

Dr**mnibus**



Problem



Anthony

7 years old, diagnosed with autism

Barely talks.

He wants to play with friends, but he doesn't know how to make contact.

He has learning disabilities.

About 1 percent of the world's population has Autism*

Market size

22.1 M

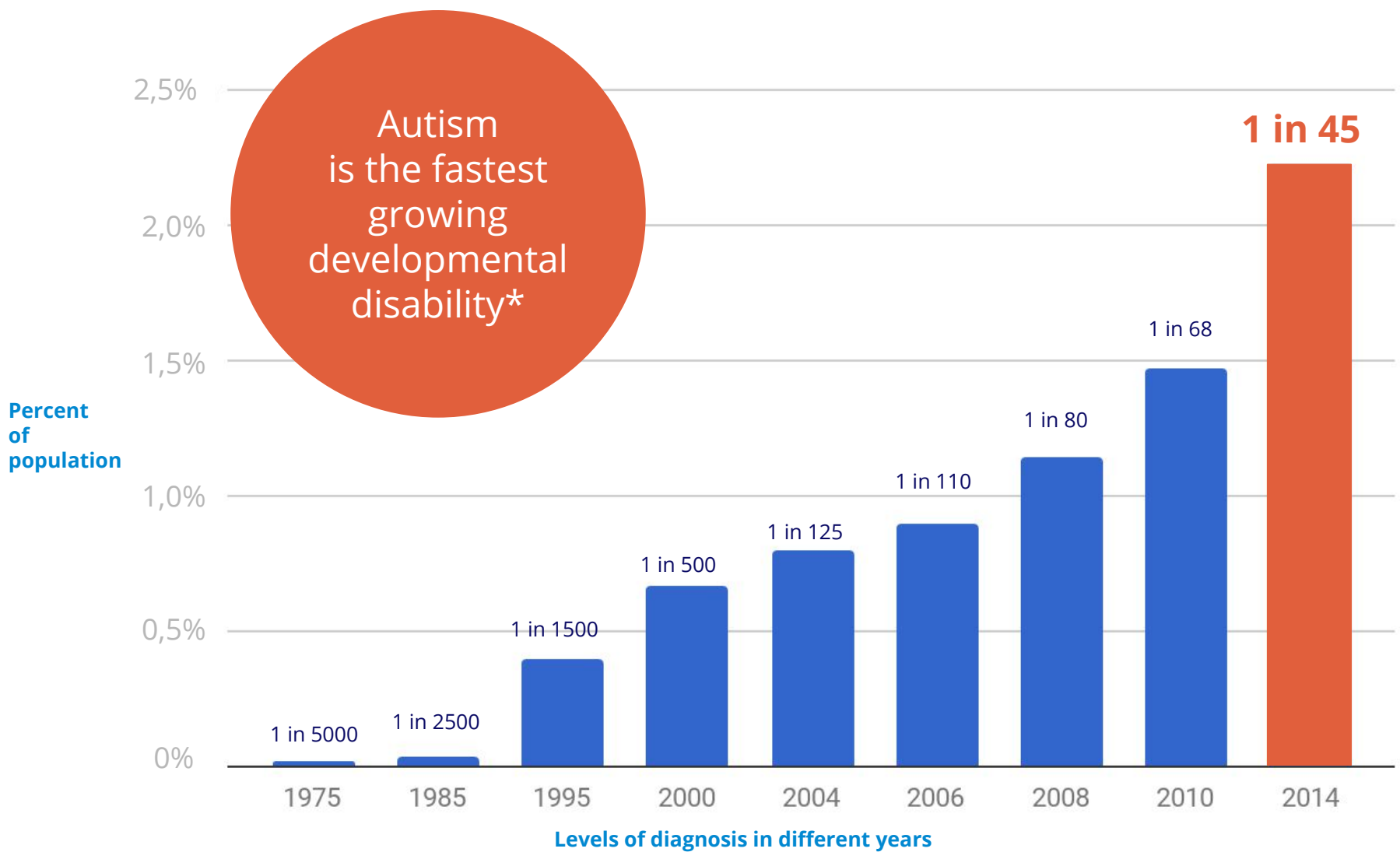
Number of children
diagnosed with autism
in the **world**

2.7 M

Number of children
diagnosed with autism
in the **US & Canada & UE**

1.7 M

Number of children
diagnosed with autism
in the **US**



**all data based on reports published by Centers for Disease Control and Prevention, USA*

Each child requires 25-40 hours of one-on-one therapy per week

There is **no drug** for autism, but **47%** of children with autism who received 40-hours of personalised **Applied Behavior Analysis (ABA)** therapy per week, which is the best research supported and most effective treatment for the main characteristics of autism*, became **indistinguishable from their peers.****

**National Research Council, Educating Children with Autism*

***Dr. O. Ivar Lovaas, "Behavioral Treatment and Normal Intellectual Functioning in Young Children with Autism"*

It is extremely difficult to get this kind of intervention

- on average, it costs around **\$60,000 a year** to care for someone with autism*
 - there are **not enough therapists** to cover all of the needs of children, there are **73 children per 1** Board Certified Behavior Analyst (BCBA)**
- **Children don't receive enough hours of therapy and plenty of them are on waiting lists during the first, crucial for successful therapy months.**



**Autism and health: a special report by Autism Speaks*

***a therapist and supervisor for other tutors; his/her presence is required to make treatment legal and official*

****all information based on data from the US*





Using technology
to support the therapy
of children with autism.

We offer a digital platform
based on
Applied Behavior Analysis,
personalized
for each child with autism.

Product

- INTERACTIVE GAMES AND PROFESSIONAL RESOURCES
 - content based on VB-Mapp* curriculum, **automatically adjusting to the individual user's progress**



- PROGRESS TRACKING SYSTEM
 - statistics and reports allow using **time more efficiently**

CHILDREN RECEIVE
PERSONALISED THERAPY

THERAPISTS HAVE MORE
TIME TO WORK WITH
PATIENTS

THERAPY BECOMES MUCH
MORE AFFORDABLE AND
ACCESSIBLE

- **ASYNCHRONOUS ABA TELETHERAPY**
 - allows to **run therapy online** and set therapeutic tasks to continue **therapy at home**

**VB-Mapp - The Verbal Behavior Milestones Assessment and Placement Program, one of two most popular curriculum*

It works!

Anthony

*After several weeks of working with the app, **he began communicating as well as respecting the rules.***

Playing the game Emotions sensitizes the boy to other people's emotional states, which helps him find his place in a group of peers.

His mother noticed that her son was more eager to go to school, became more open and improved his behavior considerably.

- Magda, Anthony's therapist



Effectiveness of therapy with DrOmnibus - proven!

In 2017 a scientist from the Pedagogical University of Cracow conducted an independent academic research* to compare the effectiveness of traditional treatment and treatment with DrOmnibus.

The study proved, the results of a therapy with DrOmnibus **were better than results of treatment without the solution.** The positive effect of the DrOmnibus tool appears **regardless of age, sex or disorders.**

Moreover, in-depth statistical analysis of a dependent variable Attention span showed, that with a 95% confidence level, inclusion of DrOmnibus in the therapy process results in an **increase in the attention span of more than 3.9 times (+290%).**

** the summary of this study was sent with this deck as a separate attachment.*



Specialists and children love our solution!

***I really like the app!** I am a BCBA in the US and have piloted it with several children. My first attempt saw the child correctly discriminating the number 1 within only a few minutes of using the app.*

*I've worked with this child for some time and **this was not something he was exposed to prior.***

Great work to you and your team'!

Craig Marrer, therapist

[Click here to read case study.](#)



Click and watch a video review created by Chris, 5-years old boy with autism.

Let's Focus on ABA* market in the US

- Build a network of partnerships with ABA specialists and centres from the US and get the patient advocacy community engaged.
- Reach BCBAs** as customers - specialists, who decide, how the therapy process should work and what tools should be used by other therapists and parents.
- Acquire parents as clients who use the tool as an extension of home therapy and/or tools to support development during waiting lists.

22 635

Number of Board Certified Behavior Analysts (BCBA)
We have access to each of them!

\$ 1.4 - \$2.4 M

The lifetime cost for an individual averages - \$2.4 million when autism involves intellectual disability, \$1.4 million when it does not. 40% of people with autism have an intellectual disability.

47%

ABA based solutions reduce lifetime costs of autism by 47% (Jacobson study 1998).

**ABA - Applied Behavior Analysis, the most efficient approach in case of therapy of children with autism*

***a therapist and supervisor for other tutors; his/her presence is required to make treatment legal and official*

Commercialization strategy

Direct

B2C

**ABA DrOmnibus
Home**

Parents

SAAS model

B2B

**ABA DrOmnibus
Pro**

Clinics and Therapists

SAAS model

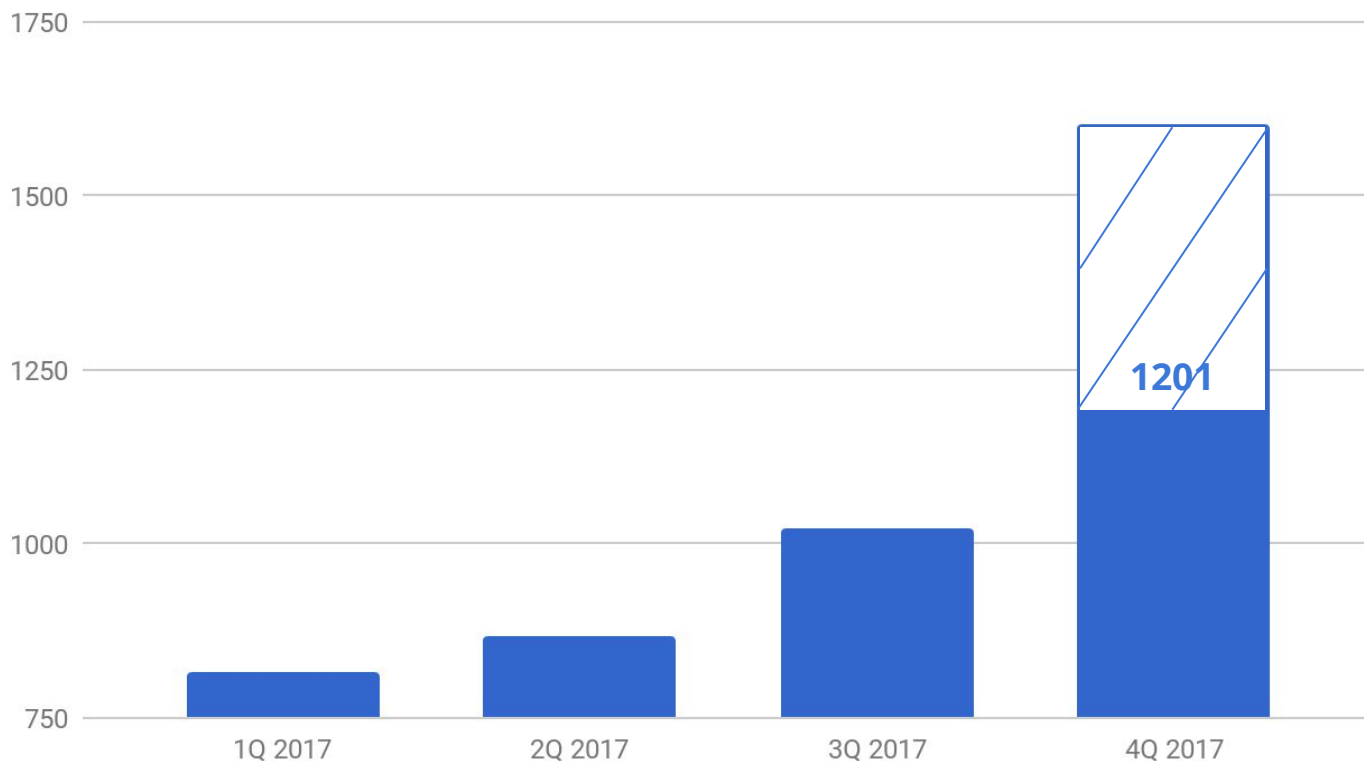
Reimbursement

**3 options
to be investigated**

Direct

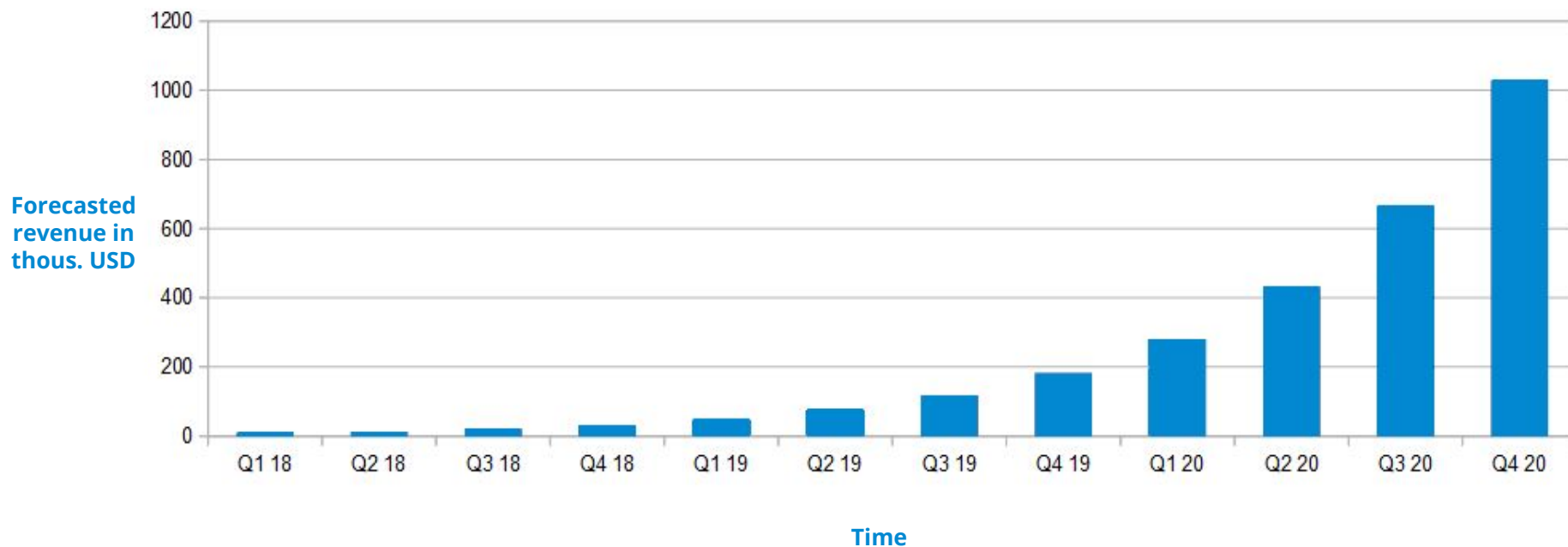
Number of children that have access to the paid version

- results of pilots conducted in Poland in 2017
(in case of 4Q - current status and prognosis)



Direct

Forecasted revenue



Direct

**Building
credibility
and trust
+
B2B & B2C
sales**

**Offline sales
activities**

- call center (to get first group of valuable customers from the US)
- events
- selling through therapists and ABA centers to parents and other specialists

**Online
marketing
and sales
activities**

- content marketing
- rankings (e.g. Autism Speaks)
- mailings
- advertising (e.g. AdWords)
- social media (in case of B2B - mainly LinkedIn, in case of B2C - Facebook, Messenger)
- marketing automation

**Cooperation
with
partners**

- recommendations and reviews from BCBAs, ABA clinics and parents
- constant cooperation with influencers and bloggers
- content marketing, including experts materials and therapeutic case studies
- mailings
- sales by distributors (Different Roads)

Direct

Reimbursement

There are a number of companies that provide coverage for autism services as a benefit for their employees and their families. These health plans are regulated under the Federal Employee Retirement Income Security Act (ERISA).

We have a list of these **114 companies** which focus on coverage of Applied Behavior Analysis - with firms like Google, Microsoft, Nike, Intel, Cisco or Bank of America.

We investigate this path in Google as an additional business opportunity:

DrOmnibus as a part of the benefits package.

DrOmnibus in companies with Self-Funded Plans

There are powerful economic and social arguments for providing this benefit. We know that if families have coverage for their children they will be better employees.

Ron Ashworth,
Board Chair,
Sisters of Mercy Health Systems

Reimbursement

DrOmnibus - software as a drug

3 options to be investigated

Payment by health plan/disease management carve out/autism clinics

DrOmnibus is used as a part of the treatment program for patients, billed by third party insurance plans e.g. for "cognitive and social function therapy for child with ASD".

Third-party reimbursement: A reimbursement from commercial health insurance plans and Medicaid

Customers buy DrOmnibus solution directly from the company or by using any channels and bill their insurers for this purchase.

Self-pay: A parent pays for DrOmnibus out of their own pocket

Customers buy DrOmnibus' solution directly from the company or by using any channels, where the product is available as a medical solution.

Reimbursement

DrOmnibus approved by FDA

Clinical trials of DrOmnibus to become
the first therapeutic option for Autism ever approved by FDA
as medical device Class II (by *de novo* path)

We've already started to prepare the path.

Legal support by:

大成 DENTONS

Clinical trials design by:



AI Roadmap

2019 - building **AI model** and implementing it into the product

Sep 2019 - Dec 2020 - **clinical trials = data collection**

2021 - Full version of the B2C product available on the market (**Software as a Drug**)

Competition

Akili: EVO™



Akili is working on a gaming platform "Evo" that could help people with autism improve brain function and motor skills.

- \$42.4 mln in Series B funding
- Clinical trials in progress - in case of autism, depression, Alzheimer's disease and traumatic brain injury
- Akili hasn't launched its product yet.

Skills® for Autism



A web-based software tool to create and implement comprehensive treatment for people with autism spectrum disorder.

- Focus on treatment plans and progress tracking reports
- Lack of games and professionals resources
- Pricing: from 79\$ per child per month

Camp Discovery



A learning app contains few games based on ABA with simple statistics.

- Created by Center for Autism and Related Disorders - organization using applied behavior analysis in the treatment of autism spectrum disorder.
- Based on CARD's curriculum.
- Pricing: free

Founders



Bogumiła Matuszewska-Wojtyła
co-founder & CEO

9 years experience in business, e.g. in marketing projects in advertising agencies for brands such as Siemens, Unilever or UNICEF.

10 years experience of working in non-profit organizations with people with disabilities.

Awarded by Forbes (30 under 30) and Brief (Creative in business) - Polish magazines. The finalist of the Businesswoman of the Year competition.



Michał Ryś
co-founder & CFO

Experienced in startups finance and strategy - worked for 2 years for VC as the finance specialist.

He is a board member of the Hippotherapy Foundation, which takes care of about 100 children, mainly with autism.

Alumnus of four European universities (Jagiellonian University, KU Leuven, University of Groningen and Uppsala University).



Katarzyna Chrabąszcz
co-founder & COO

Specialist of management in healthcare with experience gained in hospitals and private healthcare companies.

For 7 years she worked as a sales manager and key account manager.

At the same time, she volunteered to take care of people with disabilities, mainly the elderly.

About company

Our team consists of experienced experts:

therapists (ABA and BCBA), psychologists,
gaming and software developers, designers,
marketing and sales specialists.



DrOmnibus is the first and only company from Poland
and one of four European startups in
Google Launchpad Accelerator 2017

Awards:



2014

*Best startup in category
"Education"*



2016

Special Award



2016

*One of 10 best startups
from Europe*



2016

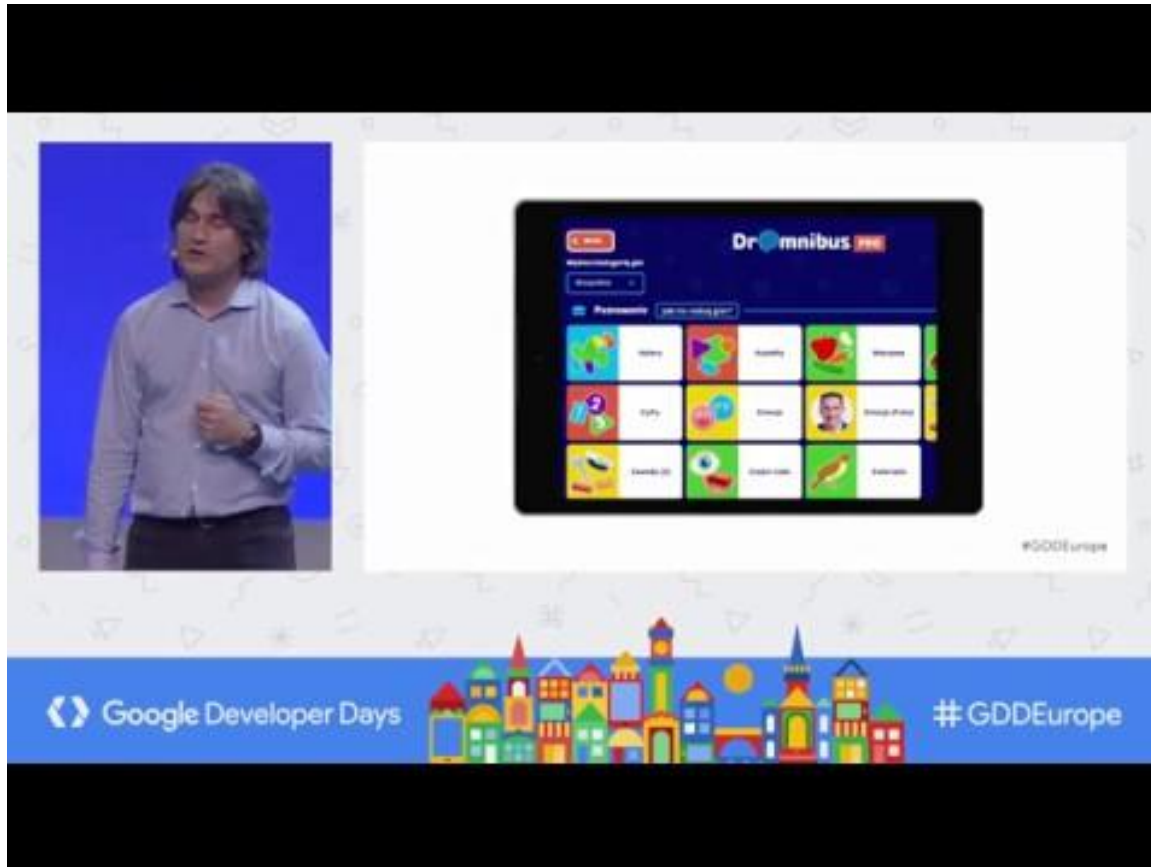
*Winner of Burda International PL
Startup Adventure*



2017

*One of 10 best startups,
contest with President of PL*

Google about DrOmnibus



Jason Titus, VP at Google, presents our product during Opening Keynote of Google Developer Days Europe 2017 - the largest on-going Google event for developers.

<<< Click and listen to his short pitch.



Investment proposal

Investment timeline & use of proceeds

Late Seed I - 2017/2018

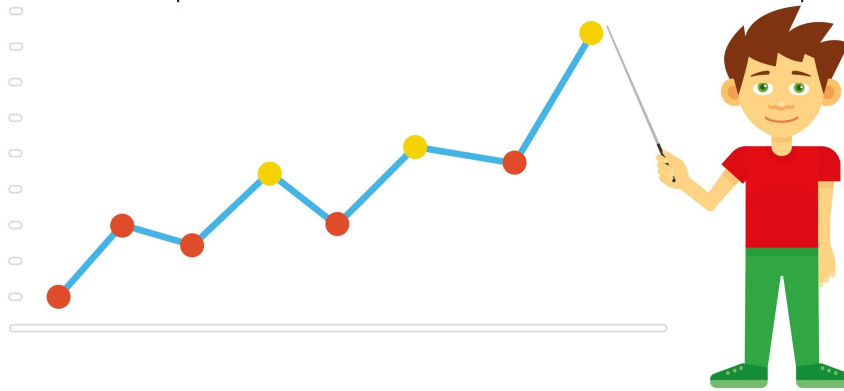
- further development of B2B product
- office and presence in Massachusetts
- \$100k+ ARR

Late seed II US - H1 2019

- clinical trials - to become the first therapeutic option for autism ever approved by FDA as a medical device Class II (*de novo*)
- \$1.0 M ARR

Series A - H2 2020

- reimbursement in the US
- global growth
- new target group: children with mild and moderate intellectual disability



Late Seed I - 2017/2018

- Pre-money valuation: 6.5 M USD
- Funds already invested in DrOmnibus: 2.0 M USD
- **Round size: 1.5 M USD (18% already committed)**

Investment invitation



Thank you!

Contact:

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