

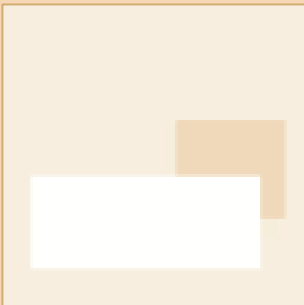
Acaceta Inc.

Teaser

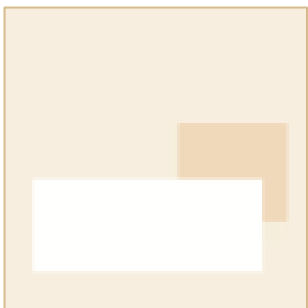
Enhancing every aspect of a medical device company's workflow—training, sales, surgical execution, and R&D.

Alex Gao | Ethan Elasky | Frank Nakasako | Laurence Tarquinio

October 2024



Team



Our Team

We are a team of recent graduates from Berkeley and USC, leveraging our diverse backgrounds and technical expertise to drive innovation through Acaceta

Ethan Elasky



- Berkeley Data Science, emphasis in math & AI
- Research @ Berkeley Artificial Intelligence Research
- NLP/ML @ Taiwanese National Academy of Sciences
- Full Professional Proficiency in Mandarin

Laurence Mark Tarquinio



- USC Real Estate / Business Finance
- Special Situations/Private Equity (RE & Healthcare) @ Fortress Investment Group
- Real Assets Private Equity Investing @ Macquarie Group
- Credit Structuring & Originations @ JLL

Alex (Xiang) Gao



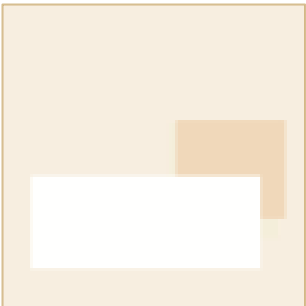
- USC Computer Science (AI & ML emphasis)
- AI/ML @ Microsoft
- PM @ IBM
- Healthcare Equities Trader @ Maverick
- IB @ Deutsche Bank

Frank Barbosa Nakasako



- Berkeley Pure Mathematics
- Quantitative Research @ Macquarie Group
- Corporate Strategy @ Kodania Inc.
- Graduate Math Research @ Berkeley
- 99th percentile LSAT

Strategic Overview



Thesis & Vision

Thesis

The medical device industry currently faces significant inefficiencies, presenting a timely opportunity for AI and technology to make impactful contributions. We believe our AI model can initially enhance training, sales processes, and as we gain traction, we will navigate regulatory hurdles to support surgeons in the operating room. Simultaneously, we aim to simplify the experience for customers using personal medical devices. Ultimately, we envision becoming the leading application across the medical device sector and the broader healthcare industry, including research and development in both medical devices and pharmaceuticals.

Vision

To be the leading innovator in the medical device sector, empowering sales teams and customers with intelligent solutions that foster seamless communication, elevate training standards, and ultimately enhance the quality of care delivered in healthcare settings.



Challenges in Medical Device Industry

We aim to solve inefficiencies in the medical device by leveraging technology

Lack of Real-Time Information & Inconsistent Training

- Sales reps often lack immediate access to critical product information, leading to delays in decision-making and customer response
- Training programs can be fragmented and inconsistent, resulting in varying levels of knowledge among sales representatives

Time-Consuming Processes & Limited Access to Resources

- **Time-Consuming Processes:** Sales reps spend excessive time on administrative tasks rather than engaging with clients, hindering productivity
- **Limited Access to Resources:** Sales teams often struggle to access updated resources and materials, impacting their ability to effectively communicate product benefits

Operating Room & Personal Device Struggles

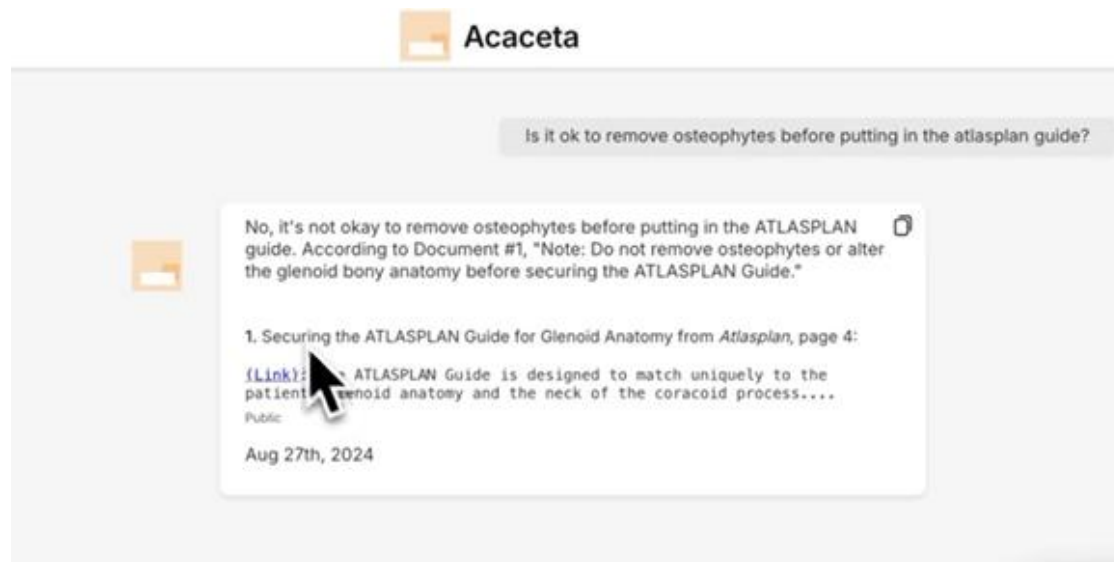
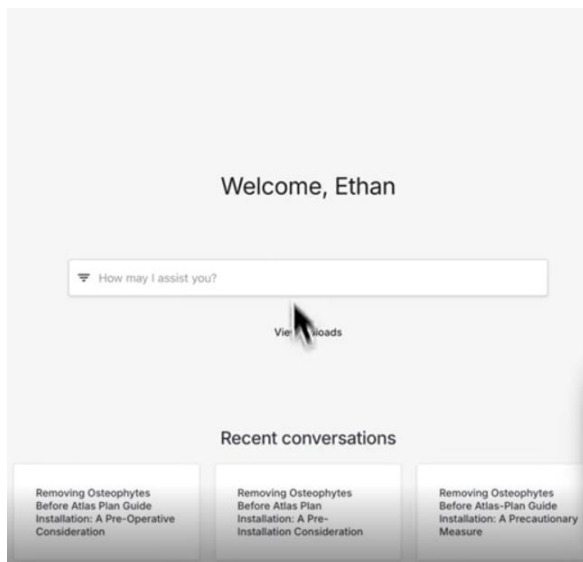
- Sales representatives often face challenges in providing immediate, on-site support during surgeries, which can lead to delays in addressing issues with medical devices and potentially impact patient outcomes
- Many personal medical devices have complicated instructions or interfaces, making it difficult for customers to use them effectively leading to frustration and underutilization or misuse



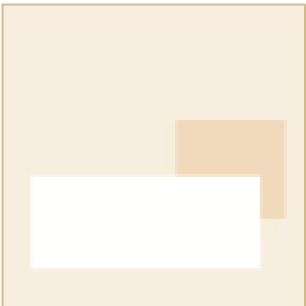
Our Product

An AI-powered platform that streamlines medical device sales, training, operating room assistance, and customer understanding by providing instant access to medical device documentation and intelligent recommendations.

- **Centralized Database:** Store thousands of implant-related documents in a proprietary database for easy access
- **Smart Recommendations:** Utilize LLM technology to suggest the best implants and implementation schemes for salespeople
- **Enhanced Efficiency:** Streamline sales processes, ultimately saving costs for patients, hospitals, and medical device companies.



Market



Medical Device Industry

Valued at over \$400 billion globally, the medical device industry is a dynamic sector within healthcare, offering abundant opportunities for innovation and investment

Key Tailwinds

- **Diverse Product Range:** Includes diagnostic equipment, surgical instruments, implantable devices, and personal medical devices
- **Significant Market Growth:** Expected to reach over \$600 billion by 2025, driven by technological advancements and increased healthcare needs.
- **Aging Population:** Rising demand for medical technologies due to an aging demographic and chronic disease prevalence.
- **Investment Opportunities:** The industry's expansion creates ample opportunities for startups and established companies to innovate and capture market share.

Our Potential Customers

Medtronic
stryker



GE HealthCare

**Johnson
& Johnson**

Our Users

Our product supports medical device sales reps at every stage—from training to the operating room—and enhances the experience for users of personal medical devices.

Medical Device Rep in Training

- Reps in training will have access to a centralized database of training materials and product information to facilitate faster onboarding
- AI-driven assistance provides real-time answers to questions during shadowing and training
- Enhanced knowledge leads to greater confidence when engaging with potential clients, building confidence

Medical Device Rep during Sales

- Reps can quickly retrieve product specifications and clinical data during sales presentations and discussions
- Acaceta will give insights that tailor product suggestions based on specific customer needs and preferences
- Reps will benefit from reduced time spent on administrative tasks, allowing for more focus on direct selling activities

Medical Device Rep in the OR

- Reps in the OR will have immediate access to critical product information and procedural guidelines during surgical procedures
- Acaceta provides AI-driven recommendations for troubleshooting and optimizing device usage in the operating room
- Potential to transition to a rep-less model where doctors can ask AI directly for assistance instead of relying on human representatives

User of a Personal Medical Device

- Rather than waiting on the phone for a rep users can quickly scan a QR code or download the Acaceta app for immediate assistance
- Simplified instructions and support help users effectively manage their health and maximize device benefits
- Personal medical devices that benefit from Acaceta include continuous glucose monitors, insulin pumps, home sleep apnea tests, smart inhalers, and more

Contacts

For any questions, please reach out to anyone on the team at the emails below

- ethan@acaceta.com
- frank@acaceta.com
- laurence@acaceta.com
- alex@acaceta.com

