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Wise solutions for migraine management

Contact: guy@wizermed.com

Snapshot

Problem
- Migraine is frequent, debilitating and unpredictable, leaving people feeling like they lack control.
- There's no cure for migraines and current solutions are practiced too late.

Solution
- A mobile app provides early forecast 24 hours in advance
- Based on extensive clinical trials, scientific research in academia, AI and smartwatch signals.
- This allows users to prepare, prevent, and adjust their day plans.

Market & GTM
- 38 million people with migraines in the US. Market size $4.5B with a $10/month subscription.
- Initial audience: women aged 18-35 with episodic migraines who are tech-savvy, employed, and living in cities.

Validation
- 63% of 800 respondents with migraines are likely or extremely likely to use the early alert app.
- 260 users use our trial app daily, growing to 460.
- B2B business model validation. focus on companies with successful apps strongly related to health.

Team
- Prof Dan Yamin & Prof Erez Shmueli, experts in data science and healthcare engineering, TLV univ.
- Guy Attar, CEO. An experienced entrepreneur and high-tech professional
- Seasoned advisors including experts in Migraines, Neurology, Health-tech and US healthcare system.

We just raised 800K Pre-Seed funding (round still open for additional 0.2)
We will launch the product in 6 months and achieve 2K users in 15 months

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Imagine our vision

Imagine receiving a note from a mobile app **just before facing a migraine attack**, informing the individual that it is time to prepare and relieve the effects of the approaching migraine

Imagine receiving an alert from a mobile app **just before facing an epileptic seizure**, prompting the individual to sit down and preventing them from walking down the stairs

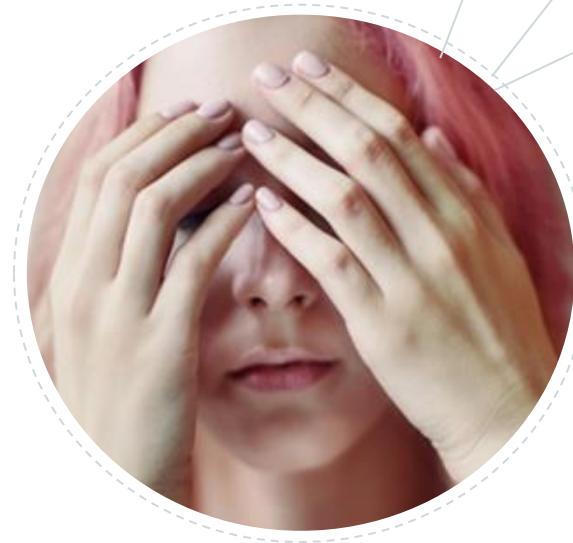# Migraine disrupts every aspect of a person's life

Migraine affects 1Billion people worldwide

Debilitating symptoms

Frequent

Life disrupting

Fear from the unpredictable

19% of woman, 9% of men

Current solutions are not applied early enough

Behavioral changes

Changes are less effective once symptoms appear

Medication

Abortive medication is less effective when taken late

Earlier intervention is essential for succesful migraine management

How can migraine attacks be significantly reduced?

Seizures can be prevented or reduced by
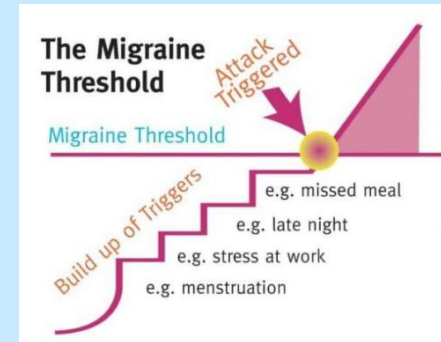
Short-term prevention or **Early treatment**

Empirical validation
A wide range of evidence from the literature shows that the incidence of migraines can be eliminated by receiving medication (or behavior change) before the onset of migraine. For example, before flying abroad, before fasting, close to menstruation.

Medication at the beginning of an episode may reduce the intensity of the episode (pain intensity and duration of pain) by about 40%.

Biological validation
Each person has a threshold value from which exposure to specific triggers for each person will lead to a migraine (American Migraine foundation)

The Migraine Threshold

Attack Triggered

Migraine Threshold

Build up of Triggers

e.g. missed meal
e.g. late night
e.g. stress at work
e.g. menstruation

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Our solution:
Daily migraine forecast and personalized insights

Smartwatch

Use of market-available smartwatches of popular brands.

Continuous monitoring of smartwatch sensors.

AI Model

Artificial Intelligence models for migraine prediction, based on state-of-the-art research.

Mobile Application

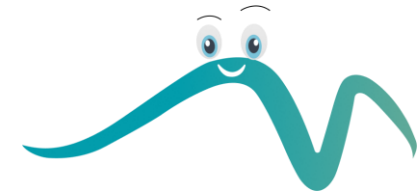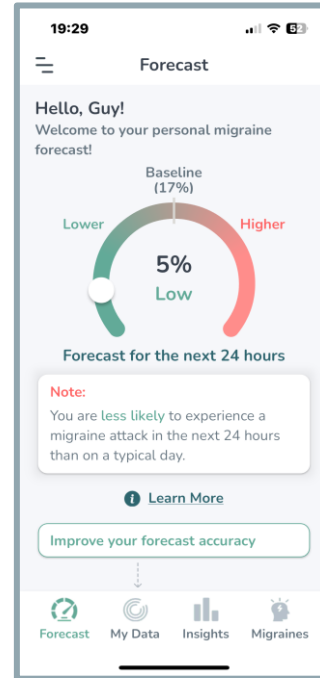Daily forecast of migraines based on accurate real- time predictions, 24 hours in-advance.

Personalized insights.

migraine predict

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I am In Control

- ✓ Preventive behaviors
- ✓ On-time migraine medicine
- ✓ Day plans adjustment
- ✓ Personalized insights
- ✓ Recommendations

'I am In Control'

* "Every patient is aware of their own personal best practices", Prof Ifergane, Chief Neurologist
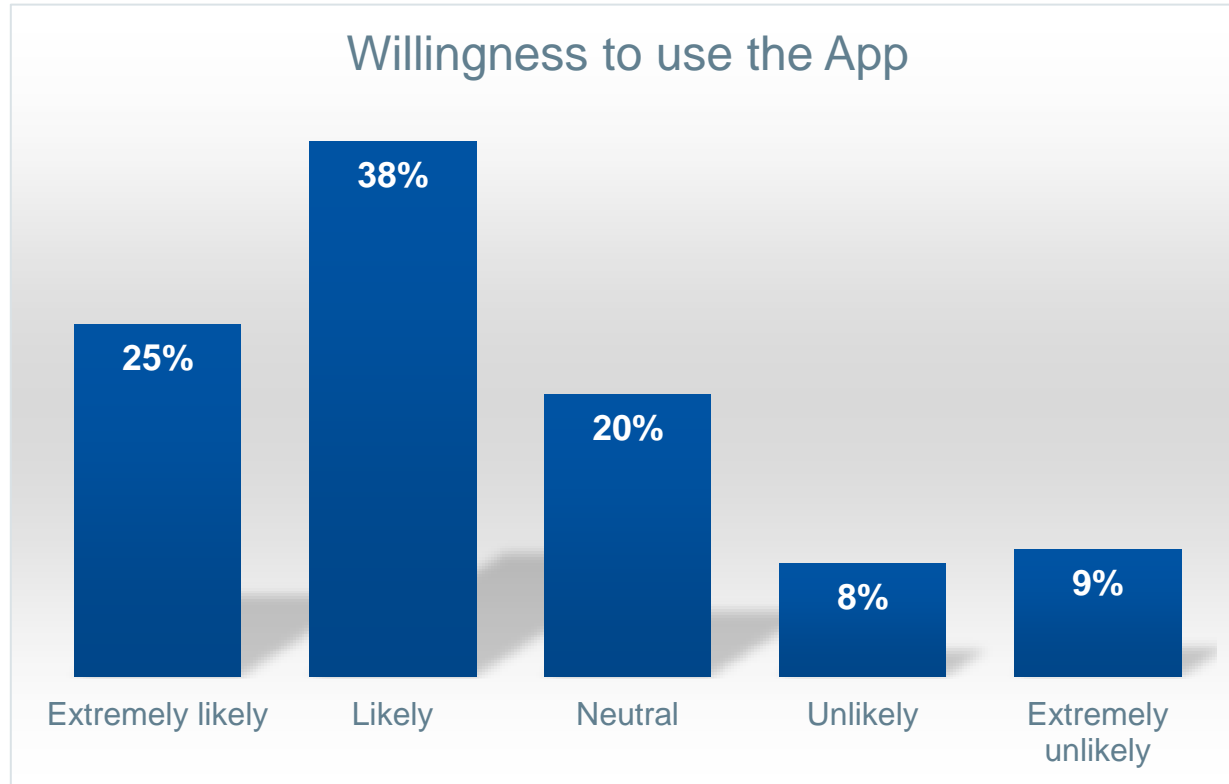
Impact: empowering individuals to take control of their migraines and live their lives to the fullest

- ✓ Higher certainty, 'I am in-control'
- ✓ Ability to plan ahead
- ✓ Lower stress
- ✓ Reduced freq & severity of attacks
- ✓ Improved quality of life

*"… these benefits will on their own be compelling for migraineurs to use the app. For example, I would find the ability to plan ahead **game-changing**"*

A person with Episodic Migraines, UK

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Customer feedback: survey with 800 respondents

Willingness to use the App

- Extremely likely: 25%
- Likely: 38%
- Neutral: 20%
- Unlikely: 8%
- Extremely unlikely: 9%

63% are Likely or Extremely Likely to use the App.

will pay $5 - $10 /month

I would love to know a day before it hitting me so I could prepare meals and snacks for my kids for when I'm unable to function with the pain.

Respondent to survey, mother

Hundreds of open comments from respondents. emphasize the importance of knowing in advance.

Results of a marketing test campaign in Facebook

Ad

Migraine Predict
Sponsored

Take Control of Your Migraines with Migraine Predict's AI-based Mobile App!
Master your migraines with Our Smartwatch-Connected App, Backed by Scientific Research.

🌡 Predict to Prevent: Get personalized forecasts, enabling preventative action.
📊 Know Your Triggers: Our science-backed algorithms analyze smartwatch data to identify migraine triggers.
🧍 Reclaim Your Days: Daily Forecasts allows you to plan ahead and say goodbye to surprise migraines.

STAY ONE STEP AHEAD OF MIGRAINES!

Migraine prediction, powered by AI

Start Now

FORM ON FACEBOOK
🔖 Sign Up Today for an Early Access Waiting List!...

Sign up

Targeting

Location:
• United States

Age
25 - 44

Gender
All genders

Detailed targeting
People who match:
• Interests: Apple Watch, Public health, Human nutrition, Sleep, Relax, Sleep and breathing, Healthy Habits, Garmin, The Paleo Diet, Health & wellness, Yoga, Vegan nutrition, Healthy diet, Fitness and wellness, Health club, Wellness Coach, health, Méditation (Thaïs), Paleolithic diet, Health care, Stress Free Living, Meditations, Medical research, Medicine, Smartwatch, Everyday Health or Plant-based diet
• Field of study: Fitness & Nutrition

Languages
All languages

Response demography

Demographics   Platform

Age and gender distribution

All   Results

Results

132 submitted their email within 1 month, budget 100ILS per day.

123 in Facebook form

37 directly in Migraine Predict landing page (some overlapping registrations)

$833 total spend, 30 days, $6.3 per lead

Achived: √ validation of offering attractiveness √ profile of interested audience √ willingness to share an email √ cost of acquisition √ Smartwatch brand stats √ feasibility of Facebook targeting, √ waiting list for Beta launch

Includes Info about Smartwatch type, name, email and Gender

Men
8% (10)
Cost per result: ₪19.45

Women
90% (111)
Cost per result: ₪24.39

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Our team

Guy Attar
CHIEF EXECUTIVE OFFICER

Founder of a successful AI startup, experienced executive manager

An entrepreneur and executive manager.
several senior positions: Chief Business Officer and Chairman at startup GeoX, Head of Innovation in Nokia Networks, Head of business - Data Services, Head of research - Nokia Siemens Networks, CTO Seabridge Networks

Prof. Dan Yamin
CHIEF SCIENCE OFFICER

Innovative healthcare researcher and solutions inventor.

Data driven models of communicable and non-communicable diseases to improve their prevention, detection and treatments.
A former faculty - School of Public Health at Yale University.
Author of 42 referred journal papers in top ranking journals.
Consulted to Sanofi Pasteur MSD, Merck, Clalit Health Services, Ministries of Health and Finance

Prof. Erez Shmueli
CHIEF TECHNOLOGY OFFICER

Cutting-edge data science engineer & researcher.

Research areas: AI models for healthcare, diseases and human behavior based on real-world data (e.g. wearables).
70 papers published in leading journals, 3 books & several patents.
software development and management in startups.
consulting services to Big tech companies.

Prof Avraham Almozlino
ADVISOR. Chief of the Neurology Division, Newton-Wellesley Hospital

Prof Gal Ifergane
ADVISOR. A world-renowned neurologist. Chairman, Division of Brain Medicine, Soroka Medical Center

Mark Ragusa
ADVISOR on U.S. Healthcare
Director of Clinical Technology at IQVIA ex-cofounder of Axial Exchange (health-tech)

Jeff Greenberg, MD
ADVISOR , Neurology. A board-certified Neurologist. private practice in the Princeton, New Jersey area.

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A solution based on clinical trials and data science

Background research in respiratory infectious diseases
o 4,000 participants, smartwatch signals , machine learning
o Heavily funded: EU funding (ERC): $2.2M , IL funding (ISF): $1.5M

Results
o Early detection of COVID-19, 93% AUC
o Early detection of headaches (in migraineus), 83% AUC

Our mobile app is currently used by migraine participants
o Migraine-focused clinical trial with 260 participants. Soon @480

Clinical trial with 4,000 participants

Migraine-focused clinical trial with 260->480 participants
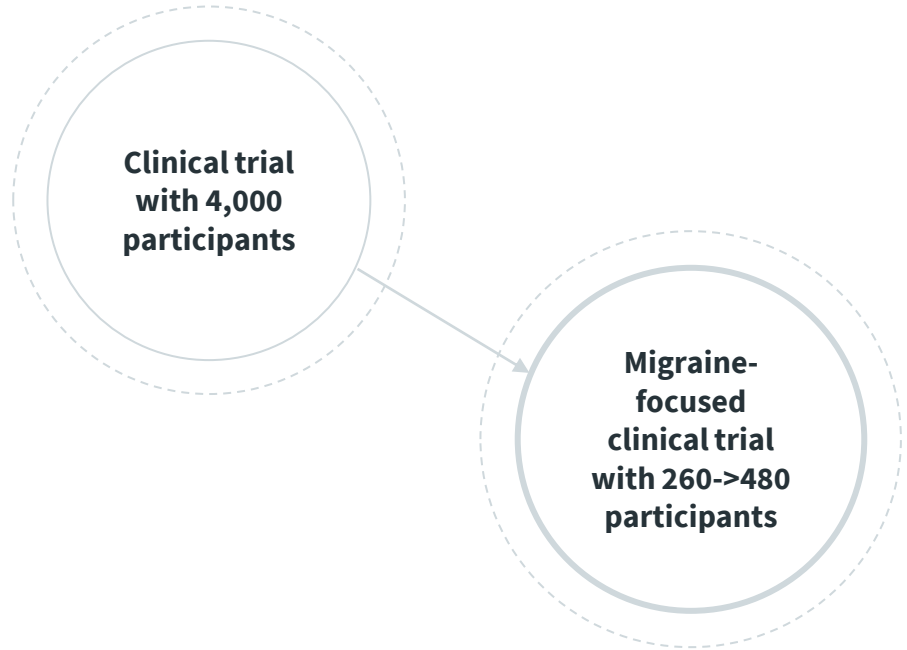
Growing clinical trial participation

Join Us as Participants in Breakthrough Migraine Relief Research

Clinical trial participants diagnosed with Migraines:

- ✓ Fill daily questionnaires
- ✓ Report migraine attacks
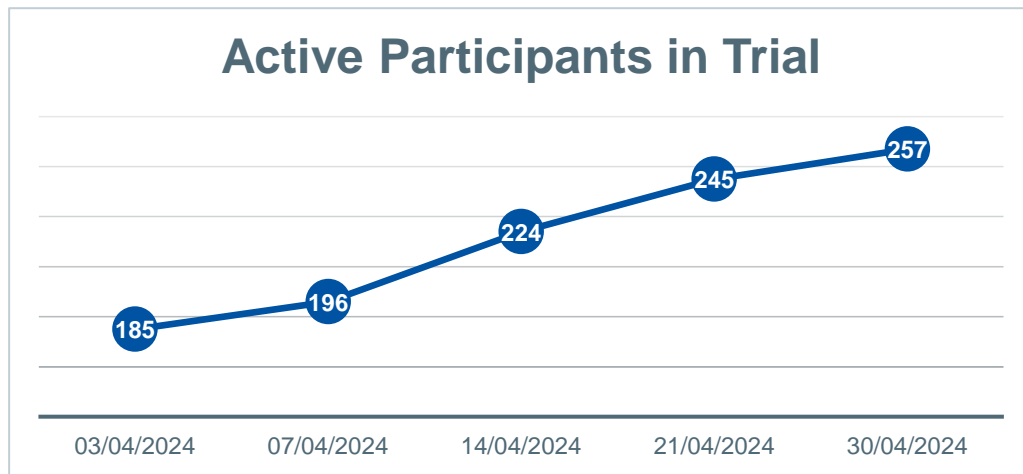- ✓ Wear Smartwatch as much time as possible

Step 1:
- Observational, for data collection and for tuning the ML models

Step 2:
- Intervention – introducing migraine attack prediction to participants and validating the effects

Active Participants in Trial

03/04/2024	07/04/2024	14/04/2024	21/04/2024	30/04/2024
185	196	224	245	257

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38,000,000

People with migraines in the US

$4,500,000,000

Immediate B2C addressable market in US

Based on bottom-Up calc: $120/year x 38M = $4.5B

Go-To-Market plan

Launch

Beta

1. B2C, App to Consumer, Paid subscriptions

Distribution through:
- Marketing - paid, organic, industry organizations, influencers, Social, inbound, referrals

Commercial partnerships with:
- Health & Wellness Apps, Clinics ,MD to recommend, Pharma, companion to Medicine

Models:
- Subscription: freemium or paid only

2. B2B , App integrations (SDK) , Migraine management as a Service

Integration Partners:
- Health & Wellness apps, Virtual healthcare apps, smartwatch co.

Distribution partners
- Health and wellness programs, Navigators, brokers, TPAs

Direct
- Small/medium employers

Models:
- Employer pays per engaged user per month
- Employee pays: Subsidized by employer (or discount)

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Validation with senior stakeholders in related brands*

Smartwatch and health app

Healthcare providers

Virtual Health care apps

Pharmaceutical

Advisory

HR @Employers

Migraine community
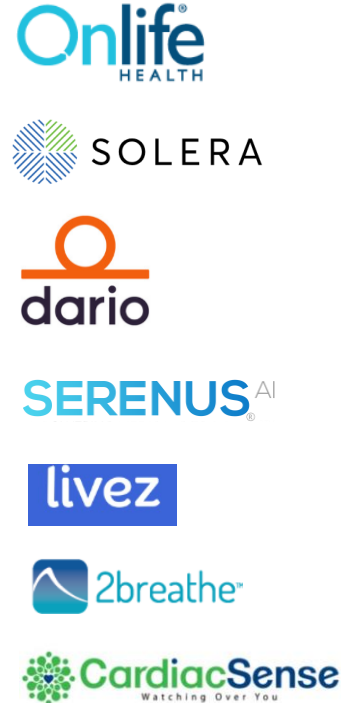
Clinical Trials

* and many more venture capital funds specializing in the healthcare market and health technologies

Our competitive advantage – nothing like this in any of our competitors

Assets

- Clinical trial infrastructure – heavily invested.
- Experience with executing a high quality clinical trial
- 300 features in AI framework,
- Coming: new patents planned

Tech innovation

- Explainable AI for migraine detection, recommender system, Unique architecture, noise elimination from very noisy features, Advanced models
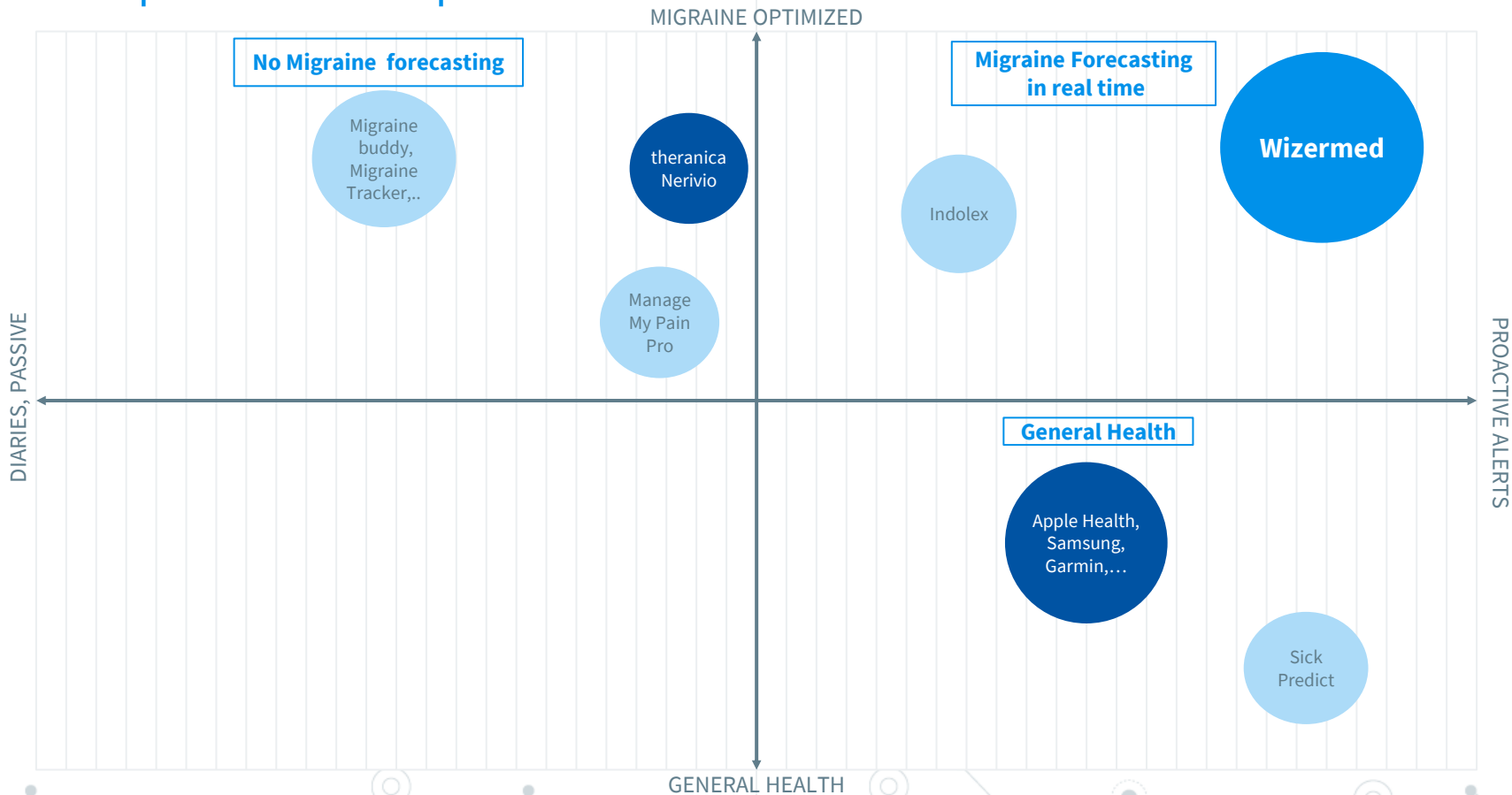
High quality data

Very **engaged** trial participants.

Lots of tagged data for machine learning!

Feedback Survey:

90% of participants were engaged, willingly contribute and happy with the management of the research.

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Competitor landscape

MIGRAINE OPTIMIZED

No Migraine forecasting

Migraine Forecasting in real time

Migraine buddy, Migraine Tracker,..

theranica Nerivio

Indolex

Wizermed

Manage My Pain Pro

DIARIES, PASSIVE

PROACTIVE ALERTS

General Health

Apple Health, Samsung, Garmin,…

Sick Predict

GENERAL HEALTH

Next milestones

Forecast
Test w users

US Beta
launch

2K users

10K users

2024

2025

2026

Seed

Next funding
Round

B2B
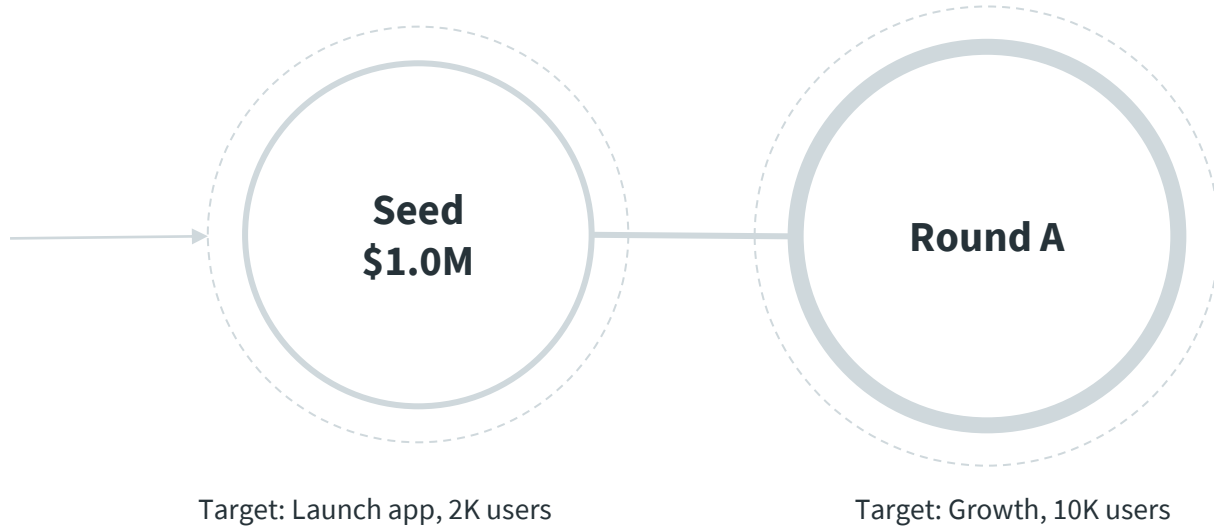partnership

Current activities:
- Clinical trial expansion and management, data collection
- AI Model dev, Prototype dev UX/UI, developers recruitment
- Market Validation, B2C and B2B
- Ongoing consultations with advisors (Medical and business)

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Funds to execute on our roadmap

Seed
$1.0M

Round A

Target: Launch app, 2K users

Target: Growth, 10K users

- Investment of $800K by eHealth Ventures + Israel Innovation Authority (*).
- We are inviting private investors to join this round with additional $200K. This offer is valid by end of May.

(*) The approval of the grant by the Israel Innovation Authority undergoes rigorous scrutiny, ensuring a robust vetting process.

Long Term mission gooes beyond Migraine.
Our solutions aim to enhance quality of life for individuals

Migraine Management Solutions

Migraine solution evolution: 24 alerts…   2hour alerts…   During attack… Post attack… Personalized medicine

Early forecasting of various health conditions

e.g Epilepsy, PTSD, Preeclampsia, Health risk scores , general health…..

"Our mission Is to pioneer research and development in digital health technologies that facilitate continuous monitoring, early detection and early treatment of health issues. Our solutions aim to reduce illness, enhance quality of life, and empower people to take preventive measures."

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Thank you!

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