**Date:** 09/15/2025

**Project Name**: TCD SIGNAL

**Project ID:** AMX1013

**TCD SIGNAL**

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| --- | --- |
| **AMX Project Lead** | **Project Lead** |
| TBC | TBC |
| **AMX Other Stakeholders** | **Project Support** |
| TBC | TBC |
| **External Stakeholders** | |
| TBC | |

**Background**:

<Insert here>

**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

**AMX Strategic Imperatives:**

* <Insert here>
* <Insert here>

**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 greatly 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 noice, cutting straight to what drives Avexitide’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

**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%.
* **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:

* Monthly feedback sessions
* 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.

**Budget**:

* Budget *(to be pulled from SOW)*
* OOPs *(to be pulled from SOW)*
* *Staffing Plan*

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

* <Insert here>

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

* <Insert here>

**Team & Roles**

* Budget *(to be pulled from SOW)*