

Our **VISION** is to live in a world where each individual has access to a personalized medication.

Our **MISSION** is to predict the personalized effects and interactions of drugs within the body of each patient.

Our **AMBITION** is to become the world leader in personalized bio-modeling of medicines within 5 years.

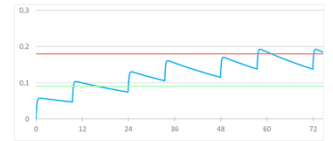
**Problem:** Inaccurate medications sometimes *cause* side effects that lead to 20,000 deaths and cost the public healthcare system about €10 billion per year in France alone.



**Solution:** ExactCure's proposed solution to this problem lies in *personalized medication*. Our *Digital Twin* simulates *in-silico* the efficacy and interactions of drugs in the body of a patient based on his/her personal characteristics. It helps him/her to avoid under-doses, overdoses and drug-drug interactions. This



non-intrusive solution minimizes the risks of the therapy and can send alerts to the caregivers and health professionals whenever necessary.



It comes as an App for the patient's everyday life, and as a web-based dashboard for the health professional.

**Business Model:** First, **pharmaceutical companies** will pay per project (i) to increase the quality and reduce the cost of new drug development thanks to remote and real-time cohort follow-up and (ii) to propose an innovative and reassuring "digital companion" coming with each box of pills, in order to improve their image as someone who cares.

Second, **insurance companies** will provide this app to their clients in order to be identified as a trusted third party in health rather than just a "payer".

The patients and health professionals will get our solution for free, which will maximize the number of end-users and generate anonymized big data for future statistical analysis.

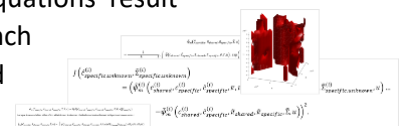
**Market:** Pharma companies spend \$1 billion in average to develop a single new drug. Health insurance companies spend 1.25bn€/year in new clients acquisition just in France. Overall, monitoring services are expected to grow at a promising CAGR of 50% until 2020.

**Marketing Strategy:** B2B.

We will also involve syndicates of doctors and pharmacists in pilots (as agreed with the French National Syndicate of Liberal Doctors and the Union of Syndicates of Pharmacists), in order to have health professionals as promoters of our solution.

**Competition:** Several actors propose online medical information, remote consultation or monitoring. Others offer powerful molecule modelling for the pharmaceutical industry. But ExactCure is pioneering personalized drug modelling for the mass market.

**Barrier to Entry:** Our advanced bio-mathematical equations result from years of fundamental research with a tier-1 French research institute (Inria). Our solution will be certified as a Medical Device.



**Experienced and Complementary Co-Founders:**

CEO: Frédéric Dayan, 43, PhD, engineer, pharmacist, PhD in biology, former Head of R&D in a startup. Left his R&D Manager position at Dassault Systèmes to launch ExactCure.  
CSO: Sylvain Benito, 38, PhD in mathematics, complex bio-modelling in health & finance.  
CBO: Fabien Astic, 45, INSEAD MBA, VP Sales of a startup, Int'l Market Mgr in large groups.

**Our Ecosystem**

**Our Main Recognitions**