



Guadalupe Astorga, Ph.D.
+1 315 832 1254
gastorga@rockefeller.edu
3406 36th Ave, 2A, 11106, NYC

Industry: Digital Therapeutics

Management:

Guadalupe L. Astorga, PhD
Neuroscience – Founder, CEO
Beth Grazcyk, Co Founder, COO

Board:

Seeking members

Scientific Advisory Board

Charles Gilbert, MD, PhD
Seeking other members

Number of Team Members: 3

Funding to date:

Shapiro-Silverberg Pilot Award:
\$15,000

Donors: \$10,000

Women & Science

Entrepreneurship Fund: \$50,000

Financing Sought: \$500K

Runway: 2025

R&D: \$250

Pilot Studies: \$30

IP: \$ 50

Operating Costs: \$ 120

Overhead: \$ 50

IP (seeking):

Software Copyright
License

Legal: Wilson Sonsini

Business Description/Company Background:

TopDown Therapeutics creates personalized software applications to provide vision therapy and communication tools to help for autistic children build routines and gain independence in their daily lives. These solutions are based on neuroscience visual perception and perceptual learning research from The Rockefeller University (RU).

Market Opportunity/ Unmet Need:

Only one third of autistic children receive the mental health services they need due to insufficient number of therapists and the high cost of one-on-one therapy. The digital therapeutics (Dtx) market is expected to reach \$56 billion by 2025 and autism treatment, \$5 billion by 2029. By creating customizable Dtx including academic materials and curriculum aids, teachers, caregivers, and parents can benefit from using TopDown Dtx's software solutions.

Commercial/ Technical Milestones:

Achieved: A proof of concept trial was conducted at the RU Hospital with 60 participants in 2022 to test the image processing methodology that will serve as foundation to develop the software solutions.

In progress: Second pilot to test additional software features.

Competition/ Competitive Advantages/ Customer Benefits:

Existing solutions focusing on communication and visual schedules: XL, Leeloo AAC, Proloquo2Go, Birdhouse, Choice works and Boom. These solutions do not meet user experience needs. TopDown DTx offers a unique and fully customizable user experience that adapts to the needs of each child and their caregivers, teachers, and educators.

Financial Forecast:

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue (in thousands)	\$150	\$320	\$700	\$1900	\$4000
Growth Rate	-	100%	100%	150%	100%
Gross Profit	-	\$50	\$156	\$1300	\$3400
Gross Margin	-	16%	22%	68%	85%