

NAET
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Industry: Digital Health

Management:

Olga Toro-Salazar, MD (Cardiologist) –
Co-founder, CMO, CSO
Tze Chiam, PhD (Analytics/Operations) –
Co-founder, CAO, COO

Seeking to fill additional roles:
Chief Executive Officer (immediate)
Chief Technology Officer (immediate)
Chief Marketing Officer (Year 3)

Board: Seeking members

Scientific Advisory Board: Seeking members

Number of Employees: 2

Finance:

Accounting/Tax: Seeking partner

Funding to Date:

Residual grant + philanthropy \$61,000
org support for cardio-onc
program development \$85,000

Financing Sought: 1.6M
For:

R&D
IP
Pilot studies
Marketing
Operations

IP: Filed provisional IP

Legal: Seeking legal partner

Business Description/Company Background

NAET is a startup healthcare technology company providing a smart cloud-based digital solution to facilitate delivery of personalized cardio-oncology care in children. Our digital solution aims to reduce cardiac deaths related to cancer therapy. Founders, Drs. Olga Toro-Salazar (Key Opinion Leader) and Tze Chiam (expert in advance healthcare analytics) have spent the last 10 years spearheading the clinical best practices in cardio-oncology. This startup venture productizes a past decade of work and further develops it through data science methods.

Market Opportunity/Unmet Need

Of the 500,000 (seer.cancer.gov) childhood cancer survivors in the US, 300,000 are treated with cardio-toxic anti-cancer therapy, and one in ten (10) of them may develop heart failure and die prematurely from heart disease due to cancer medications that affect the heart (European Society of Cardiology, Nov 2019), and not the cancer itself. The main reason is that doctors realize the negative impact of medications on the heart too late with delayed time to intervention. The prevailing cause is inefficient workflows due to fragmentation and lack of data, and poor information exchange between all the parties involved (provider, family members and patients).

Products/Services – Pipeline

The foundational basis of our product is a data repository currently in development for integration of real-world data arising from clinical practice for development of machine learning models for outcomes prediction for completion of an early pilot.

Our first commercialized product is a provider facing cloud-based software platform that optimizes personalized, risk adapted, cardio-oncology care to pediatric cancer patients, starting from diagnosis, through every stage of treatment.

Our second product, the smartphone app, allows patient-facing interaction with integration of patient reported outcomes, for ongoing personalized care with coaching and monitoring by professionals including exercise intervention to mitigate cardio-toxicity.

Our solution will significantly reduce the time to intervention by: (1) identifying patients at risk earlier; (2) defining and implementing their path of treatment faster; and (3) track in real time all relevant data ensuring timely intervention. All these elements of the optimized workflow will lead to better treatment outcomes and most importantly reduced mortality.

Commercial/Technical Milestones

Completed: Establishment of Center of Excellence in Cardio-Oncology Health and Innovation at Connecticut Children's. In process (a) Creation of a Cardio-Oncology registry to extract clinical and biomarker data to inform risk stratification tool and outcome measures. (b) Creation of data repository for integration of real-world data arising from clinical care and previous clinical and translational research. (c) Purchasing of Cognitive Computing platform to enable development of smart algorithm and integration into workflow (pilot). (d) Rules engine: Risk stratification and clinical pathways by risk level. (e) Filed provisional IP

Competition / Competitive Advantages / Customer Benefits:

Competition: Tier 1: Status quo due to unavailability of similar product in the market. Tier 2: Software companies that create clinical protocols and workflow optimization; AI/ML companies with technology to monitor and detect patient outcomes. Tier 3: Electronic medical record companies; other healthcare software/hardware companies. Competitive advantages: (1) empowering cancer survivors to prevent cardiac death; (2) access to and curating statewide database in cardio-oncology; (3) spearheading consortium of children's hospitals; (4) Pioneered applied clinical best practices over 10 years focusing in cardio-oncology. Customer benefits: decreases cost by preventing hospitalizations and heart failure.

Financial Projections (Unaudited)

	2022	2023	2024	2025	2026
Revenue	\$ -	\$ -	\$ 390,000	\$ 1,500,000	\$ 4,188,000
Gross Margin	-	-	97%	98%	99%
Expense (GA)	\$ 43,420	\$ 109,800	\$ 262,720	\$ 342,640	\$ 442,480
Net profit	\$ (360,220)	\$ (520,200)	\$ (622,060)	\$ (23,920)	\$ 1,864,880