Opyl

Annual General Meeting 2021
(ASX:OPL)
www.opyl.ai

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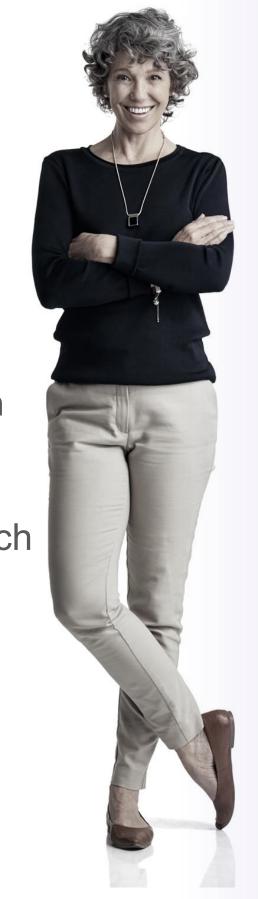
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What does Opyl do

Opyl is a healthcare data optimisation company

Opyl's purpose is to match eligible, motivated patients to clinical trials
anywhere in the world, solving one of the most significant problems in clinical research

Opyl leverages big data and applies AI to design smarter clinical trials
with a higher probability of success, reducing risk, cost and 'failures' in medical research

Opyl's vision is for clinical research to deliver more value, deliver a better return
on investment for medical researchers and investors, and therefore, provide
more patients with access to more life saving, and life changing therapies

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What's the problem Opyl's trying to solve

Patient recruitment to clinical trials is a key determinant of trial success[1]

86% of clinical trials fail to reach recruitment targets[2],
costing hundreds of millions of dollars[3] in trial budget blow outs each year

The one who pays the real price, is the patient

considerable amount of 'failure' and waste of financial resources can be prevented
with the application of big data, digital tools and predictive analytics

To design smarter trials and to recruit patients and volunteers more efficiently

Source:1. Grant D.Huang[a]JoncaBull[b]KellyJohnston McKee[c]ElizabethMahon[d]BethHarper[e]Jamie N.Roberts[f] Clinical trials recruitment planning: A proposed framework from the Clinical Trials Transformation Initiative. Contemporary Clinical Trials. Vol 66, March 2018. pg 74-79.
Source 2. DL. Anderson. A Guide to Patient Recruitment. Centrewatch/Thompson Healthcare. Boston USA. 2001.
Source 3. R.J. Bielski, R.B. Lydiard Therapeutic trial participants: where do we find them and what does it cost? Psychopharmacol. Bull., 33 (1997), pp. 75-78

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Company snapshot

Digital health company delivering AI-enabled clinical trial efficiency solutions
3 platforms in development – 2 on market (MVP) generating early stage revenue
Customers: global biopharma, medtech, govt & CRO/sites (US and APAC)
Based in Melbourne, Australia with 7.8 FTE

Strengthened revenue	Reduced operating loss	Improved cash balance
Total revenue	**Operating loss**	**Closing cash balance**
$1.24M	**$1.12M**	**$2.32M**
↑ **26%**	**Cut by 22% y/y**	**$1.55m Nov 2021**

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Clinical trial recruitment

MVP on market - May 2021
Collecting patient data - on target
Connecting patients to trials – global
Leverages social media advertising
4 key revenue features – 1 functional
2 new features - June 2022
Secured clients in APAC
Customer projects range $5k-$250k
Priced according to difficulty of trial protocol
Ux/Ui iteration
Accreditation

Social Insights

Social Insights and real-world data analysis

MVP on market – Feb 2021
Revenue driver - $700k.p.a (consulting)
Social listening and analysis
Customers are biopharma, medtech & govt
Opportunity to scale
High value for Opin targeting and BI
Customer projects range $15k - $230k

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Protocol design and clinical trial prediction

POC stage – 3 successful data trials
Disruptive in market – few competitors
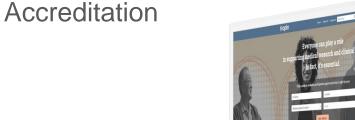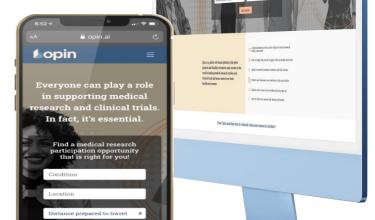Improve protocol design and predict outcomes
Two sided market – research / investors
Customer target – SME biotech & CRO's
Consulting and SaaS model

Field	Name of DOL	Description	LinkedIn	Twitter	Facebook	Instagram	YouTube	Podcast
MS	A/Prof Anneke Van Der Walt	Head, MS and Neuroimmunology Unit and Neuro-ophthalmology at Alfred Health; COO, MSBase; Previously speaker with IWIMS	✓	✓			✓	✓
	A/Prof Fabienne Brilot	Head, Brain Autoimmunity, Kids Neuroscience Centre; International Advisory Board Member, International Society of Neuroimmunology; MS Researcher	✓	✓				
	Dr Sue Fusun Baumann	Consultant Neurologist, St Vincent's Hospital; PhD, University of Queensland; Interest in MS	✓	✓				
	Prof Michael Barnett	Director, MS Society clinic and MS Clinical Trials Unit, Brain and Mind Centre; consultant neurologist, Royal Prince Alfred Hospital	✓					
Not MS	Dr Anna Balabanski	Stroke fellow, Royal Melbourne Hospital; PhD Candidate studying the epidemiology of stroke in Indigenous Australians, Monash University	✓	✓				✓
	Dr Tissa Wijeratne	Director & Chair, Department of Neurology at Western Health; Chair, Migraine Foundation Australia; Chair, World Brain Day 2020	✓	✓	✓			✓
	Dr Rowena Mobbs	Senior Lecturer, Macquarie University; Clinical Co-Director, Australian Sports Brain Bank	✓	✓			✓	

Top recommended DOLs in Australia

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Opin: Business model

Data capture device with multiple revenue opportunities

1

Feature page

Customers pay for a trial feature page, bespoke social media strategy and precision advertising to drive patient acquisition
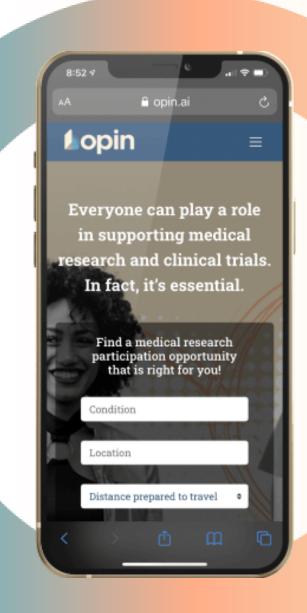
2

Patient survey

Customers pay for a question in a survey, a whole survey or survey outcome data

Survey's capture PROMs and PREMs

Tactic to enrich Opin's data set

3

Data mining

Customers pay to search the Opin database for matched, eligible patients

Patients sent push notifications inviting them to add additional data if partially qualified

4

Data trading via EOI

Customers pay to download patient EOI's who have self-selected an interest in a trial

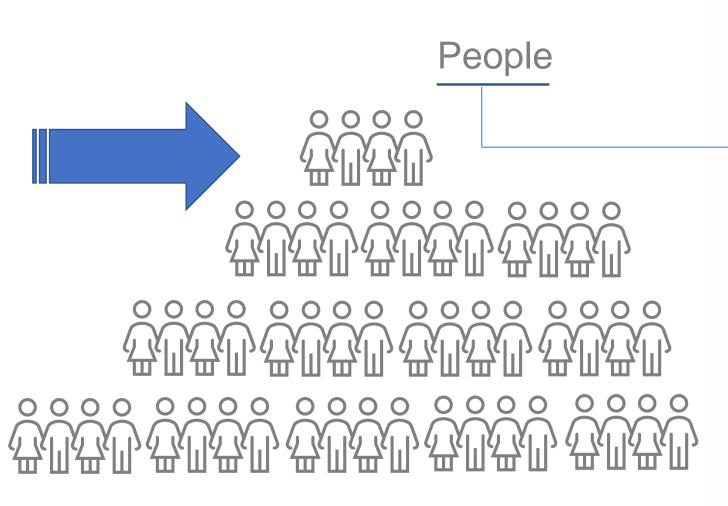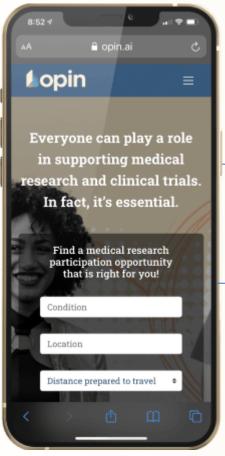Proactive data trading – business development tactic

Opin is a two way data optimisation multi-platform

Multiple value capture and value creation features

Opyl's data platform and market offering is global, scalable and compliant

People

Clinical trial recruitment

Protocol design (co-design)
Trial feasibility studies
Clinical research investment evaluation
Predicting health impacts & outcomes
PROM's and PREM's
Compliance and engagement
Drug design
Digital twin control arms
In Silico trials

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Making Opin work

Expanding beyong MVP

- Clear development roadmap – Digital Health CRC

- In-house team of developers – now

- Clarity on IP position and IP strategy – FB Rice

- Large marketing investment to grow market share and data

- User experience focus – add value

- Aim to be HIPPA certified, and ISO accredited – trust

- Sales and market access strategy

- Data capture alliances

How we are different from competitors

In a competitive market, winning is about data capture, matching, marketing and efficiency value-adds
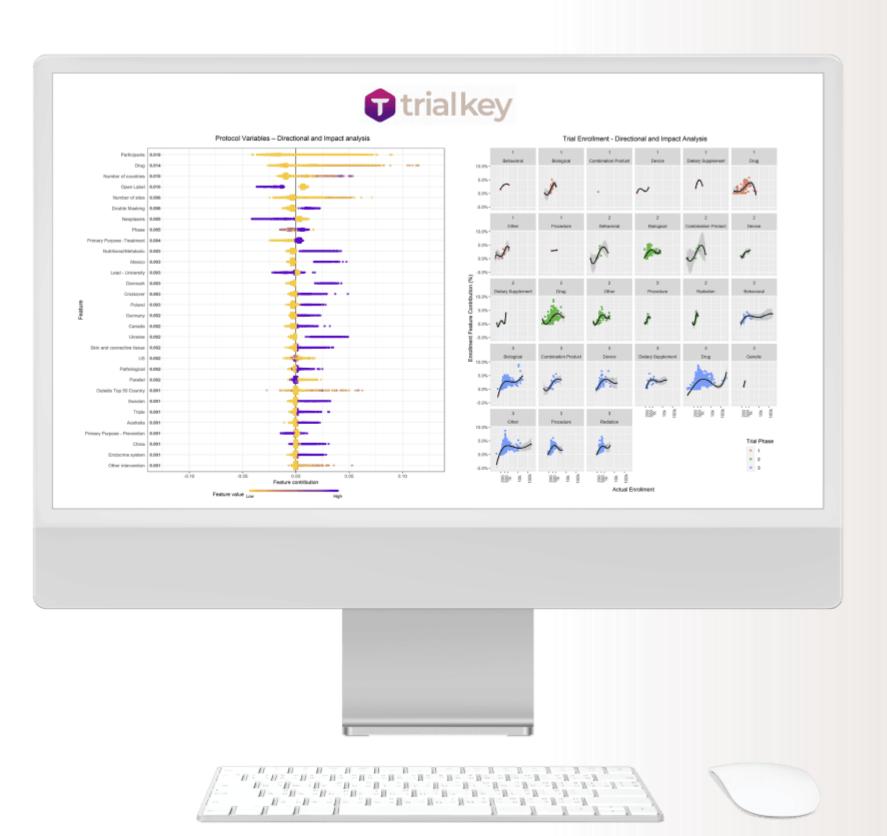
- Patient first approach – add value to drive data

- Social media marketing and SEO/growth expertise in-house

- Leaders in digital precision interruption and permission digital marketing

- Social Insights/ listening capabilities and platform to accelerate digital marketing impact

- Global focus – APAC and growth markets first

- Work towards US East coast market - building brand profile

- Use predictive analytics capacity (Trial Key) to create point of difference and accuracy in delivery

- Opinion leader on ethical use of AI – Australian Alliance for AI in Healthcare

- Experienced team with clinical, digital marketing and data optimisation skills
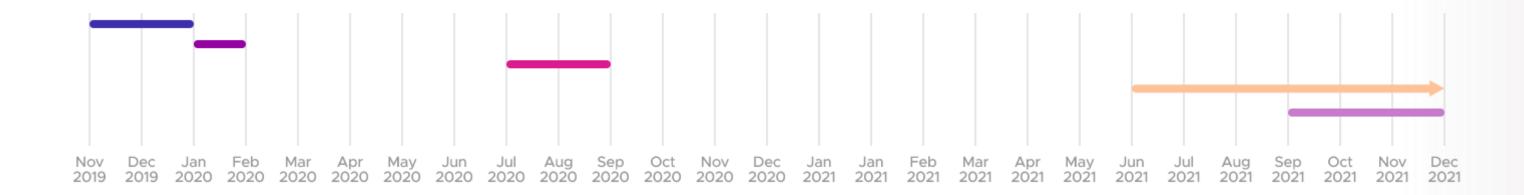
trialkey use cases

▶ Model a proposed trial protocol and adjust variables to improve PoS reducing risk of failure

Biopharma, Medtech, medical research institutes

▶ Augment early drug/device procurement decisions - identifying candidates most likely to reach market

Government, health insurance

▶ Inform investment decisions by comparing candidates within a class or whole of class - improving ROI

Investors, funding agencies, internal biopharma venture funds

▶ Identify optimum recruitment target and predicted drop out rate by trial or therapeutic class improved efficiency and reduced risk

Contract research organisations, sites, sponsors, Opin.ai

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Trial Key development timeline

● **Model build**
Replication objective
AUC 0.74 (area under the curve accuracy measure)
Nov 2019 - Jan 2020

● **Data trial 1**
2016 NYSE Pharma index outcomes
AUC 0.77
Jan 2020 - Feb 2020

● **Data trial 2**
475 COVID19 vaccines and therapeutics in Ph I,II and III
AUC 0.84
July 2020 - Sept 2020

● **Data trial 3 (IN PROGRESS)**
Rare and Inherited Congenital Diseases class
AUC 0.84
Jun 2021 - ongoing
Develop consulting model offering and validate with collaborator/customers

● **Data trial 4 (PLANNED)**
Regenerative Medicine class - oncology and orthopaedics
Progress consulting model offering/design and validate with collaborator/customers Additional data science resources applied to expand team capacity and intensity of R&D progress

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Looking forward

- Building validation
  - Onboarding new recruitment customers each month
  - Successfully recruited one of first trial – exceeded target

- Achieving scale
  - Contracts averages exceeding $100k+
  - Building sales and partnering capacity

- Going global
  - New languages in Q3 – going global
  - Building profile in US/ APAC

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Social Insights

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Leadership

A leadership team experienced in AI, digital transformation, clinical trials and scale strategy

Michelle Gallaher

Chief Executive Officer

Michelle is an award-winning recognised lifescience entrepreneur and executive with experience in strategic planning, clinical trial governance, digital marketing and transformation, across startups and biotech SME's

Dr Julian Chick

Chairman

Julian brings global expertise in leading public lifesciences companies, as well as capital markets and LSHC, on both investor and operational sides of technology businesses

Dr Megan Robertson

Non-Executive Director

Megan is Group Research Officer of St Vincent's Health Australia, leading a major national clinical trial hub. A clinician entrepreneur and experienced non-exec director with digital health and medtech organisations

Damon Rasheed

Executive Director / CTO

Damon leads data science teams across high growth companies, advising and applying predictive analytics and data science to deliver for-profit commercial solutions in government, financial services and healthcare sectors

Mark Ziirsen

Non-Executive Director

Mark is an experienced non-executive director and chief financial offer with a track record in governance and strategic advice, delivering global scale and growth outcomes within public lifesciences and manufacturing companies

David Lilja

Company Secretary/ CFO

David is a specialist advisor to high growth technology companies in the public and private domain, experienced in financial strategy, management, tax and designing quality governance frameworks

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