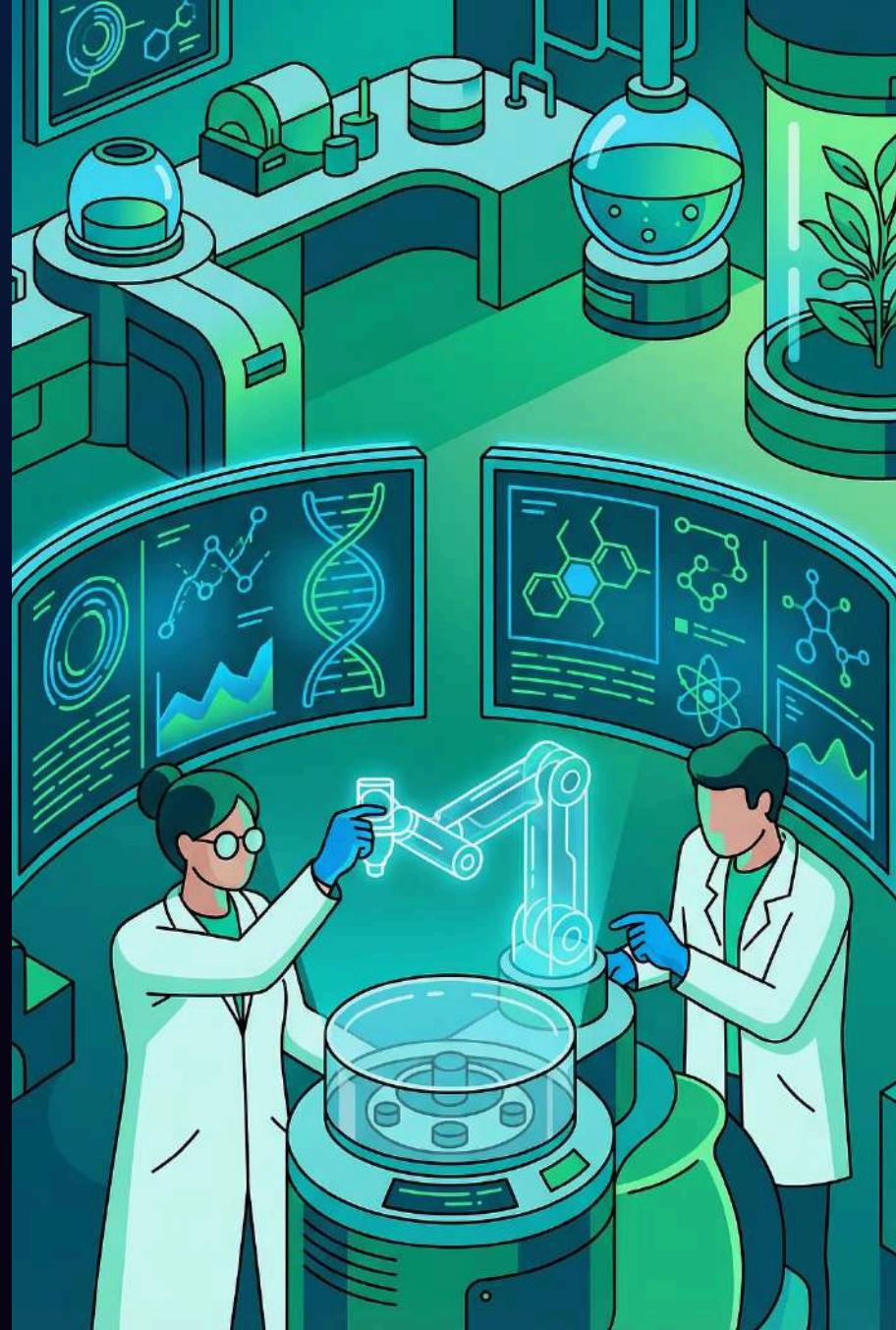


## Next Quarter OKRs: From Platform to Standard

# ArcaScience: Worldwide Standard for Benefit-Risk Evaluation

Quarter's Focus: **BRA Platform + Therapeutic Depth + ARR Traction**

Goal: Install a new standard, not just ship features



⌚ 60-MINUTE SESSION

# Agenda

01

## Why this quarter is a turning point

Strategic context

02

## OKR methodology + Google 70% rule

Measuring ambitious success

03

## Company OKRs (3 Objectives)

Platform, launches, ARR

04

## Deep dive: O1 Product, O2 Therapeutic launches, O3 ARR

Detailed execution

05

## Operating cadence, owners, risks

Execution & potential risks

06

## Rally & next steps

Call to action

# Vision: The "Why" Behind Everything We Do

## Making benefit-risk decisions fast, auditable, and confident

### Today's Reality

Benefit-risk work is slow, manual, and fragmented, requiring months for hard-to-audit reports.

### ArcaScience's Solution

Our platform streamlines BRA, turning months of work into minutes, delivering 10-100x more relevant, traceable insights.

### Our North Star

To be the default operating system for BRA across the entire drug lifecycle.



# Why This Quarter Matters



## This is a leverage quarter

We've built the foundation. Now we prove **repeatability** to define if we become the global standard.

### We already have:

- Working platform with differentiated tech
- Unique approach addressing market pain
- Early market traction

### Now we must prove:

- **Repeatable product outcomes** (speed, quality, auditability)
- **Repeatable therapeutic launches** (2-3 areas)
- **Repeatable revenue engine** (\$500k ARR)

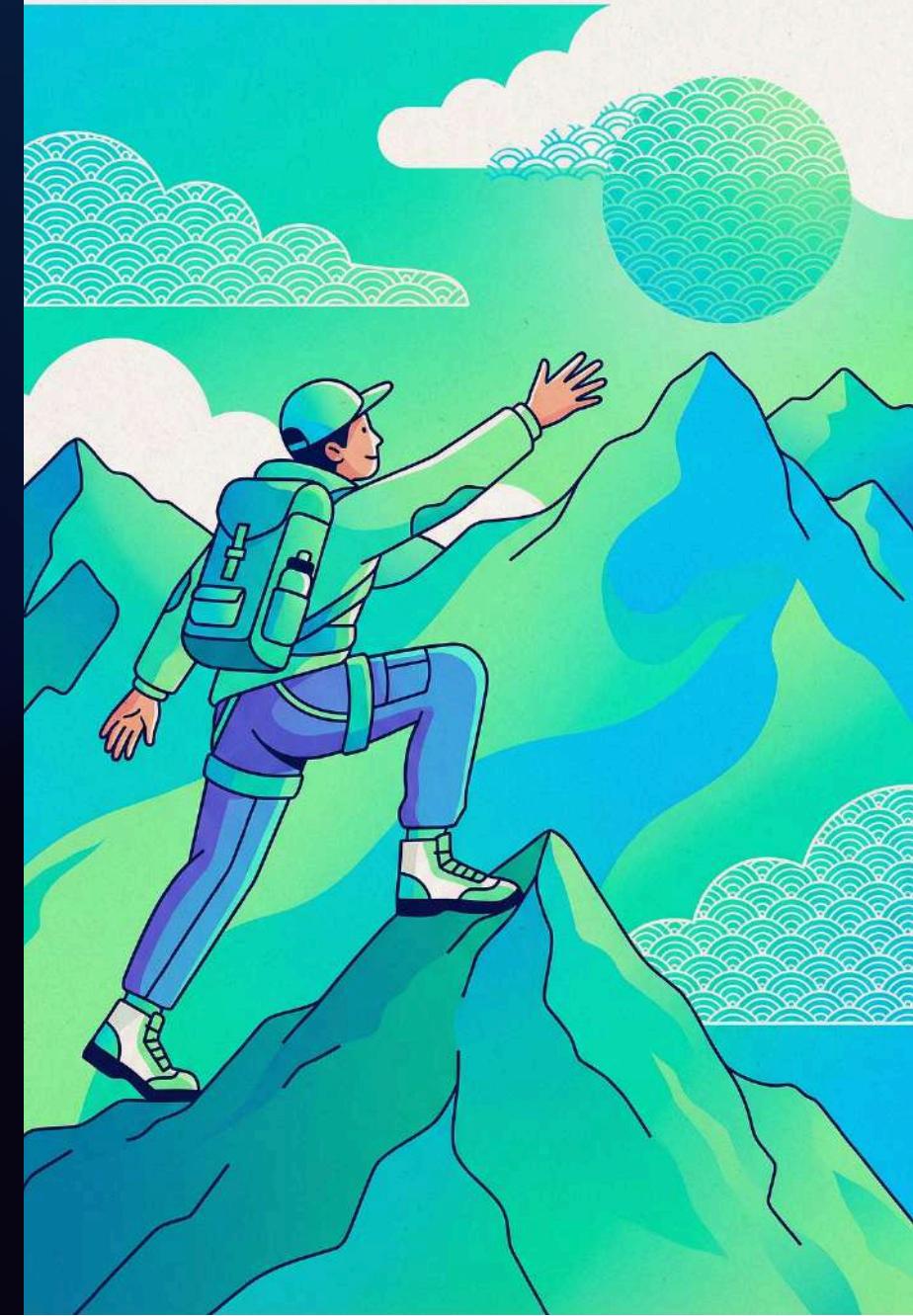
□ This quarter defines our trajectory to global **standard status**. Proven capabilities secure our market position.

# The Quarterly Narrative

# One sentence that captures everything

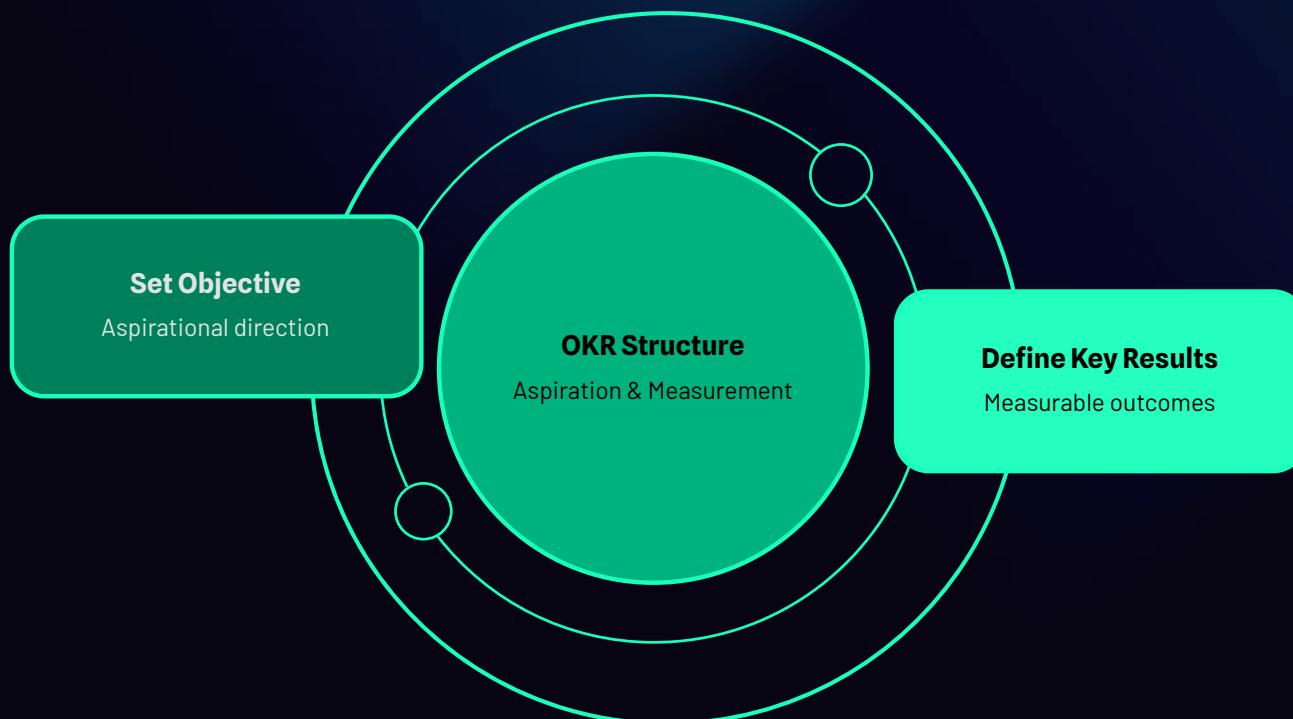
"Make BRA undeniable, prove depth in 2-3 therapeutic areas, and validate traction with \$500k ARR."

Every effort must align with this single statement. If it doesn't support this narrative, it's out this quarter.



# OKRs & the Google 70% Rule

OKRs are not forecasts — they are focus



## The Google 70% Rule

**~70% achieved = ambitious + strong execution**

Achieving 70% indicates ambitious targets and strong execution.

**100% achieved = goals were too easy**

Consistently hitting 100% suggests goals were too easy.

---

**Track progress weekly.** It's a living operating system, not "set and forget".

# What "Good" Looks Like at Quarter End

1

## Platform Excellence

BRA cycles are **10x faster**, with **higher confidence**. Output is regulator-ready and audit-trail complete.

2

## Therapeutic Depth

Develop **2-3 therapeutic "launch packs"**, including templates, validated cases, and go-to-market materials.

3

## Market Validation

Revenue shows clear market pull: achieve **\$500k ARR run-rate**. Healthy pipeline supports continued growth.

COMPANY-WIDE FOCUS

# Company OKRs Overview

Three interconnected objectives: platform excellence, therapeutic depth, and revenue growth.



## O1 — BRA Platform becomes undeniable

Reliable, compliant, valuable. Users find it indispensable.



## O2 — Launch 2–3 therapeutic areas

Achieve therapeutic depth via repeatable playbooks.



## O3 — Reach \$500k ARR run-rate

Prove scalable growth with new subscriptions and expansions.



01: BRA PLATFORM 20 MINUTES

## 01: Make the BRA Platform the Reference Way to Do Benefit-Risk

# Every user feels: "I can't go back"

Faster, deeper, regulator-ready BRA output. We win by delivering **Speed × Evidence quality × Trust.**

This objective redefines benefit-risk assessment, making "BRA" synonymous with "ArcaScience."

# O1 Key Results Scoreboard

Set stretch targets; 70% = success

## KR1 – Speed & Usability



Reduce 'regulator-style BRA package' production time by **≥ 5x**

- Stretch: 7x improvement
- Success: 5x improvement

## KR2 – Insight Density



Increase actionable insights by **≥ 10x** vs manual workflow

- Stretch: 20x more insights
- Measured by reviewer-accepted insights

## KR3 – Auditability & Compliance



Deliver **BRAT/CIOMS-ready exports** for **100% of flagship runs**

- Includes: value tree, effect table, evidence
- Stretch: automatic uncertainty & rationale

## KR4 – Reliability



Achieve **≥ 99.5% uptime** + reduce critical bugs by **50%**

- Stretch: 99.9% uptime
- Enterprise-grade stability

## KR5 – Adoption



**≥ 15 power users** actively using BRA weekly

- Stretch: 25 power users
- Power user = 3+ sessions/week, complete workflows

# O1 Initiatives: What We Will Ship

## Initiative 1: "BRA in Minutes" Workflow

Guided path from molecule to summary, with clickable and explainable signals.



## Initiative 2: Evidence Provenance Layer

Audit trail linking every statement to source, extraction, confidence, and timestamp. A first-class feature.



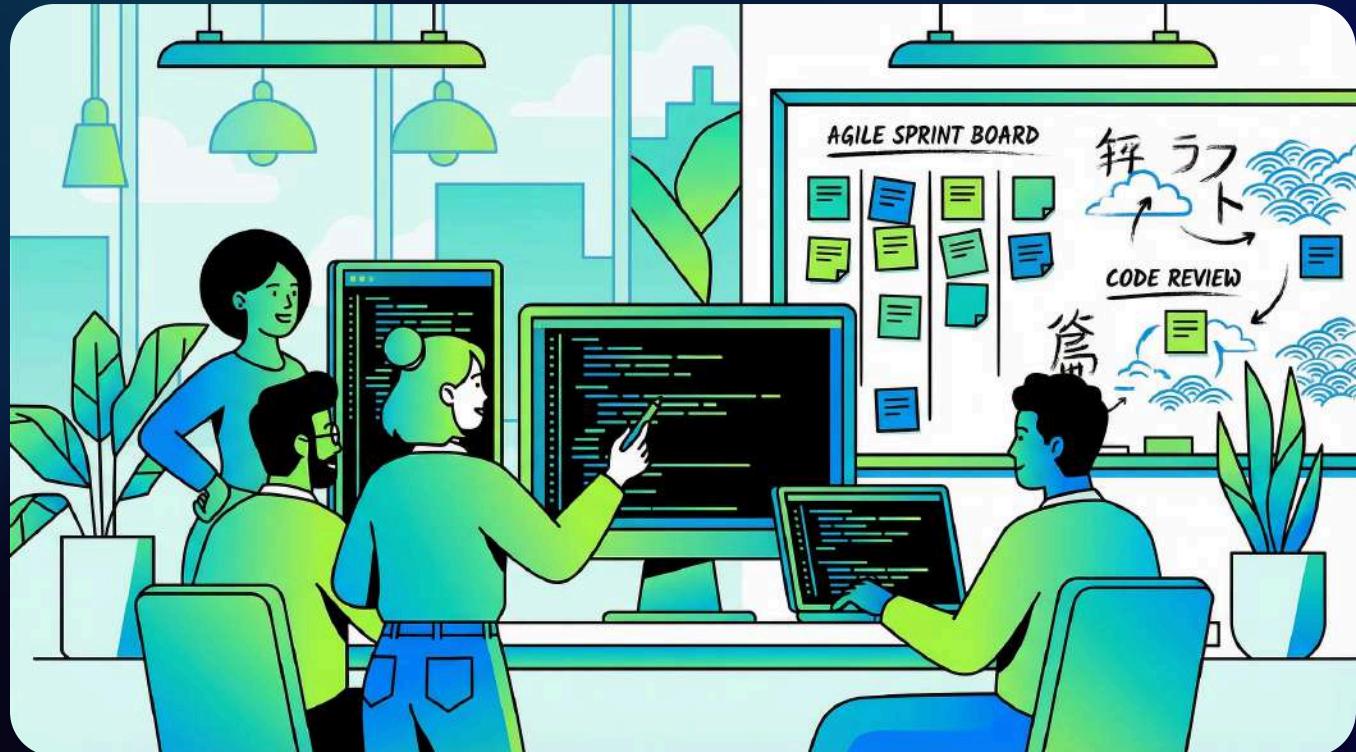
## Initiative 3: Uncertainty & Confidence Scoring

Confidence scores, disagreement flags, and missing evidence indicators per insight to build trust.



## Initiative 4: Performance & MLOps Hardening

Ensure faster runs, stable pipelines, and comprehensive monitoring. Non-negotiable on-premises readiness for enterprise.





# O1 "Definition of Done"

No ambiguity. A release counts only if it produces all of these:

- **Regulator-Ready Export**  
BRAT/CIOMS-style export for pharmacovigilance or clinical teams, requiring no additional formatting.
- **Complete Traceability**  
Evidence is **fully traceable** with documented provenance, allowing auditors to follow the reasoning.
- **Measured Performance**  
Time-to-output and insight density are measured on real cases with documented metrics.
- **Baseline Comparison**  
A "baseline vs new" comparison is documented, showing quantified improvement over manual workflows.

# O1 Owners & Weekly Ritual

## Owners

### Product Lead

Workflow & UX - Charbel

### CTO / Eng Lead

Reliability & infra - Jeff

### Clinical Lead / Medical Strategy

Benefit-risk & validation - Vassili

## Weekly Ritual

### Every day — 30 minutes

"**BRA OKR Scoreboard**" review: time-to-output, insights, acceptance, bugs, uptime

### Every thursday — 60 minutes

"**Fixing**" session: credibility, noise, calibration

Maintains quality while moving fast.



02: THERAPEUTIC LAUNCHES

15 MINUTES

## 02: Launch 2–3 Therapeutic Areas with Repeatable "Therapeutic Packs"

We sell ready-to-use BRA for specific areas, not just a platform.

Generic platforms struggle. Our therapeutic packs demonstrate expertise, accelerate onboarding, and create repeatable revenue.

# What "Therapeutic Launch" Means

**Definition:** A therapeutic area is "launched" only if we deliver all four components

01

## Therapeutic Pack (inside the BRA platform)

Canonical endpoints, key risks, and standard queries for the therapeutic area.

02

## Reference Demo Case (golden path)

Complete story with evidence for best-case usage. Serves as sales demo and onboarding example.

03

## Medical Validation Loop

Internal/external sign-off criteria. Defines and validates quality.

04

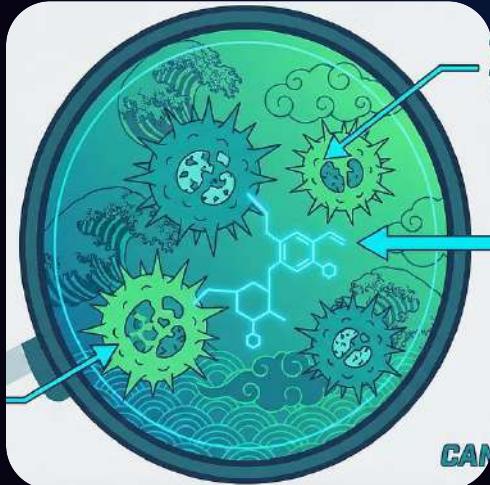
## Go-to-Market Bundle

One-pager, deck, demo script, pricing, and success metrics. Sales & CS teams ready to execute.

- ☐ All four components must be complete. Three out of four is 'in progress', not 'launched'.

# Previously Discussed Therapeutic Areas Examples

Pick 2 as must-win + 1 as stretch



## Flagship: Lung Cancer

**Primary focus recommended.**

- Dense evidence (trials + RWE)
- Clear biomarkers & strong PV relevance
- Transferable proof for other oncology.



## Option 2: Immunology / Inflammation

High safety complexity, diverse mechanisms, large market. Ideal for structured benefit-risk.



## Option 3: Cardiology

Clear endpoints, large populations. Safety trade-offs are key for decisions. Strong fit for benefit-risk communication.

Instant market opportunity (Hyloris).

# O2 Key Results Scoreboard



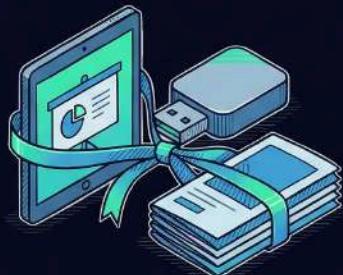
## KR1:

KR1: 2 Therapeutic Packs Launched (Stretch: 3)



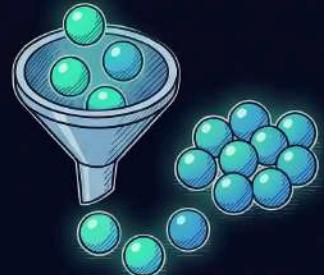
## KR2:

KR2: 3 Expert-Reviewed Cases per Area (Stretch: 5)



## KR3:

KR3: Sales Enablement Bundle Completion



## KR4:

KR4: 6 Qualified Opportunities Generated (Stretch: 10)

## KR1: Launch Packs

Launch **2 therapeutic packs** (DoD)

- Stretch: 3 packs
- 70% success: 2 complete packs

## KR2: Validation

For each therapeutic area: **≥ 3 expert-reviewed cases**

- Stretch: 5 cases/area

## KR3: Sales Enablement

Deliver complete sales bundle per area:

- Reference demo
- One-pager, deck, pricing
- "Why we win" positioning
- Customer success playbook

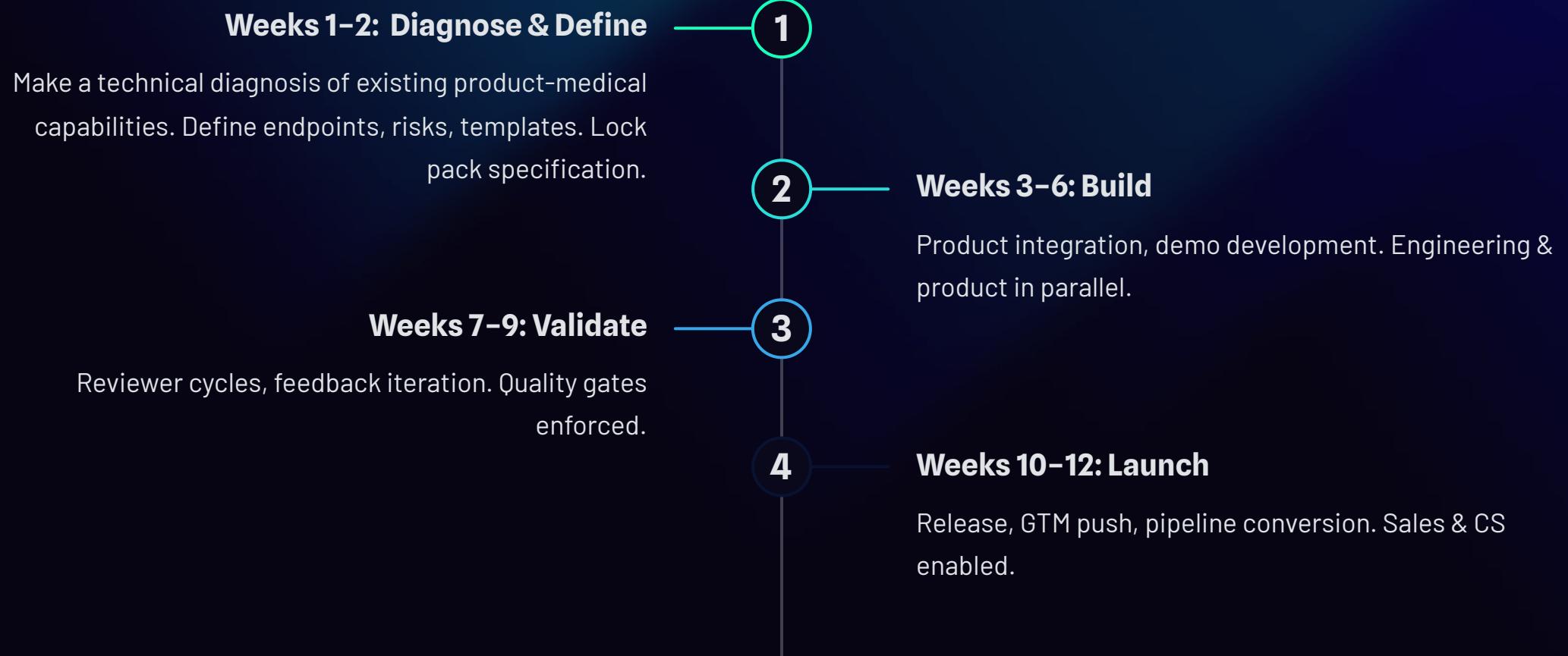
## KR4: Pipeline Impact

Generate **≥ 6 qualified opportunities**

- Stretch: 10 opportunities

# O2 Execution Plan

## How the work flows over 12 weeks



Two packs run in parallel, staggered starts. Third stretch pack possible week 4.

## 03: Reach \$500k ARR

# Revenue is market proof of value



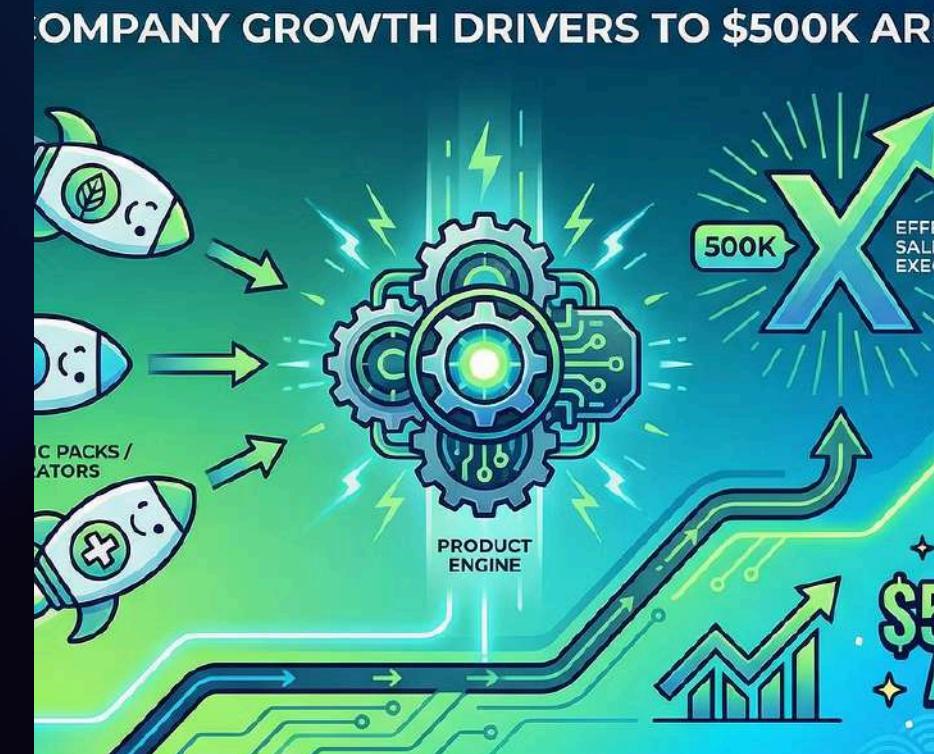
Product is the engine



Therapeutic packs: accelerators



Sales execution: multiplier

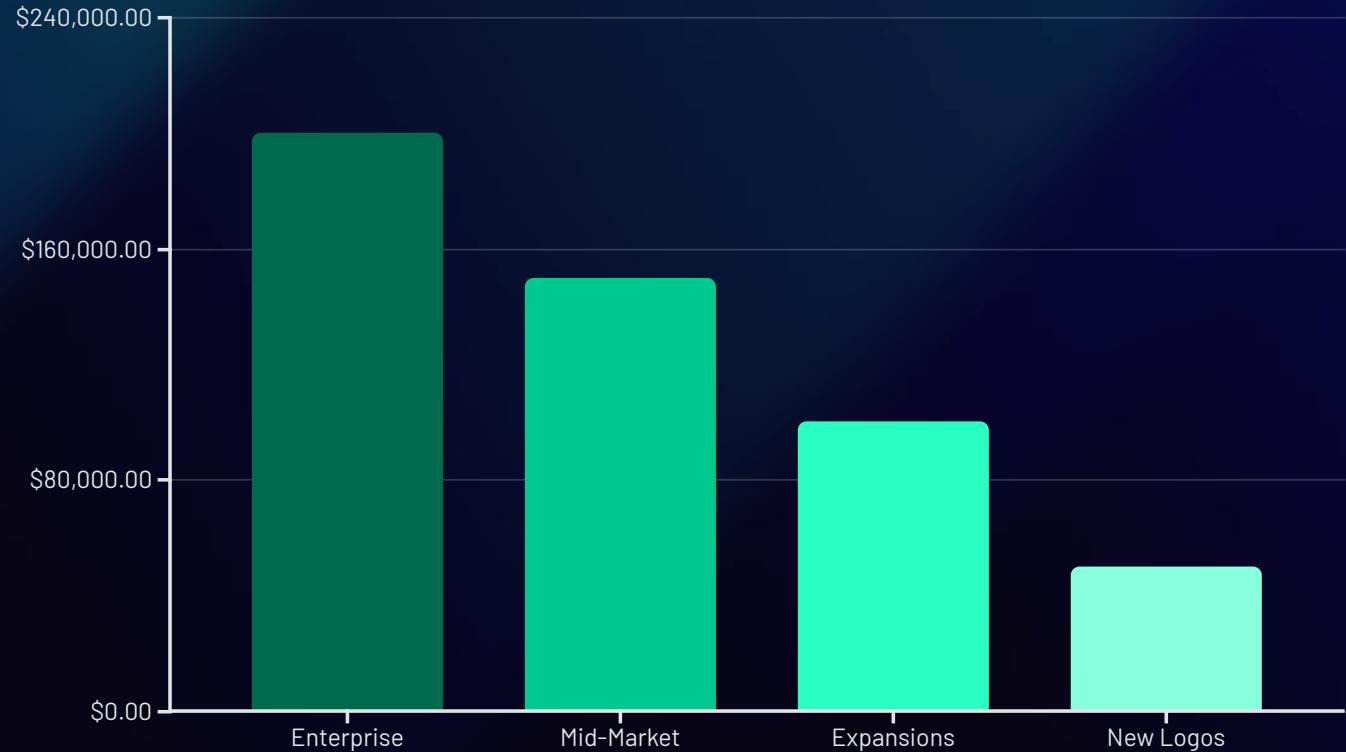


# Revenue Maths: Simple & Motivating

**Target: \$500k ARR run-rate by quarter end**

Achieve this milestone via **repeatable packages, not custom projects.**

**Example Paths:**



**Path A**

**4 new annual subscriptions (\$125k ARR each)**

**Path B**

**3 new + 2 expansions**

**Path C**

**2 enterprise + 2 mid-market**

**Principle:** Sell repeatable packages, not custom projects. Every deal follows a therapeutic pack model.

# O3 Key Results Scoreboard

70% rule built into targets

## KR1 — ARR Run-Rate

- **Target:** \$500k ARR run-rate
- **Stretch:** \$650k ARR run-rate

Our primary company metric.

## KR2 — New Logos

- **Target:** 3 net new subscriptions
- **Stretch:** 5 net new subscriptions

Validates product-market fit.

## KR3 — Expansion

Expand **≥ 2 existing accounts**.

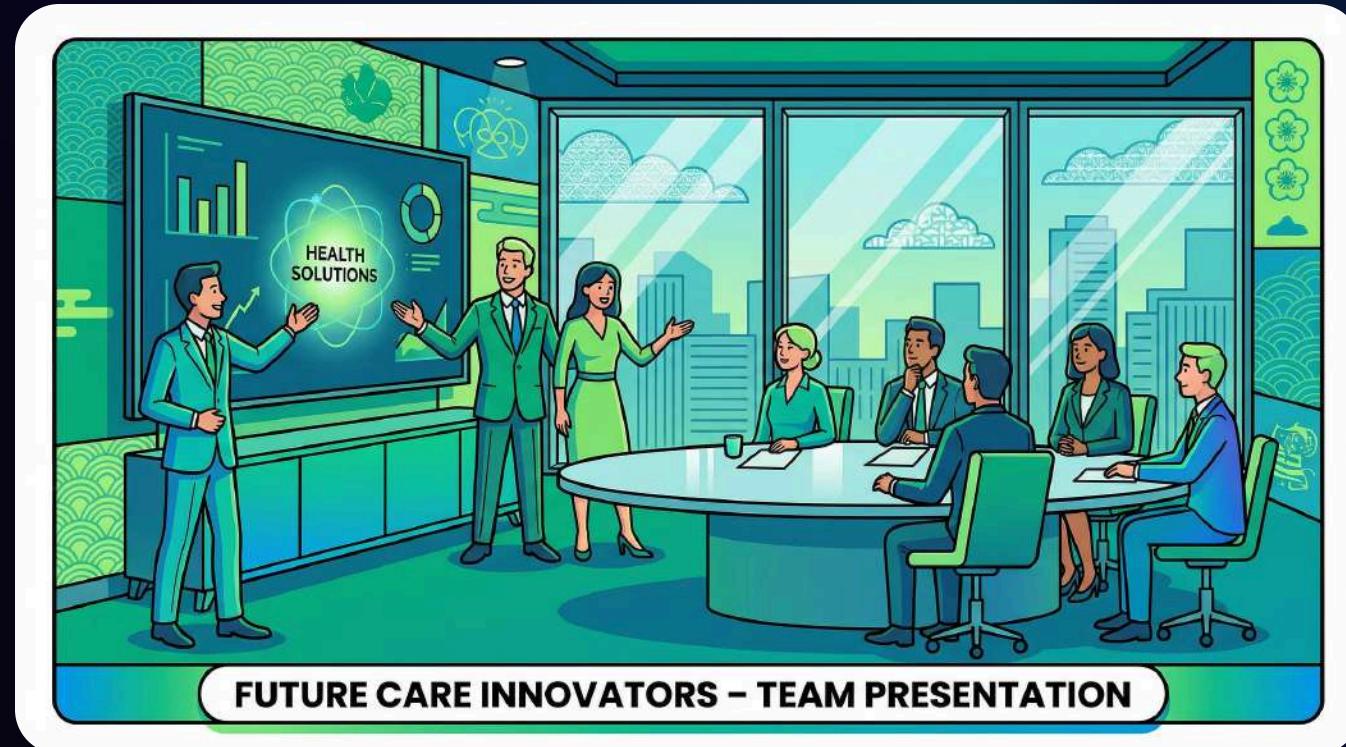
Better margins, proves customer value.

## KR4 — Pipeline Discipline

- **Coverage:** 3x vs target ARR
- **Win-rate:** ≥ 25% on qualified ops

Predicts ARR target attainment.

# O3 Initiatives: What We Will Do



FUTURE CARE INNOVATORS – TEAM PRESENTATION

## Initiative 1: "Therapeutic Pack" Sales Motion

Standard offer: platform, therapeutic pack, onboarding. Clear pricing and procurement-ready docs.

## Initiative 2: Reference Story Creation

Two flagship customer stories: problem → BRA output → decision impact. Quantify outcomes.

## Initiative 3: Sales Operating System

Weekly pipeline review: track coverage, conversion, cycle time, next steps, risk flags. Data-driven execution.

## Initiative 4: Customer Success Loop

Usage → outcomes → expansion triggers. Adoption KPIs indicate ARR expansion potential.

# Risks & Mitigations

Real talk about what could derail us

## Risk: Scope Creep

Custom requests divert from repeatable packs.

**Mitigation:** "Pack-first rule"; executive triage for custom work.

## Risk: Validation Bottleneck

Clinical review limits releases.

**Mitigation:** Fixed weekly review cadence with clear criteria.

## Risk: Long Sales Cycles

Enterprise sales may exceed quarter.

**Mitigation:** Focus on warm pipeline, expansions, faster procurement.

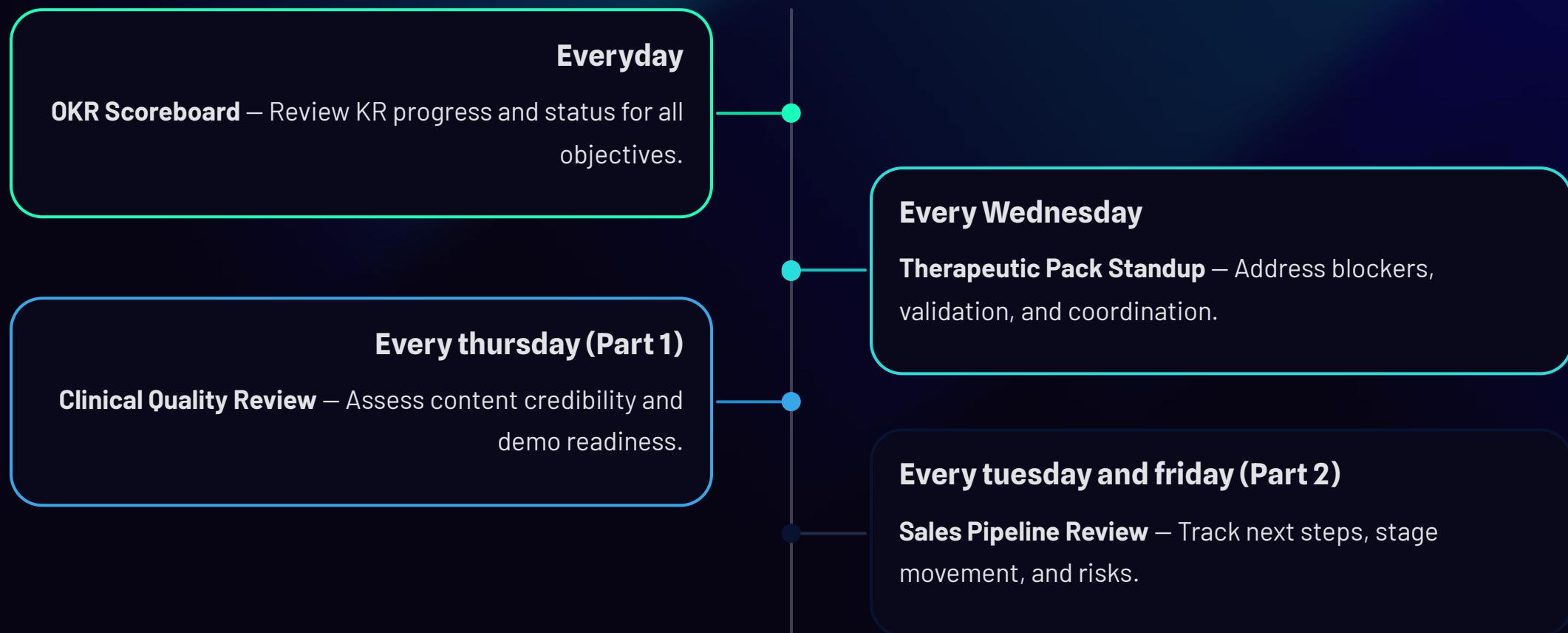
## Risk: Overpromising

Platform claims outpace delivery confidence.

**Mitigation:** Confidence scoring, audit trail, conservative claims.

# Weekly Cadence: How We Win

Rhythm creates accountability and momentum



These non-negotiable meetings ensure early problem detection and organizational alignment.

## Closing: The Rally

# This quarter is about becoming inevitable

### Platform Excellence

Deliver a BRA platform that sets the industry standard.

### Therapeutic Depth

Become a must-have solution by proving depth in 2-3 therapeutic areas.

### Market Validation

Validate market pull with a \$500k ARR run-rate.

Hitting ~70% of these goals is world-class execution.

Let's make ArcaScience the new default for benefit-risk assessment. The industry is ready for a better way, and we'll deliver it.