Fawkes Biodata

Empowering patient data ownership to accelerate drug development

Ian Taylor

Founder

Our Vision

Patient data empowerment fueling clinical-trial innovation

Agenda

The Problem & Our Solution

Clinical trial recruitment delays can be solved by patient-centric data collection

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Business Model

Revenue-generating 2-sided marketplace enables biopharma customers to purchase clinical-grade patient data

Competitive Advantage

Proprietary AI platform enables superior data curation vs. traditional CRO approach

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Team & Investment

Fawkes is led by experienced team of founders and advisors - proven entrepreneurs and investors

Fawkes is Raising

$1M to deliver the next 3000 patients to our pilot pharma partners

5

Doctor-centric clinical trial recruitment is slowing clinical development

Clinical trials cost everyone

- Clinical trials are taking longer to enroll patients
- 2013: 13 mo. - 2024: 24 mo.
- Every day a clinical trial is delayed, directly costs >$50k and leads to >$500k in lost sales
- A single year delay in an Alzheimer's drug trial enrollment results in a loss of >530k quality-adjusted life years for Alzheimer's patients

The root problem: Doctor-centric approach

- Current doctor-centric recruitment only gathers data at the clinical trial site, NOT the patient's data across ALL healthcare providers (e.g. primary care, labs, imaging, other specialists, etc.)

Fawkes shifts from doctor-focused clinical trials to a patient-first approach that eliminates delays

Faster Recruitment

Proactive patient recruiting with fully characterized health profiles

- Immediate matching to trial criteria
- No waiting for referrals
- Accelerated study timelines

Better Patient Selection

Complete cross-provider longitudinal data improves trial quality

- Meets diversity requirements
- Predicts completion likelihood
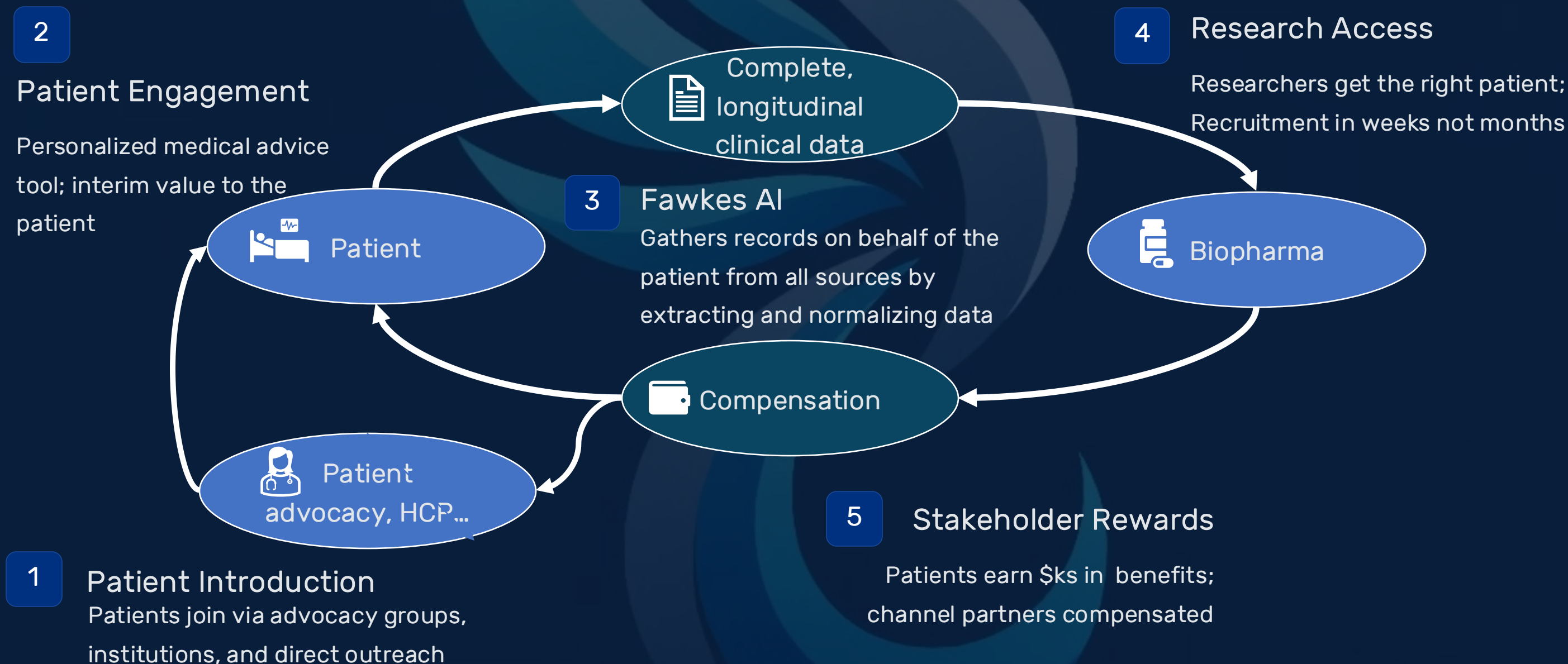- Enhances data integrity

Cheaper Development

Efficient recruitment creates significant financial advantages

- Reduced trial operation costs
- Extended exclusivity periods
- Maximized peak sales potential

How it works: Patient-level complete, longitudinal data for fair compensation

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Patient Engagement

Personalized medical advice tool; interim value to the patient

4 Research Access

Researchers get the right patient; Recruitment in weeks not months

Complete, longitudinal clinical data

3 Fawkes AI

Gathers records on behalf of the patient from all sources by extracting and normalizing data

Patient

Biopharma

Compensation

Patient advocacy, HCP...

5 Stakeholder Rewards

Patients earn $ks in benefits; channel partners compensated

1 Patient Introduction

Patients join via advocacy groups, institutions, and direct outreach

Traction: Two-Sided Market Strategy has early success

Pilot economics: **$1B valuation** with as few as **200k** patients (current access: **>5M**) at **$5k**/ Patient

5M+ Patients Partnership: Provider Side

 Providence

- Through ongoing partnership with Providence health systems, we reach **5M+ patients**.
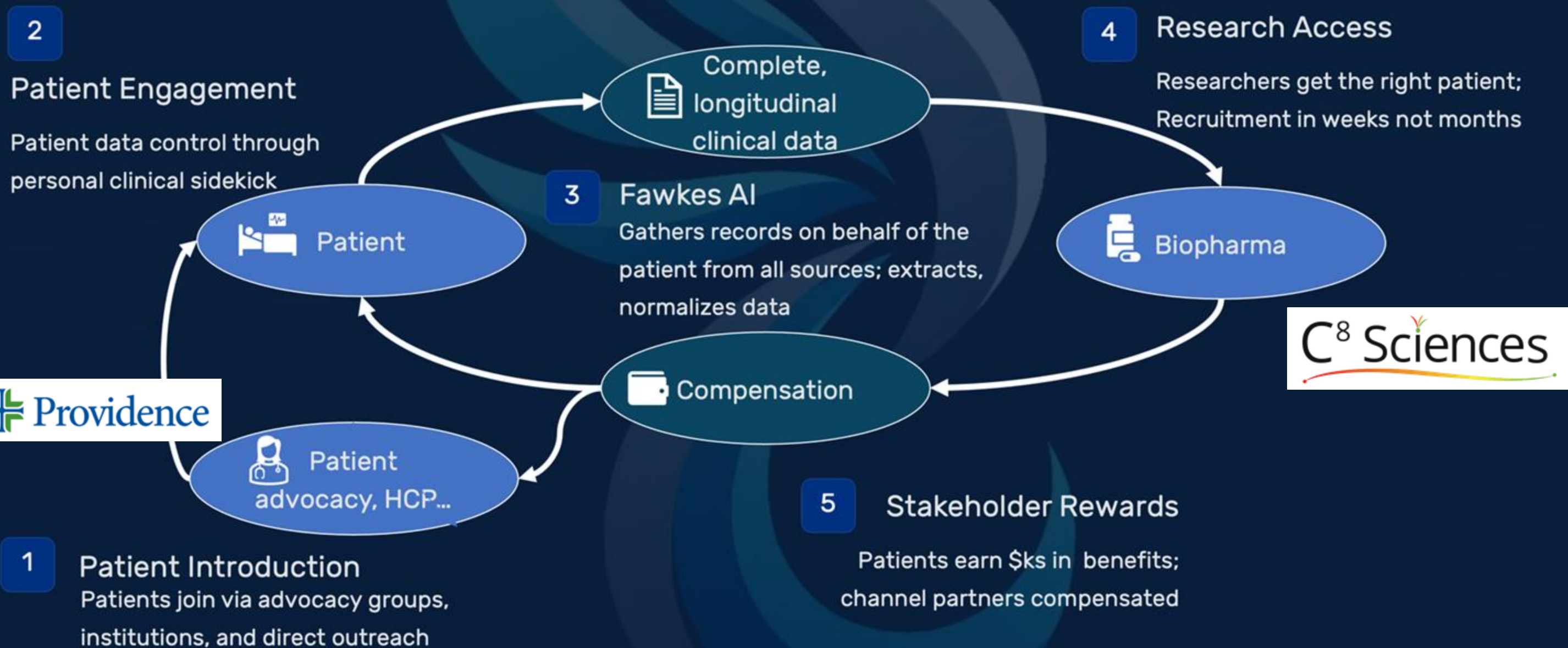- Channel partnership with other Providers and Advocacy groups lead us to qualified patients.

$4.5M Partnership: Biotech & Pharma Side

 C⁸ Sciences

Direct matching connects pharmaceutical partners with pre-qualified, diverse patient populations.

Trial: **900 patients** with Alzheimer's, Parkinson's and Major Depression Disorder @ up to **$5000/ patient**.

Modular <u>product</u> strategy to generate patient data supply and biotech demand

|	Patient facing app	Infrastructure	Biotech facing services
Description	Patient support tool leveraging patient's acquired data to manage care	Automated system for acquiring patient data and extracting unstructured data into structured data output	Value added services to patient data to improve clinical trial recruitment/ performance
Strategic value	Patient acquisition, patient engagement	No cost data acquisition	Differentiation from CROs
Competitive Positioning	Proprietary data acquisition, "owning the patient"	Acquiring patient data first, at no cost, to generate demand from biotechs	Leveraging proprietary data to outcompete incumbents

Product features to engage patients, acquire and extract patient data at low/ no cost
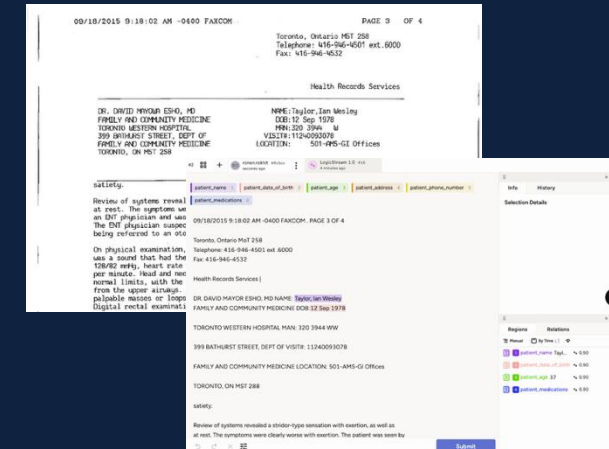
Patient facing app
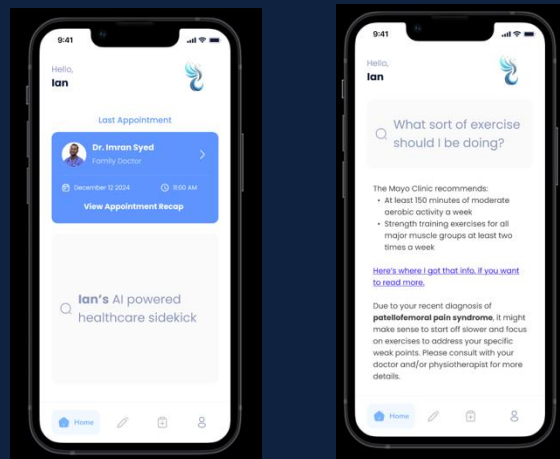
- Conversational medical assistant
- Trusted advice sources (e.g. Cleveland Clinic, Mayo Clinic)
- Personalized to patient's medical history
- <link to video>

Patient Intake
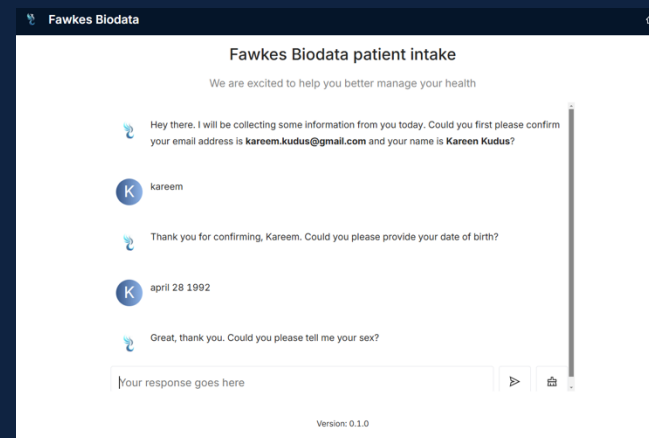
- Conversational, multimedia onboarding
- High trust, personable conversational AI
- <link to video>

Data extractor

- Automated structured medical data extractor
- Moves data from unstructured notes/ files to structure data format
- Cleans PII to maintain privacy/ HIPAA standard
- <link to video>

Investment thesis: proven demand, growth opportunity and long-term advantage

Commercial Traction

Early pharma partnerships deliver real revenue. Our platform drives faster trial recruitment, creating immediate value.

Expansion Opportunities

Patient data platform unlocks adjacent markets beyond clinical trials. Real-world evidence and precision medicine offer massive growth potential.

Sustainable Competitive Advantage

Patient-centric approach creates network effects. Each new patient and pharma partner strengthens our ecosystem and widens our moat.

Biopharma data management is growing fast driven by complex clinical trials

Market Projection

Global biotech data management market reaching $84B+ by 2027 (28% CAGR)

Key growth drivers:

- Increasing biotech R&D investments
- Growing trial complexity
- Patient-centered research focus

Revenue Streams

- Clinical Trial Recruitment
  - Patient-trial matching
  - Diversity recruitment
  - Trial adherence & completion

Expansion:

- Real-World Evidence
  - Market-Access/ HEOR
- Commercial pharma
  - Precision patient targeting/ support

Competitive Advantage Through 3 Stages

1

2

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Stage I: Novel patient compensation model incentivizes patients

While existing data brokers profit from patient data without sharing benefits, we're pioneering a fair, transparent model that puts patients in control.

- First platform offering direct patient compensation
- Industry-leading transparency and consent standards

Stage II: Proprietary AI platform enables rapid scaling

Our AI-powered platform accelerates patient acquisition while maintaining superior data quality through smart automation for targeted markets.

- AI matching reduces recruitment time
- Patient-centered vs HCP centered

Stage III: True data platform network effects

As our ecosystem grows, each participant amplifies value for all stakeholders, creating a self-reinforcing growth cycle.

- Each new patient adds more value
- Patient acquisition costs decrease

Experienced founders supported by industry experts & investors

Founders

Advisors

Dr. Ian Taylor

20+ years in Healthcare/ AI

Kareem Kudus, PhD

Clinical AI expert

Ole Eichhorn

Teladoc HEALTH

PayPal

Angela MacDonald

VERSANT ventures

McKinsey & Company

Alex Waldron

Biogen

DIGITAL THERAPEUTICS ALLIANCE

Cedric Bison

T C TERALYS CAPITAL

inovia

Naheed Kurji

Recursion

CYCLICA
From molecule to medicine

Bob Badal

a16z

DaVita
Medical Group

David Matthews

BEACONBIOSIGNALS

BrightInsight »

Raising **$1M pre-seed round** for **18 months** of runway

1 Funding

Capital will be deployed for:

- Product
  - v1 of patient facing sidekick
  - v2 of data acquisition/ extraction tools
  - v1 clinical trial recruiting dashboard
- BD: 3000 patients recruited to 5-10 trials

2 Funding to date

-Executive from first customer (C8 Sciences) has invested $200k

-Soft circle on >$500k in Angel and MicroVC commitments

Appendix

Medical Data Management: Stuck in the Past

150M

Faxes Sent in 2024

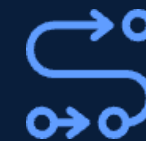North American healthcare still relies heavily on fax machines for data transfer

Treatment Delays

Antiquated data transfer systems slow down critical medical decisions and patient care

Research Barriers

Fragmented systems create obstacles for medical research and innovation

Inefficient Workflows

Healthcare providers waste valuable time managing outdated communication methods

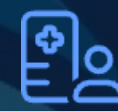# Breaking Down Healthcare Data Silos with New LLM Technology

Patient NOT institution centred data Integration

Unified EHRs, wearables, and genomics, etc. data accelerate pre-screening by 6+ months

AI-Driven Eligibility

Real-world data analysis reduces screen failures by 60% through intelligent matching

AI-healthcare Driven Patient Engagement

Patient engagement through their health record to engage with trial management

Community Partnerships to build direct relationship with patients

Local healthcare provider/ advocacy networks expand access while maintaining data integrity
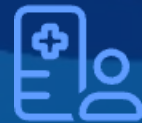
Fawkes Biodata vs. CROs: Technology advantage to rapidly recruit the right patient

High-Quality Data

Comprehensive data, better insights.

Better Patient Characterization

In-depth patient profile understanding.

Rapid Recruitment

Profiled patient databases for faster trials.

Why It's Hard to Find People for Clinical Trials

Outdated recruitment methods fail due to poor data management and patient engagement.

Scattered Health Records

Fragmented patient data across providers makes finding qualified candidates impossible.

Slow Site Setup

8-month setup times and high rejection rates from incomplete data lead to failures.

Low Participation

Only 7% join trials despite 73% interest, with 40% dropout rate.

Lack of Diversity

60% of trials fail to represent diverse populations, limiting treatment efficacy.

Fawkes Biodata is a medical data platform that incentivizes patients

We empower patients to securely control and monetize their medical data, creating value across healthcare.

Patient-Centric

Patients maintain full control of their health data sharing, with transparent compensation and robust privacy protection.

Disease-Specific Data

Our structured approach captures complete patient journeys, transforming scattered records into valuable research insights.

Pull Model

Fair compensation drives patient participation and ensures high-quality data collection, making patients true partners in research.

Value for All

Patients earn while accessing better care, providers gain comprehensive insights, and pharmaceutical companies accelerate research.

Fawkes is the only personal health records company with patient compensation

Feature	Fawkes Biodata	Epic MyChart	Cerner HealtheLife	Picnic Health
Data Ownership	**Patient-controlled**	Institution-controlled	Institution-controlled	Patient-directed
Compensation	**Patients compensated**	No compensation	No compensation	Annual Fee, Data donation
Personalized Medical AI "Sidekick"	**Core technology**	No	No	Yes
Data Accessibility	**Open, incentivized**	Siloed to Epic systems, restricted	Siloed to Cerner systems, restricted	Aggregated, de-identified

Fawkes Biodata vs CROs: patient-centric approach, high-quality, complete data and incentivized data sharing model

Feature	Fawkes Biodata	CROs	Tech+ Clinical Services
Patient Enrolment	**Diverse, incentivized**	Established, tied to sites	Growing, specific groups
Data Quality & Integration	**Comprehensive, AI-powered**	Manual methods, incomplete, not full records	Limited integrations, incomplete, not full records
Recruitment: Speed & Efficiency	Low-cost patient acquisition = ready populations for **instant** trial recruitment	Slower, manual processes, patient recruitment dependent on site patient population: stochastic	Patient recruitment dependent on site patient population: stochastic
Patient-Centricity	**Empowerment, ownership, compensation**	Limited involvement, difficult to find clinical trials	Focus on engagement, limited control by patients

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