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Executive Summary:**Industry:** Medical Device**Financing:**

Financing to Date: 6 angels, \$350K.

Amount of Financing Sought: \$1.5MM

Use of Funds: Feasibility and clinical testing of Product 1, adjustment and initial production, MVP for software platform development, R&D for Product 2, legal and regulatory costs, salaries for team.

Team:**Co-Founders:***Eugenia Steingold, PhD:* Over a decade of experience working with autistic children, including diagnosis and treatment.*Katya Sverdlov, CFA, Esq:* Over 2 decades of experience in investment banking, legal services and start-up companies.**Scientific Advisory Board***Michael Hamblin, PhD:* Associate Professor at Harvard Medical School. World leading specialist on photobiomodulation.*Margaret Naeser, PhD:* Research Professor of Neurology, Boston University School of Medicine. Leading neuroscientist on using photobiomodulation for conditions such as Stroke and TBI.*Ali Mostashari, PhD:* CEO and Co-Founder, LifeNome. Member of World Economic Forum Futures Council.*Eugenia Rutenberg, MBA:* Over 20 years of experience in precision medicine, computational research and product launches.*Ella Averbukh, MS, SLP-CCC* Speech language pathologist. 16 years of experience working with ASD children in both school and clinical settings.*Michael Ashikhmin, PhD MS* in Physics and Chemistry, PhD in Computer Science. Over 10 years of Wall Street and start up experience in building machine learning models.**Executive Summary:** The JelikaLite Precision Autism System (JPAS) provides an innovative treatment of autism spectrum disorder (ASD) in children. The treatment is an integrated approach of:

- improving a child's brain connectivity through transcranial photobiomodulation,
- personalized skill development through online learning modules, and
- continuous data collection, analysis and personalized recommendations.

Company History: JPAS is designed to provide an effective home-based personalized treatment that does not require the physical presence of a therapist. This enables the child's therapy to continue for patients who are unable to find or afford trained therapists or who are not able to see their therapists during enforced periods of isolation, such as quarantine.**Market Opportunity / Unmet Need:** According to the CDC, 1 in 54 children is diagnosed with ASD in the United States and there are over 3.5 million Americans living with ASD today. According to Autism Speaks, in 2015 the US spent more than \$268 billion a year on caring for individuals with ASD; these costs are projected to rise to \$461 billion by 2025. US lifetime costs per individual are approximately \$3.6 million. There are 62MM people living with ASD in the world. There is no cure for this disease.**Product / Technology / Intellectual Property:**

- The physical device delivers treatment through transcranial photobiomodulation. It is a non-invasive wearable device that uses infrared light delivered through LEDs, to reduce brain inflammation and increase brain connectivity.
- The software platform provides initial assessment of the child, captures ongoing data (use of physical device, use of platform's learning modules, and parents' input of qualitative information), and, through data analysis, provides progress reports and personalized recommendations.
- Two provisional patent applications were filed for the synergy of the two treatment methods.

Competition / Competitive Advantage:

- There is no known cure for autism. Popular evidenced-based treatments are Applied Behavioral Analysis (ABA) therapy and medications. ABA therapy costs \$60,000 a year, must start around 2-3 years of age to be effective, requires 3-4 years of continuous treatment and one-on-one instruction for 20-40 hours a week, and does not work for all children. FDA approved medications for autism - risperidone and aripiprazole – treat irritability but do not treat underlying autism characteristics (communication difficulties and social challenges). There are some off-label drugs used, but they frequently have side effects and their dosage is hard to personalize.
- Our product treats the underlying cause of autism and enables personalized analysis and adjustment. The software platform can integrate autism learning modules from various providers and clinically assess their effectiveness. The on-going data collection, analysis and personalization will create a competitive advantage that will be difficult to replicate.
- Our product will enable children to integrate into society, parents to receive a home-based cost-effective treatment, therapists to track progress and efficacy of existing interventions, payors to spend less money on an effective treatment and government to spend less money on lifelong education and residential care.

Commercial / Technical Milestones. Alpha version tested for comfort. Market research with parents and therapists. Beta version of the physical device ready for feasibility testing. Initial assessment for platform developed. Three provisional patent applications filed.**Financial Projections:** 1st year revenue: \$300K. 4th year revenue: \$52MM.**Assumptions:**

- Timing: Product 1 (children older than 2) and Software Platform sales begin in 2021. Product 2 (children younger than 2) sales begin 2022.
- Product 1: FDA clearance in 2021, US payor approval and European CE in 2022.
- # of units of Product 1 sold in 4th year: 20,000 in US, 90,000 rest of the world.
- # of units of Product 2 sold in 4th year: 60,000 in US, 117,000 rest of the world
- US Price for Product 1: \$3K; US Price for Product 2: \$250; Price in rest of the world 1/6 of US. COGS of Product 1: \$350. COGS of Product 2: \$75.
- Software Platform can be used independently of the physical device