

CtrlTrial Inc.
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 Guannan Gong
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Industry: Digital Health

Management:

Guannan Gong, PhD
 (Computational Biology and
 Bioinformatics) - Founder, CEO
 Seeking to fill additional roles:
 Chief Technology Officer
 Chief Medical Officer
 VP of Finance
 VP of Sales

Board: Seeking members

Scientific Advisory Board:

Harlan Krumholz, MD
 Harold H. Hines, Jr. Professor
 of Medicine (Cardiology),
 Yale University
 Wade Schulz, MD, PhD
 Assistant Professor of Lab
 Medicine, Yale University
 Qi Li, MD, MBA
 Physician Executive,
 InterSystems Corporation

Number of Employees: 3

Finance:

Accounting/Tax: FML LLP

Funding to Date:

Founder: \$5,000
 Yale Tsai CITY: \$20,000
 Startup Yale Rothberg Award:
 \$15,000
 CT Innovation BioPipeline
 Award: \$30,000

Financing Sought: \$2M

For:

- Pilot Studies
- R&D
- IP
- Operating Costs
- Overhead

IP (seeking):

Trade Secret
 Software Copyright
 Trademark
 Patents for matching algorithms

Legal: Trinity Law Group LLC

Business Description / Company Background:

CtrlTrial Inc. is a startup healthcare analytics company providing software solutions for cohort identification in patient management and clinical research. The first product is an automated clinical decision support system for researchers to make screening decisions in clinical trial patient recruitment. The founder, Guannan, got the initial idea back in 2015 when he was leading the software development of clinical trial patient recruitment in Epic. CtrlTrial started in January 2020 as a Yale School of Management class project, and later incorporated in October 2020 as a Connecticut S-Corp.

Market Opportunity / Unmet Need:

The US spends \$1.8B per year on patient recruitment for clinical trials, yet nearly 90% of clinical trials fail to meet enrollment timelines. Current patient recruitment processes require manual pre-screening processes that are time-consuming, error-prone, and subject to human bias. Clinical investigators and research staff need a more efficient, accurate and equitable way to match the right patients to the right trials.

Products / Services – Launched & Pipeline:

Our first product is an automated clinical trial patient matching (CTPM) system that analyzes clinical trial eligibility and medical information from patients' electronic health records (EHR) to deliver clinical trial screening decision support to providers and research coordinators. CtrlTrial also provides consulting services to better streamline clinical trial patient recruitment process. To bring more values to our customers including research hospitals and pharmaceutical companies, CtrlTrial will include more automated software services covering broader clinical trial workflow, such as study design, study startup, patient data capture and analytics, and more into our pipeline.

Commercial / Technical Milestones:

Achieved: CtrlTrial started as class project (Q1 2020); Incorporated (Q4 2020); Started 1st pilot study on identification of clinical trial candidates using openly dataset (Q2 2020); 1st pilot study completion (Q4 2020); 2nd pilot study (retrospective identification of candidates for two GI Oncology trials within Yale Smilow cancer center) starts (Q1 2021); 2nd pilot study completion (Q2 2021)
 Pending: 3rd pilot study - prospective identification of trial candidates for two GI Oncology trials within Yale (Q2 2021); IP filing (Q4 2021); Sales starts (Q1 2022)

Competition / Competitive Advantages / Customer Benefits:

The annual global market is around \$5.6 billion for patient recruitment, and \$1.8 billion for the US. The market is currently fragmented without significant share claimed, some stakeholders include IBM Watson CTM, Medidata, Deep6.AI, Mendel, TriNetX and Clinerion. While most of the stakeholders either provide CTPM services using historical claim data or without specialization in clinical trial patient recruitment area, CtrlTrial is focused on providing state-of-art software solutions around clinical trial patient recruitment to providers and research staff in research hospitals. Specifically, our CTPM seamlessly integrate into the current patient recruitment workflow analyzing real-time patient data and could be scalable to cover different disease areas at multiple sites. With scientific approval, deep understanding of the clinical workflow, light-weighted software, low overhead implementation, and strong team with tens of years industrial and clinical research experience, CtrlTrial can provide better, cheaper and more efficient solutions to the customers.

Financial Forecast (Unaudited):

CtrlTrial will scale business in two steps - first to research hospitals and later to sponsors. The pricing model for our current CTPM system will be base license fee by user, plus a rate of referral fee by the number of patients our system help identify.

	2022	2023	2024	2025	2026
Revenue (in thousands)	\$87	\$223	\$545	\$1,090	\$2,180
Growth Rate		155%	145%	100%	100%
Gross Profit	\$58	\$167	\$437	\$930	\$1,941
Gross Margin	66%	75%	80%	85%	89%