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# AMX & TCD | TCD SIGNAL CLIENT BRIEF

Date: 09/22/2025

Project Name: TCD SIGNAL

Project ID: AMX1013

## TCD SIGNAL

AMX Project Lead	Project Lead
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AMX Other Stakeholders	Project Support
Kendall Moore Nayiri Baljian	Rob Fuller Morgan Pilgrim James Matthews
External Stakeholders	
TBC	

### Background:

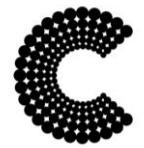
The Post-Bariatric Hypoglycemia (PBH) landscape is complex. Community conversations are rare but rich with each post, comment or anecdote offering a further exploration into the lived experiences Amylyx's key stakeholders: endocrinologists, bariatric surgeons, primary care physicians (PCPs), and people living with PBH (PLwPBH).

TCD SIGNAL is designed to surface and structure these critical insights through a purpose-built intelligence ecosystem. By combining a custom enrichment schema, an AI-powered chatbot, a filterable dashboard and intentional moments with TCD's strategy leads, SIGNAL delivers more relevant, timely insights across platforms that can serve as Amylyx's always-on access to insights between bi-monthly social listening touchpoints.

### Project Objective:

Empower Amylyx to lead the Post-Bariatric Hypoglycemia (PBH) market by delivering real-time, AI-powered social intelligence. SIGNAL transforms unstructured online conversations into structured insights that:

- Identify HCP & community needs
- Track competitor activity
- Inform Avexitide's positioning and launch strategy



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## AMX Strategic Imperatives:

- Critical Success Factor #1: Establish Urgency of PBH
- Critical Success Factor #2: Ensconce GLP-1 Receptor Antagonism

## Product Overview: What is TCD Signal?

SIGNAL is TCD's rare-disease social intelligence platform, adapted for PBH and Amylyx's strategy. It captures PBH conversations with accuracy that exceeds off-the-shelf listening tools.

Every post is enriched through a custom AI layer and logic that detects PBH relevance, symptoms, treatments, emotions, intent, author type, and more. The result: insights that go deeper than mentions or sentiment without the noise, cutting straight to what drives Avextide's market success.

- **Always-on:** real-time insights between bi-monthly reports
- **Hyper-relevant:** filters for PBH context and the voices that matter
- **Specialist layer, not replacement:** augments TCD's strategy team with real-time intelligence

## What is the difference between TCD SIGNAL and our Social Listening Phase One Readout and Workstream?

The Phase One Social Listening Readout delivered a curated, expert-led snapshot of the PBH digital landscape. It was a multi-disciplinary effort designed to inform early omnichannel planning. Typically, between reports like these, there is limited visibility into how social and market conversation evolves. TCD SIGNAL aims to fill that gap by offering an always-on view of the landscape. Through a user-friendly dashboard, teams can explore filters like date range, sentiment, emotions, themes, and more, while the integrated AI-powered chatbot enables deeper inquiry into the enriched dataset. *More importantly, SIGNAL does not replace human interpretation, which is why bi-monthly insight reports and quarterly strategic roundtables are embedded into this workstream. It's designed to give you meaningful access between our very human touchpoints.*

## System Architecture & Workflow:

- **Fetch → Normalize → Enrich → Store**
  - **Fetch:** Reddit, TikTok, Facebook, Instagram (prioritized for PBH relevance)
  - **Normalize & Enrich:** AI-driven enrichment applies TCD's PBH-specific dictionary, schema, and logic. Validated accuracy >98%.



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# AMX & TCD | *TCD SIGNAL* CLIENT BRIEF

- **Store:** Structured outputs power dashboards and chatbot queries, giving Amylyx direct access to enriched insights.

## MVP Dashboard: (Phase 1)

### • Core Features

- **Trends & Momentum** – Track PBH conversation volume and velocity across 30-day and annual views
- **Topics & Narratives** – Ranked lists and word clouds of how the community and HCPs describe PBH
- **High-Impact Posts** – Top posts by relevance and engagement with direct links for context
- **Market Share of Voice** – Real-time tracking of Avexitide vs. competitors at company and product level
- **Report Archive** – One-click access to TCD's bi-monthly expert reports and commentary
- **Dashboard Filters** – Slice insights by top themes, author type, sentiment, and more without data overload
- **AI Insights Chatbot** – Go beyond the dashboard with conversational dives into the fully enriched dataset. Uses neural/semantic search, provides summaries, direct post quotes with citations, and delivers business-aware analysis and recommendations.

## TCD Signal Roadmap & Feedback Loop

SIGNAL is a TCD product that will be customized for Amylyx, not off-the-shelf. Post-MVP development will be shaped by Amylyx's evolving needs, using a collaborative cycle of:

- Feedback sessions alongside Insight Report Delivery and Strategic Roundtable discussions
- Prioritization based on impact and feasibility
- Iterative improvements (dictionary updates, schema deepening, new data sources, feature expansions)
- Future opportunities may include segmentation tags, clinical trial & pub tracking, and influencer identification



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## TCD Signal Roadmap

2025: SOW #2					2026: SOW #3								
Phase	MVP Dashboard Launch	Insight Report #1	Strategic Roundtable #1	Insight Report #2	V2 Dev. Begins	Insight Report #3	Strategic Roundtable #2	V2 Launch	Insight Report #4	V3 Dev. Begins	Insight Report #5	Strategic Roundtable #3	V3 Launch
Timing	2025: October	2025: November	2025: Late Nov-Dec	2025: December	2026: Jan - Feb	2026: May	2026: June	2026: Q2	2026: August	2026: Q3-Q4	2026: October	2026: November	2026: Q3
Milestone	Dashboard Live	Strategic Insight Report	Cross-functional discussion	Strategic Insight Report	V2 Feature prioritization Kick off	Strategic Insight Report	Cross-functional discussion	Signal Dashboard Live (V2)	Strategic Insight Report	V3 Feature prioritization Kick off	Strategic Insight Report	Cross-functional discussion	V3 rollout
Feedback Loop		V2 Build Intake: AMX Feedback Window	V2 Build Intake: AMX Feedback Window	V2 Build: Approval on feature list			V3 Build Intake: AMX Feedback Window	V3 Build Intake: AMX Feedback Window	V3 Build: Approval on feature list				

## Budget Breakdown

### #PO105395: TCD SIGNAL

2025 COST BREAKDOWN		
Category	Cost Description	Ballpark Cost
TCD Signal Brief	Development of project brief for AMX client	\$6,000
System Configuration & TCD Signal Setup	AI infrastructure setup, data pipeline integration, and Signal dashboard configuration	\$21,030
TCD Signal Dashboard Front-End Design		
Human-Led Strategic Analysis	Deep human review of insights and trends by strategy and support from Medical ( <i>Ex: our pals Rob, Morgan, and James</i> )	\$16,026
Ongoing Intelligence Programming	Maintenance, new source onboarding, model tuning & QA, data hygiene	\$2,511
Bi-Monthly Insight Reports	Curated insights deck, trends, and POV summaries (Q4 focus)	\$8,335
Quarterly Roundtable Strategy Sessions	Live work sessions to align insights to actionable next steps (Q4 focus)	\$4,105
<b>TOTAL</b>		<b>\$58,007</b>

2026 FORECAST		
Category	Cost Description	Ballpark Cost



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# AMX & TCD | TCD SIGNAL CLIENT BRIEF

Signal Platform Maintenance	Hosting, AI model tuning, data QA, backend upkeep	\$36,000
Human-Led Strategic Analysis	Deep human review of insights and trends by strategy and support from Medical ( <i>Ex: our pals Rob, Morgan, and James</i> )	\$60,000
Bi-Monthly Insight Reports	Curated insight decks, trends, and POV summaries	\$35,000
Quarterly Roundtable Strategy Sessions	Live working sessions to align insights to actionable next steps	\$16,000
<b>TOTAL</b>		<b>\$147,000</b>

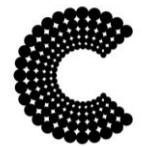
## Deliverables: (Final asset breakdown, files and format specifications)

Deliverable	Description	Format
<b>TCD Signal Dashboard (MVP)</b>	A filterable digital dashboard and chatbot that surfaces real-time, AI-enriched PBH social intelligence across key platforms	Live website link
<b>TCD Signal Chatbot (MVP)</b>	A TCD signal AI-powered chatbot built into the dashboard configured to answer open-ended questions	Live website link; A part of dashboard
<b>1x TCD Signal Insight Report (2x Bi-Monthly)</b>	Expert-curated deliverables that summarize top trends, emerging narratives, and platform-specific insights derived from SIGNAL data <ul style="list-style-type: none"><li>- May include Bi-Monthly strategic trend report, insights and potential recommendations</li></ul>	.PDF reports
<b>Quarterly Strategic Roundtable (1x)</b>	60–90 minute live working session with TCD leads to discuss strategic insights, opportunities, and ‘feedback loop’ for Signal evolution	Live 60-90 min. calls

**Assumptions:** (AMX Reviews, MLR Reviews, Format & Functionality: Static/Interactive/Video, Distribution Plan: Primary Channel/Audience/Ownership, What's Not Included):

- **AMX & TCD Touchpoints:**

- Dashboard Launch:
  - End of October 2025



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- Insight Reports:
  - Report 1: Delivered in mid-November 2025
  - Report 2: Delivered in mid-December 2025
- Quarterly Strategic Roundtable:
  - Roundtable 1: Late November or Early December 2025 (Exact date to be confirmed post-launch of dashboard)
- **MVP Dashboard:**
  - The MVP SIGNAL dashboard will include only the core features outlined above. Any additional features or platform integrations will be considered through our feedback loop and prioritized for future roadmap phases (V2+), based on desirability, feasibility, impact, and strategic alignment
  - The AI-powered chatbot is currently in beta and will initially be tested using a mock dataset to validate functionality and gather early feedback. While the chatbot is designed to provide enriched, citation-backed insights, it is AI-based and may make mistakes
  - Future refinements will be guided by performance observations and prioritized feedback during the V2 AMX Feedback Loops
  - The enrichment schema used to tag and categorize data is aligned to current strategic priorities. Requests for new tags or filters will be collected through the feedback loop and reviewed for inclusion in future updates. They will not be implemented on an ad hoc basis
- **Feedback Loop:**
  - AMX teams will have structured opportunities to provide feedback and feature requests during quarterly strategic roundtables and bi-monthly report reviews
  - Ad-hoc requests will be documented and assessed jointly by AMX and TCD teams and prioritized for inclusion in the roadmap based on business impact, strategic relevance, and implementation feasibility
- **MLR, Compliance, Functionality:**
  - Signal is not a promotional or HCP-facing asset
  - Insights from Signal and strategy roundtables and reports will inform internal strategy but are not intended for public distribution or direct campaign use without separate validation or compliance review.
  - This workstream is non-promotional and does not require MLR review unless output is adapted for use in external channels or campaign assets.

## Immediate Timeline:

- w/o 9/30



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- a. TCD to share Change Order with AMX
- b. TCD to share V1.0 Brief with AMX
- **9/30-10/2:** AMX reviews brief and provides notes/questions/feedback on MVP
- **10/2:** Alignment/approval on brief and change order
- **End of October:** SIGNAL MVP Dashboard Launch
- **Mid-November:** Insight Report #1 Delivered
- **Late November / Early December:** Quarterly Strategic Roundtable #1
- **Mid-December:** Insight Report #2 Delivered