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**Industry:**

Care Delivery and Care Management  
Drug Discovery and Pharma  
AI/ML in Medicine

**Product:**

**Patient-centered Analytic Learning Machine (PALM):** A platform for enterprise adoption and integration of AI/ML in hospitals

**Current Investors/Financing to Date:**

Montefiore Health System

**Amount of Financing Sought:** \$10m  
(used for scale, hardware design, and business/marketing)

- **Corporate counsel:** Barton LLP'
- **Executive Leadership**  
Parsa Mirhaji, CEO  
Saurabh Rawal, CTO
- **Scientific Advisory Board**  
Mark Musen (Stanford)  
Jack Smith (Texas A&M)  
Shahram Ebadollahi (Novartis)

**Executive Summary:**

Over the past two decades, through several grants from US Army, NIH, and partnership with Intel we have developed a big-data analytics platform optimized to enable healthcare systems (hospital systems, integrated delivery networks (IDNs), and pharma) to adopt and integrate Artificial Intelligence and Machine Learning at large scale (hundreds and thousands of collaborating AI/ML models) in such a way that the overall system can be digitally transformed towards a 'learning healthcare system', and change the patient experience from 'seeking care' to 'receiving precision care'

**Company History:**

**Cognome is incorporated by Dr. Parsa Mirhaji as a Delaware corporate.** Cognome is currently negotiating all necessary IPs from Einstein college of medicine and signing an strategic partnership with Montefiore Health System as its first customer and early adopter.

**Market Opportunity / Unmet Need:**

While 80% of IDNs have Level 1-3 analytic competencies, due to the technical competencies of our competition. This has led to Healthcare lagging behind all other sectors of economy in adoption of advanced analytics. Cognome provides key infrastructure necessary for analytic maturity of IDNs to enable and support level 7-8 analytic competencies. We believe Cognome technology and vision will create a net new market for analytics by disruptive introduction of an array of competencies that will effectively transform healthcare enterprise (similar to how introduction of iPhone, gave rise to a generation of products and experiences (smartphones) we can not leave without. The size of the overall market is predicted to grow up to \$53B by 2025. We anticipate to penetrate 8% of that market.

**Products/Services – Launched & Pipeline:**

Cognome products are 3 fold: **1) PALM as the underlying analytic platform.** PALM will be offered with 3 Licensing options enabling IDNs to pick the level of functionality and competencies they need. **2) Cognome Data Network.** Cognome will develop a federated data sharing and analytic community to build, validate, and deploy advanced AI/ML algorithms for IDNs (membership will be licensed). **3) 3<sup>rd</sup> Party Ecosystem Partners.** Cognome technologies and PALM platform will be used by 3<sup>rd</sup> Party Technology Partners (startups, data science teams, product developers etc),

**Commercial / Technical Milestones:**

We anticipate a contract with Montefiore at commercially reasonable price in next few weeks. We are in discussion with Intel and HPE to use their marketing and established networks to sign 1 or 2 more IDNs in next 18 months. This will create the necessary momentum and proof of market viability to support significant fund raising.

Technically, we have partnered with Intel and HPE to conceptualize, and develop a reference architecture for a hardware appliance optimized for PALM and datacenters specialized for healthcare (including Cloud solutions such as Azure and others).

**Intellectual Property:** There are several patents in different stages from granted, amending, disclosed and in preparation at play. Einstein office of technology management is engaged for exclusive licensing of all necessary IP.

**Competition:**

There are 3 Category of competitions we differentiate from: 1) AI/ML startups with niche point solutions, 2) Existing Healthcare data management companies and products (GE, Phillips, Health Catalyst,) 3) Big-data/Cloud solution providers (, Azure, Google Cloud etc). Our competition is mainly concentrated around level 1-3 competencies. PALM supports level 1-8 competencies.

**Financial Projections (Unaudited):** We project annual revenues between \$100-120m by year 5, through 3 lines of products and services.

Please indicate primary purpose of Presentation: Business Development