

clini**kick**

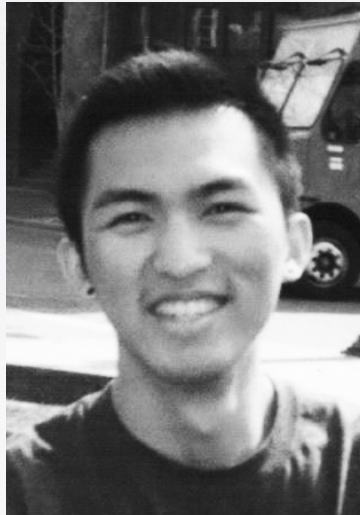
**a better way
to recruit for
clinical studies**

the team



**Brett
Harwin**

BS in Mechanical
Engineering



**Jon
Hsiung**

BS in Product
Design Candidate



**Sophie
Zhao**

BS in Biochem
Candidate



**Anthony
Nguyen**

MS in Electrical
Engineering
Candidate

BS in Electrical
Engineering



**Eric
Dunipace**

MD Candidate

MS in Global
Health and
Population

BA in Molecular
and Cell Biology

recruitment challenges

75% of US investigators fail to enroll the target number of subjects.

Patient Recruitment Costs Per Trial:

Phase I: \$37,050
Phase II: \$161,140
Phase III: \$308,672
Phase IV: \$298,923
Total : \$805,785

Average Cost Per Patient Recruitment:

\$1,200

market dynamics

INCREASED COST

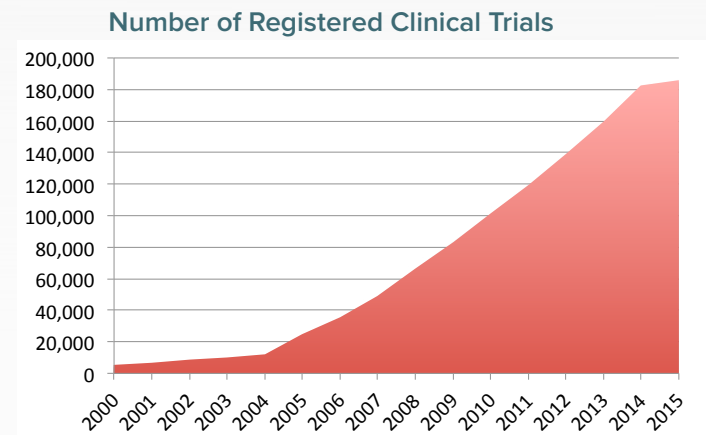
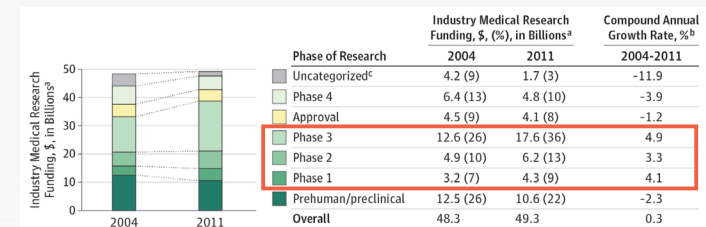
Annual cost of clinical trials
about \$7b

Annual cost for patient
recruitment is \$1.89b

The number of registered
clinical trials increasing at a
CAGR of 31%

DECREASED FUNDING

NIH funding uncertain:
decline of \$1b since 2010 ¹



1. NIH Office of Budget

competitive advantage

Company	Price	Ease of Use (Researcher)	Ease of Use (Patient)	Number of Trials Listed	Score
Clinikick	★★★★★	★★★★★	★★★★★	★★★★★	★★★★★
MolecularWatch	★★★★★	★★★☆☆	★★★☆☆	★★★☆☆	★★★☆☆
CenterWatch	★★★★☆	★★★☆☆	★★★☆☆	★★★☆☆	★★★☆☆
EmergingMed	★★★☆☆	★★★★★	★★★★★	★★★☆☆	★★★★☆
TrialX	★★★★☆	★★★☆☆	★★★☆☆	★★★★☆	★★★★☆
ClinicalConnections	★★★★★	★★★☆☆	★★★☆☆	★★★☆☆	★★★☆☆
ePatientFinder	★★★☆☆	★★★★★	★★★☆☆	★★★★☆	★★★☆☆

our approach

clinical
investigators



application
process



IRB



recruitment
process



clinkick

clinical
participants



clinkick benefits:

user friendly platform

integrates and
communicates with the IRB
database

improves communication
between potential research
subjects and clinical study
coordinators

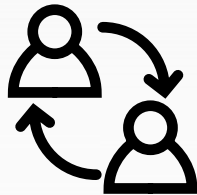
recruitment process



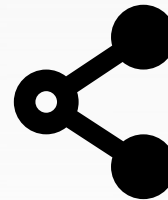
patient groups



caregivers

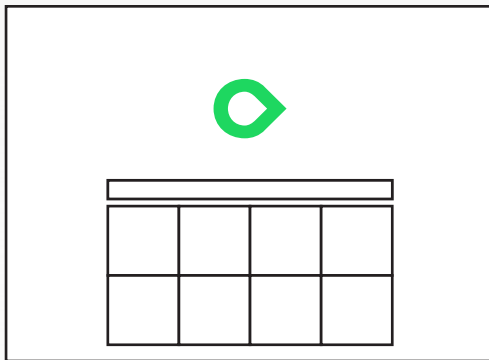


referral program

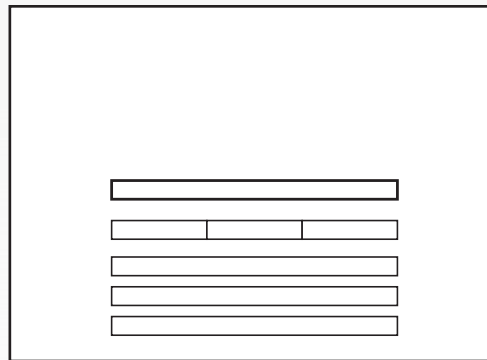


social media

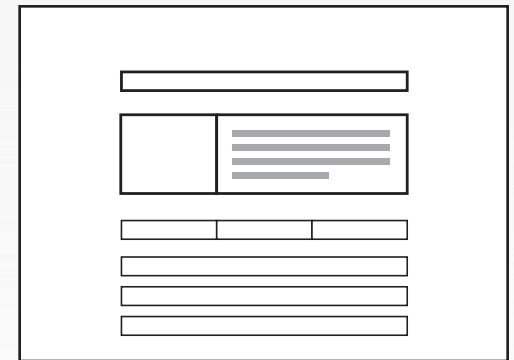
web prototype wireframes (user view)



square grid shows different category filters; filters can also be accessed directly from search bar

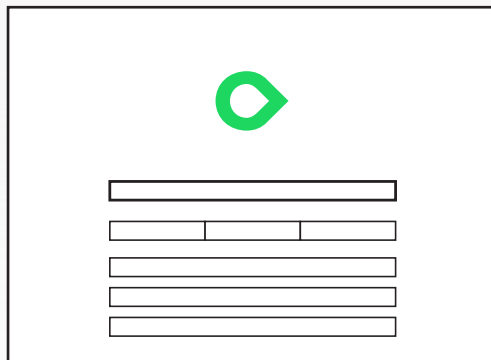


search bar and results with column descriptors matching search and search filter labels

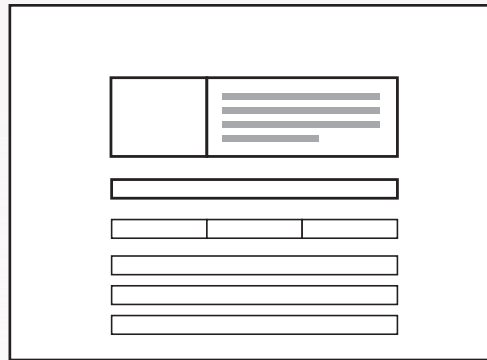


click into each result to expand for more detailed descriptions in layman's terms and ways to contact the clinical investigators

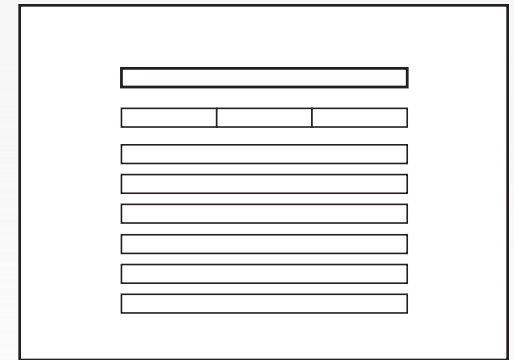
web prototype wireframes (clinical investigator view)



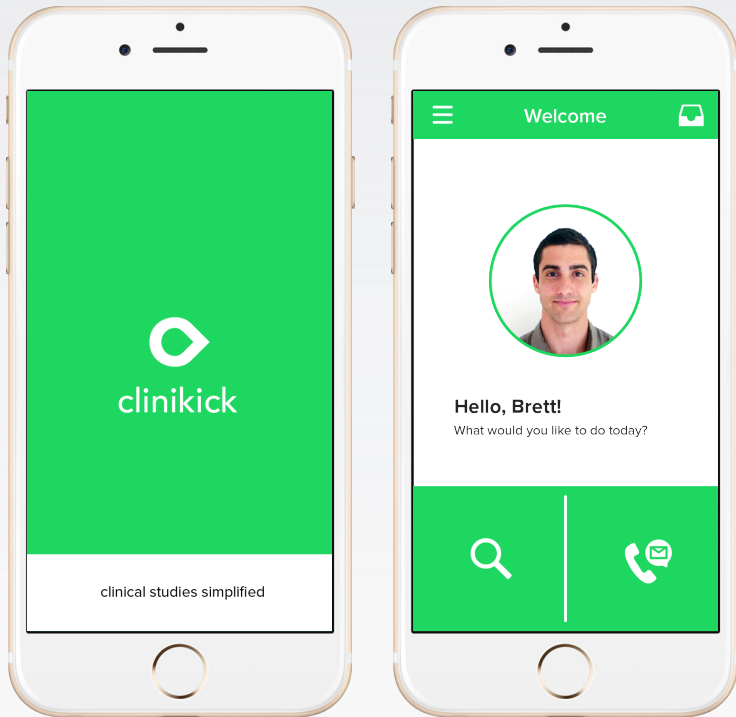
listing of trials that the clinical investigators are conducting



view which trials are in enrollment phase and which are in in-progress phase



listing of participant matches of selected studies, shows user demographics, locations, and basic stats, have options to contact participants via selected methods

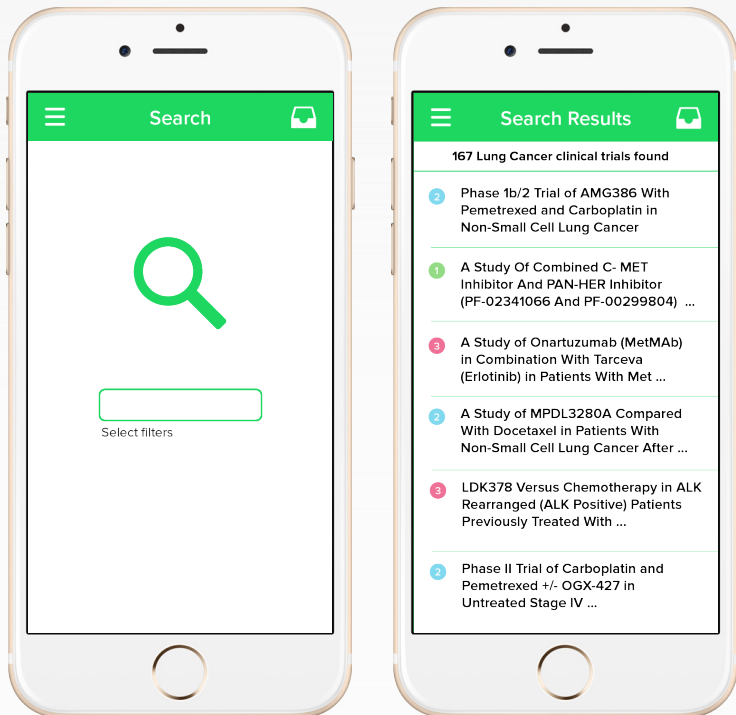


Key features

- user-friendly interface
- communicates with IRB database and imports clinical studies

More features

- contact features for clinical researchers, physicians, and research subjects
- track enrolled users and potential users contacted



Additional features

- web & mobile compatibility



Proprietary Technology

Future IP components

Potential algorithm and user interface design.

Prior art landscape

One patent already describing collecting patients into batches to matching clinical trials¹.

One patent already describes taking patient data and matching them to clinical trials².

1. Patent US 20100332258 A1

2. Patent US 7904313 B2

Two Customer Segments

Customer	Trial Holders	Research Subjects
Value Proposition	Cheaper access to research subjects	Paid subject and/or cured for disease
Reach	IRB	Social media, craigslist
Launch	Q2 '16	Q2 '16

Funding and Allocation

BUDGET

Q3 '15

Develop Alpha Test In-House
Formation of LLC

50K

Q4 '15

Testing Recruitment with Dr. Lien's Clinical Trials
Refine Interface

100K

Q1 '16

Expanded testing with more clinical trials
(e.g. all cancer trials)

250K

Q2 '16

Release to UCLA Ronald Reagan Hospital

Q3 '16

Release to all UCLA affiliated hospitals

200K

Q4 '16

Expand to other institutions other than UCLA

1M

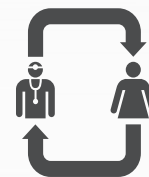
Q & A





thank you

clinkick



**a better way
to recruit for
clinical studies**