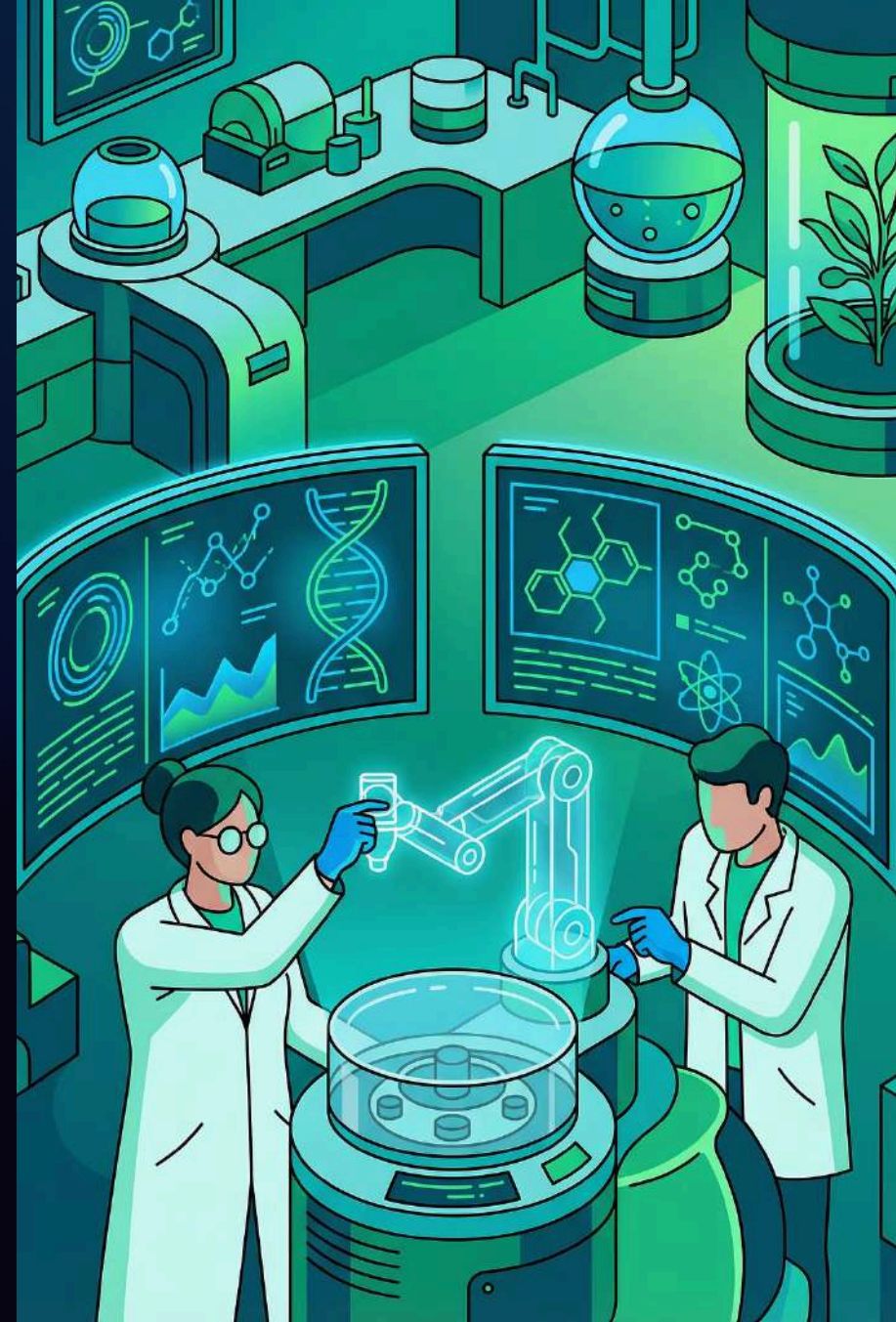


**Next Quarter OKRs: From
Platform to Standard**

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

03

Company OKRs (3 Objectives)

Platform, launches, ARR

05

Operating cadence, owners, risks

Execution & potential risks

02

OKR methodology + Google 70% rule

Measuring ambitious success

04

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

Detailed execution

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 10-100× 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)

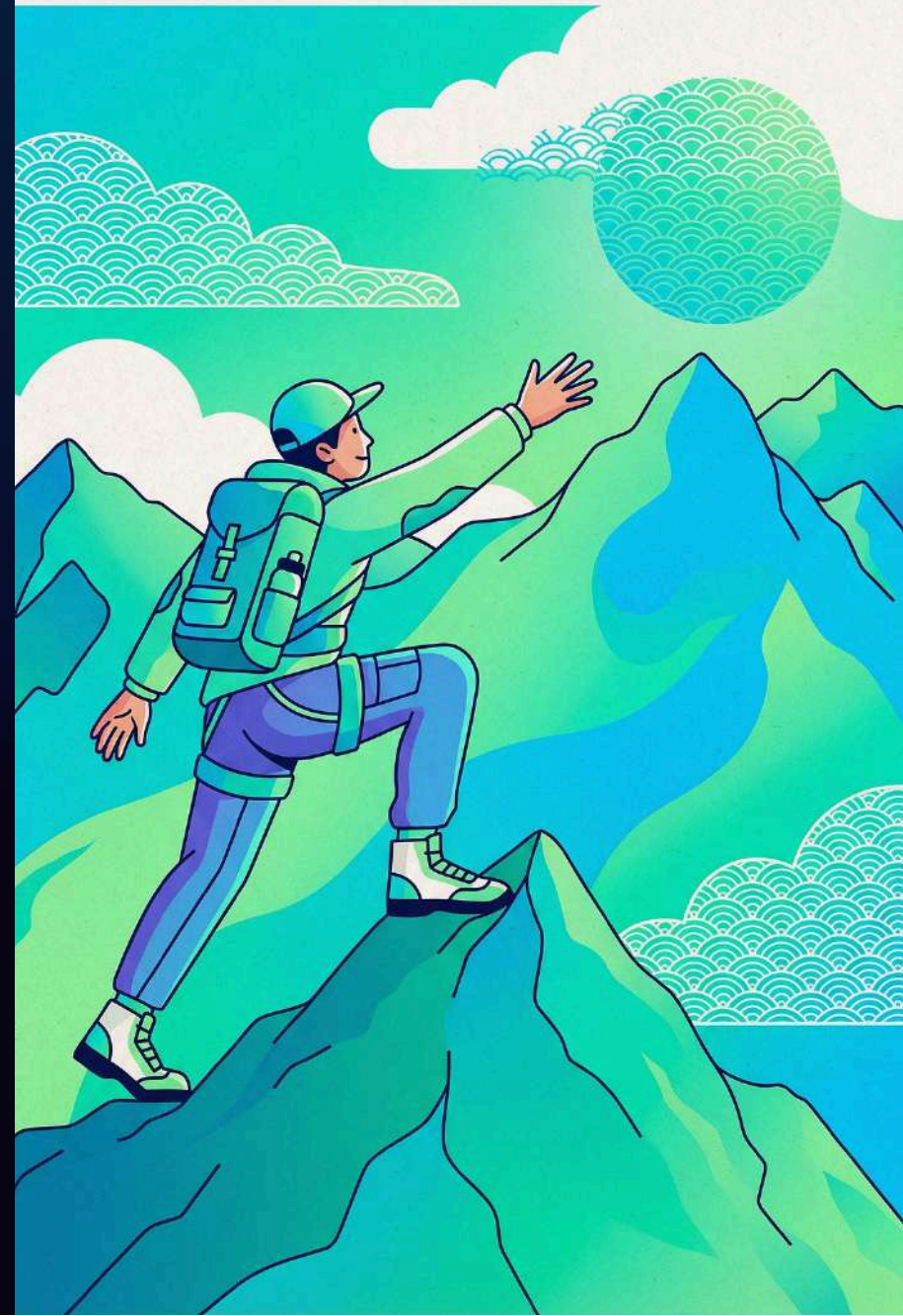
□ This quarter defines our trajectory to global **standard status**. Proven capabilities secure our market position.

The Quarterly Narrative

One sentence that captures everything

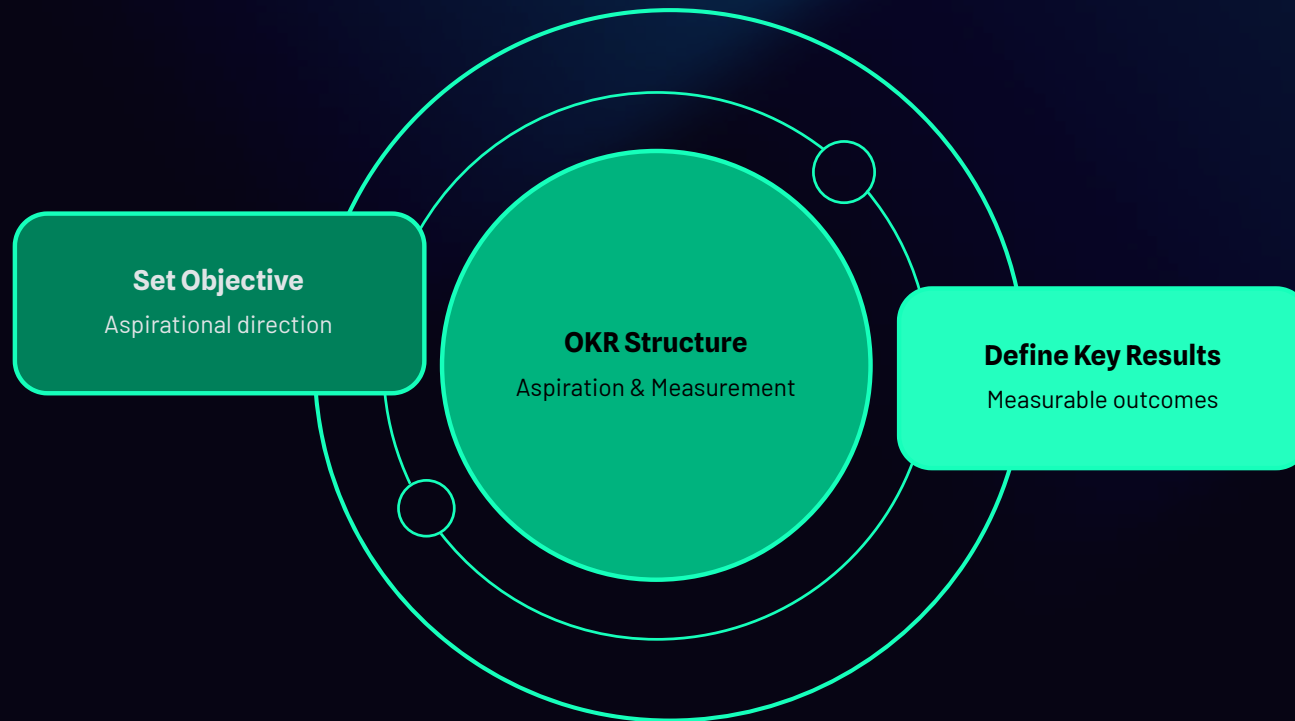
"Make BRA undeniable, prove depth in 2-3 therapeutic areas,
and validate traction with \$500k ARR."

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 **10× 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."



01 Key Results Scoreboard

Set stretch targets; 70% = success

	<div>KR1 — Speed & Usability</div> <div>Reduce 'regulator-style BRA package' production time by ≥ 5×</div> <ul style="list-style-type: none">• Stretch: 7× improvement• Success: 5× improvement
	<div>KR2 — Insight Density</div> <div>Increase actionable insights by ≥ 10× vs manual workflow</div> <ul style="list-style-type: none">• Stretch: 20× more insights• Measured by reviewer-accepted insights
	<div>KR3 — Auditability & Compliance</div> <div>Deliver BRAT/CIOMS-ready exports for 100% of flagship runs</div> <ul style="list-style-type: none">• Includes: value tree, effect table, evidence• Stretch: automatic uncertainty & rationale
	<div>KR4 — Reliability</div> <div>Achieve ≥ 99.5% uptime + reduce critical bugs by 50%</div> <ul style="list-style-type: none">• Stretch: 99.9% uptime• Enterprise-grade stability
	<div>KR5 — Adoption</div> <div>≥ 15 power users actively using BRA weekly</div> <ul style="list-style-type: none">• Stretch: 25 power users• Power user = 3+ sessions/week, complete workflows

01 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.





01 "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.

01 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

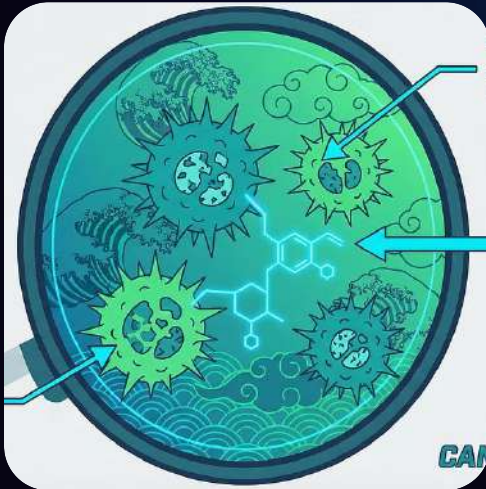
One-pager, deck, demo script, pricing, and success metrics. Sales & CS teams ready to execute.



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.

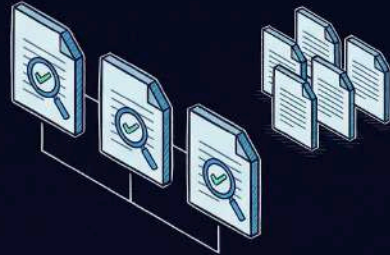
Instant market opportunity (Hyloris).

O2 Key Results Scoreboard



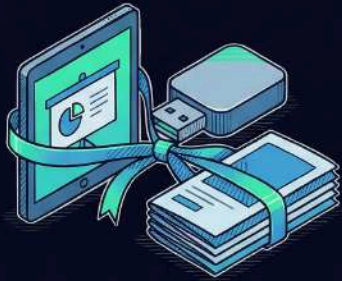
KR1:

KR1: 2 Therapeutic Packs Launched (Stretch: 3)



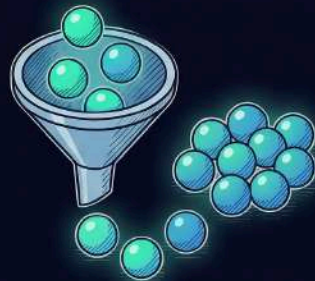
KR2:

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

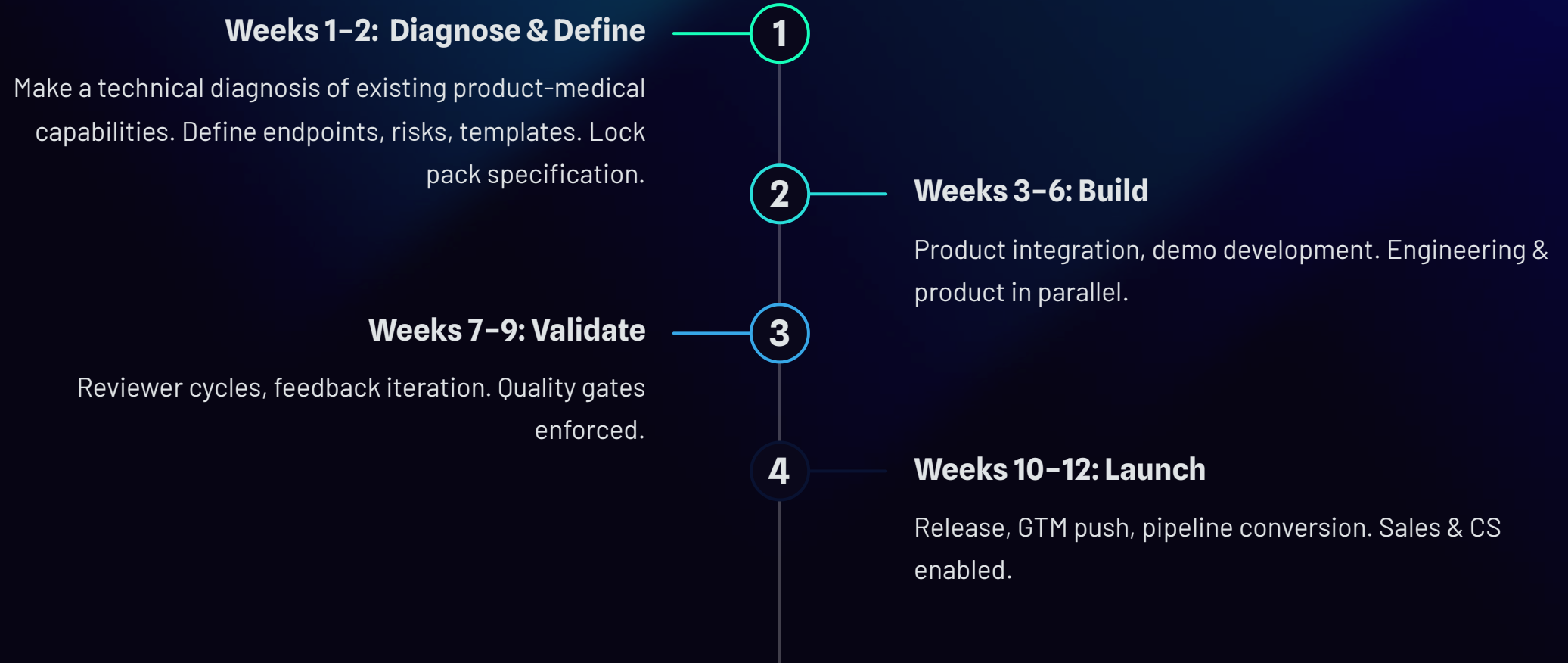
KR4 : Pipeline Impact

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: ARR GROWTH

15 MINUTES

03: Reach \$500k ARR

Revenue is market proof of value



Product is the engine

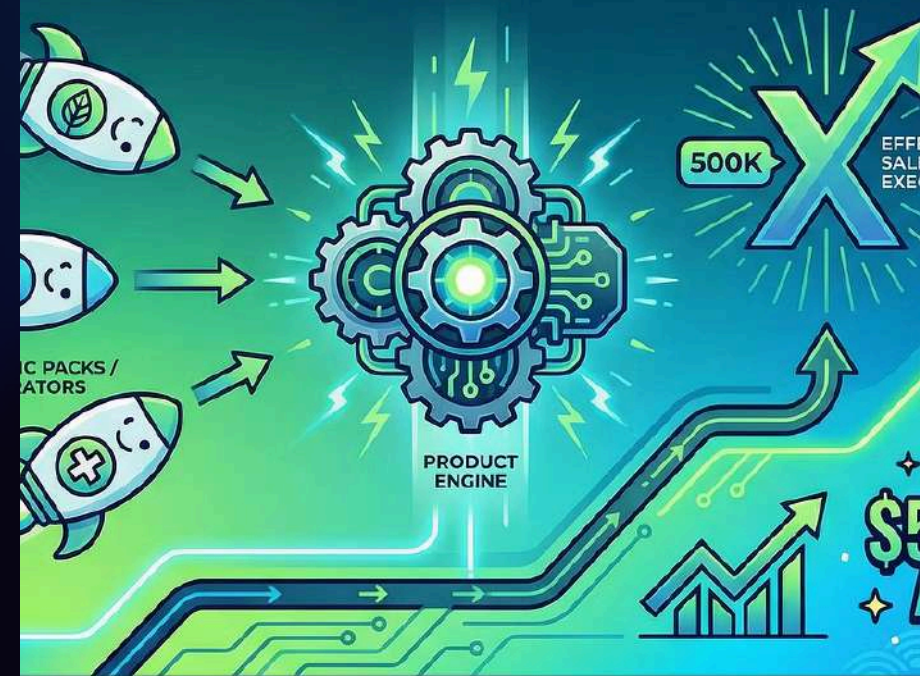


Therapeutic packs: accelerators



Sales execution: multiplier

COMPANY GROWTH DRIVERS TO \$500K ARR

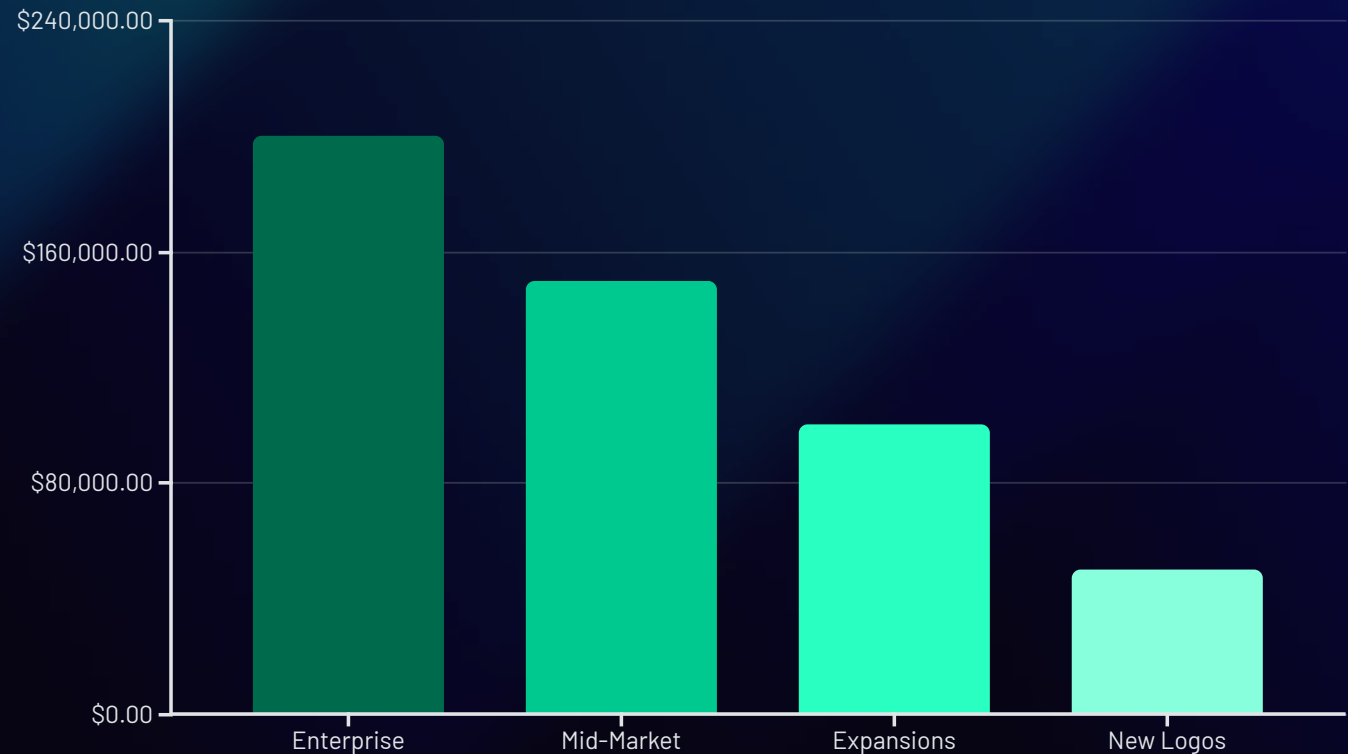


Revenue Maths: Simple & Motivating

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**.

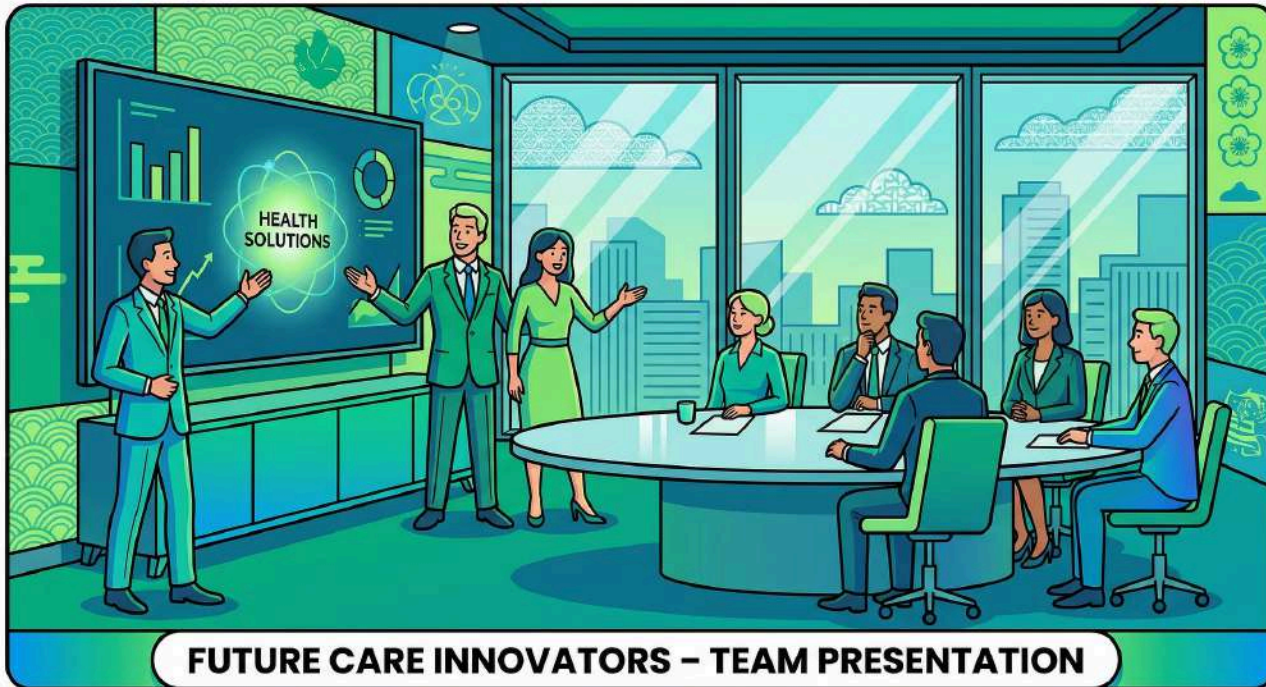
Better margins, proves customer value.

KR4 — Pipeline Discipline

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

Predicts ARR target attainment.

O3 Initiatives: What We Will Do



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.

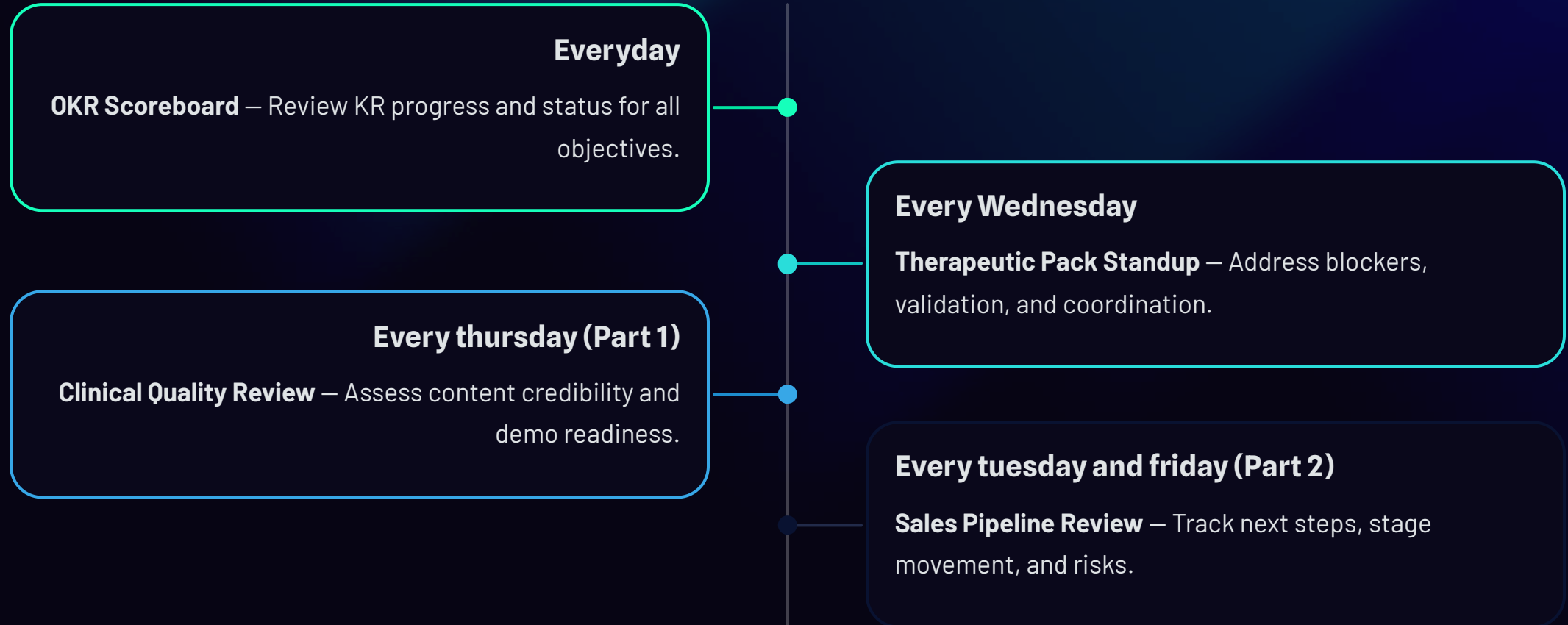
Risk: Overpromising

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.