



Primary AI

Please see the [FAU Tech Runway Eligibility Requirements and Venture Program Requirements](#), and acknowledge that you have read and agree to the following sections.

I acknowledge that I have read and agree to section 1. Eligibility Requirements | I acknowledge that I have read and agree to section 3. Venture Program Requirements

Please confirm that at least 51% of your founders are based in South Florida and able to attend local events in person.

Yes, I confirm

If your company is incorporated in a state other than Florida or Delaware; are you legally allowed to do business in Florida?

Does not apply

How did you hear about the FAU Tech Runway Launch Competition?

Other

Have you previously applied to the FAU Tech Runway Launch Competition? *Note: Your answer will not affect the scoring of your application.

No

Have you completed the FAU Market Validation Workshop, NSF I-Corps, or a similar accredited program?

No

If yes, please list the name/region of the program you completed, along with the date completed, and instructor's name and email.

N/A

Have you completed the FAU Entrepreneurs' Boot Camp or a similar program covering business plans, executive summaries, cap tables, etc.?

No

If yes, please list the name of the program, date completed, and name of institution along with name of instructor.

N/A

Which of the following [Pillars and Strategic Research Areas](#) included within FAU's Strategic Plan does your company fall under, if any?

Neuroscience | Sensing and Smart Systems | Big Data/Analytics/AI/Machine Learning

Please upload a copy of your 1 to 5 page Executive Summary.

Maximum size is 10MB - New uploads replace previous ones

<https://platform.younoodle.com/api/entries/4638754b677a777962596346454b6833/entry-fields/987666/files/621827>

In a few sentences, please describe your company in reasonable detail. Include a description of the product or service your company provides, including your product's core technology (if any).

Primary AI is building a patient-centric data sharing ecosystem in healthcare and medicine. Our primary goal is to bridge the gap between patients, providers, and scientific research. The Primary AI system is patient centric. It empowers the individual by giving the patient control over their own healthcare data — to make their own decisions on how it is used and who can see it, and by doing so patients have an opportunity to monetize their data, while simultaneously allowing medical science to advance. Our core technology is based on the Holochain framework for building distributed P2P apps.

Please list the URL of your company website (if applicable).

<http://primary.ai/>

When was the company founded?

18 October, 2022

Please list information for all founders in the following order: Name, Title, Email, Phone, LinkedIn. (i.e. John Smith, CEO, js@company.com, 561-555-5555, linkedin.com/in/js)

Christopher Maxwell, CEO, cmaxwell2021@fau.edu, 561-320-1112, linkedin.com/in/ojala Shaun Pritchard, CTO, shaunpritchard1@gmail.com

Please list information for all Executive staff in the following order: Name, Title, Email, Phone, LinkedIn. (i.e. John Smith, CEO, js@company.com, 561-555-5555, linkedin.com/in/js)

Christopher Maxwell, CEO, cmaxwell2021@fau.edu, 561-320-1112, linkedin.com/in/ojala Shaun Pritchard, CTO, shaunpritchard1@gmail.com

Please describe the equity ownership breakdown among the founders, employees and any current investors/stakeholders. If there are multiple founders, be sure to give the proposed equity ownership of each founder.

Christopher Maxwell, 51% Shaun Pritchard, 49%

Are the company's founders, advisors, and investors formally associated with the company? Do they have an equity agreement in place?

No, the company requires guidance in this area.

Product and Service Readiness/Stage of Development (choose the response that best aligns with the company's development stage)

Concept is under development. Supporting technical and market research underway.

Please specify whether any of the members of your current team, or any of your company's investors, advisers, or board members, have an affiliation with Florida Atlantic University. Please select all that apply.

**Your full response here will neither help nor detract from your application and is required for disclosure purposes*

Student (Graduate)

Have you applied to or graduated from other accelerator programs?

Your response here can be helpful, not harmful, to your application.

No

If yes, please tell us which one(s), and in what year you participated (approximately).

N/A

How many hours a week does each member plan to commit to this Venture?

i.e. CEO plans to commit 20 hours a week. CTO has a full time job and plans to commit 8 hours a week, etc.

CEO plans to commit 30 hours per week CTO as a full-time job and plans to commit 20 hours per week

Do you have startup experience either in a previous venture you have led, or a previous venture in which you were a member?

Yes

If yes, please elaborate.

Founder of: ViewThought – web application development consultancy PrimaryCode – coding Boot Camp Ojala Prepaid – prepaid Internet services and digital communications product distribution Eye of the Storm Productions – musical events/concerts

Please list your professional advisers, if any (attorney, accountant, and/or consultants).

N/A

Which customer segment(s) will you focus on initially? In the longer term?

Our initial customers are: individuals, traditional hospitals, private practitioners, and researchers. Our secondary customers include: insurance companies, government agencies, healthcare providers, nonprofits, medical industry companies.

Please disclose if your company has experienced any of the following: Recent and/or pending lawsuits, Co-founders who have left the company recently, Any other situations that may impact your company.

N/A

What problem does your product or service solve for your potential customers? What is the value proposition?

1. Bridge the gap between patients, providers, and scientific research. 2. Empowering individuals to control their own healthcare data. Giving them the opportunity to advance medicine and science while monetizing their data. 3. Assuring interoperability and security of patient data. 4. Solving the medical data scarcity issue. 5. Allow health and medical providers to securely share and authorize medical data on behalf of patients, instantly. Providing them with the ability to provide better patient care. 6. Incorporate direct compliance support for relevant regulations (e.g., HIPAA/HITECH, GDPR). 7. Provide better health outcomes by combining real-time mIoT health data with historical records.

What is the size (dollar estimate) of the market you are addressing? What is its projected growth rate?

According to the 2022 "State of AI Report" the Health industry has the 4th largest share of VC investment into AI with approximately \$61.7 billion invested between 2010-2022 YTD. Between 2021 and 2022 YTD, \$21.9 billion was invested into health industry startups and scaleups using AI. From our perspective, all of these businesses require medical data — we intend to fulfill this need. We believe that Primary AI has the potential to grow by a factor of 50X in our second year of operation, after the buildout of our platform.

What is the company's sales and marketing strategy? How will you get your product/service in front of customers?

Initially, we intend to market our products to smaller practitioners and clinicians, where the cost and complexity of maintaining data for the purposes of artificial intelligence research and optimization of patient outcomes exceeds the resources of the organization. For individuals, we plan to provide a monetary incentive system that by its nature, in these hard times, will be viral.

Who are your direct competitors, and what makes your product/service "better" than theirs (how is your product/service differentiated)?

The All of Us project is the closest competitor we have, however, they lack one fundamental component: a mechanism to incentivize the individual to provide their data for research. Hard cash.

Does the company or do its founder(s) possess any relevant patents or proprietary technologies?

No

If yes, please elaborate.

N/A

Is the company or any founder(s) inhibited by any intellectual property or non-compete clauses with a current or previous employer?

No

If yes, please elaborate.

N/A

Has your company received any grants or cash awards from competitions (or any other sources)?

No

If yes, please disclose grant/cash amounts and sources.

N/A

Has your company received any loans or debt financing?

No

If yes, please disclose the amounts of loans and/or debt financing.

N/A

How much investment capital (cash) has your company raised to date?

***Please break out this amount into:(a) cash contributed by founder(s)(b) cash contributed by "friends and family" (c) cash contributed by outside investors. Do not count non-cash contributions, such as "salaries foregone" or "in-kind" contributions, in this figure.**

\$0

How much total capital investment are you seeking at this time (if any)?

At this time, we are not seeking a capital investment. Our goal is to build a proof of concept/minimal viable product, and refine our business plan.

Assuming you are successful in raising the amount you specified in the prior question, what major milestones will this enable your company to achieve?

State where you hope to be in terms of build-out of your team, stage of product development you will be able to reach, projected sales revenue (if any) achieved by end of the funding period, corporate collaborations formed, patents filed, etc.

N/A

What funding do you expect to require over the next 2 years?

\$2,000,000

Provide a general breakdown of your projected "use of proceeds" with the capital you raise (e.g., across which areas and uses would you expect the funds and briefly explain why). For how many months/years will this amount of capital "last" until the company will need to pursue additional financing?

***Note: "total capital investment" means beyond the prize money available via the FAU Tech Runway Launch Competition.**

Technology: 75% We intend to use these funds to hire the development team necessary to produce the application, cover infrastructure costs. Marketing: 25% We will need to market our offering to 2 distinct segments of our market: the individual and healthcare organizations. 25% of these funds will be used towards that effort. This funding will last for 18 to 24 months.

What are the 3 greatest risks your venture faces? *

1) Regulatory barriers 2) We are unable to develop the technology solution we have in mind 3) Customers do not adopt our technology solution

ATTACHMENTS

Please submit your business plan (if available).

Maximum size is 10MB - New uploads replace previous ones

<https://platform.younoodle.com/api/entries/4638754b677a777962596346454b6833/entry-fields/987667/files/621837>

Please upload your pitch deck (e.g. PowerPoint slides, if available).

Maximum size is 10MB - New uploads replace previous ones

N/A

Please upload your company's financial forecast (3 to 5 year revenue projections, if available).

Maximum size is 10MB - New uploads replace previous ones

N/A

If you choose not to upload one or more of the documents above please let us know why. (i.e. I have never created a business plan and have very limited business experience.)

This venture was formed from an ongoing end of the semester class project. The class is CAP 6683 Artificial Intelligence in Medical Healthcare. Because of the limited time we have had to find one another, develop a concept, work towards the assignment requirements, and realize its potential as an entrepreneurial venture, we have been unable to address the business plan, pitch deck, and financial forecasts requirements of this application. We have, however, provided a white paper describing our technology and have uploaded this white paper through the business plan upload mechanism.

Once you click submit you will NOT be able to make any changes to your application

I understand that no changes to my application can be made after clicking submit

Personal information

TEAM LEAD: CHRIS MAXWELL (YOUNOODLE@JUNKALATOR.COM)

Name and Title of person filling out application.

N/A

Email Address

N/A

Untitled Question

N/A