

FLYVHEEL

Research is a Significant Underserved Opportunity

\$50 Billion Spent Each Year on Imaging Related Research, New AI driven growth emerging



Massive Volumes
of Untapped Data

Clinical Data

Research Centers

Research Labs

Data Not Ready



Unprecedented
Compute Power

Machine Learning

Big Data Analytics

Cloud / GPUs / TPUs

Increasing Scale
& Complexity



Demand for
Collaboration

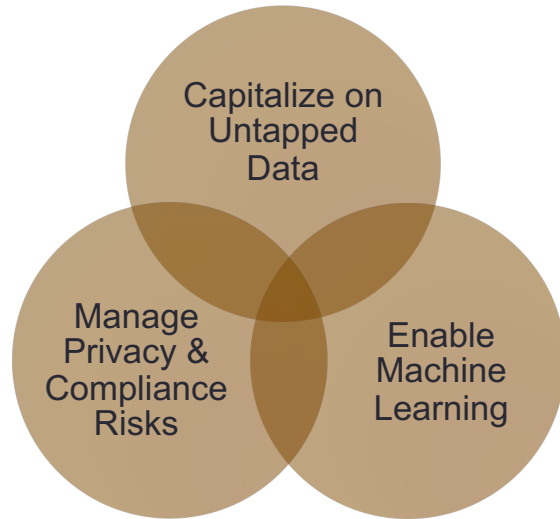
Sharing Mandates

Multi-Center Studies

High Speed Connectivity

Data Privacy &
Compliance Risks

Strategic priority for leading research institutions
seeking new solutions to keep pace with AI driven innovation...



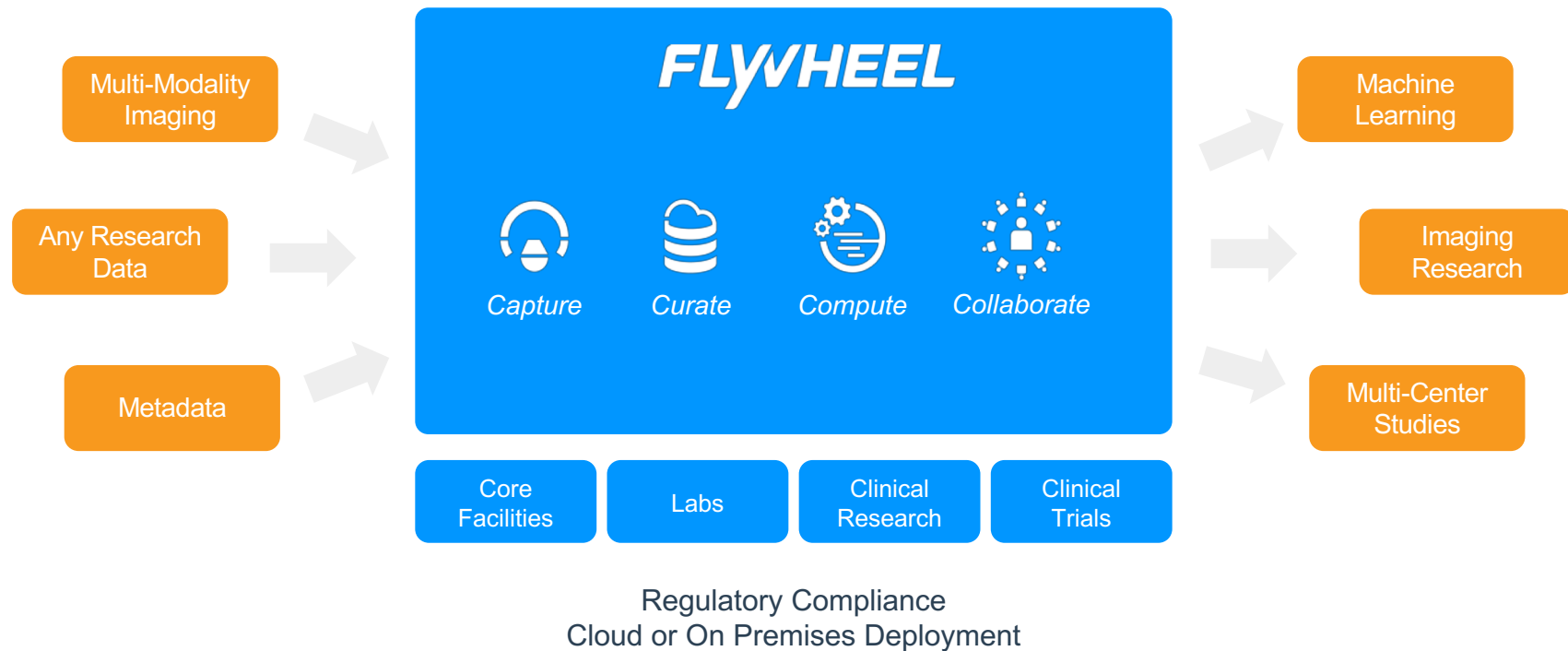
Economic Value

Intellectual Property

Competition

Flywheel is a Research Data Management Solution

Initial Market Focus is Biomedical Imaging (Very Strong in MRI / Neuro)



FLYVHEEL

The Researcher's Platform for Data, Analysis, and Collaboration



Capture

- Imaging Modalities
- Any Data Source
- De-Identify at Source



Curate

- Metadata
- Indexing & Search
- Research Hierarchy & Workflow
- Quality Controls



Compute

- Pre-processing & Pipelines
- Containers
- Elastic Scaling / Clusters



Collaborate

- Multi-lab, Multi-site
- Data & Algorithm Sharing
- Access Controls
- Regulatory Compliance

Flywheel Solutions

Research Institutions (Academic and Clinical)

Core Facilities

- Productivity & Convenience
- Archive & Protect Data
- Data Reuse (Machine Learning etc.)
- Data Privacy

Labs

- Historical & External Data
- Full Pipelines & Analytics
- External Collaboration & Sharing
- Reproducibility

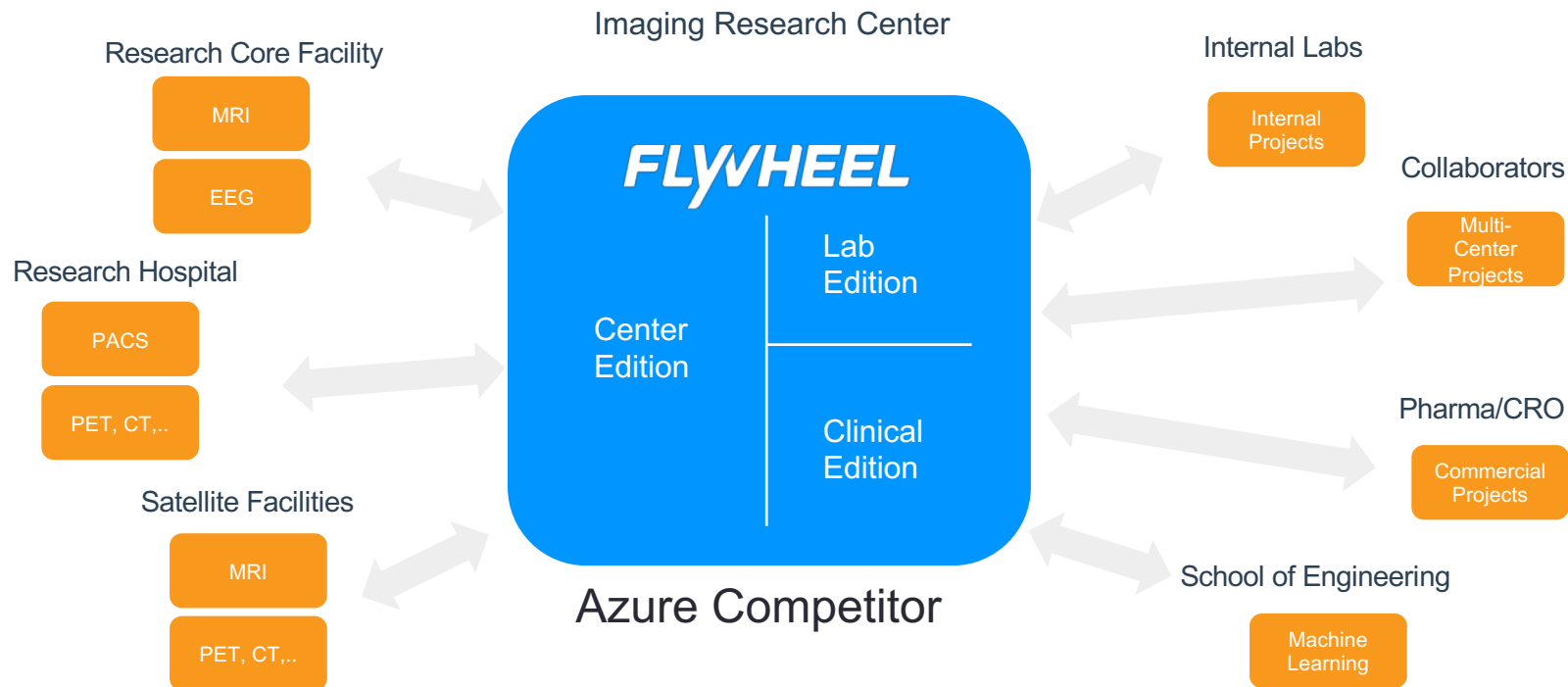
Clinical Research

- PACS Integration
- Data Privacy
- Research Workflow
- HIPAA Compliance

Clinical Trials

- Multi-Center Collaboration
- Data Privacy
- CRO Integration
- 21 CFR Part 11 (Planned)

Columbia University Example



Packaging & Pricing

	Core Facility Edition	Lab Edition
Focus	Data Management Only	Full Data Management & Pipeline Processing
Applications	<ul style="list-style-type: none">• Core Facilities• Multi-Center / Data Only	<ul style="list-style-type: none">• Research Labs• Clinical Research Labs• Multi-Center w/ Data Processing
Features	<ul style="list-style-type: none">✓ Scanner Integration✓ Data Management & Search✓ Basic Pre-Processing	<ul style="list-style-type: none">✓ Scanner Integration✓ Data Management & Search✓ Basic Pre-Processing✓ Historical & External Data✓ Full Pipeline Processing✓ Analytics API✓ Customer Gears✓ Data Provenance
Pricing Models	Per Session (Starts @ \$35/session) w/ Minimum Annual Commitments Discount Based on Volume	Per Session (Starts @ \$250 / session) w/ Minimum Annual Commitments Discount Based on Volume
	Can package core w/ lab optional	Subscription Based on Grant Size (typically 3-5% of grant) Not to Exceed 6% of Grant

Flywheel Solutions Packaging

Research Labs
Data Management & Computation

Core Facilities
Data Management Focused

10x Data and Compute

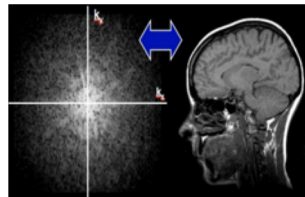
Scanner



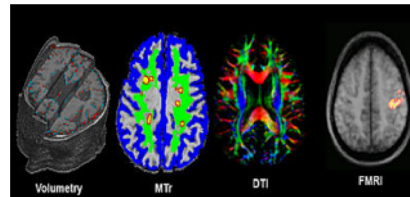
Acquisition



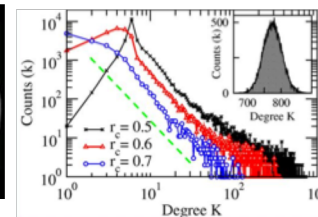
Reconstruction



Biomarkers



Statistics



Publish



Key Personas and Their Interests

- **Strategic / Institution / Med School**

- Chief of Radiology / Neuro Radiology (Clinical)
 - Use clinical data for strategic AI initiatives / Develop and evaluate new AI apps using their clinical data
- Dean of Research
 - Position the institution for AI in academic and clinical setting / maintain or increase leadership position / funding
- VP Informatics / Research IT
 - Enable research on clinical data, particularly AI, while handling regulatory compliance

- **Imaging Centers**

- Imaging Research Center Director
 - Integrate core facility and labs (and clinics) while positioning center for AI / maintain center differentiation & prestige / Drive funding for Center
- Core Facility Director (School of Medicine, or School of Psychology)
 - Improve/modernize services at the core facility to make internal customers happier and save on costs, regulatory compliance

- **Research Labs**

- Principal Investigator (Academic and/or Clinical – owns a lab)
 - Improve lab productivity while positioning as an innovator, publish and create a brand/ name, get more funding
- Phd / MD – Clinical Researcher (Clinical)
 - Use clinical data in a research context, often AI, while improving simplicity & productivity – publish fast
- Lab Manager
 - Provide infrastructure to keep lab / PI happy – sometimes drives purchases, at least influences

Customer Interests

	Role / Title	Strategic AI	Regulatory	Research Productivity	Clinical Data	Funding
Strategic / Institution / Med School	Chair Radiology / Neuro radiology	****	**	****	****	****
	Dean Research	****	**	**	***	****
	VP Informatics / IT	***	****	**	***	**
Imaging Centers	Center Director	****	**	***	***	****
	Core Facility Director	***	**	***	**	****
Research Labs	Clinical PI	***	**	****	****	****
	Academic PI	***	*	****	**	****

Current Customer List

INSTALLED BASE

- UC San Francisco (UCSF)
- Columbia University Zuckerman Institute/SEAS
- Nathan Kline Institute
- NY Psychiatric Institute
- VA Palo Alto
- UC Irvine
- Stanford Lucas Center/CNI/Pain Center
- Technical University Munich (TUM)
- University of South California (USC)
- Mount Sinai (NYU)
- NYU – Department of Psychology
- UPENN
- University of Wisconsin
- University of Minnesota
- University of Michigan
- Baylor CAMRI
- Peking University
- CiNet (Japanese Institution)
- Spinoza Center (Amsterdam, Netherlands)
- University of Zurich (Switzerland)
- UMC Utrecht (Netherlands)
- Three Pharma sites

PAPERWORK PENDING

- Carnegie Mellon University/University of Pittsburgh
- MUSC
- Univ. of Texas Healthcare
- Univ. of North Carolina (UNC)
- John's Hopkins University
- Thomas Jefferson University
- MIT
- Mayo Clinic (Minnesota)
- University of Calgary
- Washington University - St. Louis
- Rhode Island Hospital
- Brown University