

# PITCH RUNNING ORDER

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4. MyWay Digital Health – Debbie Wake
5. Orphidia – Aron Rachamim / Chris Barrett
6. Polychord Ltd - Mike Handley

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**Who we are:** A UK-based tech-for-good innovation SME

**What we do:** Altar works at the intersection between AI, Data analytics, Behavioural Science, Gamification and Social Interaction to offer a personalisation layer to medical interventions.

**Call topics of interest:** Calls where **personalisation** plays an important role.

SC1-DTH-02-2020

SC1-DTH-04-2020

DT-TDS-04-2020

DT-ICT-12-2020

STEPP, a digital platform that automates the personalisation of care, and enables healthcare practitioners to create, distribute and monitor achievable journeys of change and recovery for their patients.

An illustration of a hiker standing on a mountain peak, looking out over a range of mountains. The word 'STEPP' is written in large, bold, dark blue letters across the middle of the image. Below the letters are five light blue footprints. A quote is written in white text at the bottom left of the illustration.

**S T E P P**

"A journey of a thousand miles begins with a single step."

## What we have to offer/USP:

- **STEPP:** A truly **person-centred** and **holistic** healthcare solution
- **Expertise in:** Healthcare, Digital Platforms, Commercialisation
- **Extensive experience in:** H2020 and Project Strategy Story

# What Altar is looking for: Partners who can see/use **STEPP**'s potential

## Using STEPP

- Integration to personalise 3<sup>rd</sup>-party services
- Medical-Intervention specialists
- Innovative Medical Interventions
- Use case scenarios

## Further Developing STEPP

- VR, AI, Gamification, Behavioural Science experts willing to integrate multiple medical interventions, profile users, create engaging experiences, etc.

# Arete Medical Technologies Ltd

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# Arete Medical Technologies Ltd

*Arete Medical Technologies is a Cambridge, UK SME developing a portable, multi-functional respiratory diagnostic device.*

## Who we are:

A small team of medical device engineers (hardware and software), driven by patient need. We are advised by some of the top respiratory clinicians and researchers in Europe.

## What we do:

Our device will enable early detection of exacerbation and precision diagnosis for chronic respiratory diseases including asthma and COPD

## Call topic (s) of interest:

-SC1-DTH-02-2020: Personalised early risk prediction, prevention and intervention based on Artificial Intelligence and Big Data technologies

-DT-ICT-12-2020: AI for the smart hospital of the future

## Project Idea / What you have to offer:

*We are interested in patient-centered solutions that enable high-quality data sources in self-, primary, and community care of chronic respiratory conditions.*

## What we have to offer/USP:

*We are developing a portable multi-functional respiratory diagnosis and monitoring device.*

*Our innovations will allow specialist-grade tests to be economical and usable in remote monitoring and primary care.*



# What you are looking for:

- 1. Partners on our value chain (component suppliers, contract manufacturers, distributors)*
- 2. Complementary solutions (chronic conditions have high comorbidity rates, data interoperability)*
- 3. Clinical and research partners (pilots and evidence collection for our product, co-development with potential customers)*

# SME Digital Technology Company (UK)

## MyCognition Ltd

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# SME Digital Technology Company (UK)

## MyCognition Ltd

**Who we are:** MyCognition is a science-based company dedicated to the understanding, measurement and improvement of cognitive fitness.  
[www.mycognition.com](http://www.mycognition.com)

**What we do:** Sell AI products and services to improve the quality of life of people with cognitive impairment. We have three versions;

1. MyCognitionPRO - for use in healthcare and the workplace.
2. MyCognitionEd - for use in education.
3. MyCognitionHome - for consumer use.

**Video:** <https://www.youtube.com/watch?v=u1QqifDOdZ4>

**Call topic (s) of interest:**

1. Better Health and care, economic growth and sustainable health systems.
2. Digital transformation in Health and Care.
3. Trusted digital solutions and cybersecurity in Health and Care.

# What you have to offer:

## Background:

Declining cognitive fitness is a feature of ageing but presents as early as 45. Over 55% of people with chronic conditions are cognitively impaired and it is the main risk factor for anxiety and depression. Good cognition enables good physical and mental health and people's ability to self-manage, take their medication properly and adhere to treatment plans. Poor cognition results in poorer health and disease progression, increased risk of developing mental illness, missed appointments, frequent presentations and increased costs. MyCognition's self-administered App enables people to measure and strengthen their cognitive fitness, build mental resilience and improve mental and physical health.

## What we have to offer/USP:

### **MyCognition's App includes:**

MyCQ – a clinically validated self-administered, five-domain, cognitive assessment tool, which includes a digitalised version of the most validated neuropsychological tests. It provides users with a score and an accurate report on each of the cognitive domains in less than 15 minutes. Automatically, the program uses the scores to calibrate a training videogame, which has been designed to adaptively improve users' weaknesses and empower strengths in an engaging environment.

AquaSnap – a fun cognitive training tool, programmed by MyCQ to train all five cognitive domains, but with greatest intensity where the user has greatest need. Offering a personalised program to improve and boost the individuals' specific cognitive needs.

A coaching programme offering digitally delivered Healthy Habit Builder to raise awareness of cognitive health, and to educate and train people in healthy habits and encourage positive behavioural change.

### **MyCognition's platform includes:**

Reporting and evaluation of cognitive data across five cognitive domains. Cognitive risk profiling. Cognitive performance monitoring.

### **Governance:**

MyCognition technology are MHRA regulated medical devices, NHS approved, ORCHA approved, validated against Cantab battery, CE marked, GDPR compliant, cyber security tested, ISO 27001 certified and published extensively.

# What you are looking for:

We would like to partner with other organisations to deliver on call topics where cognitive health data captured via our validated digital app MyCQ and our cognitive reprogramming and enhancement App AquaSnap could be used to profile and personalize research, medical approaches, care solutions, innovate processes and healthcare systems and build data repositories.

## For example to support or deliver:

- Mechanisms in co- and multimorbidities combining mental and non-mental disorders .
- Risk prediction, prevention and intervention in non-communicable diseases.
- Personalised medicine.
- Data driven personalised medicine.
- Neurodegenerative research and regenerative medicine.
- Interventions in elderly multimorbidity management.
- Cognitive impairment in cancer.
- Support real world data in complex chronic conditions.
- Integrate longitudinal cognitive data with physical health data into EHRs.

# MyWay Digital Health

## Contact person:

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# MyWay Digital Health

*organisation, background and overview of products/services*

Who we are: MyWay Digital Health Spin Out (University of Dundee)

What we do: MyDiabetesMyWay diabetes self management platform and app (50,000 registrants), and clinician analytics/ diabetes decision support. Scaled across Scotland. On NHS England NIA programme.

Call topic (s) of interest: **SC1-DTH-02-2020: Personalised early risk prediction, prevention and intervention based on Artificial Intelligence and Big Data technologies**

# Project Idea / What you have to offer:

*[Very briefly highlight your project idea(s) in relation to the scope, the opportunity and what your 'unique selling points' are in relation to the scope]*

*Project Aim: to enhance capability, methodology and evidence base for development of predictive analytics for diabetes (and multi-morbidity) to drive decision support outputs in a patient/ clinician facing IT platforms driving early intervention and preventative care.*

What we have to offer/USP:

-A national diabetes patient facing eHR platform scaled across whole of Scotland (>50,000 registrants) also in 1/5 of NHS England)

\*European e-health adopter award winner

- National diabetes data sets
- Machine learning models/ AI for diabetes complications



# What you are looking for:

*[Describe what your organisation is looking for in other potential partners]*

Partners in Europe that can support:

- Revalidation of AI models in European datasets
- Deployment of MyDiabetesMyWay / MyDiabetes Clinical (patient and clinician facing systems) with augmented predictive analytics into a new (non-UK) large region environment
- Mixed methods evaluation of AI-driven predictive IT system (safety, efficacy, clinical impact)

# Orphidia



## Contact person:

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Better outcomes from early, data-driven diagnostics at point of care



# Orphidia - Overview



## Who we are:

Orphidia is an SME based primarily in North London

Our Vision: Better outcomes from early, data-driven diagnostics at point of care

Aron Rachamim – CEO – PhD in Biosensors

Chris Barrett – Advisor – large scale delivery - planning, synergy & execution

## What we do:

Point of Care ELISA (in vitro/immunoassay) diagnostics platform, which can quantitatively measure multiple biomarkers in a single test. Pinprick blood samples provide accurate results in 20 minutes.

## Call topic (s) of interest:

Health, demographic change and wellbeing

BHC-06-2020 Digital diagnostics—developing tools for supporting clinical decisions by integrating various diagnostic data

BHC-17-2020 Global Alliance for Chronic Diseases (GACD) -prevention and/or early diagnosis of cancer

DTH-02-2020 Personalised early risk prediction, prevention and intervention based on artificial intelligence and big data

# Project Idea / What you have to offer:

- Flexible platform and consumables ready for manufacture & commercialisation
- Accuracy within 3% of current lab devices using 1/100th the amount of blood
- A component based approach to Point of Care quantitative data collection
- Some great US Healthcare relationships
- A faster route to market for assay specialists
- Single visit data for predictive AI/ML diagnostics

# What we are looking for:



## *Pipeline Relationships*

- *Well developed & relevant immunoassays*
- *Biomarker-driven AI/ML data analytics*
- *Next generation improvements to sensitivity & specificity*

## *Lateral Activities & Facilitation*

- *EU relationships*
- *Regulatory readiness accelerators ( FDA 510(k), CE Class I & II, CCC,...)*
- *Data management, integration & security/privacy (GDPR+)*
- *Investor and industry insight and awareness*

# PolyChord Ltd

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# PolyChord Ltd



Who we are: innovative commercial data science SME.  
Spinout from Cambridge University

What we do: We work with your big and complex data sets to apply a unique new cutting-edge data science tool to solve high dimensional data problems, where there are many complex variables and extract the information you need, & possibly make predictions

Call topic(s) of interest: Any big and complex data analysis; personalized health; complex cross referencing

## Project Idea / What you have to offer:

*We seek collaborators, large organisations who have already gathered big and complex data sets and have specific goals*

Offer/USP: Most data tools founder where there are many variables and many parameters in the problem; scientists generally take a reductionist approach to get round this – our USP is we tackle the problem directly to extract the more accurate information needed without the need for guesswork or reduction. We have cutting edge mathematicians (two Cambridge Astrophysics profs) and the unique tool they invented.



## What you are looking for:

*We work best with organisations where they have serious domain expertise and we bring specialist Data Science skills to bear on the issue.*

*If you have gathered data, made it ready for analysis and then run into high dimensionality problems (as most data scientists would expect) we may be able to offer a serious competitive advantage and help you get the accurate information or predictions you require.*