

Consumer Empowerment for Better Care
Ran Shaul, Co-Founder, and Chief Product Officer
K Health

Questions for Biotech/Pharma; Medical Devices and Health IT/Digital Health categories:

Investment Rational

Briefly describe the company's technology or therapeutic focus. The market opportunity, progress made to date key partnerships or joint ventures. Management strengths
K is the only real data evidence based consumer health platform using true machine learning – to help people understand the answers to three core health questions:

- 1) What do I have?
- 2) How can I be sure?
- 3) What are all the different ways to treat it?

K consumer empowerment health app covers approximately 200 conditions, including many of the most common medical conditions as well as several crucial emergencies. All of our data and intelligence comes directly from tens of millions of clinical setting health records.

- **Business Strategy**

Briefly describe how the company will apply its core technology,
Generate near-term and long term revenues

K is a free app to help consumers make better health decisions.

- **Core Technology**

What is the technology, its uniqueness and its value proposition

A machine that can mimic a doctor-patient symptom related conversation from mining tens of millions of anonymized conversations captured in a free-form text in medical records to provide patients with a set of probabilities for conditions and treatments people with similar symptoms and medical history had.

- **Product Profile/Pipeline**

Describe companies' product/pipelines, current status and market potential. Discuss milestones, potential collaboration and partnership

After very successful launch in Israel, we are launching in the US and UK.

- **What's next?**

R&D
Preclinical / Clinicals
Organizational plans
Financial plans

We are rapidly expanding our Israel based R&D office while we are building user demand in the US and UK.