

## Company Overview

PragmaClin is a HealthTech innovator focused on transforming Parkinson's Disease (PD) care through advanced technological solutions. Our mission is to improve the lives of PD patients by developing tools that enhance diagnosis, monitoring, and treatment. Our flagship product, PRIMS, utilizes AI and machine learning to provide precise, real-time objective insights into clinical assessments of movement disorders to enable better disease management. Founded on research and strong partnerships with leading medical institutions, PragmaClin stands at the cutting edge of PD healthcare. With a patient-centered approach and a commitment to clinical excellence, we aim to redefine standards in PD treatment, ensuring improved outcomes and quality of life for patients globally.

## Problem or Market Opportunity

PragmaClin's market and commercialization strategy targets neurologists, movement disorder specialists, and healthcare institutions specializing in Parkinson's Disease (PD). We aim to penetrate the market through strategic partnerships with leading medical centers and professional networks. Our approach includes demonstrating the clinical efficacy and cost-effectiveness of our flagship product, PRIMS, via robust clinical trials and pilot programs. We will leverage digital marketing, participation in medical conferences, and publications in peer-reviewed journals to build brand credibility. Additionally, we plan to offer subscription-based models and value-based pricing to ensure accessibility and sustainability. By focusing on delivering measurable patient outcomes and integrating seamlessly into existing clinical workflows, PragmaClin is poised to become a trusted leader in PD care solutions.

## Technical & Competitive Advantage

PragmaClin's flagship product, PRIMS, offers significant technical and competitive advantages. Utilizing advanced AI and machine learning, PRIMS provides real-time, precise monitoring of Parkinson's Disease symptoms, enabling personalized treatment plans. Its non-invasive, user-friendly design ensures high patient compliance, facilitating early intervention and better disease management. PRIMS seamlessly integrates with existing clinical workflows, offering superior accuracy and usability compared to traditional methods. Validated through rigorous clinical trials, PRIMS underscores its efficacy and reliability. Our strong partnerships with leading medical institutions enhance our credibility and market reach. By delivering actionable insights and improving patient outcomes, PragmaClin stands out as a leader in PD care technology, driving innovation and setting new standards in the HealthTech industry.

## Regulatory Strategy & Intellectual Property

PragmaClin's regulatory strategy ensures the swift market introduction of PRIMS. We aim for FDA clearance in the U.S., followed by HealthCanada and CE marking in Europe. Our approach includes rigorous clinical trials to validate our algorithms, ensuring safety and efficacy. Having completed our Pre-Sub meeting with the FDA, we are on a confirmed DeNovo path as a Clinical Decision Support Tool. Our intellectual property strategy is robust and focused on safeguarding our innovations. We have filed a patent for PRIMS's unique algorithms and processes, ensuring protection against competitors. Additionally, PragmaClin has completed FTOs and filed two trademarks in several markets. Our IP portfolio is continuously monitored and expanded. By securing exclusive rights to our technology, PragmaClin protects its market position and enhances its value, attracting investors and partners committed to advancing Parkinson's Disease care.

## Key Milestones

Q/YYYY	Objective	Milestone Description
Q3 2023	Data Collection	Complete first data collection trial with an established researcher at Kings College UK.
Q3 2024	First Funding Round	Complete first financing round of \$750,000 and start working on next milestones.
Q3 2024	Clinical Validation	Begin first clinical validation study for regulatory data.
Q4 2025	FDA Approval	Completing clinical trials to gain FDA approvals.

## Capitalization History

Year	Grant or Equity Type	Description	Amount
2022	Convertible Note	From Incubator	\$25K
2023	SAFE	From Incubator	\$50K
2023	SAFE	From Incubator	\$150K
2024	Pre-Seed/Seed	Currently Raising	\$750K

## Current Round, Terms, and Use of Proceeds

Hire U.S. Clinical Lead. Complete Validation Work. Obtain FDA Clearance. Hire U.S. Business Development Lead. Secure Scalable Manufacturing Process.

## Key Team Members and Advisors

### Bronwyn Bridges, PhD(c) & BSc | Co-Founder and CEO

Bronwyn combines visionary leadership with a solid academic foundation in Biology and Pharmacology, driving innovation in digital health through her development of PRIMS and recognized entrepreneurial achievements.

### Gord Genge, BSc | Co-Founder and COO

Bringing decades of experience in strategic planning and operations management, blending a background in architecture and business development to drive innovation in digital health. Gord was also diagnosed with Parkinson's Disease in 2019 and comes with a unique patient perspective.

### Jamie Cornick, BCompSc | CPO

leverages over 15 years of expertise in software engineering and Agile methodologies, having led teams to deliver high-impact, FDA-cleared medical devices and innovative software solutions.