



MineMed AI

A true patient centric focus

Mission and Vision

Our vision is to revolutionize the healthcare industry via a true patient centric focus by letting patients retain rights to their own data. This will motivate all stakeholders and open up for an era of unprecedented collaboration and innovation.

Our mission is to create a trusted platform powered by artificial intelligence, that serves patients and empowers hospitals and pharmaceutical companies to access, share, and utilize patient data for the greater advancement of medical research, diagnostics, and drug development, while upholding the highest standards of data security and privacy.



Founders



Bert Junno (CEO), is a biotech innovator and founder of 8 private and public ventures. He has also founded ICT ventures and holds a PhD in semiconductor physics.



Lars Hård (CTO) is a renowned AI pioneer and the driving force behind transformative IT technologies. He is among other things founder of ExpertMaker (acquired by eBay).



Theresa (Legal counsel) is a US and EU corporate attorney and healthcare specialist. With expertise in licensing, mergers and acquisitions and corporate governance.



Patricia Möller (CMO) is a seasoned entrepreneur and marketing expert. Renowned for her skills in building strong brands and driving strategic growth.



Christine Von Raesfeld (CPO), is a leading US patient advocate advising the NIH and US Pharmaceutical Industry. Christine's acute patient perspective constitutes the foundations of MInemed

Business Model and Revenue

Our primary revenue stream is derived from the sale of database access licenses. The licenses grant access to our comprehensive patient data repository. This high-value offering positions us as a premium provider of healthcare data, catering to institutions with a strategic focus on research and development.

Patient informed data handling and trust lie at the foundation for a sustainable and by regulatory agency's approved robust business model.

To further accommodate a variety of user needs, we offer subscription packages that bundle database access licenses and data usage fees. These packages provide flexibility and cost-effectiveness, catering to research teams, hospitals and pharmaceutical companies.



Market analysis and Opportunity

The global healthcare data market is poised for exponential growth, driven by the increasing digitization of healthcare systems and the need for data-driven insights. According to Frost & Sullivan, the healthcare data market is projected to reach \$69.2 billion by 2025, with a compound annual growth rate (CAGR) of 20.5%.

Our primary target customer segments include pharmaceutical companies and hospitals. In the US and Europe, these segments collectively account for a substantial portion of healthcare expenditure and research investment. By addressing their data needs and facilitating collaboration, we position ourselves as a key enabler of their innovation.

While the healthcare data sharing landscape is evolving, few platforms offer the unique blend of database access license and usage-based fee that we provide. Our direct competitors include established players such as DataHealth and MedConnect. However, our model's focus on patient informed choices and ownership in ongoing data utilization sets us apart, and this aligns with the increasing trend of data-driven decision-making.



Marketing and Sales Strategy

Our online digital presence is a cornerstone of our marketing strategy. Through a user-friendly website, engaging blog content, and informative resources, we aim to educate potential users about the benefits of our platform and establish ourselves as thought leaders in the field of healthcare data sharing

Participation in industry events, conferences, and workshops is crucial for networking and raising awareness. By showcasing our platform's capabilities and engaging in discussions with key stakeholders, we position ourselves as active contributors to the healthcare data ecosystem.

Our sales strategy employs a consultative approach, tailoring solutions to the unique needs of potential customers. By fostering relationships and understanding the challenges faced by pharmaceutical companies and hospitals, our team becomes a trusted advisor in their data utilization journey.



Data Security and Privacy

Security is paramount in healthcare data sharing. **We are implementing end-to-end encryption to ensure that data remains confidential during transmission and storage.** Access controls are meticulously designed to limit data access to authorized personnel only.

Our platform adheres rigorously to healthcare data regulations, including the Health Insurance Portability and Accountability Act (HIPAA) in the US and the General Data Protection Regulation (GDPR) in Europe. Compliance not only ensures legal adherence but also enhances user and patient trust.



Technology: General

Sampling will be through the door: We cater to a general clinical situation. The physicians opinion in the patient interaction as well as blood data sampling and ECG are the basics. Other information such as EEG, imaging and genetic data are also of interest but not key at the basic level.

All diseases will show in one way or another through above data sampling **if the sampling is done in large enough numbers.**

Rare diseases will potentially be identified in the long run before genetic testing **but needs to be verified by trials.**



Technology: Interfaces

The data input needs to be defined in terms of number of data units as well as formats. All database formats and pdf/text would be acceptable.

The API needs to be defined in terms of output format and data content.

The scope of the analysis needs to be defined to be able to estimate delivery time and budget.

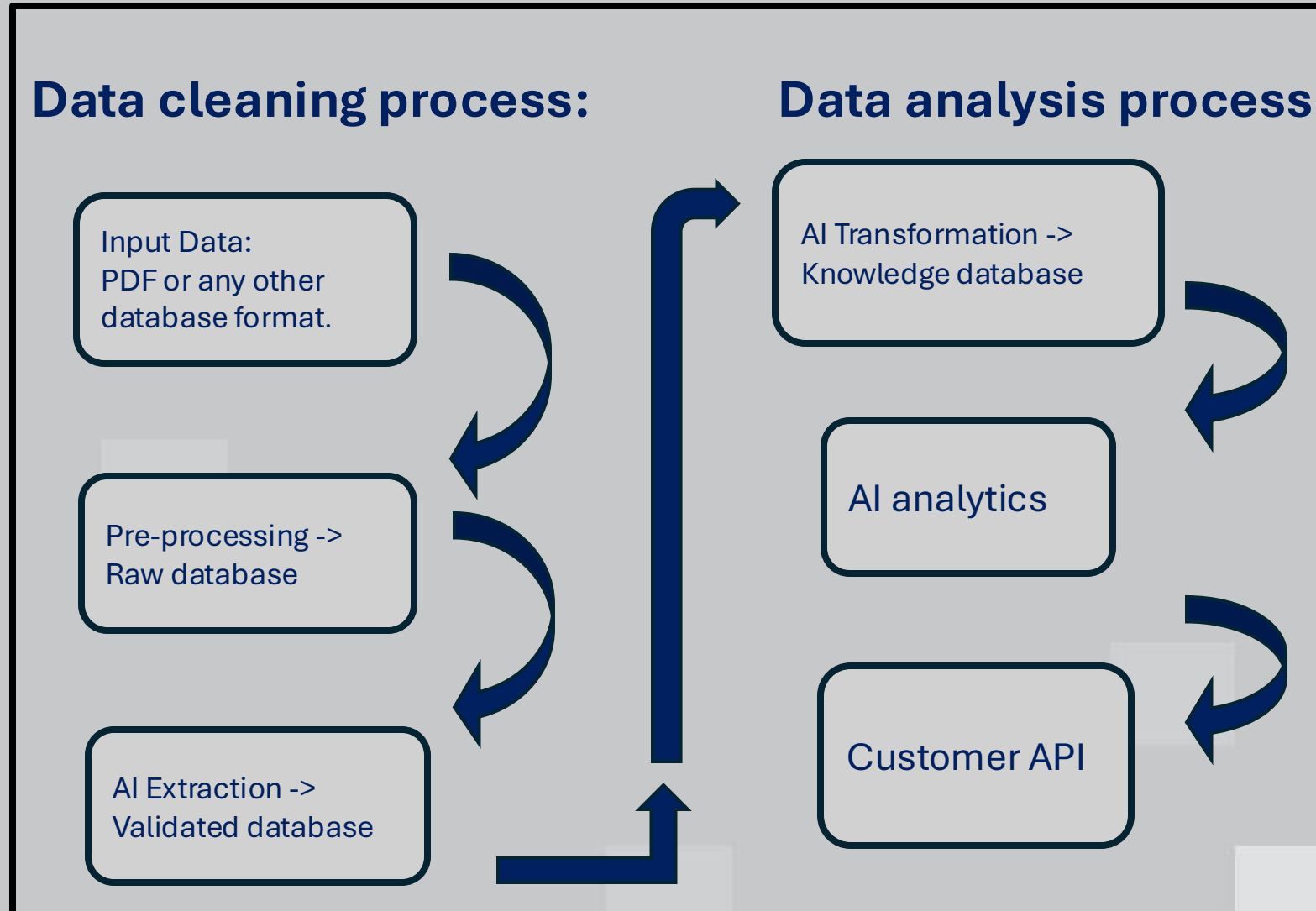


Technology: Data

1. Virtually all data formats are acceptable as input.
2. All numbers of data: billions of patient records would be acceptable.
3. Data security is paramount and will affect everything within the "black box" in the figure below. Several individual copies of the different databases are stored separately.
4. Time for delivery 3-12 months depending on the scope of the task and the delivery of input data.



Technology: processing within "Black Box"



Technology: Modus operandi

Background data provided:

Pubmed+clinical trial data and all other publications available

Background data needed:

local samples from historic data over time

What data (new and old): patient info and treatment history + broad blood samples and ECG.

When anomaly is found: go to imaging or/and genetic testing and evaluation

All data handled with utmost confidentiality, traceability and security measures as well as possible total anonymity.



Thank You!



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