



Pharma Sentinel

AI-powered platform providing
verified scientific, clinical, regulatory &
competitive intelligence to life sciences and
healthcare providers

Building the future of AI-assisted work
Raising £750k/\$1m+. UK Registered.

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medsii.com

— Problem

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.



Medsii.com is an AI-Powered Precision Intelligence for Life Sciences & Health Organisations

- We replace fragmented, labour-intensive monitoring with a "single source of truth."
- We deliver trusted, essential, and timely intelligence that ensures pharma leaders, biotech innovators, and health professionals are never blindsided by the speed of science
- Our proprietary AI/ML recommender system filters the noise of thousands of global sources, from EMA mandates to WHO breakthroughs, delivering customized, summarized feeds in real-time
- We've automated the heavy lifting of scientific research, regulatory monitoring, and market access, providing an intelligence suite that is 75% more cost-effective than traditional agencies

Simple User Experience & Trusted Data



AI-assisted Work

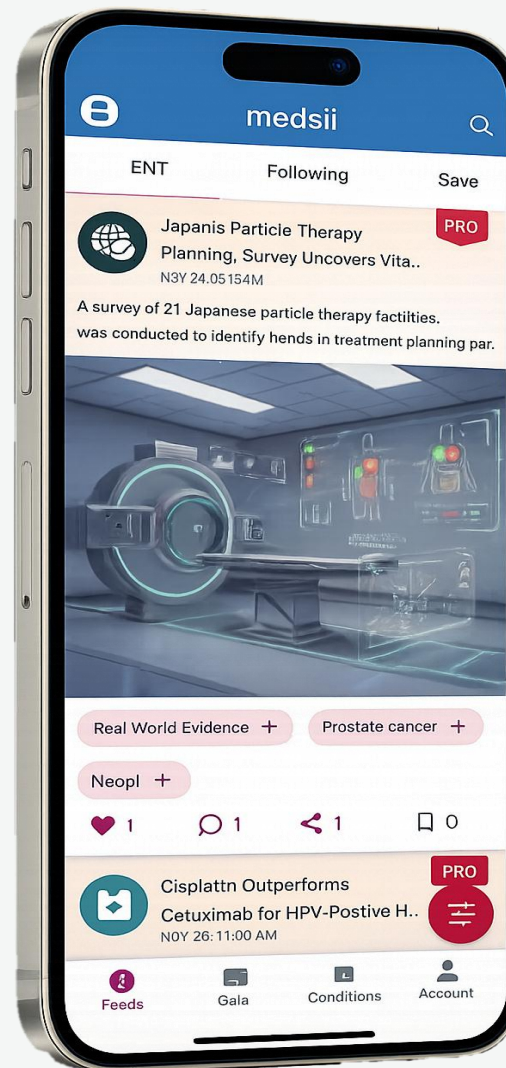
The platform scans, monitors, detects, & classifies content and summarises thousands of news articles per day exclusively from trusted sources.

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



Agentic AI

Our Agentic AI assistant GAIA allows users to quickly auto-create PowerPoint decks & Word Documents, and query and search their content using natural language, thus extracting insights and making sense of vast amounts of data



In-Market

Platform being sold commercially.



Fully Customized Content

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

[Award-winning UI/UX](#) makes for ease of use and immediate onboarding

Click [here](#) for a short demo or go to medsii.com



— Live Use Cases

1

Medical & Regulatory

Provide timely scientific & regulatory intelligence more accurately to the Medical and Regulatory teams

- Pharma Companies
- Biotech Companies
- Medical Device Companies

2

Market Access / Field Force

Empower the Field force to have up-to-date and relevant conversations with clinicians

- Pharma Companies
- Supplements Companies

3

Clinical & Scientific

Provide succinct and precise clinical & scientific information to health professionals and patients

- Public/Private Health
- Scientific Associations
- Patients Associations

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

£25BN

£1BN

£100M

From Concept to Traction

Validated by the best

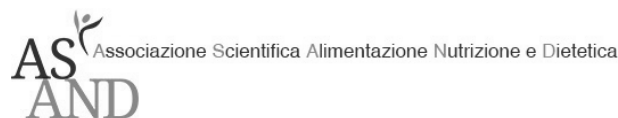


Access to \$250k cloud and AI credits in the next 18 months



Access to resources, training, connections and go-to market support

Existing customers >500 users



Current prospects

15 European healthcare providers and pharmaceutical companies

£250k ARR

Annual subscription

Pricing based on the number of users and topics covered

Enterprise

Target customers:
Pharma, Medical Device,
Veterinary, Supplements
Companies

£20k ACV¹

Sponsorship

Target customers:
Scientific societies

£30k ACV¹

Training Tool

Target customers:
Public health services

£20k ACV¹

API Integration

Target customers:
Pharma, life sciences,
medical societies and
research institutions

£10k ACV²

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

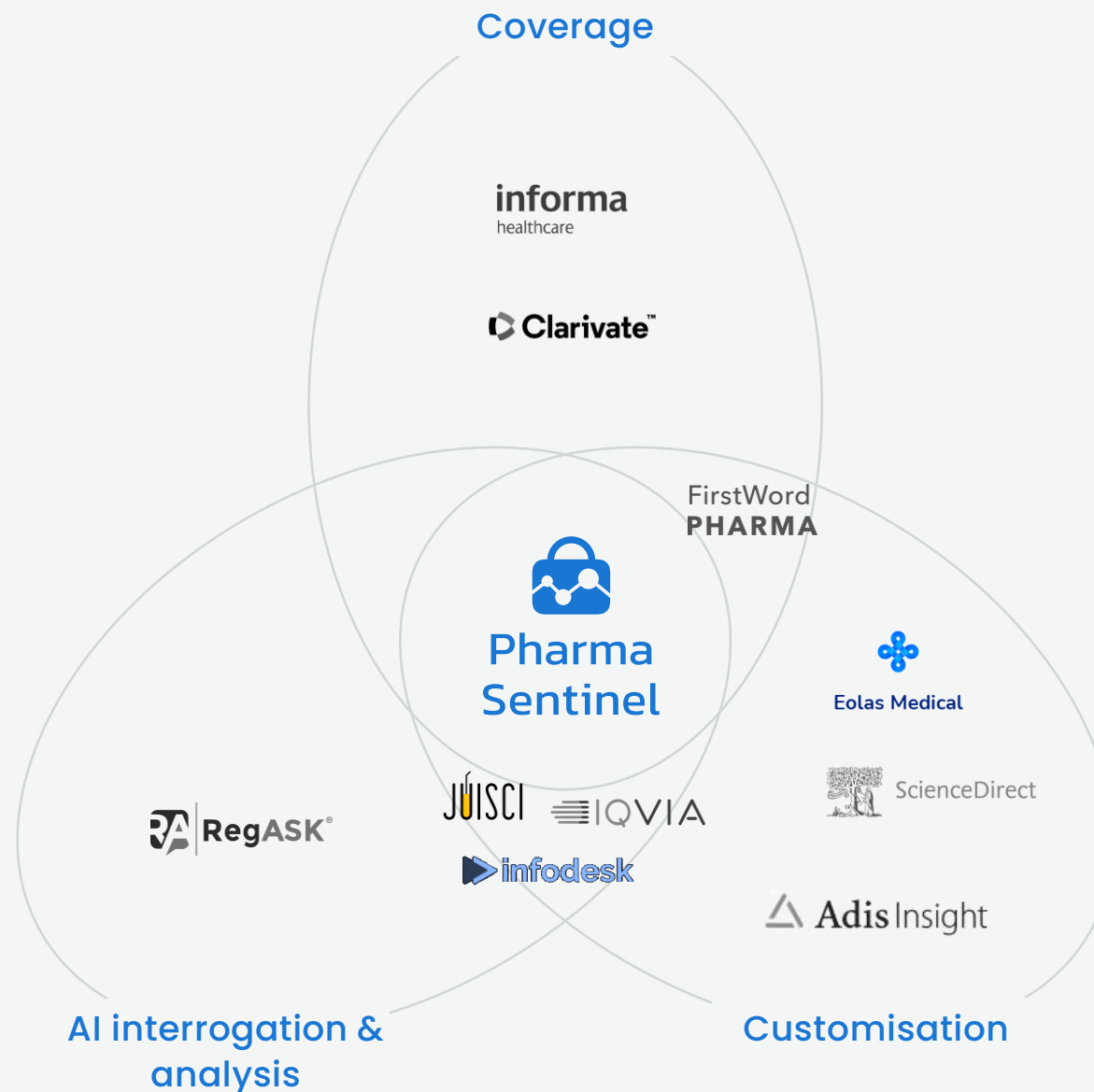
² Target pricing for single feed/endpoint

— Competition

PharmaSentinel is the only fully AI-enabled solution

Key differentiators:

- Fully AI-enabled
- 360⁰ view of all relevant information
- Real-time updates
- Multi-channel delivery
- Verified sources



Experienced team in pharma, sales and tech



Paolo Ursino
CEO/CTO

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



Fabrizio Ballantini
CRO

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



Twisha Patel
VP, Biz Dev

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



Rav Roberts
COO

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



Strategic Global Experience In Pharma & Health



Mike Anson

GSK Executive Director

Seasoned pharmaceutical R&D and drug development expert, currently leading chemistry and process development at GSK and bringing decades of scientific leadership and commercial-scale experience.



Eric Whitman

Atlantic Health Medical Director

Internationally recognized surgical oncology leader & Medical Director of Atlantic Health System Cancer Care. Driving clinical excellence, research innovation & breakthrough cancer care initiatives at scale.



Occhio Orsini

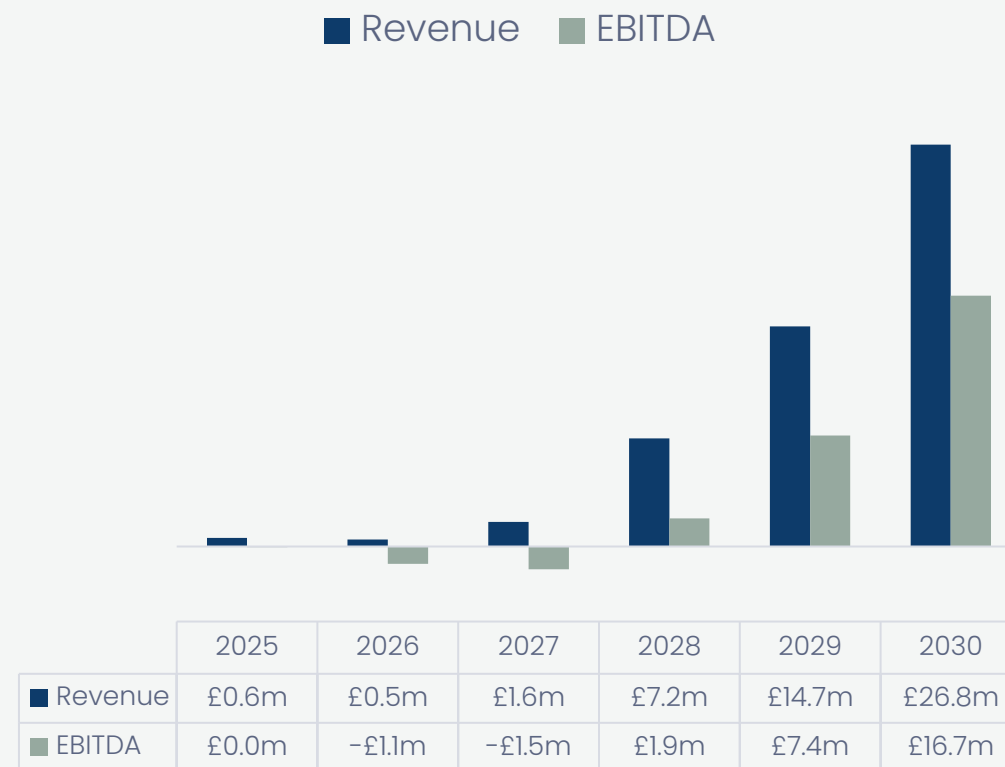
Senior Director Optum

Currently Senior Director, Product Management, Data & Analytics Platforms at Optum. Previously Executive Director Data Platforms at CVS Health & Director at Aetna.



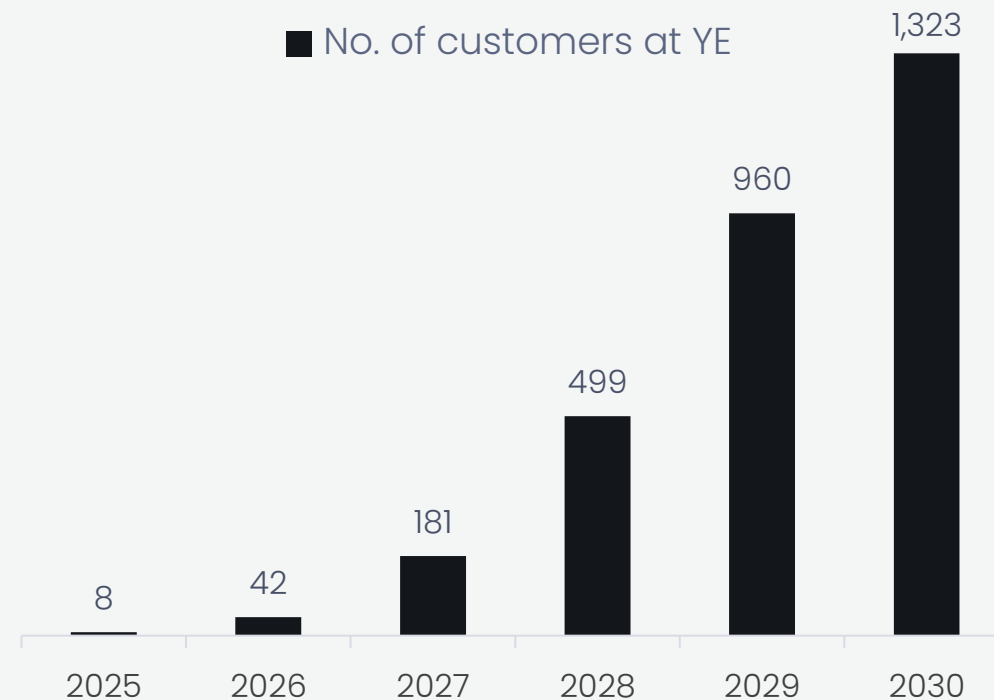
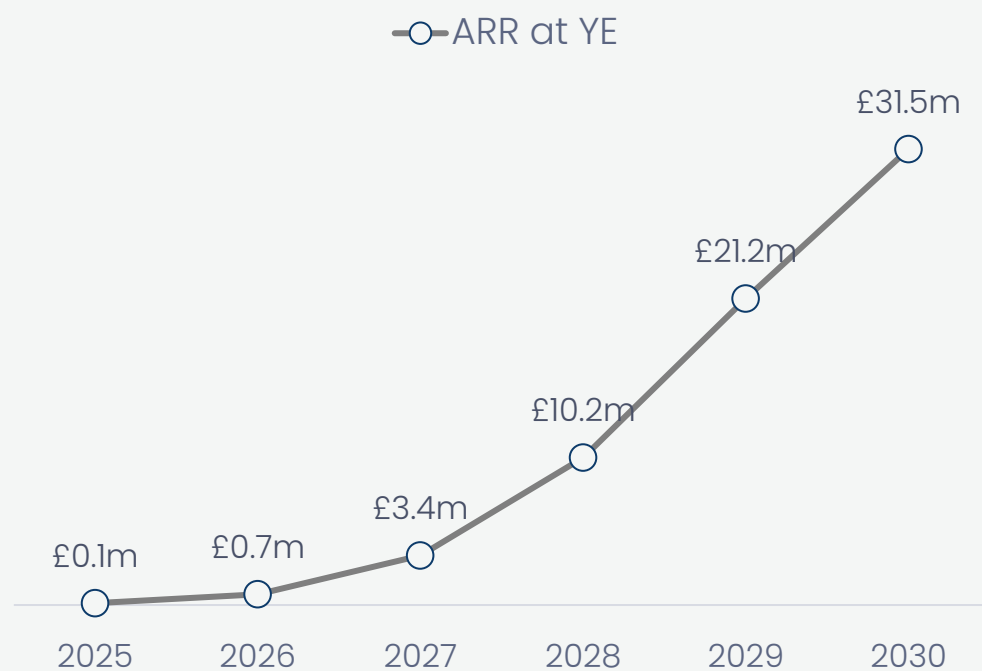
Revenues & EBITDA expected to grow cumulatively

- 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.



ARR and number of customers

- Annual Recurring Revenue (ARR) is the aggregate of all annual subscription agreements then in force.



Raising £750k/\$1m+

- **Previous funding rounds**

- Initial funds – £370k
- Last round – £255k

- **Current shareholders**

- Management – 70%
- Other investors – 30%

- **Current funding round**

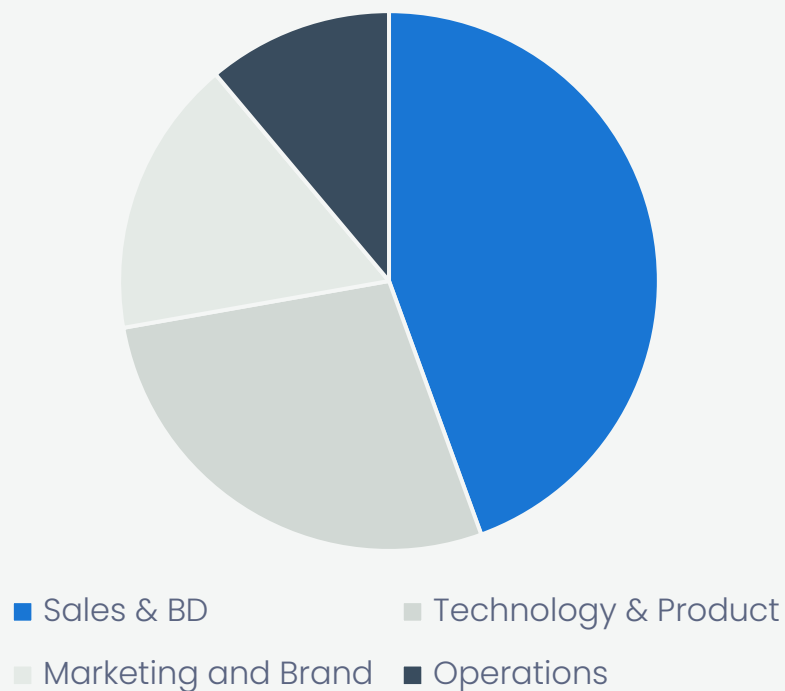
- £750k/\$1m+
 - Grow salesforce
 - Expand product & data partnerships
 - Reach £1m ARR

- **SEIS/EIS Status (UK only):**

- EIS: eligible (SEIS limit reached)

Accelerating to Scale-Up

Funds Allocation



Sales & Business Development

- Hire 2 enterprise sales reps
- Attendance at conferences and congresses
- US market preparation (Eric Whitman)

Technology & Product

- Expand data/sources coverage
- Agentic Research Assistant deployment
- Compliance Audit readiness

Marketing & Brand

- Targeted Lead generation
- Industry Events & Sponsorship

Operations

- Compliance, Security, Regulatory

Targeting a £315m enterprise value in 2030

Exit paths

- Strategic acquisition (Pharma SaaS/AI)
- Acquisition by Large Pharmaceutical Companies
- Acquisition by Enterprise Data/AI Companies
- Cross-Industry Licensing Spin-Out, i.e. to companies in aviation, finance, law

Comparable recent exits \$300m–\$5.3B

- IQVIA of Lasso/DeepIntent – est. \$300–500M (AI data, ad tech)
- Certara of Pinnacle 21 – \$310M (regulatory data validation)
- Elsevier of Interfolio – \$700M (research analytics)
- Clarivate of ProQuest – \$5.3B (scientific/academic data intelligence)

Valuation*

£315m

ARR

£31.5m

* Based on 10x £31.5m 2030 ARR

Key Takeaways



Huge market opportunity

- TAM = £25 billion
SAM = £1 Billion
SOM = £100 million
- US Expansion
- Technology validated and applicable to many 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 societies
- Accepted onto NVIDIA Inception Program
- Strong, growing sales pipeline



Projections

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



Raising £750k+ in 2026

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



Pharma
Sentinel

Thank
you

Click [here](#) for a short demo or go to medsii.com

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Disclaimer

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