

OnTrack Rehabilitation
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Industry: Digital Health & Medical device

Finance:

Current Investors / Financing to Date

All funding is non-dilutive:
 Rothberg Prize (\$15 K)
 CTNext EIA Award (\$10 K)
 BioPipeline CT (\$30 K)
 First Act Fund (\$10 K)

Amount of Financing Sought

\$500,000 for clinical testing and product finalization

Management:

Executive Leadership

CEO: Mrinal Kumar
 Consultant at ClearView Healthcare
 B.S. Biomedical Engineering, Yale '18

CMO: Brian Beitler
 Student at Yale School of Medicine
 B.S. Molecular Biology and Mech. Engineering, Yale '18

VP Hardware: Pong Trairatvorakul
 Software Engineer at McKinsey
 B.S. EE & CS, Yale '18

VP Software: Holly Zhou
 Software Engineer on Google Search
 B.S. Biomedical Engineering, Yale '18

Advisors

Dr. Eliot Hu
 Civilian Sports Medicine Physician
 Naval Hospital Camp, Pendleton

Dr. Joe Zinter
 Assistant Director
 Yale Center for Engineering, Innovation, and Design

Executive Summary:

OnTrack uses ocular and vestibular treatment techniques to help doctors better diagnose and rehabilitate patients with concussion.

Company History:

Our founding team met in Dr. Joe Zinter's Medical Device Design class during our senior year at Yale. We began developing prototypes of OnTrack after meeting Dr. Eliot Hu, the then Director of Athletic medicine at Yale, and learning about the issues he was facing in the clinic.

Market Opportunity / Unmet Need:

According to the CDC, an estimated 3.8 million Americans suffer a sports-related concussion annually. Recent research has shown that vestibular and ocular stimulation can demonstrably improve rehabilitation time in concussed patients. Physicians and patients need a way to systematically increase the difficulty and reliability of oculo-vestibular exercises while quantifying recovery.

Product & Intellectual Property:

OnTrack Rehabilitation is a patent-pending, multi-platform system that digitizes, streamlines, and optimizes modern oculo-vestibular rehabilitation treatment practices.

The system has three components:

1. A VR headset with eye tracking and motion detection
2. A balance board with adjustable stability that tracks center of mass
3. A cloud platform that collects and synthesizes patient recovery data

Technical Milestones:

We have developed a fully functional prototype of OnTrack that has gone through several iterations under the guidance of Dr. Eliot Hu and Dr. Joe Zinter. We will begin clinical testing at Yale in Q4 2020.

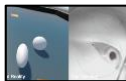


Figure 1: VR game with pupil tracking



Figure 2: Adjustable balance board

Competition:

Select products on the market that focus on balance, vision, or cognitive assessment for the treatment of concussion, including:

1. Neurocognitive assessments, such as The ImPACT test
2. Ocular devices, such as Syncthink, Oculogica, and Eyebox
3. Vestibular devices, such as Sway

None of the competitors, however, assess or treat concussion as holistically as OnTrack does. KOLs expect that clinical outcomes associated with OnTrack will be far superior to the current market leader, ImPACT

Financial Projections (Unaudited):

Software-driven business model; revenue primarily generated through charging set fee per rehabilitation session per patient; COGS = \$5K per unit.

	2022	2023	2024	2025	2026
Net Sales (\$ M)	1.35	7.25	21.13	36.51	52.35
Gross Profit (\$ M)	1.28	7.02	20.63	35.70	51.22