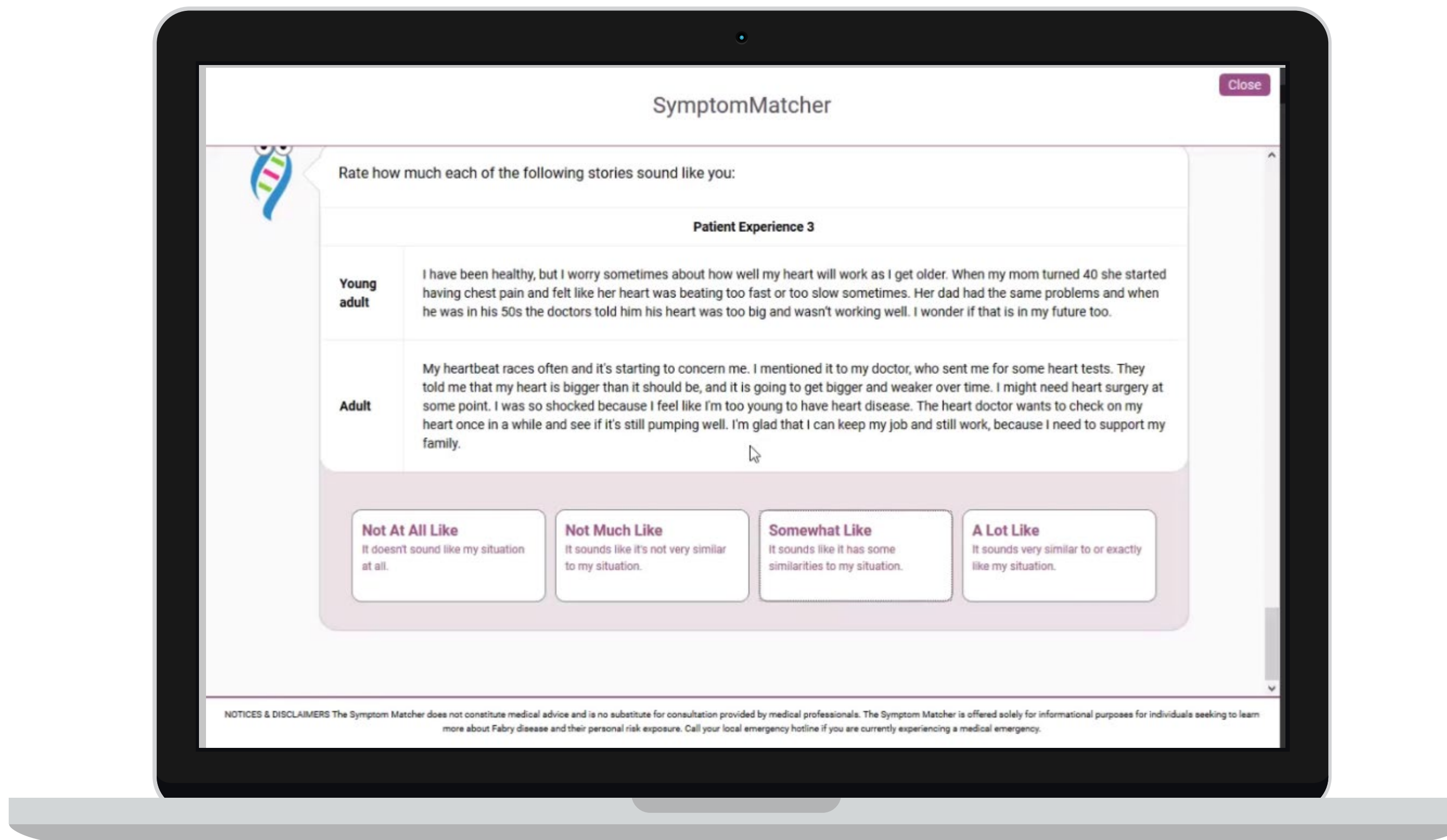
Report data on number of patients identified and labeled at-risk to client

Complete a detailed chart review to work on “closing the loop” with healthcare provider

FindSM: Patient Reporting Symptom Matcher

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Patient-led tool available to the public and integrated into sponsored websites



Partner with
pharma client to
integrate FindSM™
into client
marketing website

Client traffic
completes white-
label guided
symptom app on
client site.

Based on results,
provide education
to user and
Physician
Tearsheet

Report data on
number of users
identified and
labeled at-risk to
client

A Successful Solution

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ThinkGenetic
Named Finalist
for MIT Solve
Horizon Prize



And the **winners** are...



ThinkGenetic



Congenica

PRICING STRATEGY

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Client campaign price determined by number of genetic conditions, geographic region/number of medical centers, level of recruitment, desire for longer term follow-up, and data package options.

\$70k per million records screened per campaign



Client campaign price determined by a one-time fee based on number of diseases and instances and then annual licensing for number of diseases and countries.

One-Time Fee: \$95K

Recurring: \$4,000 per year

DATA QUANTITY

It may be a lengthy process to receive information from providers



Partnerships with 10M+ records

DATA PRIVACY

Medical records are highly protected and regulated



Data Anonymization means no Protected Health Information (PHI)

CLIENT COMPETITION

Expansion of traditional pharmaceutical sales patient identification paradigm



Partnership

MARKET EXPANSION

Rapid expansion of market provides a need to scale quickly without losing quality



Automation and EHR compatibility



CLIENT AND ALGORITHM VALIDATION

Developed and validated algorithms for use with in Fabry and Gaucher disease with contract with pharmaceutical global-leader, Takeda. **TAKEDA GROWTH AND EMERGING MARKET (GEM) BUSINESS UNIT BUDGETED LINE ITEM FOR 2 FISCAL YEARS.**

REVENUE MODEL AND PROOF OF CONCEPT

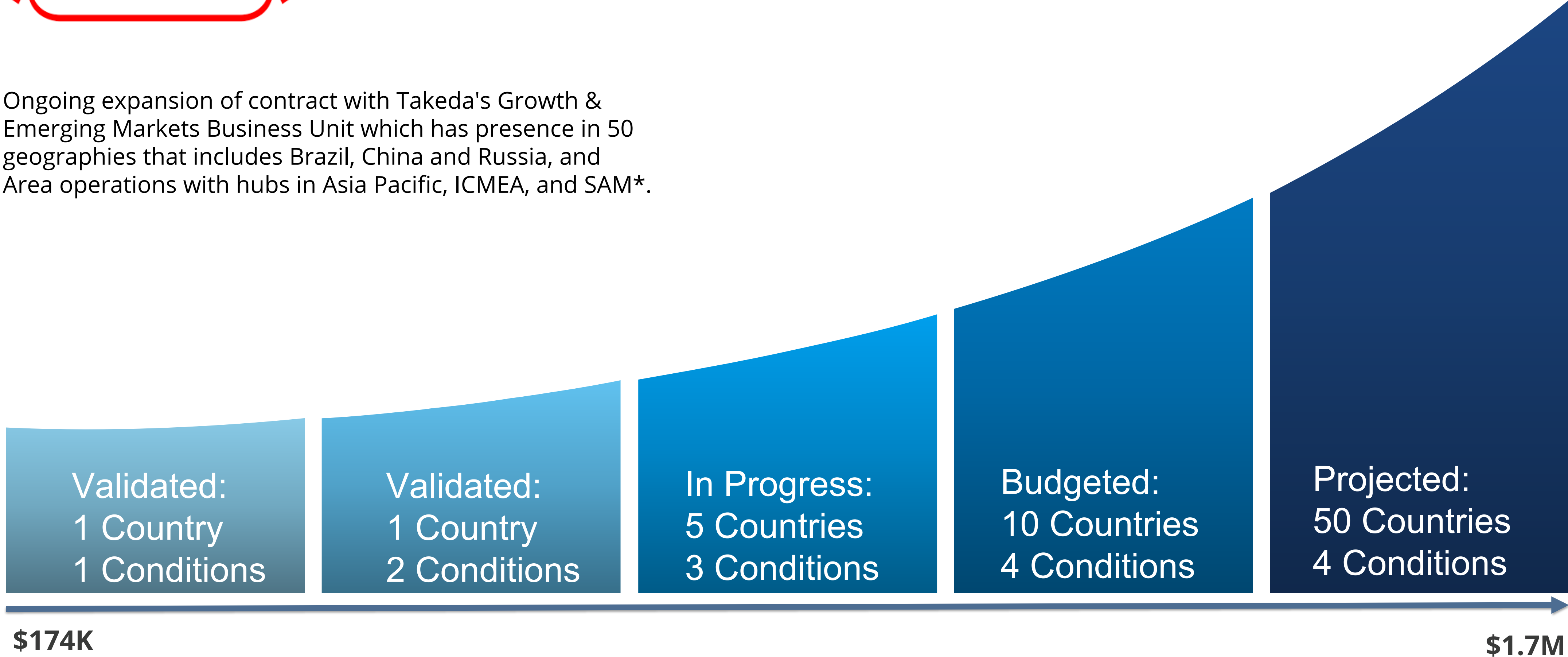
Validating Value Guarantee, accessing large medical record datasets from Lafayette General Hospital (LGH) for 5 disorders for proof of concept, and revenue modeling: **OVER \$2 MILLION ANNUALLY FOR 25 PATIENTS.**

ESTABLISHED RELATIONSHIPS

Expanding revenue generating clientele while establishing additional relationship with new pharmaceutical companies and health care systems focused on EHR based solutions. Accepted into investment accelerators: MIT Solve and Venture Atlanta. **WINNER OF 2021 HORIZON PRIZE.**

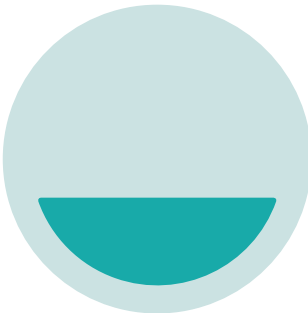


Ongoing expansion of contract with Takeda's Growth & Emerging Markets Business Unit which has presence in 50 geographies that includes Brazil, China and Russia, and Area operations with hubs in Asia Pacific, ICMEA, and SAM*.



* ICMEA: India, CIS, the Middle East, including Turkey, & Africa. SAM: South Cone, Andean and Mexico & CAC (Central America & Caribbean)

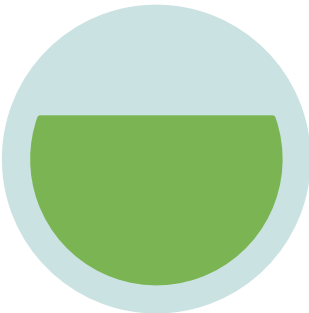
Scale Up Solution and Increase Revenue



Systematize Algorithms

IT staff

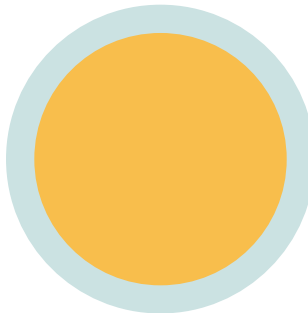
To apply ThinkGenetic algorithm to 35 million records



Validate Algorithms

Expert genetic team

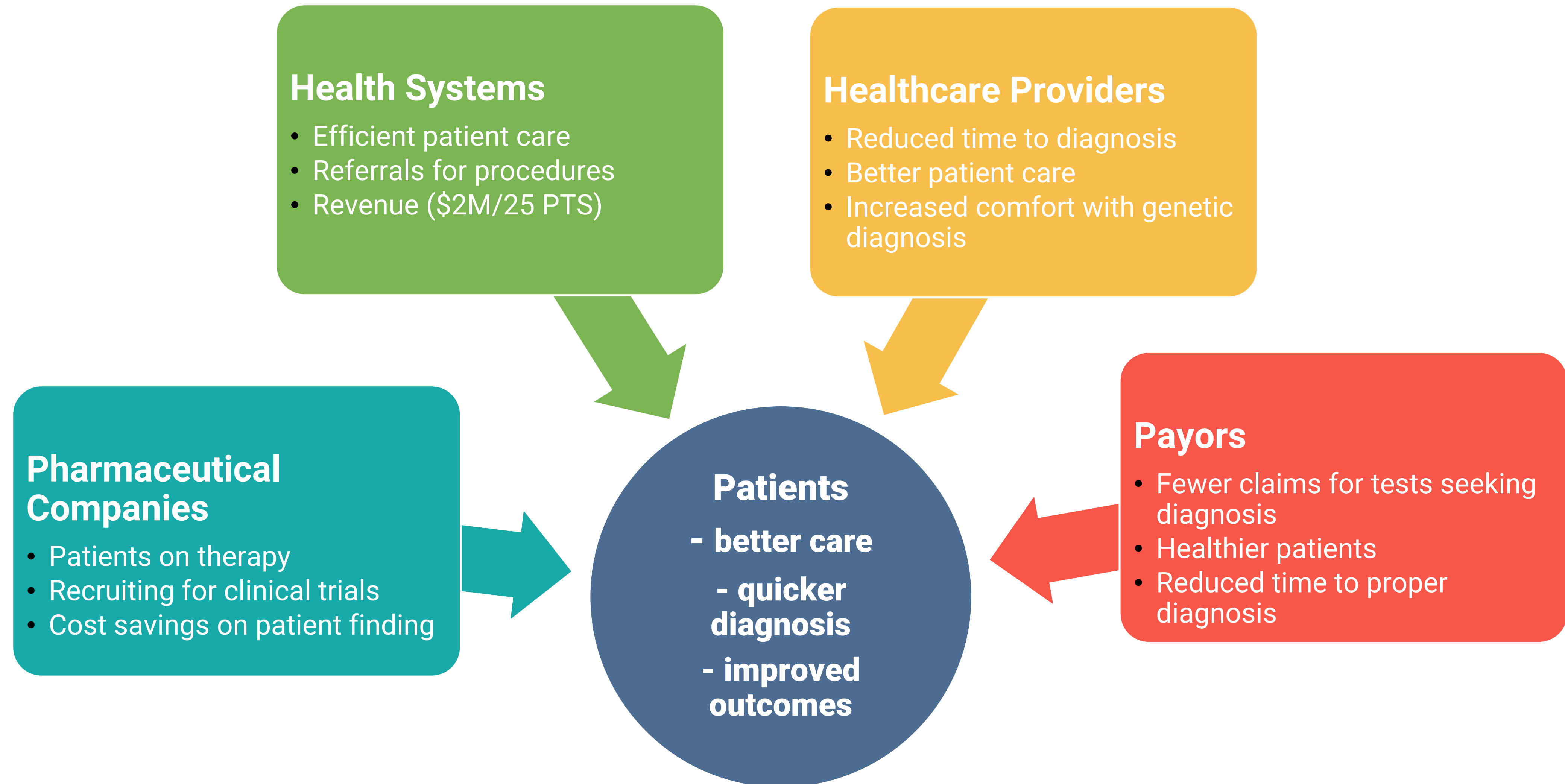
To create and validate algorithms and physician education



Business Development

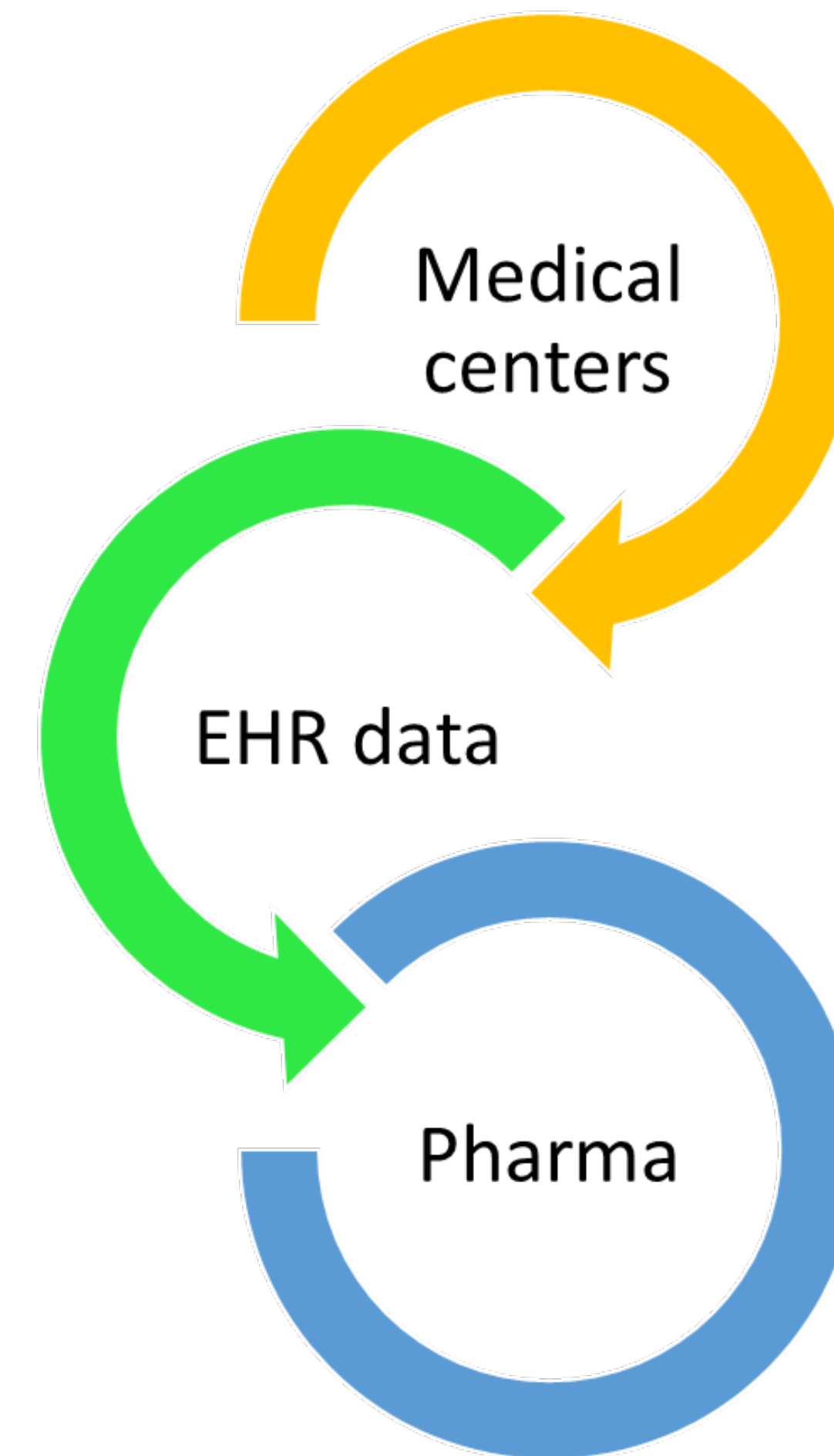
Sales and Marketing

Pharma and health systems



Seeking More Partners and Series A Investors

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LET'S Partner

Identifying At-Risk Patients Together

