# Pharma Sentinel

**AI-powered platform providing <u>verified</u> scientific, clinical, regulatory & competitive intelligence to life sciences and healthcare providers and the pharmaceutical industry.**

**Pharma, healthcare, and life sciences companies are overwhelmed by irrelevant and unreliable data, driving inefficiencies, compliance risks, and missed critical insights.**

**Existing platforms are expensive, and hiring teams to cut through the noise is unsustainable for most.**
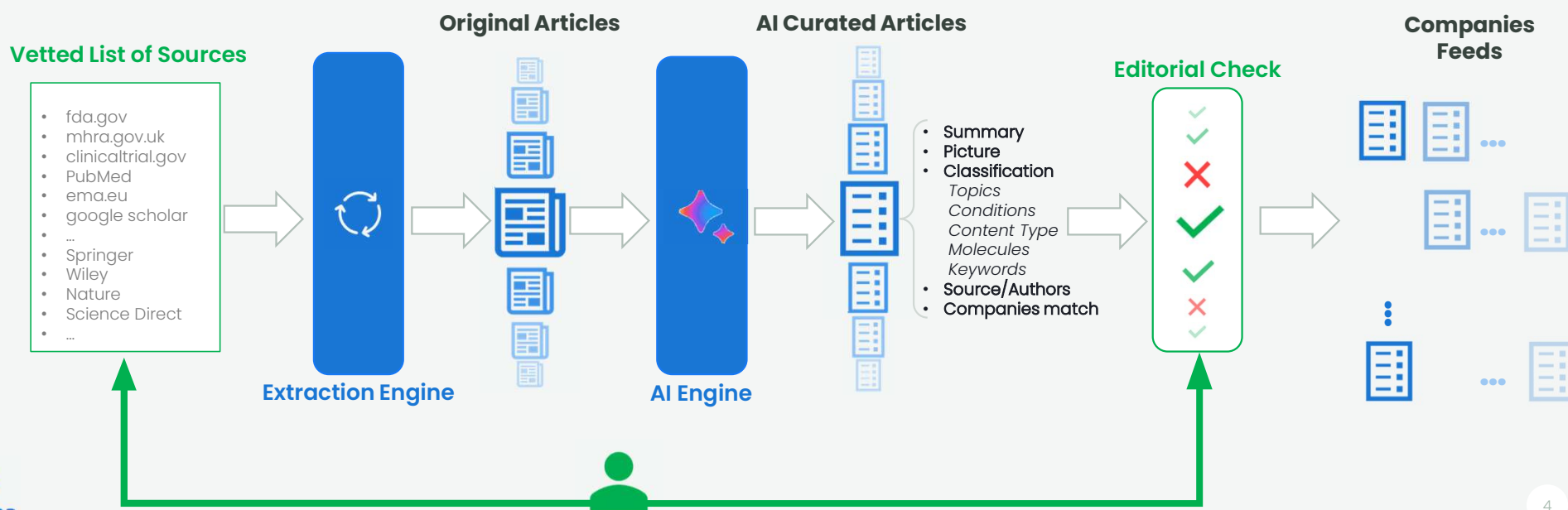
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**An AI-powered platform that delivers a personalised stream of trustworthy and relevant news from verified sources—updated in real-time to match each user's needs, all at an affordable price.**

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# Seamless user experience

### Use of AI

The platform scans, monitors, detects, & classifies content and summarises thousands of news articles per day exclusively from trusted sources.

It delivers relevant and curated content to customers, based on their requirements.

### GAIA

Our AI assistant, GAIA, allows users to query and search their content using natural language, thus extracting insights and making sense of vast amounts of data.
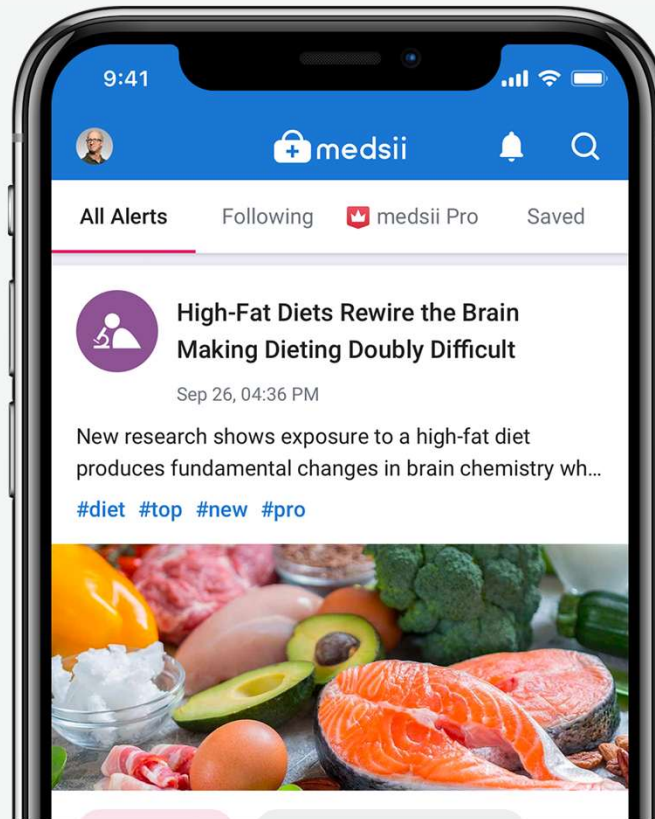
### TRL 9

Technology fully-developed. Platform being sold commercially.

### Customised

Enhanced filtering capabilities, push and email notifications empower users to monitor and stay updated on their specific content. Automated alerts and organized categories allow users to control their content and never miss important updates.
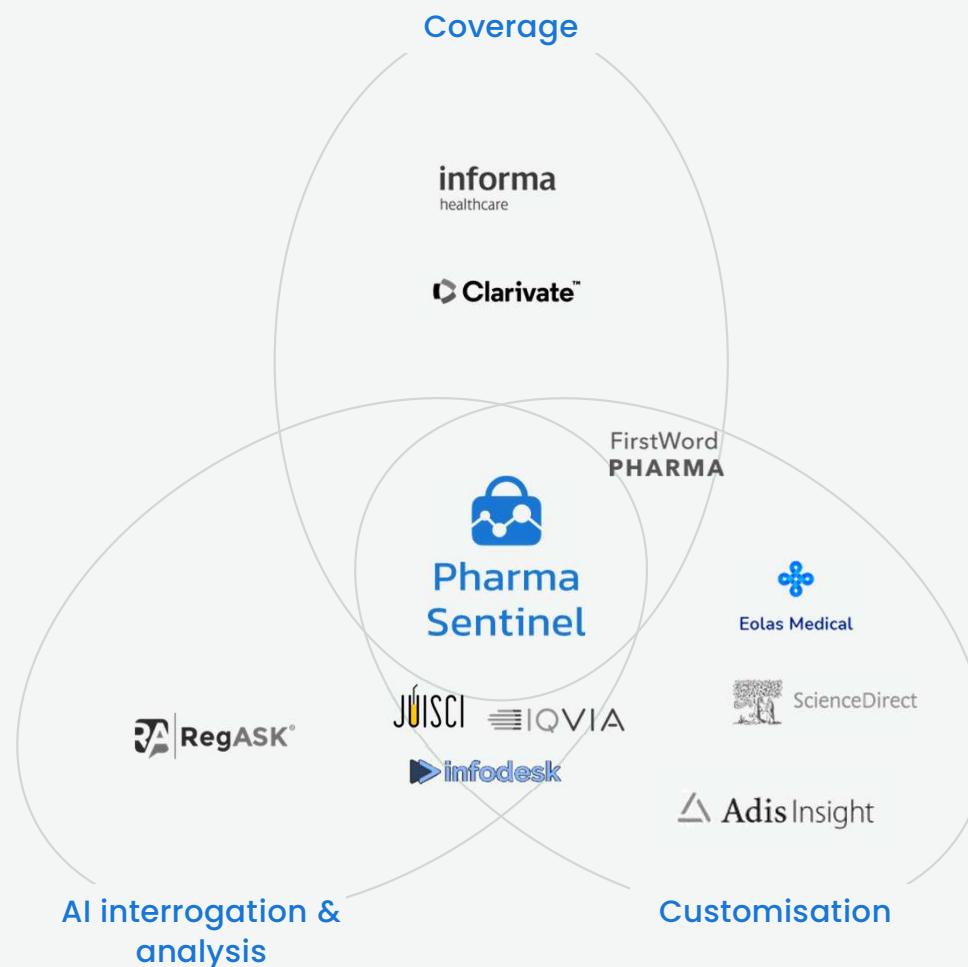
### Webby Award Winner

Award-winning UI/UX makes for ease of use and immediate onboarding.



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# PharmaSentinel is the only fully AI-enabled solution

**Key differentiators:**

- Fully AI-enabled
- $360^0$ view of all relevant information
- Real-time updates
- Multi-channel delivery
- Verified sources



Coverage

informa healthcare

Clarivate™

FirstWord PHARMA

Pharma Sentinel

Eolas Medical

JUISCI    IQVIA    ScienceDirect

RegASK

infodesk

Adis Insight

AI interrogation & analysis

Customisation

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# More advanced and cost-effective than competitors

| | **Pharma Sentinel** | InfoDesk[1] | IQVIA[1,2] | Reg ASK[1,2] | Clarivate[1,2] | AdisInsight[1,2] | Science Direct[1,3] | Informa[1,4] | FirstWord PHARMA[4] | JuiSci[5] | Eolas Medical[5] |
|---|---|---|---|---|---|---|---|---|---|---|---|
| **AI interrogation and analysis** | ✓ | ✓ | ✓ | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✗ |
| **Coverage** | ✓ | ✗ | ✗ | ✗ | ✓ | ✗ | ✗ | ✓ | ✓ | ✗ | ✗ |
| **Customisation** | ✓ | ✓ | ✓ | ✗ | ✗ | ✓ | ✓ | ✗ | ✓ | ✓ | ✓ |
| **Real Time** | ✓ | ✗ | ✗ | ✓ | ✗ | N/A | N/A | ✗ | ✓ | ✓ | ✓ |
| **Multi-channel** | ✓ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✗ | ✓ | ✓ |
| **Annual price** | $ | $$ | $$$ | $$$ | $$$ | $$$ | $$$ | $$$ | $$ | $ | $ |

[1] Incumbent in Pharma
[2] Regulatory
[3] Publisher
[4] News Aggregator
[5] Startup/New Entrant

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# To disrupt a huge existing market using the latest developments in AI to improve performance and reduce costs.

# Addressing a huge existing market, growing at 19% p.a.

**Serviceable Obtainable Market**
(SOM) = £100 million

**Serviceable Addressable Market**
(SAM) = £1 billion

**Total Addressable Market**
(TAM) = £25 billion

£100M

£1BN

£25BN

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1. Healthcare Analytics Market Size, Share & Trends Analysis Report By Type (Descriptive Analysis, Predictive Analysis)

# Currently targeting customers in Europe

### Existing customers
### >500 users

AS AND Associazione Scientifica Alimentazione Nutrizione e Dietetica

VIATRIS™

almirall
feel the science

ASL ROMA 1

### Current prospects

15 European healthcare providers and pharmaceutical companies

£250k ARR

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# Annual subscription

## Pricing based on the number of users and topics covered

| Enterprise | Sponsorship | Training Tool | API Integration |
|---|---|---|---|
| **Target customers:** Pharma, Medical Device, Veterinary, Supplements Companies | **Target customers:** Scientific societies | **Target customers:** Public health services | **Target customers:** Pharma, life sciences, medical societies and research institutions |
| £20k ACV[1] | £30k ACV[1] | £20k ACV[1] | £10k ACV[2] |

[1] Target pricing for a typical package of 10 users and 3 therapeutic areas

[2] Target pricing for single feed/endpoint

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# Experienced team in pharma and tech

## Fabrizio Ballantini
**CEO**

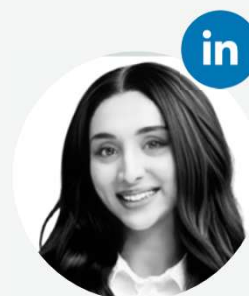25+ years as senior commercial & sales director at major pharmas with direct access to decision makers

## Rav Roberts
**COO**

25+ years in managed ops at US and UK tech start-ups and global businesses

## Twisha Patel
**VP, Biz Dev**

5+ years in pharma and Regulatory Affairs and 7+ years in digital marketing

## Paolo Ursino
**CTO**

25+ years deep tech experience, leading tech teams at startups. Multiple successful exits

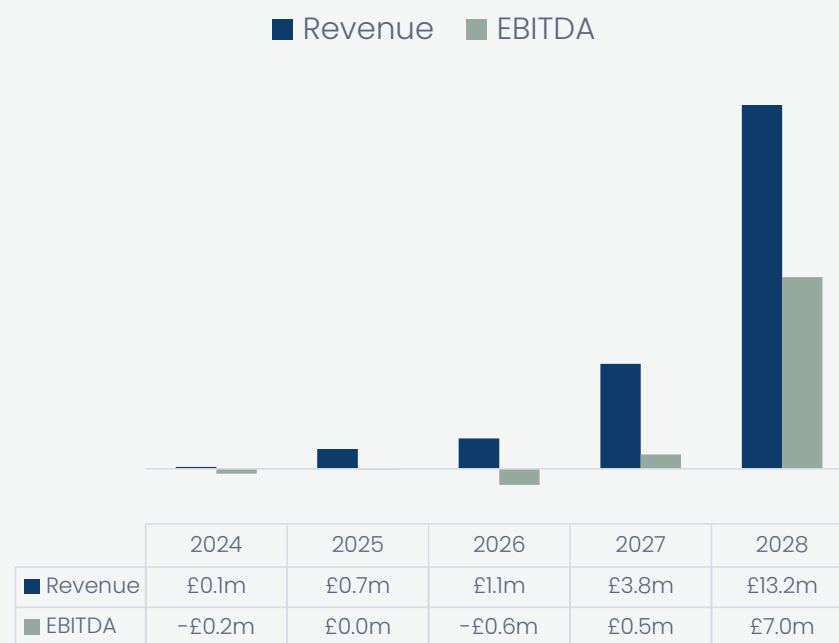Pharma Sentinel

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# Revenues & EBITDA expected to grow cumulatively

- PharmaSentinel charges annual subscriptions to access its platform.

- Revenues and EBITDA are recognised over the 12-month period.

- The Company intends to charge most of its customers yearly in advance. Accordingly, cash flow is expected to be in advance of EBITDA.

■ Revenue    ■ EBITDA

|  | 2024 | 2025 | 2026 | 2027 | 2028 |
|---|---|---|---|---|---|
| ■ Revenue | £0.1m | £0.7m | £1.1m | £3.8m | £13.2m |
| ■ EBITDA | -£0.2m | £0.0m | -£0.6m | £0.5m | £7.0m |

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# ARR and number of customers

- Annual Recurring Revenue (ARR) is the aggregate of all annual subscription agreements then in force.
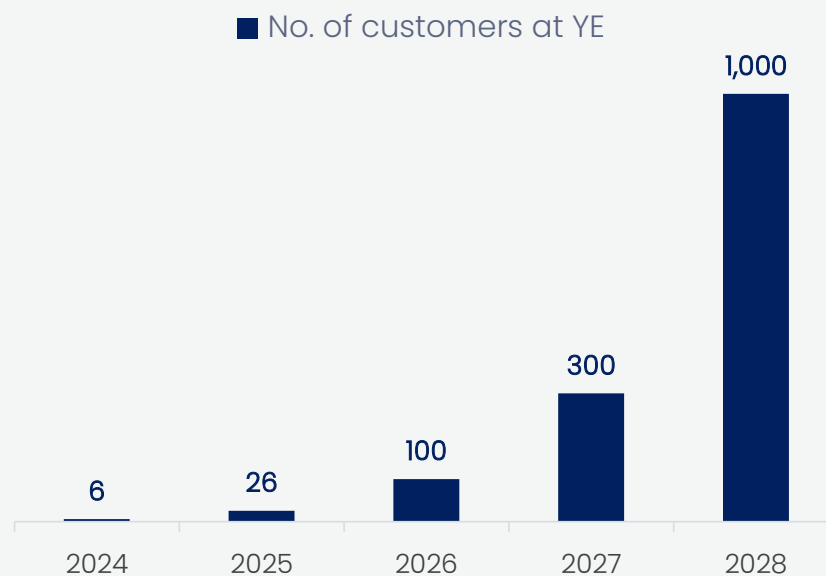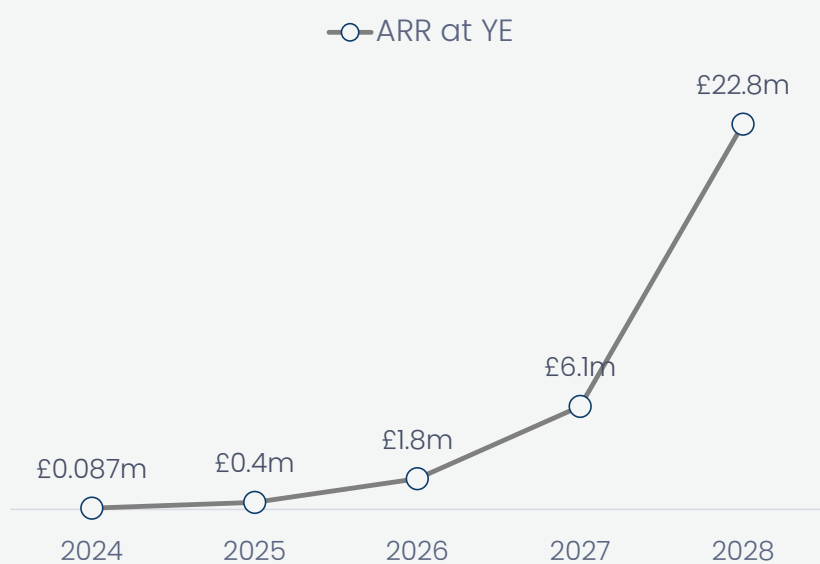
# Raising £500k+ in 2025

- **Previous funding rounds**
  - Initial funds - £370k
  - Last round - £255k

- **Current shareholders**
  - Management – 70%
  - Other investors – 30%

- **Current funding round**
  - £500k+
    - Grow salesforce
    - Build team
    - Expand product
    - Reach £1m ARR
- **SEIS/EIS Status (UK only):**
  - EIS: eligible (SEIS limit reached)

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# Significant opportunities for other revenue streams

- **US market**: The US market for pharma- and healthcare information is around 3X that of Europe.

- PharmaSentinel intends to address this huge market as soon as it has achieved profitability in Europe.

- **Other regulated markets**: The platform can be used for many other highly regulated markets, such as aviation, railways, financial services, construction, etc. These markets will be addressed through licensing.

- **Projections**: No account has been taken of these additional revenue streams in the accompanying projections.

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# Key Takeaways

## Huge market opportunity

- TAM = £25 billion
  SAM = £1 Billion
  SOM = £100 million
- US Expansion
- Technology applicable to other regulated industries

## Experienced team

- Highly qualified with extensive experience in pharmaceutical & healthcare, AI & platform dev
- Management owns 70% of the shares

## Traction

- Customers include major European pharmaceutical companies and medical associations
- Strong, growing sales pipeline

## Projections

- Cash Flow positive and £1m ARR by mid-2026
- Highly profitable with revenue of £15m+ in 5 years

## Raising £500k+ in 2025

- Grow salesforce
- Build team
- Expand product
- Reach £1m ARR
- EIS eligible for UK taxpayers