PainQx Executive Summary

Business Summary: **PainQx**, in collaboration with the NYU School of Medicine, is developing a way to accurately and objectively measure pain in humans and animals. Our patented technology provides an accurate pain score in real time. It is cloud-based software, delivered to clinical users on pay-per-use or subscription basis. It is accurate, objective and consistent in contrast to the subjective, patient self-report 0 -10 scale (e.g. VAS or NRS).

Total Available Market: More than 116 million people suffer from chronic pain in the U.S. every year representing over a $2 billion dollar market potential.

Current Position: **PainQx** is an early stage, clinical pre- revenue company.

Customer Problem/ Unmet Need: Pain Assessment relies entirely on subjective patient self-report. Accurate pain measurement is critical for proper medical diagnosis and treatment, yet practitioners and researchers do not have a way to objectively measure pain.

Value Proposition: **PainQx** is a powerful clinical tool that solves three problems:
1. **Subjective pain measurement** through inaccurate patient self-report
2. **Measurement of pain in patient populations that cannot accurately articulate or express pain** (e.g. unconscious, pediatric, elderly) or are unlikely to accurately describe pain level (e.g. Misusers/ abusers of prescription meds)
3. **Under-treatment** / **Over-treatment** of patient pain, especially regarding over use of opioid/ analgesic drugs

PainQx empowers and guides healthcare providers in:
- **Accurate Pain Assessment:** confirms the actual level of pain in patients
- **Effective Pain Management:** guides appropriate treatments
- **Appropriate Application:** supports appropriate application of analgesic drugs

Product/Service: The **PainQx** System is a SaaS healthcare model which analyzes, decodes and quantifies brain electrical activity through patented algorithms to produce an accurate pain score in real time.

Intellectual Property:
- Exclusive, worldwide, sub-licensable, long term patent rights from NYU
- Patent applications in U.S., Canada, Europe, issued in Japan & China

Competitors: fMRI, PET & MEG scans could be used to gather brain wave data that could potentially be used to measure pain. All have limitations and disadvantages (size, high capital / operational costs, non-portable, patient invasiveness) which do not allow such competitive technologies to be viable at the point of care. In addition, any neuro-imaging input would need to utilize **PainQx**'s proprietary algorithms in order to produce a pain score.

Competitive Advantage:
- Accurate, objective & reliable pain score
- Scalable, inexpensive, established tech.
- Proprietary System difficult to replicate
- Proprietary Pain Database

Sales and Marketing Strategy: **PainQx** will develop an untapped objective pain assessment market in human & veterinary healthcare. We are developing alliances with EEG manufacturers, CROs and Pharmaceutical companies with a pain franchise.

Revenue Model: Revenues will be earned by selling the **PainQx** system on either a pay-per-use or subscription basis to CROs, Pain Clinics, Hospitals and Insurance Carriers. **PainQx** fits the ACO driven, Value Based healthcare ecosystem where physicians, hospitals and medical groups are rewarded for better health outcomes and performance measures.

Use of Funds: $10 million will be needed to develop the Human & Veterinary **PainQx** Systems. Projections include expenses for the development of the algorithm, validation trials and registration support. We seek to raise $500,000 to $750,000 from Angel investors to develop **PainQx** to its first milestone/ inflection point.

Exit Strategy: Most likely exit is expected to be a trade sale to a medical device or diagnostic company. A large pharma company with a pain franchise might also be a potential acquirer. Over time a large and significant data base of patients in pain will be established. This data base will also have a commercial value.

Financial Info	Amount
Capital Raised	$1.3MM
Monthly Cash Flow	$100,000
Capital Seeking Short term goal:	$ 500K to $ 750K Angel Round
Midterm goal:	$ 3MM to $ 6MM Series A
Sales Forecast:	Year 1: $ 40MM Year 3: $155MM Year 5: $285MM
Preferred Funding	Equity

Company Info:
URL: www.painqx.com
Contact: fminella@painqx.com
Phone: 610.348.9153
Industry: Healthcare
Employees: 2
Founded: 2015

Founder:
Mr. Frank A. Minella
- Serial Entrepreneur
- Business Management Consultant: Accenture – Pharma Group
- 24 years' experience in Military & Commercial Business Operations Management

Chief Science Advisor:
Leslie Prichep, PhD.
- Acting Director, Brain Research Laboratories, NYU School of Medicine
- Serial entrepreneur, whose patents have been successfully commercialized 3 times
- Professor of Psychiatry, NYU Medical School & world leader, expert in QEEG
- Manages one of the world's largest QEEG databases on chronic pain
- Published, with her colleague, over 200 papers on pathophysiology of brain disorders and the relationship between QEEG, evolution of dysfunction and treatment