A collaborative launchpad for your scientific endeavors

Problem

Collaboration expedites biomedical innovation

But resources for scientific collaborators are fragmented

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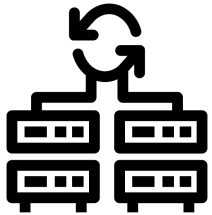
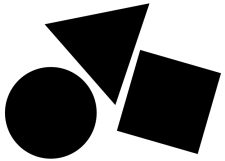
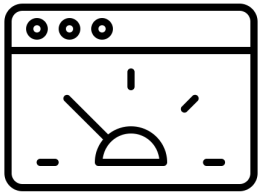
Problem



External data streams can’t securely integrate into workflows



Inconsistent standards restrict real-world implementation



Partnerships are slow to form due to an inherent lack of trust

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Solution

Rebuilding science to make collaboration work

Integrated

EHRs, apps, wearables

Plug & play custom tools

Cross-platform API

Unified

Continuously updated repository of standards

Interoperable data models

Economic incentives for regulatory adherence

Trusted

Blockchain-enabled identity management

Immutable audit trail of all contributions

Encrypted and extensible workspace architecture

A multichannel platform matching innovators with trusted partners, resources, and standards that fit their needs on a private blockchain network

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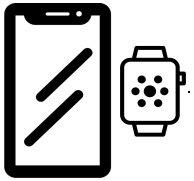
The Atana Platform

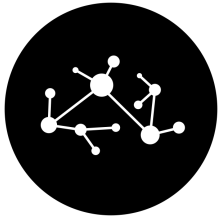
Application Layer

Patient Applications



- Own Your Data
- Join Patient Groups
- Propose and Fund Studies

Atana Core



- Data Marketplace
- Autonomous Contracts
- Transparent Audit Trail

Study Terminal

- Query for Specific Data
- Own Your Contributions
- Certify Digital Therapeutics

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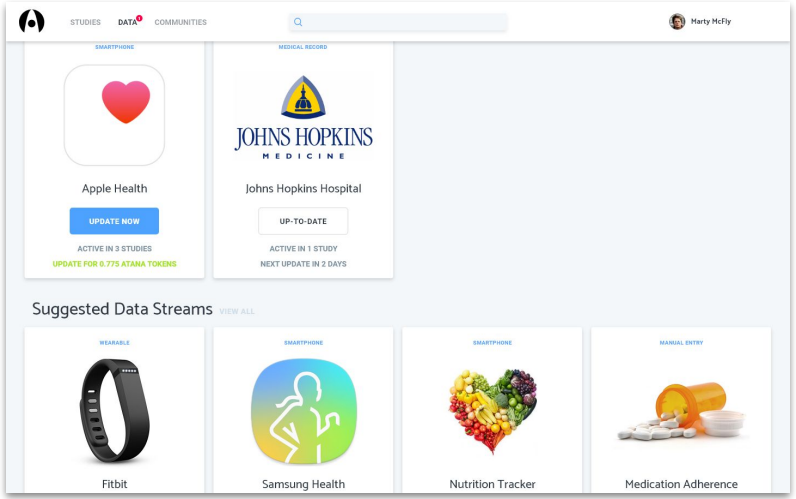
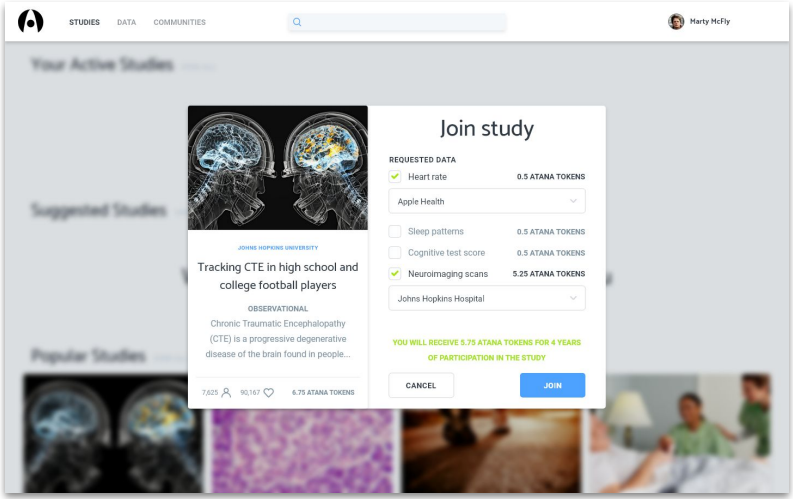
Integrate and Share Data



Patients easily integrate and update diverse data streams in their secure profiles



Patients decide what data they want to share and with whom they want to share it with

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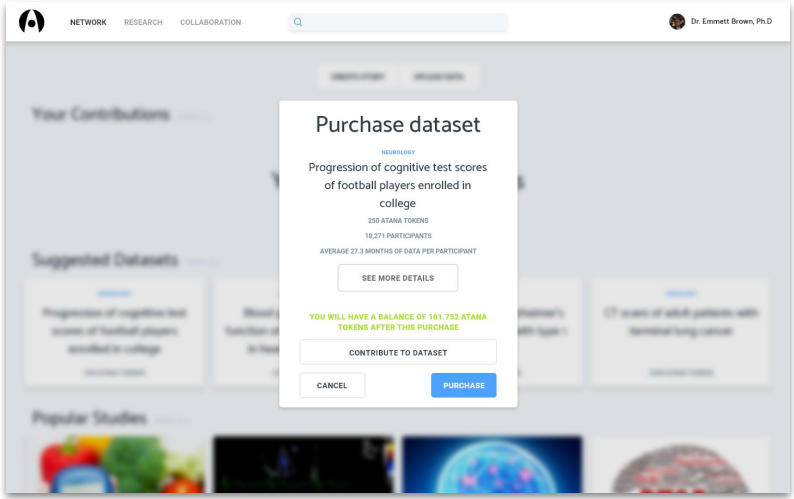
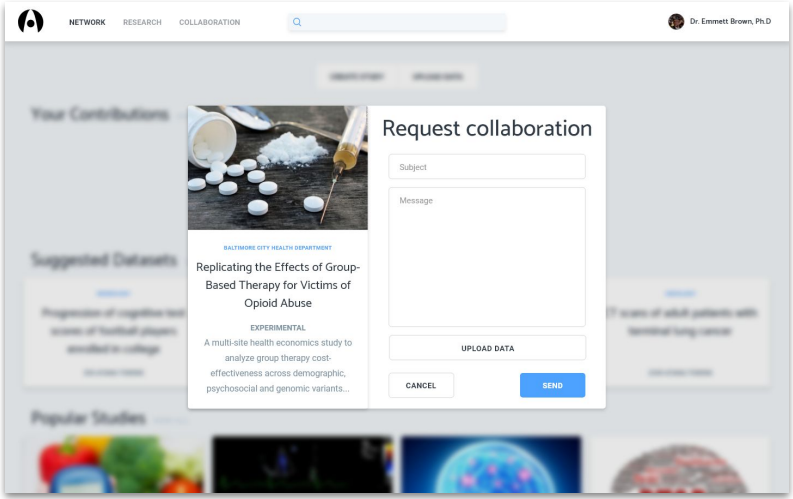
Access Data and Studies



Researchers and institutions purchase datasets and contribute to existing ones



Scientists join collaborative studies to earn awards and bounties for their work

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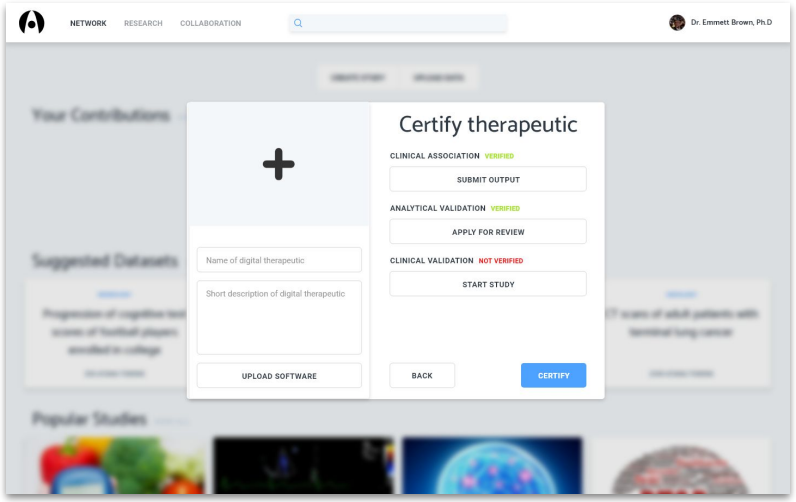
Trust Every Deployment



Digital therapeutics and biomedical companies validate their products for successful real world implementations

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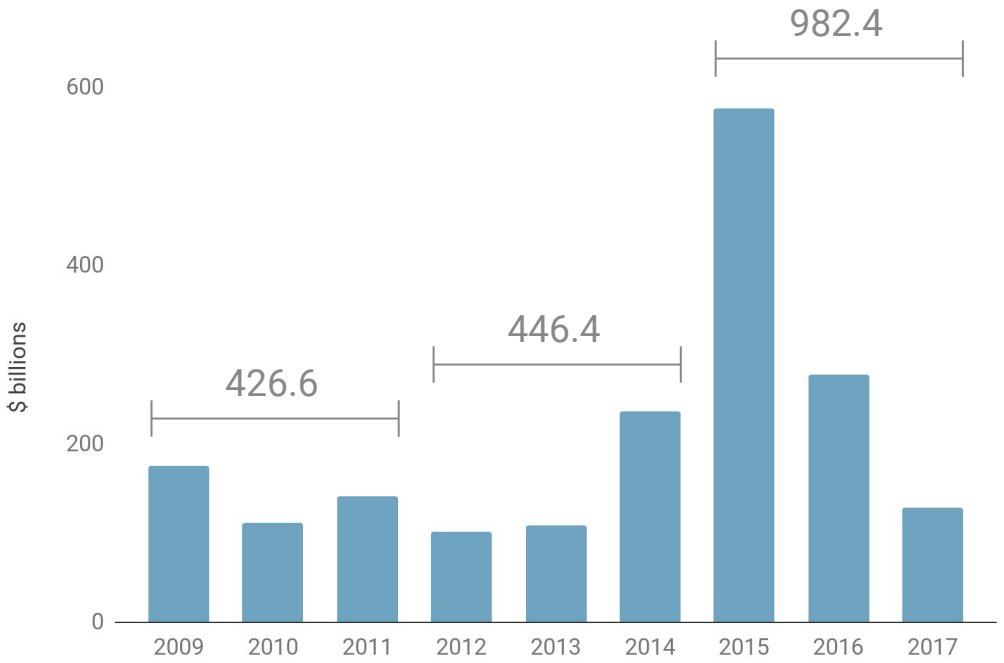
Market

$1 trillion spent on M&A in the biomedical research industry in the last 3 years (US)



[1] "U.S. Investments in Medical and Health Research and Development." Research America, 2017, https://goo.gl/a1YzM7
[2] Panel Endorses Funding Increases for NIH Research, Opioid Abuse Fight, Pell Grants. (2017). https://goo.gl/Z2ewQ6
[3] Kermani F. Drug discovery partnerships between UK CROs and the Swiss pharma sector. Pharm Technol Eur. 2014.26:8–11.
[4] How big is the market for…? (n.d.). https://goo.gl/hPoaNq
[5] Healthcare and Life Sciences Industry Update. (2017). Harris Williams and Co. https://goo.gl/xfg82B

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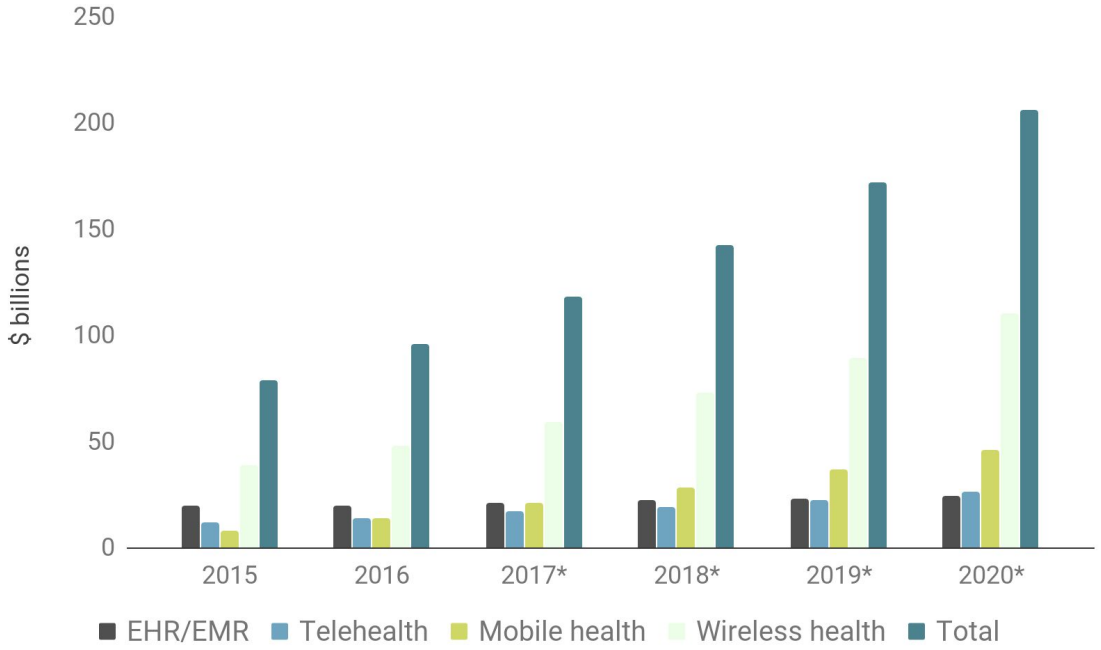
Market

Digital health market expected to exceed **$206 billion** in value by 2020 (Global)



[1] Roland Berger. (n.d.). Global digital health market from 2015 to 2020, by major segment (in billion U.S. dollars).https://goo.gl/szp5rn

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Business Model

	Target Customers	Value Proposition	Revenue Model
Study Terminal	• Pharmaceutical companies • Research institutions • Biomedical and digital therapeutics startups • Contract research organizations • Hospital systems	• Access siloed data • Leverage previously unobtainable knowledge • Increase partnership quality and creation	• SaaS • Standard and premium versions • Royalty from IP licensing
Digital Therapeutic Certification	• Investors • Biomedical companies • Insurance companies • Employers	• Improve ROI by funding and implementing validated applications	• Certification reports • Consulting fees

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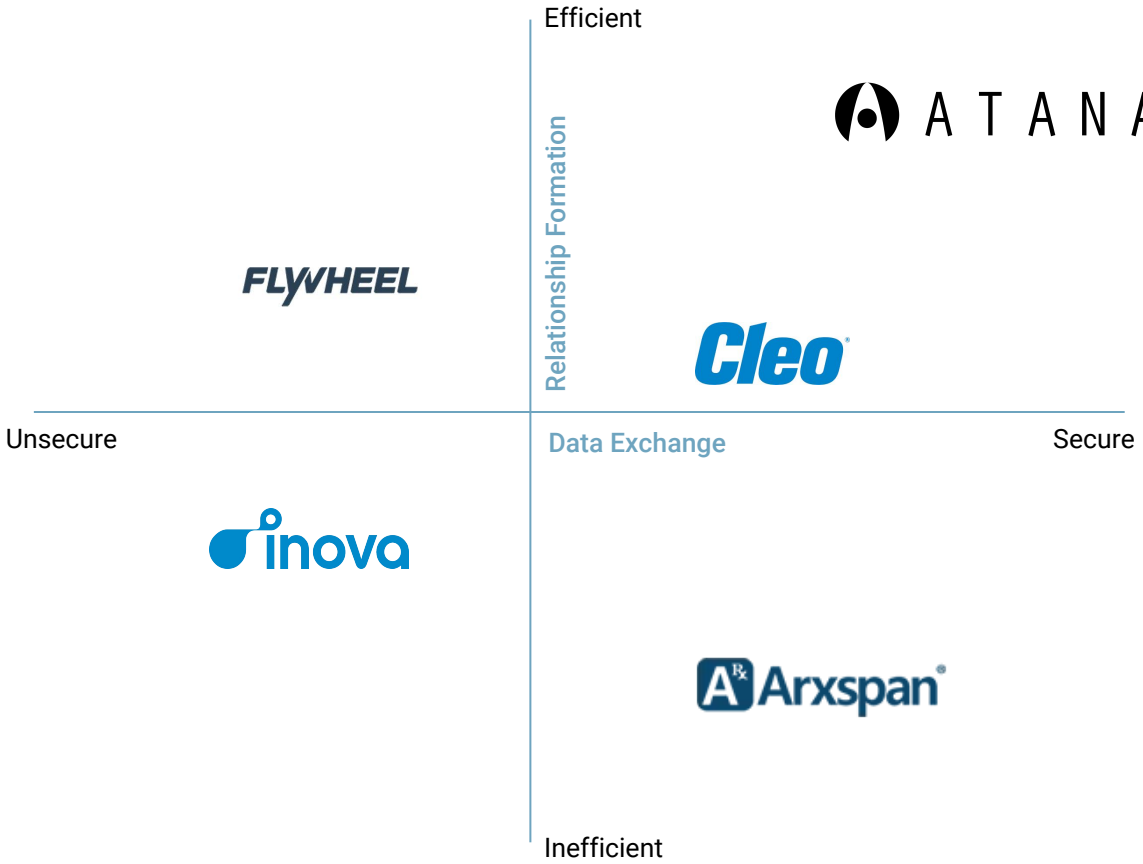
Competitive Landscape



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Competitive Advantages

First to Market

First to market digital therapeutics certification and practical distributed ledger based research platform.

Domain Expertise

50+ years building platforms and statistical tools for analyzing genomic, imaging, clinical, and IoT health data, and commercializing digital health technologies.

Product-Market Fit

Platform accelerates ongoing large-scale efforts to transform the biomedical technology industry, capitalizing on demand for tools that conform to changing R&D strategies.

Proprietary Blockchain

Custom hybrid blockchain leverages the advantages of both private and public blockchain network models.

Backed by Hopkins & Stanford

Deeply embedded in the Johns Hopkins and Stanford health and biomedical research communities. Clinical, marketing and product support from faculty advisors.

Token Generation Event

Non-dilutive capital raise within the next 6 months. Network development and business opportunities bootstrapped by decentralized community of token holders.

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Leadership

David Shi, Co-Founder and Chief Executive Officer
Led multiple M&A transactions. Technical consultant for Aeternity Blockchain ($77m token sale). Awarded by Booz Allen Hamilton and J.P. Morgan for blockchain platform implementations.

Kevin Joo, Co-Founder and Chief Technology Officer
10 years in academic and industry R&D. Created HIPAA-compliant API and data science platform for WellDoc, a FDA-approved health startup.

Nam Nguyen, Chief Operating Officer
Led special operations at PCCI, a precision medicine company. Created growth strategy for enterprise SaaS product leading to 800% sales growth at Pieces Technologies, a clinical A.I. startup.

Ed Li, Vice President of Product
Investment banking analyst at J.P. Morgan. Head researcher at the Johns Hopkins Institute of Applied Economics and Global Health.

Eric Bridgeford, Vice President of Engineering
Created hyper-parallelized cloud framework for reliable DWI and fMRI connectome mega-analysis with NeuroData. Developed software for conducting scalable million-node graph analytics with Gigantum.

Trevor Aron, Lead Blockchain Architect
Co-created Spire, a Byzantine fault tolerant SCADA for smart power grids. Won awards from the Johns Hopkins Department of Computer Science for research in distributed systems and networks.

Richard Chen, Lead Data Scientist
Co-created the Proscia artificial intelligence engine for cancer detection. Years of machine learning experience at Apple Health Special Projects, Johns Hopkins University, Harvard Medical School.

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Advisory Board

Ruben Amarasingham, M.D.
Founder and CEO at Pieces Technologies, and inventor of the Pieces™ DS software system. Inaugural Director of the Biomedical Informatics Program for the NIH CTSA at UTSW. Member, HIMSS Board of Directors.

Peter Beilenson, M.D.
CEO and President of the Evergreen Health. Served in Maryland as the Howard County Health Officer from 2007 to 2012 and as Baltimore City Health Commissioner from 1992 to 2005.

Kevin Frick, Ph.D
Vice Dean and Professor at the Johns Hopkins University (JHU) Business School. Created decision-making frameworks for policymakers through health economics and cost-benefit research.

Steven Salzberg, Ph.D
Bloomberg Professor of Biomedical Engineering, Computer Science, and Biostatistics at JHU. Top 1% cited in genomics. Co-author on the Human Genome Project and co-founder of the Influenza Genome Project.

Matthew Green, Ph.D
Assistant Professor at the Johns Hopkins University and award-winning researcher. Created first zk-SNARK implementation in a cryptocurrency. Founding scientist of ZCash ($1.6B market cap).

Christopher Ensey
Chief Operating Officer at Dunbar and founder of Dunbar's cybersecurity business. Experienced cybersecurity executive and creator of the Cyphon enterprise cybersecurity platform.

Michael Xu
Chief Architect at ConsenSys, leading blockchain software and cryptocurrency development company. Developed clinical and operational analytic tools for IBM Watson Health at Explorys.

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Ask

Pre-Seed

December 2017

30K
(non-dilutive)

JHU Business Plan Competition

AARP Foundation Prize for Healthcare

O'Connor Fund by JHU Tech Ventures

Series Seed

Ongoing

100-350K
(convertible note)

Use of funds

Build and implement enterprise-ready platform

Deploy the software in conjunction with strategic partnerships

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