



Executive Summary:

<p>Industry: Digital Therapeutics</p> <p>Product: Messaging platform for HIV medication adherence and persistence</p> <p>Market Opportunity: Possible 16M yearly HIV prevention medication fills. Current volume is around 1.8M fills.</p> <p>Management: <i>Executive Leadership</i></p> <ul style="list-style-type: none"> Brad Thorson - former GM of Moviefone <p><i>Scientific Advisory Board</i></p> <ul style="list-style-type: none"> In discussion <p>Finance: <i>Financing to Date</i></p> <ul style="list-style-type: none"> \$25,000 friends & family <p><i>Amount of financing sought</i></p> <ul style="list-style-type: none"> \$256,000 NSF SeedInvest grant \$150,000 NIH SBIR grant for HIV prevention \$250,000 Angel funding for Sales/Marketing 	<p>Company History: Kalamos was founded to reduce the barriers to HIV treatment and prevention through home testing and medication delivery. We are now integrating behavioral change frameworks to increase persistence and adherence.</p> <p>Market Opportunity / Unmet Need: There are no adherence programs for preventative medications, even for highly infectious diseases like HIV. We are focused on the US market, with 1.1M HIV positive patients and 1.25M at high risk of infection^[1]. Only 15% of high-risk patients use preventative medications, and typically stay on it for less than a year^[2].</p> <p>Products/Services – Launched & Pipeline: <i>PrEP Plus</i> - HIV prevention medication delivered from our partner pharmacy on a monthly basis with condom and lube samples included. <i>Team AM vs PM</i> - Gamification of daily SMS medication reminders with personalized normative feedback to increase desired behavior. <i>Kalamos VIP</i> - Reward points for regularly completing desired behavior that can be redeemed for e-commerce products; funded by pharmacies and payers.</p> <p>Commercial / Technical Milestones: <i>Alpha</i> - PrEP Plus is in-market, with 50 prescriptions delivered. <i>Beta</i> - Have begun testing out adherence messaging and plan to raise funds to research how much it impacts user behavior. <i>Launch</i> - We plan to offer pharmacies access to our technology to increase persistence, or the number of fills, per patient.</p> <p>Financial Projections (Unaudited):</p> <table border="1"> <thead> <tr> <th></th> <th>2020</th> <th>2021</th> <th>2022</th> <th>2023</th> </tr> </thead> <tbody> <tr> <td>Revenue</td> <td>1k</td> <td>97.5k</td> <td>1,058k</td> <td>10,575k</td> </tr> <tr> <td>Gross Profit</td> <td>-\$149k</td> <td>-\$352.5k</td> <td>\$307.5k</td> <td>\$7,325k</td> </tr> <tr> <td>Gross Margin</td> <td></td> <td>-361%</td> <td>29%</td> <td>69%</td> </tr> </tbody> </table>		2020	2021	2022	2023	Revenue	1k	97.5k	1,058k	10,575k	Gross Profit	-\$149k	-\$352.5k	\$307.5k	\$7,325k	Gross Margin		-361%	29%	69%
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[1] AidsVu - <https://aidsvu.org/prep/>

[2] Persistence on HIV preexposure prophylaxis medication over a 2-year period among a national sample of 7148 PrEP users, United States, 2015 to 2017 - <https://onlinelibrary.wiley.com/doi/full/10.1002/jia2.25252>