

PARKIN-SNSE

THE PARKIN-SENSE TEAM

PULKITH PARUCHURI

Technology and Business

RITHIK DUVVA

Business and Finance

SHARV SAVE

Finance and Technology



PROBLEMS

10,000,000+

Cases Worldwide

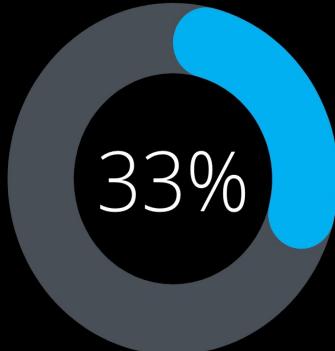
Second

Most Fatal Neurodegenerative Disease

38%

Accuracy of Top Diagnosis Technologies

CURRENT DIAGNOSES ISSUES



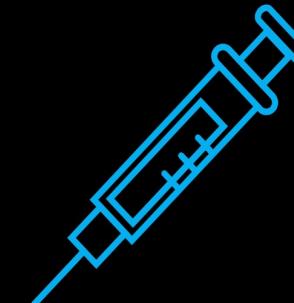
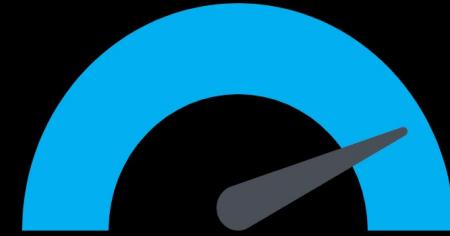
ONE IN THREE ARE
MISDIAGNOSED



DAYS TO MONTHS FOR
RESULTS

NOT COVERED BY MEDICARE

\$4,000+

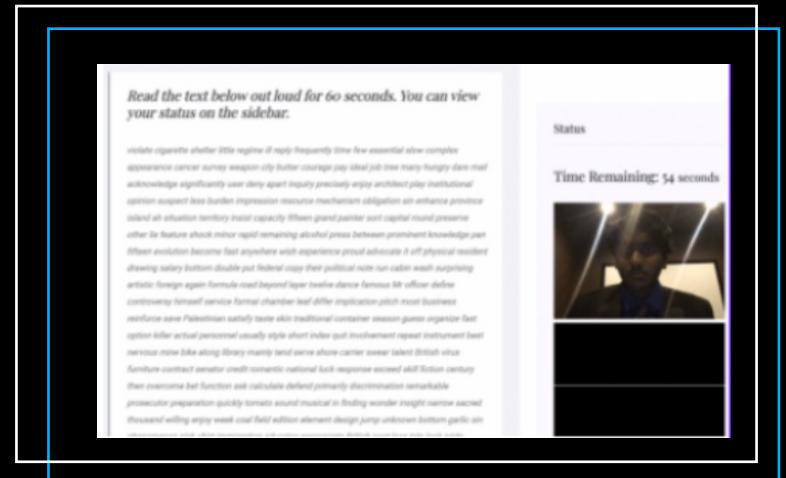
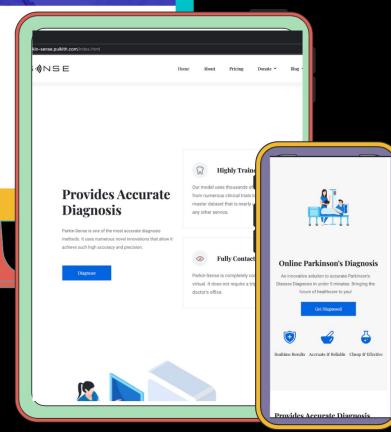
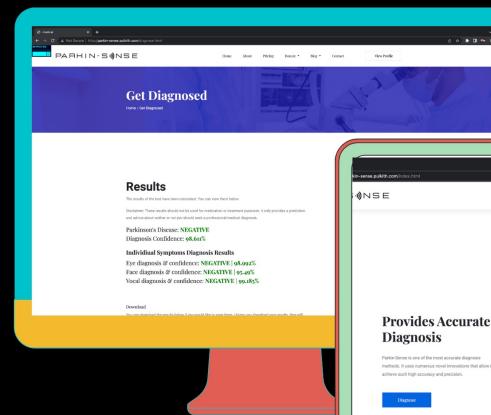
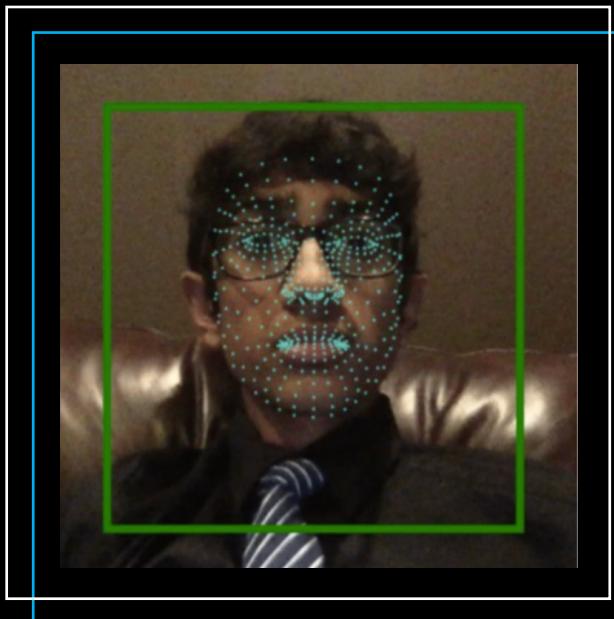


INVASIVE AND
HOSPITAL VISIT
REQUIRED

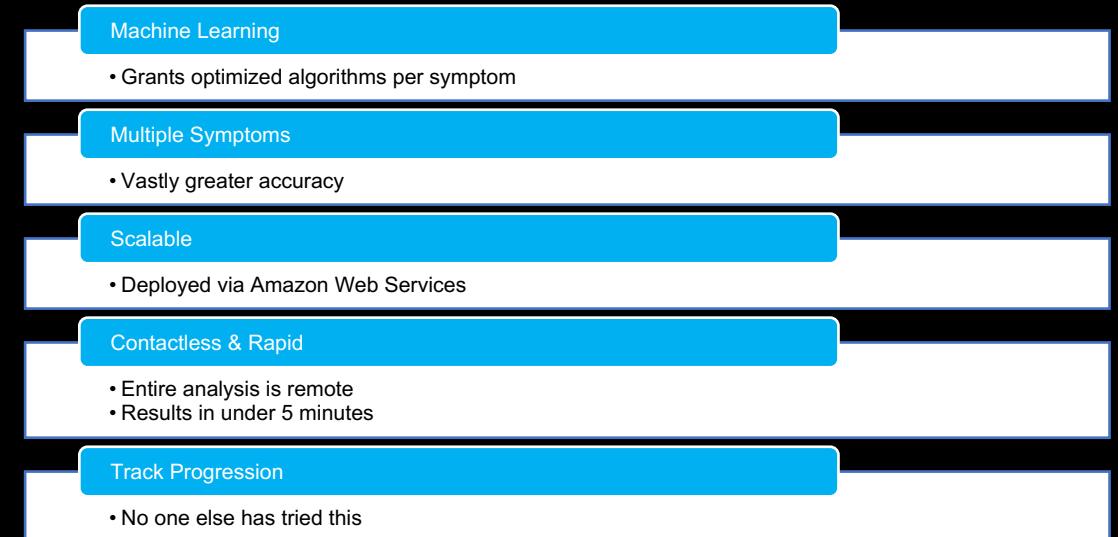
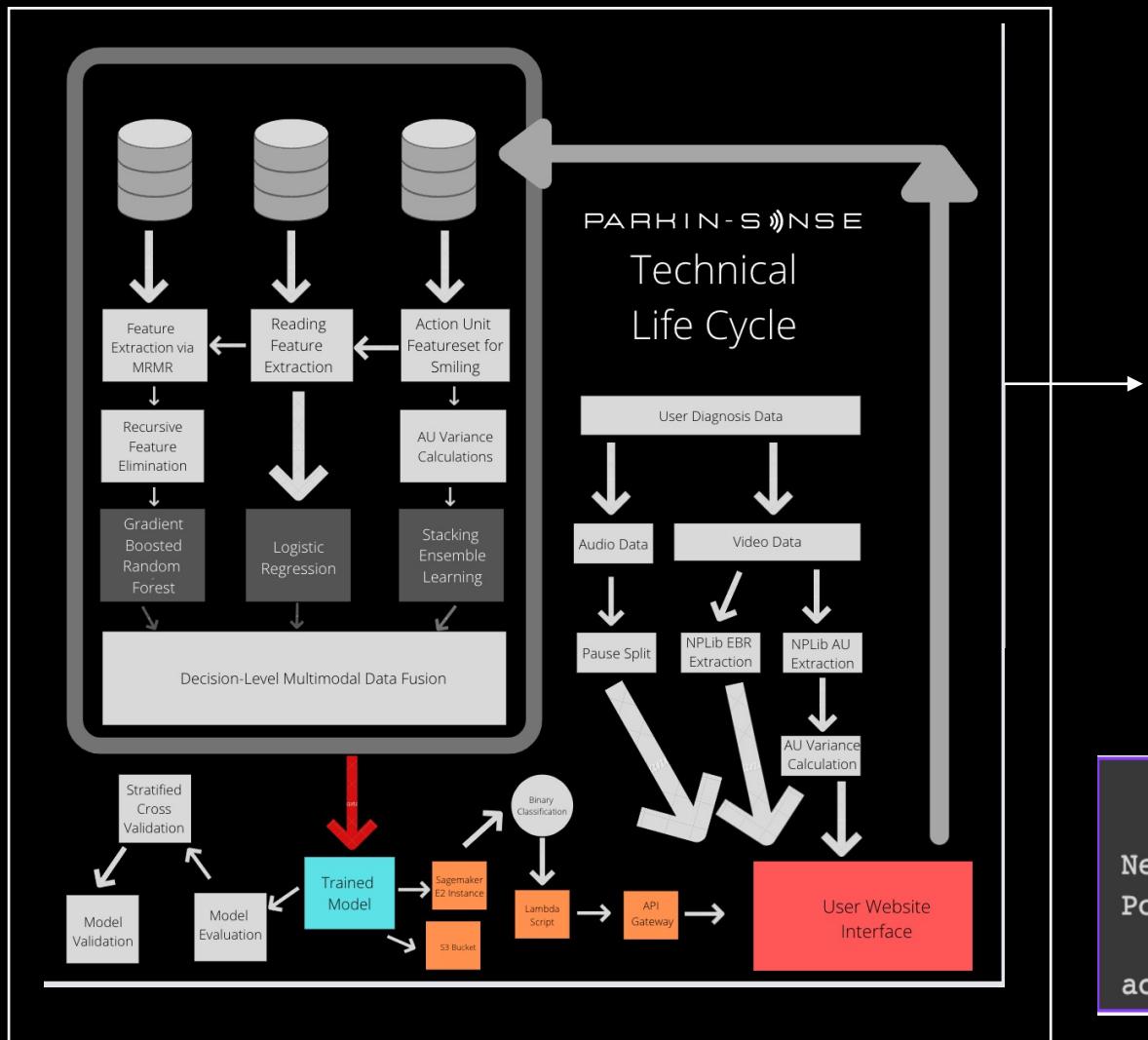
PARKINSON'S DISEASE TREATMENT REQUIRES
RAPID, EARLY, AND ACCURATE DIAGNOSIS TO BE EFFECTIVE, THUS...

THESE PROBLEMS WILL CONTINUE
TO ADVERSELY AFFECT MILLIONS
IF NO ACTION IS TAKEN

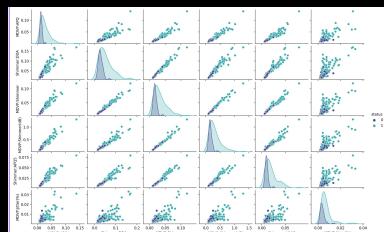
AN ACCESSIBLE AND CONTACTLESS WEBSITE, USING MACHINE LEARNING AND AN ACTIVE PARADIGM, TO DIAGNOSE & TRACK PROGRESSION OF PARKINSON'S DISEASE, ANYWHERE IN THE WORLD, IN LESS THAN 5 MINUTES, WITH UNPARALLELED ACCURACY, UNMATCHED FEATURES, AND ONLY FOR A FRACTION OF THE COST



THE SOLUTION



	precision	recall	f1-score
Negative	0.99	0.94	0.96
Positive	0.96	0.99	0.97
accuracy			0.99



COMPETITORS

WEARABLE TECH

Physical Apparatus

Inaccurate and only analyzes one symptom



QUESTIONNAIRES

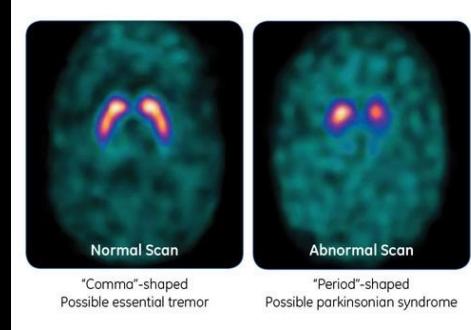
Inaccurate (58%)

Not many trained professionals to administer

INDUSTRY STANDARD

DATSCAN

High Risk

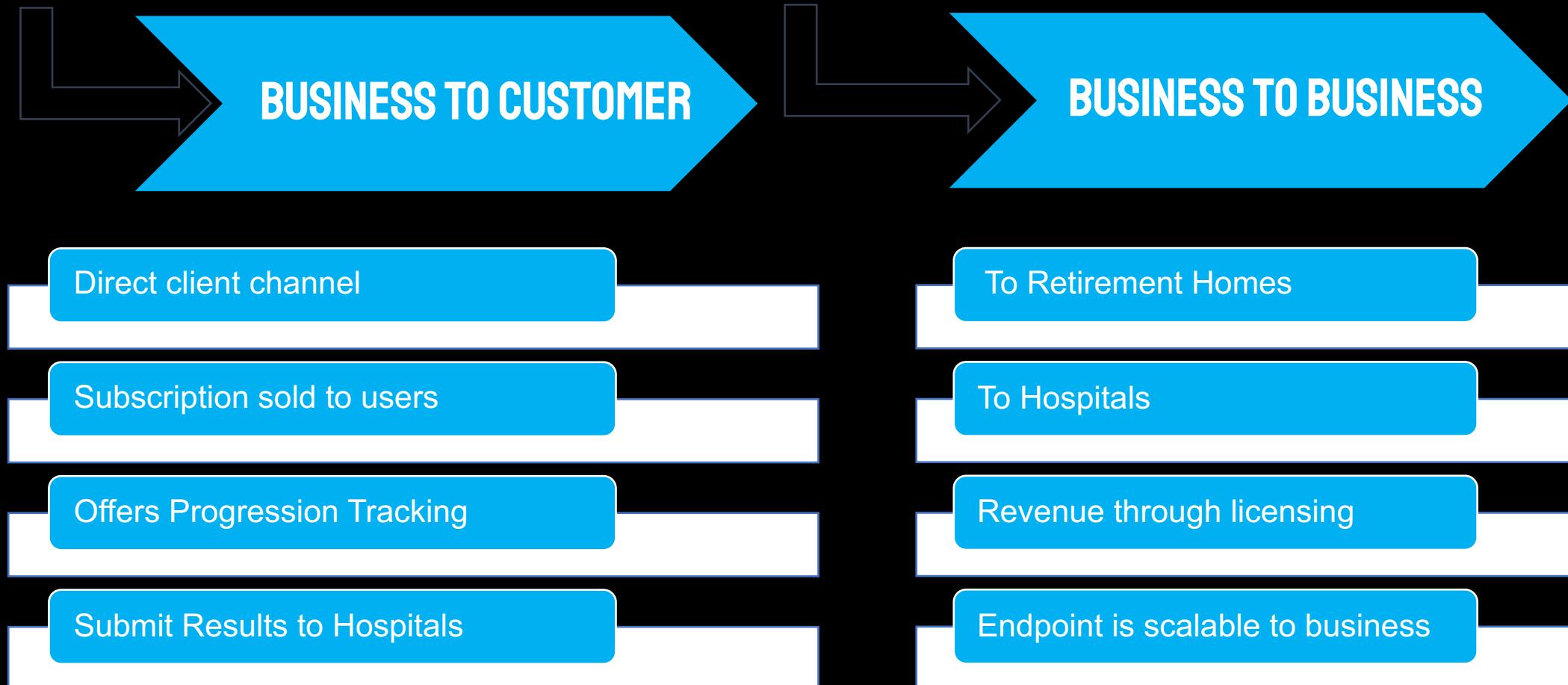


Inaccurate (38%)

long turnaround

requires trip to Hospital

REVENUE STREAMS



FINANCIALS AND COST

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Gross Subscription revenue	\$271,000	\$298,000	\$312,000	\$342,000	\$417,000
Gross License revenue	\$2,798,000	\$3,077,800	\$3,693,360	\$4,801,368	\$6,721,915
Cost of goods sold	0	0	0	0	0
Gross margin	\$3,069,000	\$3,375,800	\$4,005,360	\$5,143,368	\$7,138,915
Other revenue	\$0	\$0	\$10,000	\$0	\$0
Interest income	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Total revenue	\$3,070,000	\$3,376,800	\$4,016,360	\$5,144,368	\$7,139,915
Operating expenses					
Sales and marketing	\$21,000	\$21,420	\$22,277	\$23,613	\$25,502
Payroll and payroll taxes	240,000	\$244,800	\$254,592	\$269,868	\$291,457
Transfer Endpoint	4,200	\$4,284	\$4,455	\$4,723	\$5,100
Insurance	0	\$0	\$0	\$0	\$0
Product Development	4,600	\$4,692	\$4,880	\$5,172	\$5,586
Website Hosting, Maintenance & Repair	1,440	\$1,469	\$1,528	\$1,619	\$1,749
Search Engine Optimization	3,979	\$4,059	\$4,221	\$4,474	\$4,832
Administrative fees	800	\$816	\$849	\$900	\$972
Other	4,000	\$4,080	\$4,243	\$4,498	\$4,858
Total operating expenses	\$280,019	\$285,619	\$297,044	\$314,867	\$340,056
Operating income	\$2,789,981	\$3,091,181	\$3,719,316	\$4,829,501	\$6,799,859
Interest expense on long-term debt	3,590	2,866	2,106	1,308	470
Operating income before other items	\$2,786,391	\$3,088,315	\$3,717,210	\$4,828,194	\$6,799,390
Loss (gain) on sale of assets	0	0	0	0	0
Other unusual expenses (income)	0	0	0	0	0
Earnings before taxes	\$2,786,391	\$3,088,315	\$3,717,210	\$4,828,194	\$6,799,390
Taxes on income	30%	835,917	926,494	1,115,163	1,448,458
Net income (loss)	\$1,950,474	\$2,161,820	\$2,602,047	\$3,379,736	\$4,759,573

Non-Development Costs plateau after year 6

- Due to deceleration of Endpoint transfer data expansion

Revenue Structure

- Free Unlimited Diagnosis to Users
- \$16.99 Monthly to track Disease Progression for Users
- License to Hospitals & Retirement Homes, cost dependent on Logarithmic Pay Structure

Funding

- Grants minimum of \$500,000+ for multiple years for eligible applicants
- Hosting Services Paid for, for first few years
- Parkinson's Foundation. Parkinson Alliance, Michael J. Fox Foundation

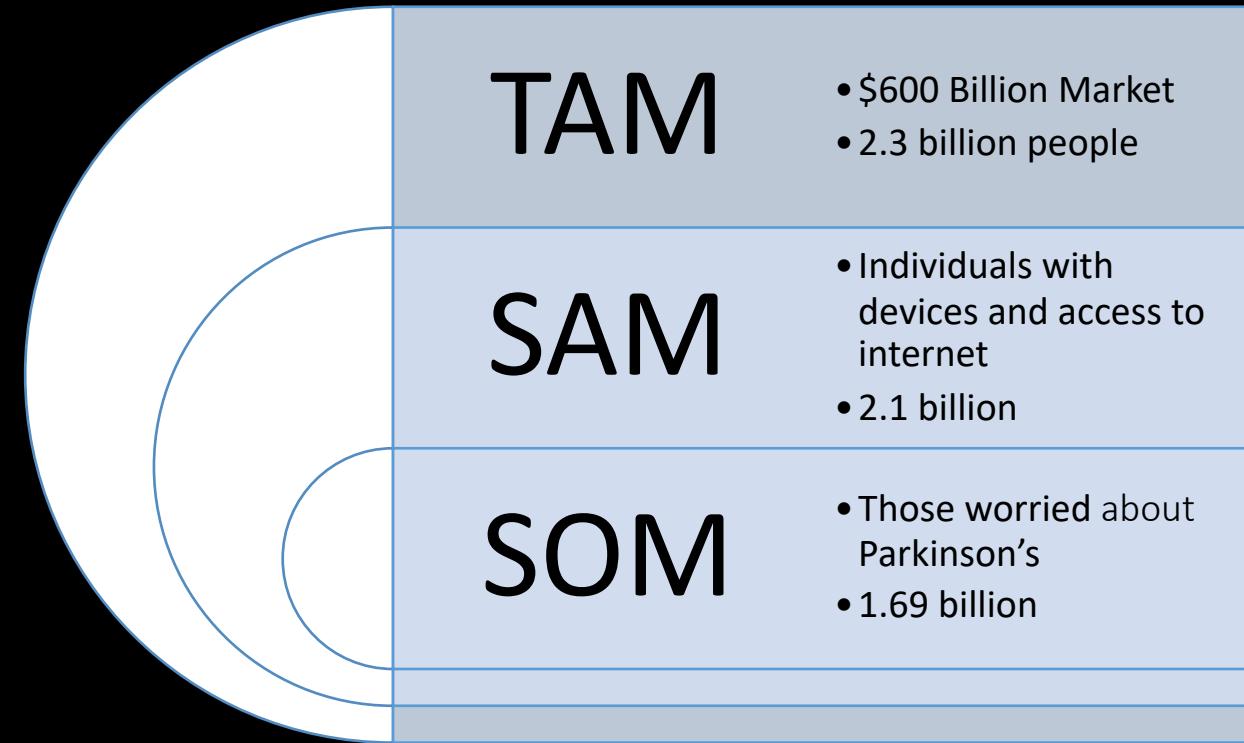
MARKET

Medical Technology Industry

- \$560 Billion Market Value in 2022
- Growth to \$644 billion by 2026(5.3% CAGR)
- Enlarged Due to Covid-19

Demographic

- Parkinson's Patients(12 million by 2025)
- Individuals Aged 45+ (2.3 billion+)
- Retirement Homes(\$218 billion Market)
- Hospitals(60,000+)



Factor of Expandability

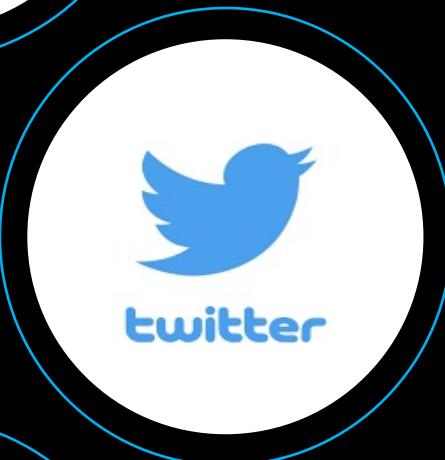
- Shared symptoms between neurodegenerative diseases allow for adaption of the model to expand our market

Factor of Accuracy

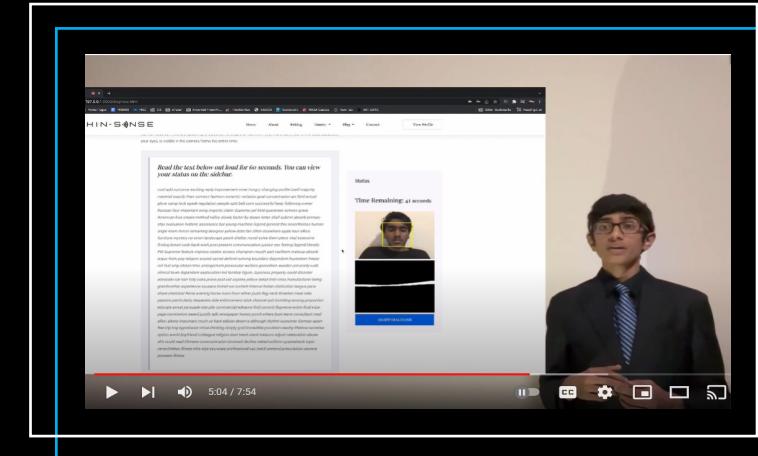
- Over time, with more and more data collected from consenting users, the model would become more and more accurate.



SALES PLAN



2



Offers initial diagnosis for **free**, then additional features via a paid subscription, for **maximum customer retention**

Sell License Diagnosis and Progression Tracking to **hospitals and retirement homes**, with **dedicated endpoints**

Sales	Year 1	Year 2	Year 3	Year 4	Year 5
Individuals	16,000	33,600	70,560	148,000	310,000
Hospitals	5	9	16	22	31
Hospitals	10	21	33	46	59

TIMELINE

Initial Prototype Developed.
Worked with professors and
students at Northwestern and
UT Southwestern

Trials at UT Southwestern and
Beta Groups. Subsequent Fine
Tuning.

Model Deployment via AWS,
and website, accessible
anywhere in the world

Research Paper Publication
Filing for Patent

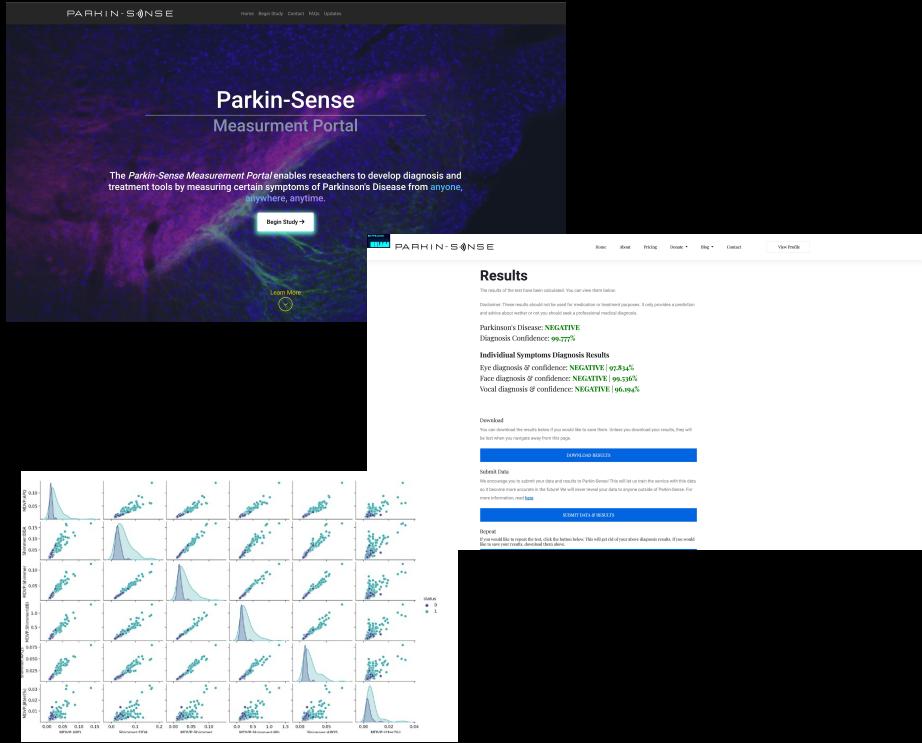
Development Phase 1 (DONE)

Development Phase 2(2022)

Release(2023)

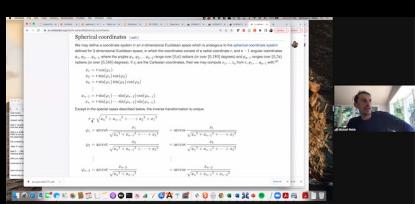
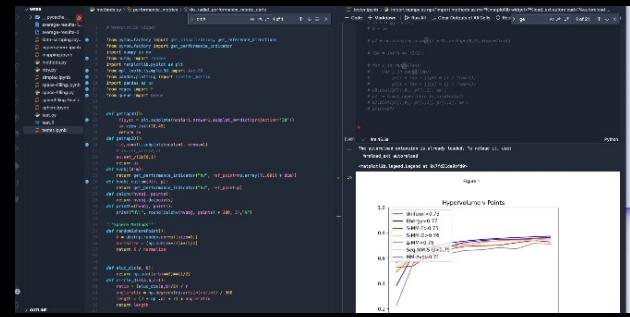
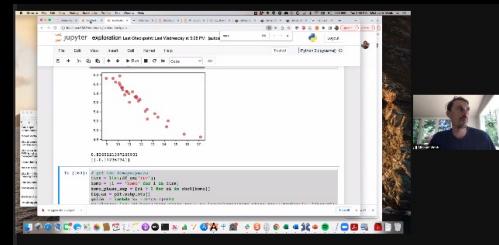
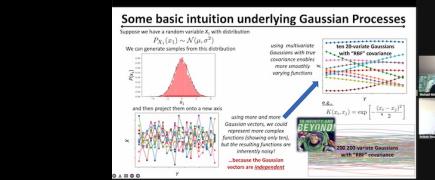
Scientific Development(2023)

PROTOTYPE



FULLY FUNCTIONING PROTOTYPE WITH ACCURACY RATES OF 99.72% WHEN TRAINED ON 430,000+ DATA POINTS, AND TESTED ON 16,000+ DATA POINTS

WORKING WITH PROFESSORS AND GRADUATE STUDENTS AT PRINCETON UNIVERSITY, HARVARD MEDICAL SCHOOL, NORTHWESTERN UNIVERSITY, UT SOUTHWESTERN, AND UNT TO VERIFY OUR RESULTS, FINE-TUNE OUR MODELS, AND PREPARE FOR PRODUCTION RELEASE



COLLECTIVE QUALIFICATIONS

National BPA Competitors

2022 Diamond Challenge Semi-Finalists

Lockheed Martin Intern

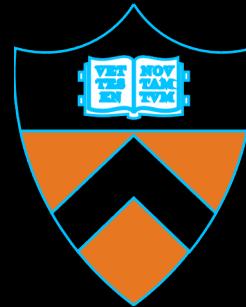
Researchers at Northwestern University

Conrad Innovators

Researchers at Princeton University

Regional Regeneron Science and Engineering Fair Finalists

Researchers at Belgium Institute of Mathematics & Informatics



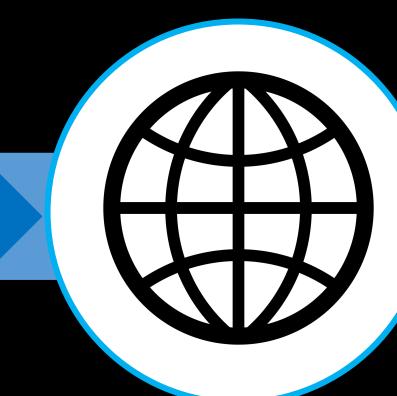
UNIQUE VALUE PROPOSITION



Affordability



Efficiency



Contactless



Accuracy



PARK IN - S·NSE

COLLABORATE TO INNOVATE.

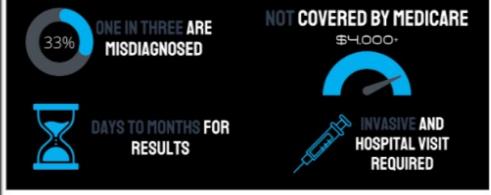
THANK YOU

PROBLEM

List your top 1-3 problems.

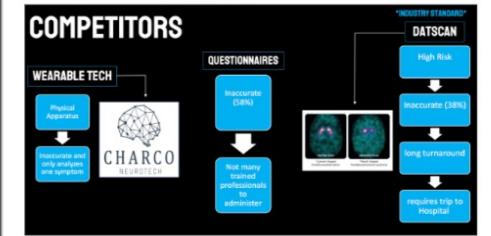
PROBLEMS	<ul style="list-style-type: none"> 10,000,000+ Cases Worldwide Second Most Fatal Neurodegenerative Disease 38% Accuracy of Top Diagnosis Technologies
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CURRENT DIAGNOSES ISSUES



EXISTING ALTERNATIVES

COMPETITORS



SOLUTION

Outline a possible solution for each problem.

1. The consideration of multiple symptoms would allow for the reduction of false negatives
2. Machine learning would allow for contactless diagnosis, and computer vision allows for remote access
3. Licensing would allow for greater revenue, while subscriptions could account for stability



KEY METRICS

List the key numbers that tell you how your business is doing.

1. The Parkin-Sense model accuracy over time, with the consenting users' data
2. The user retention rate, measured over time with how many repeat a diagnosis.
3. Search engine optimization and total reach across social media and the internet
4. Reach across communities and foundations such as the Michael J. Fox Foundation
5. Growth Rate Year to Year
6. Metrics from Licensed Users

COST STRUCTURE

List your fixed and variable costs.

	Year 1	Year 2	Year 3	Year 4	Year 5
Sales					
Individuals	16,000	33,600	70,560	148,000	310,000
Hospitals	5	9	16	22	31
Hospitals	10	21	33	46	59

UNIQUE VALUE PROPOSITION

Single, clear, compelling message that states why you are different and worth paying attention.

1. Affordability, as opposed to the industry standard technology, the DaTScan.
2. Accuracy, as opposed to unimodal algorithms which only consider one symptom, thus driving up false negative and false positive rates.
3. Accessibility, as opposed to physical devices. Parkin-Sense is entirely contactless and can be accessed from anywhere with an internet connection, a camera, and a microphone
4. Adaptability, as opposed to technologies only for Parkinson's Disease. Parkin-Sense could be trained on other neurodegenerative disease data to expand its diagnostic capability
5. Efficiency, as opposed to the DaTScan, which requires an entire day of medical procedures to complete.

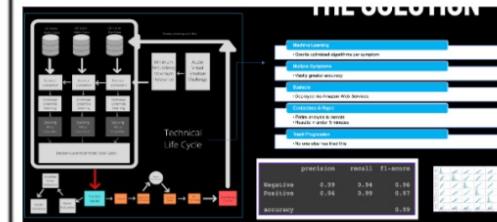
HIGH-LEVEL CONCEPT

List your X for Y analogy e.g. YouTube = Flickr for videos.

Parkin-Sense = Teladoc for Parkinson's Disease Patients

UNFAIR ADVANTAGE

Something that cannot easily be bought or copied.



Our extensively trained and tested model

CHANNELS

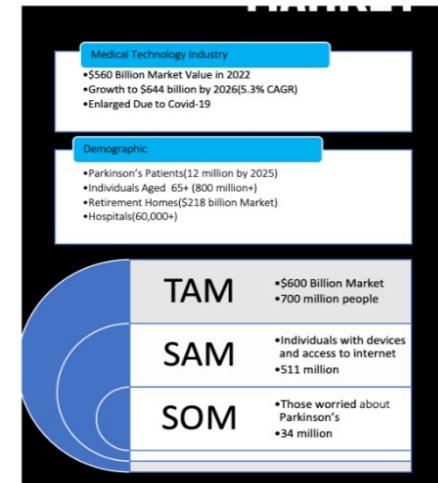
List your path to customers (inbound or outbound).

Parkin-Sense will utilize a hybrid inbound and outbound model, as the inbound customer path will be achieved through foundations and communities pertaining to Parkinson's Disease, as well as Search Engine Optimization

Outbound customer paths will be achieved through traditional marketing (Social Media and word of mouth).

CUSTOMER SEGMENTS

List your target customers and users.



	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue					
Gross Subscription revenue	\$271,000	\$298,000	\$312,000	\$342,000	\$417,000
Gross License revenue	\$2,790,000	\$3,077,800	\$3,633,360	\$4,001,360	\$5,721,115
Gross goods sold					
Gross margin	\$3,069,000	\$3,375,800	\$4,000,360	\$5,143,360	\$7,136,815
Other revenue	\$0	\$0	\$0	\$0	\$0
Interest income	\$1,000	\$1,000	\$1,000	\$1,000	\$1,000
Total revenue	\$4,070,000	\$3,376,800	\$4,018,360	\$5,144,360	\$7,136,815
Operating expenses					
Sales and marketing	\$21,000	\$21,420	\$22,277	\$23,613	\$26,502
Product development	24,000	\$24,400	\$254,452	\$290,898	\$291,457
Transfer Endpoint	4,200		\$4,455	\$0	\$0
Insurance	0	\$0	\$0	\$0	\$0
Product Development	4,600	\$4,600	\$4,600	\$5,172	\$5,606
Website Hosting, Maintenance & Repair	1,440	\$1,469	\$1,528	\$1,619	\$1,749
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Administrative fees	\$0	\$0	\$0	\$0	\$0
Other	4,000	\$4,080	\$4,243	\$4,490	\$4,658
Total operating expenses	\$20,019	\$285,619	\$297,044	\$314,957	\$340,056
Operating income					
\$2,759,981	\$3,091,181	\$3,719,216	\$4,829,301	\$5,796,859	
Interest expense on long-term debt	3,000	2,866	2,106	1,308	470
Operating income before other items					
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Earnings before taxes					
\$2,756,981	\$3,088,315	\$3,717,210	\$4,826,194	\$5,796,389	
Taxes on income	30%	32,691	92,494	111,163	144,458
Net income (loss)					
\$1,986,424	\$2,181,820	\$2,602,047	\$3,379,735	\$4,796,573	

REVENUE STREAMS

List your sources of revenue.

Business to Customer

Business to Business

REVENUE STREAMS

BUSINESS TO CUSTOMER

BUSINESS TO BUSINESS

TO RETIREMENT HOMES

TO HOSPITALS

REVENUE THROUGH LICENSING

OFFERS PROGRESSION TRACKING

ENDPOINT IS SCALABLE TO BUSINESS