



Knowrology Pitch Deck

Pioneers in data collection and predictive analytics for neurological diseases *to improve health outcomes*

© 2025 Knowrology. All Rights Reserved.





The Problem

The absence of real-time, continuous, passive, and labeled data in neurological care limits the ability to derive valuable insights, making it challenging to make informed decisions.

Facts

3.4 B+

People with neurological disorders which represents almost 45% of the global population.

70%

Of neurology Real world data are insufficient or non-existent.

Impact

Doctors lack real-time insights and Hospitals optimize care pathways with data-driven insights.



Pharmaceutical companies gain real-world evidence to develop and validate treatments.



Insurers assess risks more accurately for personalized healthcare plans.



The Solution

Building the first data aggregator and predictive analytics platform for neurological chronic diseases using real-world, device-agnostic data to improve decision-making and patient outcomes.

Facts

30% Reduction

in adverse neurological events for hospitals with real-time patient monitoring systems.

40% Increase

in neuro-diagnosis accuracy compared to traditional assessments using predictive analytics.

\$2 Billion

spent by pharmaceutical companies on clinical trials, yet 85% of trials fail due to lack of real-world data.

Impact

Enhances pharmaceutical R&D, providing structured real-world data to accelerate drug discovery.

Optimizes insurance risk assessment, allowing insurers to create more accurate and cost-effective coverage plans.

Reduces hospitalizations and emergency visits. While saving time for doctors and increase efficiency.

The Product Overview




Knowrisk: Knowrology SaaS Platform



Enhanced Data Collection

High-quality labeled and Calibrated data

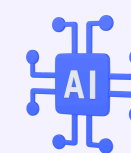
User Input
 Doctor Input
 Health Monitoring Apps
 Connected wearables

 Psychological
 Physiological
 Environmental



Predictive Analytics

AI/ML Models analyze information through:



LSTM for predictive analytics
 CNN for pattern recognition
 LLM for data points extraction



Data Augmentation

Heuristic Algorithms providing



Additional Metrics
 Trend Analysis



Health Insights

Our Power BI Dashboards provide

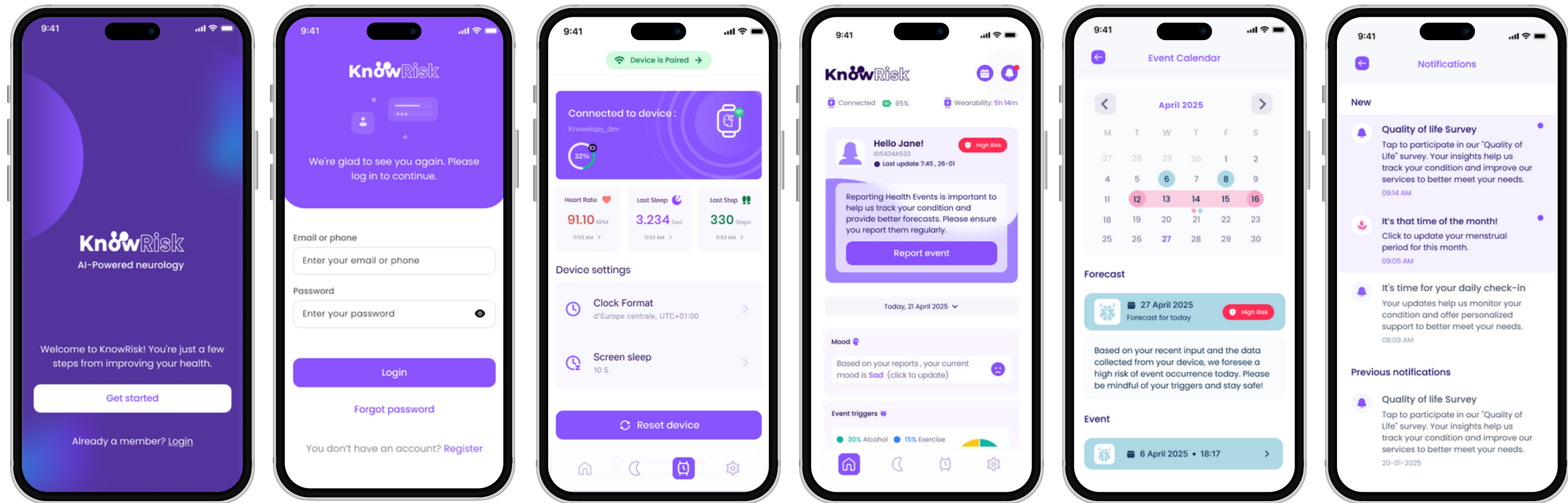


General insights per patient group
 Patient specific insights
 Actionable recommendations



The KnowRisk Application For Patients

A user friendly application for a [Better Chronic Disease Management](#)



Key Features

- Real-time and historical data access.
- Possibility to report events and important health events.
- Allows participation to doctor mandated surveys.

Device Agnostic

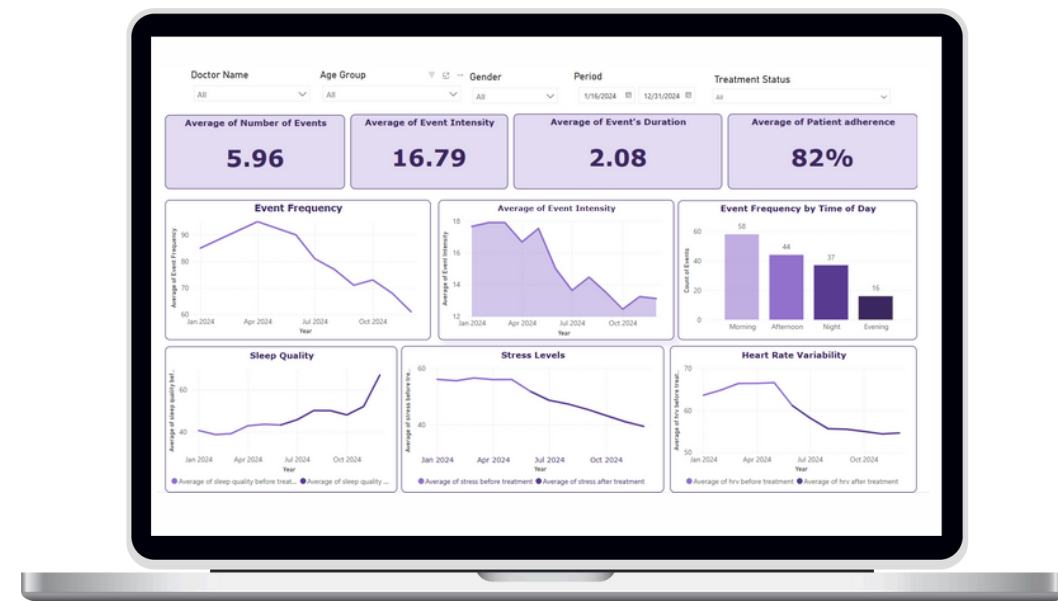


- **Fitbit**
- **Apple watch**
- **Knowrology-supplied devices**



The KnowRisk B2B Platform For Doctors and Medical Entities

Evidence-Based Analytics Platform for **Better Patient Outcomes**



Medical Entity Dashboard

Cohort-Level Analytics

Tracks patient events, treatment adherence, and key wellness indicators.

Aggregated Metrics

- Therapy Response
- Average event frequency
- Event intensity
- Event duration

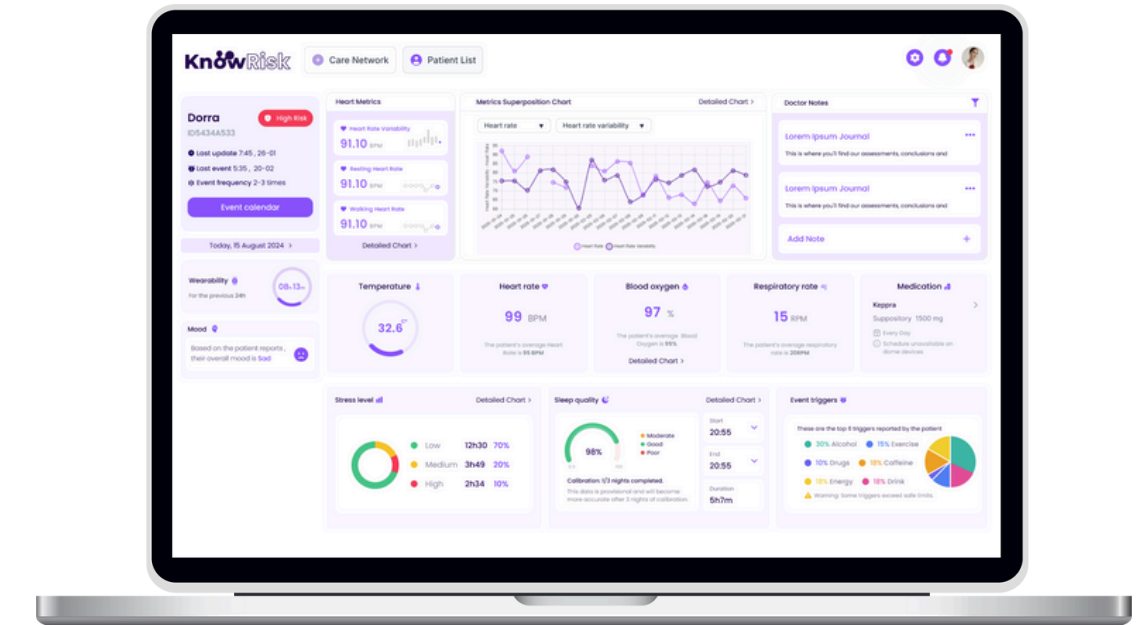
Wellness Indicators

Holistic Health Insights:

- Sleep quality
- Stress levels
- Heart rate variability

Comprehensive Insights

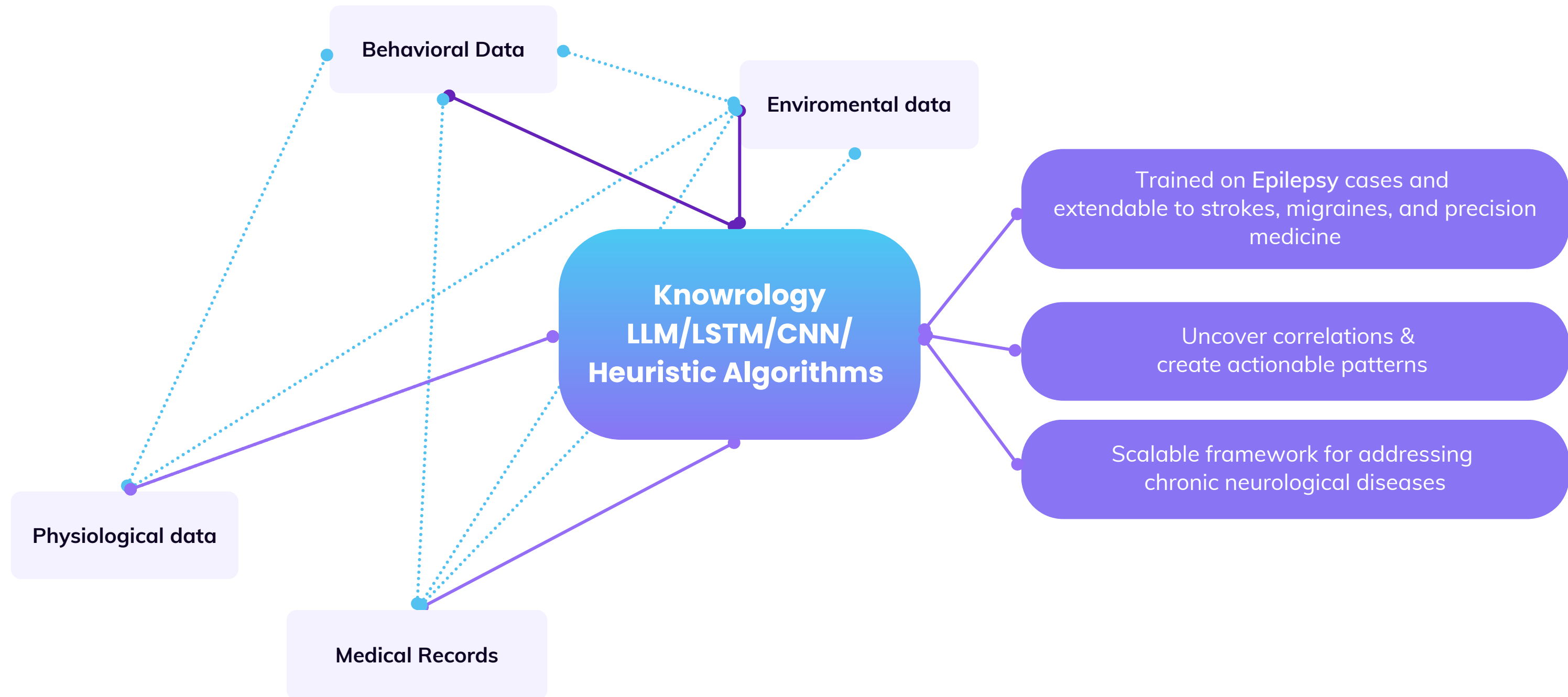
Charts provide a broader picture of overall well-being.



Doctor Dashboard

Real life data collection and synchronization

Leveraging AI, real-time data collection, and predictive analytics



Industry leading certifications for data regulations

More than 90 global compliance certifications and attestations through Microsoft Azure

1

ISO/IEC Standards

Cloud, ISMS and PII Security and Protection



- ISO/IEC 27001
- ISO/IEC 27017
- ISO/IEC 27018

2

SOC Reports

Independent attestations of security, integrity confidentiality, and privacy



- SOC 1
- SOC 2
- SOC 3

3

Regulatory Compliance



- HIPAA/HITECH
- FedRAMP
- PCI DSS
- GDPR

4

Additional Certifications



- CSA STAR
- FIPS 140-2
- Common Criteria (CC)
- HITRUST CSF
- Regional Certifications



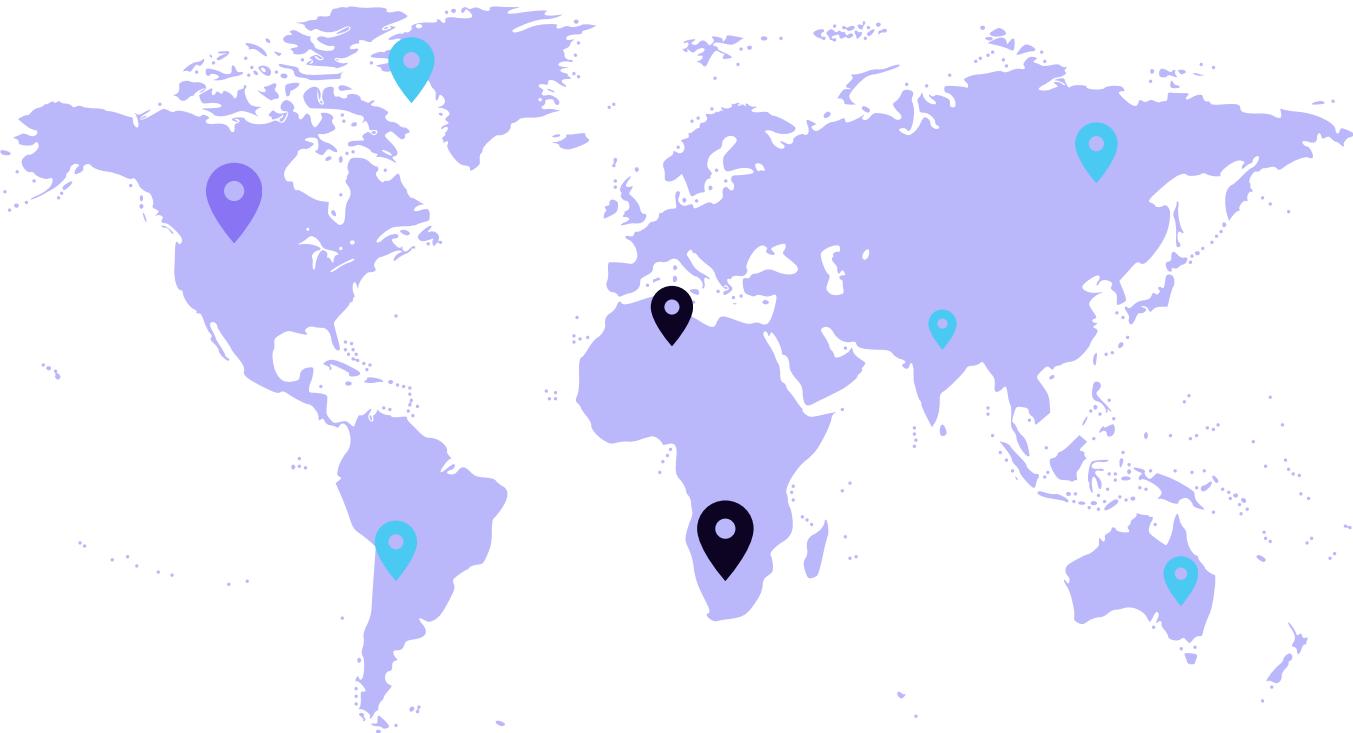
Market Sizing Overview

Predictive analytics for neurological chronic diseases represent a largely untapped market

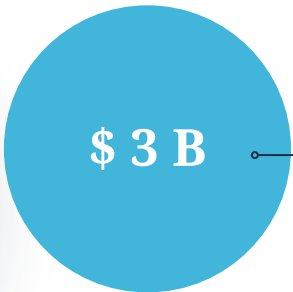
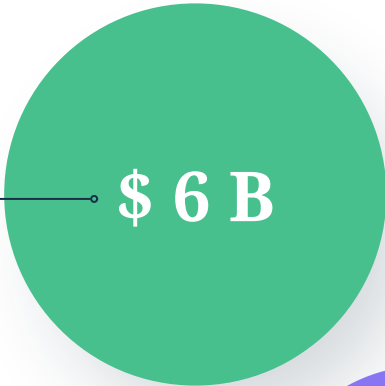


\$ 18 Billion

Worldwide Population of Neuro Chronic disease



Global Predictive Analytics



US & GCC Predictive Analytics



Neurology Predictive Analytics

Our Business Model

Low churn and rising subscribers fuel a high-margin high-predictability revenue model

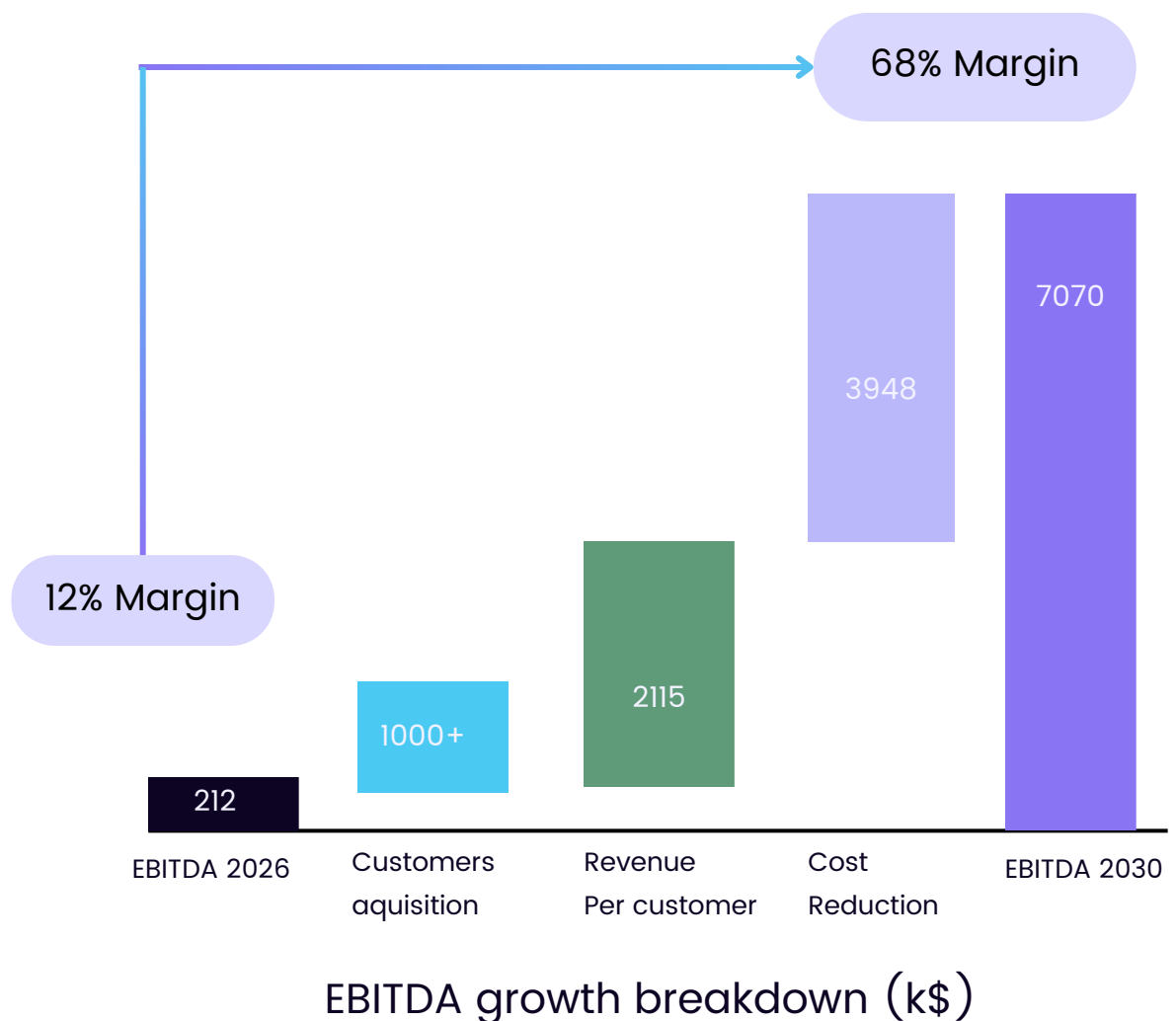
Pricing Model incentivizing large subscriptions as B2B make up the main revenue stream

B2B SaaS Business Model
Intellectual Property-Based Business Model
Licensing Degressive options
From \$ 299 to \$399/Patient/Year
+ \$5000 to \$10.000 one-off integration fees

\$10M+ Sales
Projected in 2030

~ 70% EBITDA
Margin in 2030

Reaching scale will reduce costs, improve QoS and enhance EBITDA margins



Channels & Pricing Model

Monthly licensing fee based on the number of patients

Hospitals through our **Microsoft Marketplace**

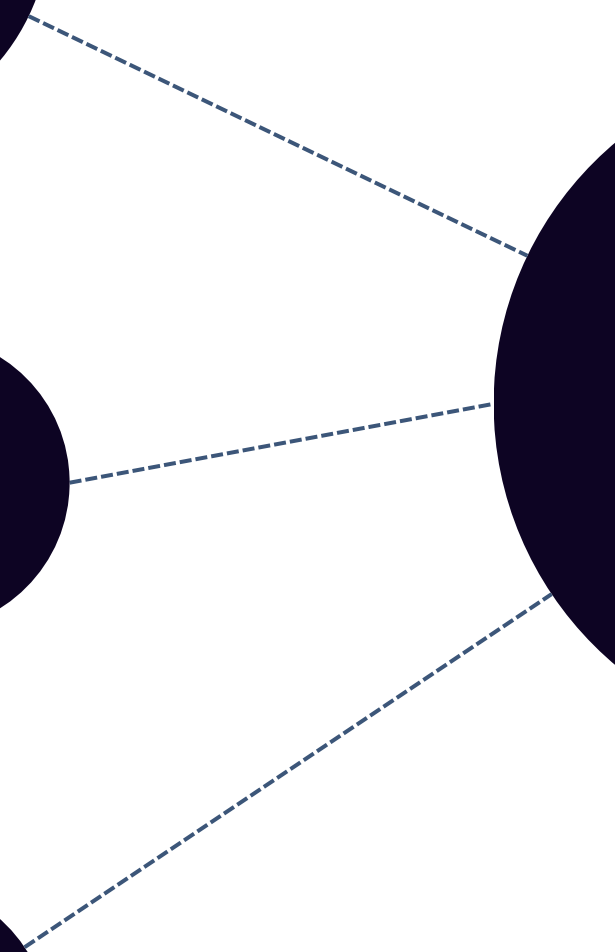
- Offer: Resource optimization and patient outcome improvements
- Client Acquisition : Microsoft Corporate Program and Cloud partner and MACC Eligible. Exclusivity for upselling for Hospitals across GCC and Beyond.
- Pricing : Integration & SaaS Platform. License: 399\$/Patient/Year

Insurance Companies

- Offer: Reduce claims, assess risk more accurately, reduce healthcare costs, and optimize coverage plans.
- Client Acquisition : Strategic Marketing Departments.
- Pricing : Integration & SaaS Platform. License: 299\$/Patient/Year

Pharmaceutical Companies

- Offer: Generate labialized, continuous Real-world data.
- Client Acquisition : R&D or Marketing Departments.
- Pricing : Integration & SaaS Platform. License: 299\$/Patient/Year



Key Partnerships



Leveraging **proprietary IP and flagship partnerships** for data collection and treatment solutions

Signed Contracts in 2025 worth +\$500k

Pharmaceutical companies



Hospitals **Microsoft**





Pipelines Ongoing discussions worth +\$3m

Pharmaceutical companies



Hospitals **Microsoft**






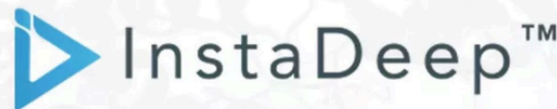

Insurance Companies





Competition Analysis

A dynamic competitive landscape reflects **high growth opportunities for AI in healthcare**

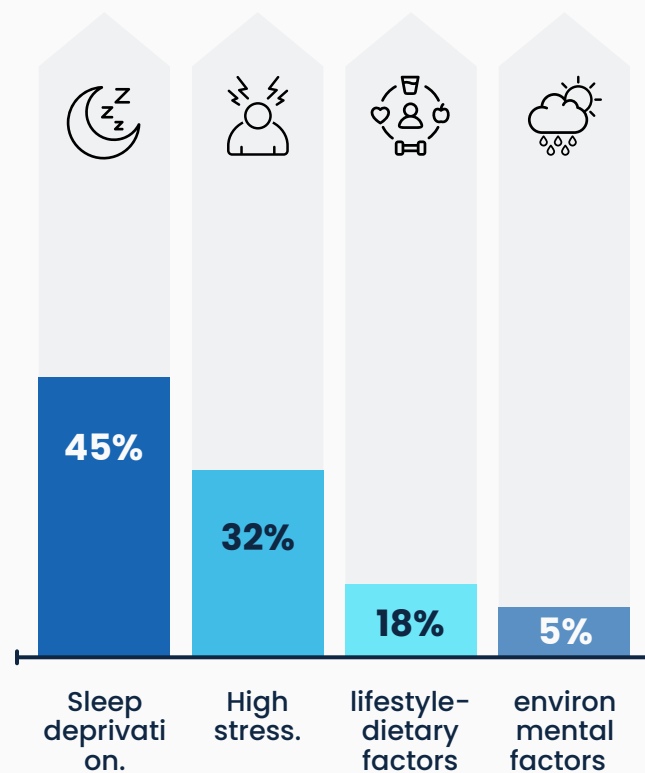
	Exhaustive data collection (Physiological, Behavioral, environmental)	Physiological data collection device only	Business Model	Predictive analytics	Device Agnostic	Microsoft MAC eligible +40% Healthcare Ecosystem
	✗	✓	B2B2C	✗	✓	✗
	✗	✓	B2B and B2C	✗	✗	✗
	✗	✓	B2C	✗	✗	✗
	✗	✗	B2B	✓	✗	✗
	✓	✗	B2B	✓	✓	✓

Evidence-Based Impact on Epilepsy

Duration 12 Months , 10 Participants , During the Year 2024

Seizure Trigger Detection Accuracy

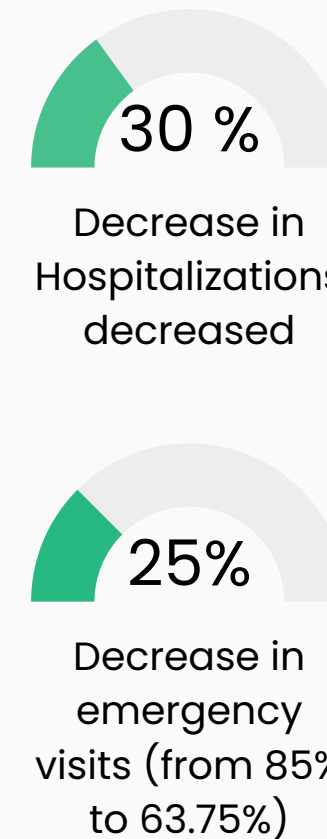
A **78.9% accuracy rate** in detecting seizure triggers with correlations to :



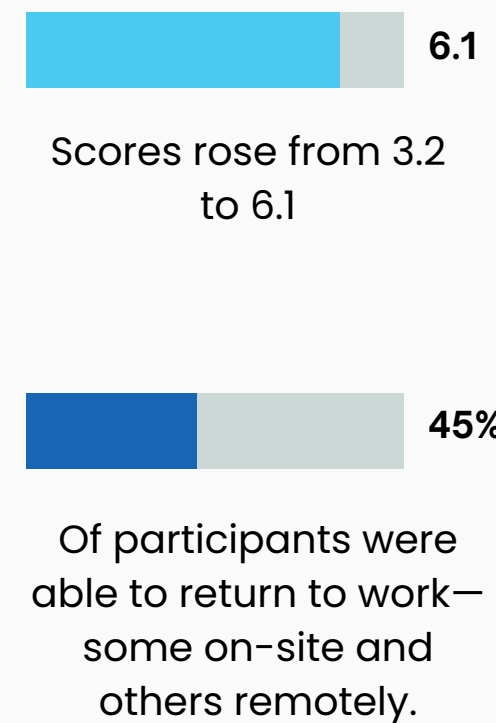
Reduction in Seizure Frequency

- 34%** Drop in seizure frequency dropped
- 20%** of patients became seizure-free
- 30%** Milder Seizures due to earlier trigger detection.

Lower Hospitalization & Emergency Visits



Improved Quality of Life QOLIE-31



Executive Team with Global experience

A Leadership Team with Proven **Global Expertise In AI and Neurology**



Firas Rhaiem

Co-founder & CEO
Consulting & M&A background



Dr. Ali Frederic Ben Amor 

Co-founder & Chief Strategy Officer
Neurology Expert
Lead Global Medical Affairs at Merck



Dr. Karim Bendhaou 

Co-founder & President
Pharmaceutical Strategy Leader
Extensive experience across
Africa & MENA as Merck MD NW Africa.



Dorra Mahbouli 

Board member
Dream VC Fellow
Expert in Strategy,
Go-to-Market, B2B SaaS



Alaa Redissi   

Chief Healthcare Operations Officer
Experienced consultant (GE Healthcare
Partners, KPMG, EY)
Healthcare accreditation (HAS, JCI) &
Risk management processes



Rafik Makni  

Chief Technology Officer
Experienced AI specialist (InstaDeep, Siemens, AFT)
Expert in AI-driven solutions, IoT, and embedded
systems



Pr. Peter Rieckmann, FAAN, FEAN, FRCPC

- Advisor & Key Opinion Leader (KOL)
- Healthcare Professional (HCP)
- Professor of Neurology
- Friedrich Alexander University Erlangen, Germany
- Adjunct Professor, University of British Columbia,



Dr. Shaheed Gora

- Key Opinion Leader (KOL), Investor
- McKinsey Fellow
- Chief Neurology & Patient
Experience Officer at Knowlepsy
- Neurologist, Netcare Hospitals



Dr Faleh H M ALI Advisor

- Healthcare Professional (HCP)
- Ex Assistant to the minister of
health
- Co-founder of DTA



Questions? Let's get talking.

We'd love to connect! For inquiries, partnerships, or more information, feel free to reach out. Our team is here to assist you.

 Email Address

frm@knowlespsy.com

 Telephone

+33 (0)6 211 416 20

 Website

www.knowrology.com