

**DEEP
KNOWLEDGE
ANALYTICS
*PHARMA DIVISION***

Pipeline of Commercial Products and Services

DEEP KNOWLEDGE ANALYTICS PHARMA DIVISION OVERVIEW

Key Areas of Expertise

AI

Pharma

Deep Learning

Biomarker Development

Drug Discovery

Deep Knowledge Analytics is the leading DeepTech-focused analytical agency, producing advanced analytical reports on DeepTech and frontier-technology industries using sophisticated multi-dimensional analytical frameworks and algorithmic methods that combine hundreds of specially-designed and specifically-weighted metrics and parameters to deliver sophisticated market intelligence, pragmatic forecasting and tangible industry benchmarking.

The **Pharma Division of Deep Knowledge Analytics** aggregates the most advanced team of analysts and experts to produce customized case studies and deep industry analysis for the top executives of big pharma corporations. Its reports cover a number of converging sectors, including AI for Drug Discovery, the systemic declining efficiency of R&D of Big Pharma corporations and the rise of Tech-corporations entering healthcare and drug discovery space.

Pipeline of Products

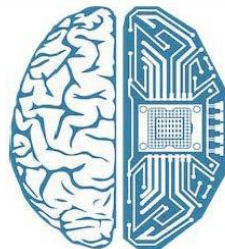
Open Source Analytics:

- Ranking of the “AI-Friendly” CEOs and Board Members of Pharma and Tech Corporations;
- Top Analysts AI in Pharma;
- Ranking of Corporations Applying AI for Drug Discovery and Advanced Healthcare;
- Top 30 Women Leaders in AI for Drug Discovery.

Proprietary Analytics:

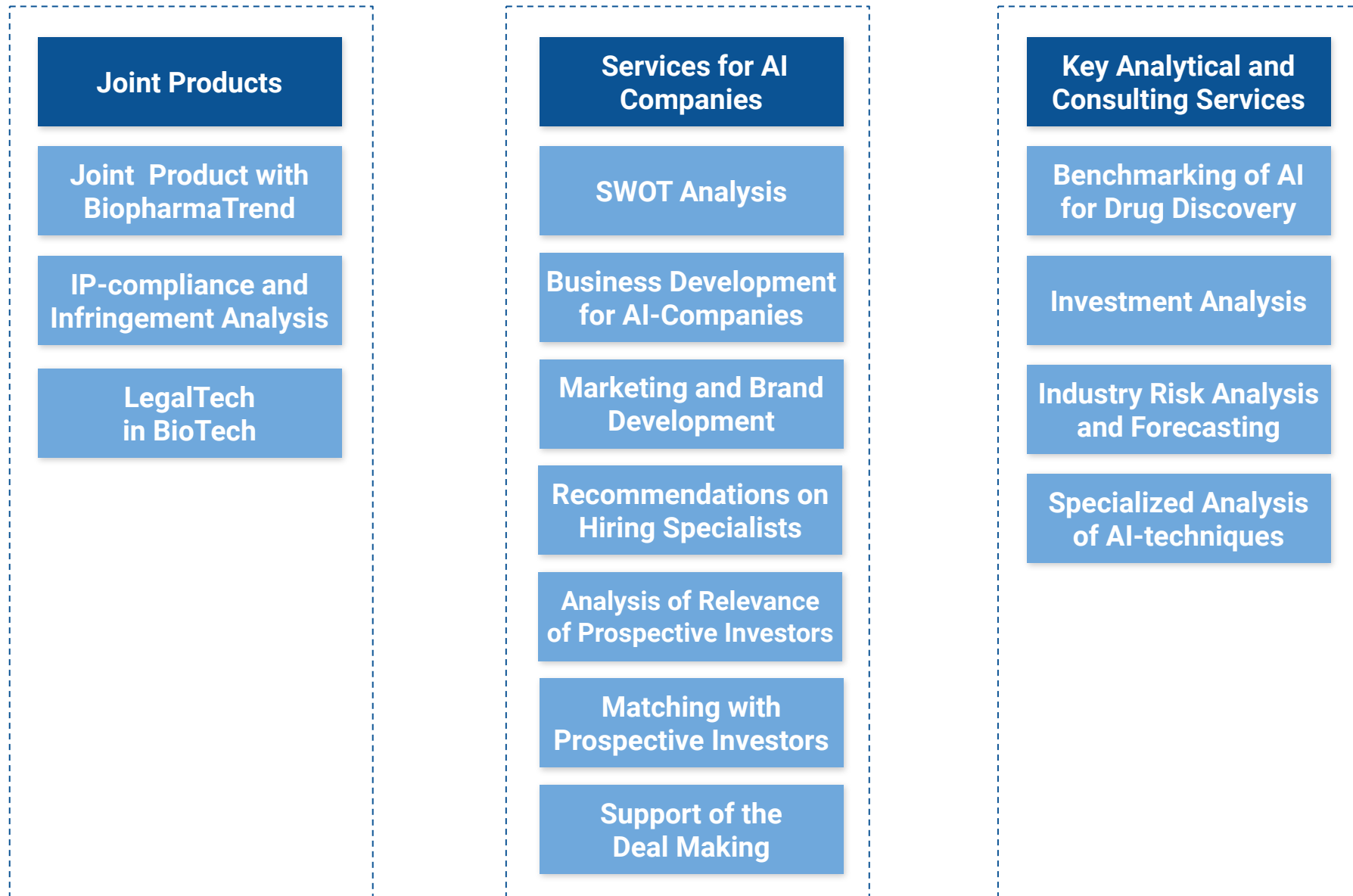
- Comparative Industry Analysis and Classification Framework;
- Ranking of Investment Funds;
- Declining Efficiency of R&D in Pharma Corporations;
- Enhanced Analysis: Top-30 AI Companies;
- Pharma AI Stock Analysis.

The **Pharma Division of Deep Knowledge Analytics** produced five case studies and analytical reports focused on AI for Drug Discovery sector in 2018, setting the gold standard for analytics on this topic. On multiple occasions, it was covered by top media such as Forbes and the Financial Times. Its opinions, insights and forecasts have been recognized and widely referenced by top executives at the level of senior Vice-Presidents of Big Pharma corporations, such as Johnson & Johnson, Merck, GSK. Recently, [MIT named this division as a top technology think-tank](#), acknowledging the AI ranking framework it developed.



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We have a team of over 40 experienced analysts spread across the UK, USA, EU, and Asia focused on delivering tailored as well as general analysis to the Pharma and Chemical corporations, AI-companies, governmental organisations, NGOs, and R&D centres.



Our key analytical and consulting services will provide your company with an access to a highly specialized expertise and to end-to-end scope of advanced analytical products

ANALYTICAL PRODUCTS AND SERVICES PIPELINE

- 1 LegalTech in BioTech
- 2 Joint Product with BiopharmaTrend
- 3 IP-compliance and Infringement Analysis
- 4 Business Development for AI-Companies
- 5 Benchmarking of AI for Drug Discovery Sector
- 6 Deep Comparative and SWOT Analysis for AI-Companies
- 7 Media, Marketing and Brand Development for AI-Companies
- 8 Recommendations on hiring specialists relevant for the company
- 9 Forecasting of AI-techniques and assessment of new techniques
- 10 Support for AI-Companies with Matching with Prospective Investors
- 11 Investment Analysis and Enhanced Due-Diligence for Investment Funds
- 12 Analysis of Relevance and Safety for Engagement with Prospective Investors
- 13 Support for AI-Companies the Deal Making with Pharma/Chemistry Corporations

Our services will help your company to:

- *Obtain a better understanding of your market positioning and to enhance your value proposition to the market;*
- *Engage with a number of top executives of Pharma, Chemical and Tech corporations and to establish commercial relationships (deals, collaborations, contracts, etc) with them;*
- *Raise a new investment round in the future;*
- *Focus on enhanced strategic brand development, increasing its recognition and visibility on the market.*

Specific scope of services we can provide:

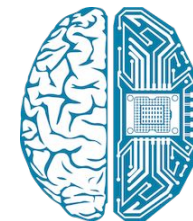


LegalTech has grown to be connected more with technology startups obstructing the tradition of law by giving people access to online software that reduces the need to consult a lawyer, or by connecting people with lawyers more efficiently through online marketplaces.

DKA AI Pharma Division can provide you with:

- Document and Contract Management;
- Legal Marketplaces and Networks;
- Practice Management Software;
- Electronic Data Discovery;
- Tools to connect clients with lawyers;
- Marketplace for completing legal content;
- LegalTech Expert Systems.

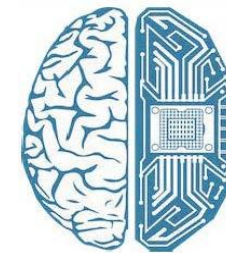
Technical abilities of our LegalTech Services help to control the company's in-house and outer processes: creating the checklists of problems, store and organize documents, succeed legal methods and more extra.



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BioPharmaTrend.com (“BioPharmaTrend”) is a market and industry analytics platform for investors, analysts, researchers and business leaders, helping them obtain knowledgeable insights into emerging technologies and trends in pharmaceutical R&D. BioPharmaTrend also hosts articles contributed by top industry professionals and thought leaders, including researchers, top-managers and business leaders.

BiopharmaTrend.com



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Deep Knowledge Analytics offers its customers a way to work with market research data via a user-friendly analytics interface, allowing them to access data visualization about AI-companies in the pharmaceutical space. Being powered by BPT Analytics platform, this service allows our customers to generate automatic simplified analytical reports for the initial phase of their business insights, at a flat fee. Further, they can request more comprehensive reports, tailored to their specific needs by DKA experts.



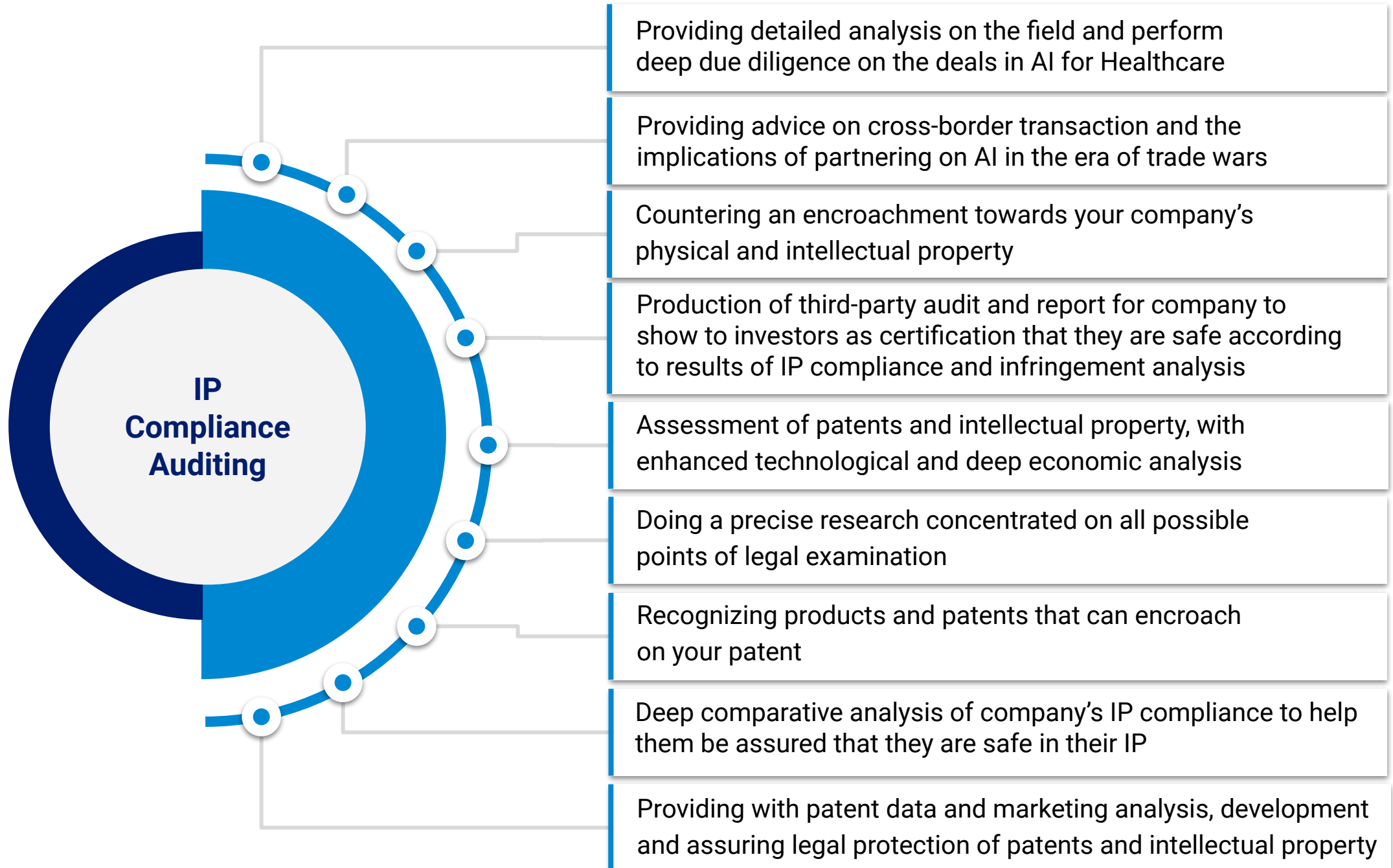
Many of the pharmaceutical companies are exploring the applications of Artificial Intelligence. Most of the pharmaceutical companies are at least five years late to the game and even some of the most experienced data science experts in Big Pharma are confused about who is who in the AI startup world and the emerging technologies.



Many Chinese companies are now doing cheap knockoffs of the state of the artwork done by the pioneering companies in the field and are infringing on prior art developed using millions of dollars. Partnering with a wrong company in AI in China, EU or even in the US may lead to a major cross-border conflict as the AI is fluid.



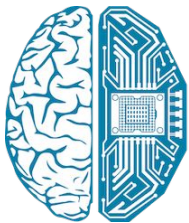
It is important for the Big Pharma partners to ensure IP-compliance and ensure that partnering with the AI companies does not infringe on prior IP. The implications of making a mistake will be massive as the integrated AI methods may propagate into the company products, drugs, targets and analytical tools. One mistake may cost billions of dollars and affect the company stock price.



We can estimate that there will be four key segments of the services to be provided. We will prepare a separate agreement for each of them, which will specify all corresponding details, budget, timeline and specific deliverables. Depending on the specific elements, the total budget will vary between \$15,000 for the first stage and between \$50,000 and \$100,000 for a 1-year strategic cooperation program, as follows:

- 1 Program to support establishment of deals with Pharma-Chemical corporations:** estimated budget of \$5,000-\$10,000 per quarter, plus agreed upon finders fee;
- 2 Investment relations support for the next investment round:** estimated budget of \$5,000-\$10,000 per quarter plus agreed upon finders fee;
- 3 Deep market analysis - Comparative/Competitive and SWOT analysis:** estimated budget - \$15,000, timeline - 4 to 6 weeks. The resulting document will comprise of approximately 150-200 pages with approximately 10 pages of analysis dedicated to each of the applicable competitors, approximately 50 pages - to analysis of the market and potential clients, and approximately 30 pages - to SWOT analysis;
- 4 Composite programme for marketing and business development strategy:** estimated budget \$10,000-\$20,000 per each of the first two quarters, and \$5,000-\$10,000 for Q3 and Q4.

This set of separate annexes to the general MOU will be structured in such a way that you will be able to tailor and regulate overall contract scope, timelines and deliverables in a flexible mode, adjusted to your interests and overall strategy and tactics, with a clear understanding of the execution and accomplishment of intermediate results for each element of the scope of work.



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It will require additional consultations with your company to identify the exact scope of work which will be the most relevant for your specific case, and depending on the scope we will be able to provide you with more detailed budget for 3 - 6 - 12 months period. Based on our previous experience with similar cases, the estimated overall budget will be in the range of \$50.000 to \$100.000 for 1 year period.



Benchmarking of AI for Drug Discovery Sector: Comprehensive Comparative Analysis of all Players in the Field



In order to develop a robust strategy to grow your business in a technological and scientifically complex market, it is essential to have a clear overall picture of the sector, with all its key players, their competitive positions, deals, relations, and relative strength and weaknesses. To address this need, Deep Knowledge Analytics offers a service of benchmarking the entire scope of key players in the field of AI-driven drug discovery, including deep analysis and ranking based on multiple parameters.

Deep Knowledge Analytics maintains an internal and constantly updated rating of AI-driven companies in the pharmaceutical industry, which can also be accessed by our customers. Our analytics that combines hundreds of specially-designed and specifically-weighted metrics and parameters to deliver sophisticated market intelligence, pragmatic forecasting and tangible industry benchmarking.





Your brand is defined by a customer's perception of your business. A brand development strategy for AI-companies is a comprehensive plan that focuses on the long-term development of your brand purpose, consistency, and emotional impact. It defines how you differentiate from the competition with a unique identity.

1

Recommendations on how to improve your branding and attractiveness of the company's existing marketing materials on the website and other online platforms;

2

Production of advanced presentation decks, teasers, one pagers utilizing sophisticated infographics, design and approaches already proven to be a success within DKA and its partners;





3

Recommendations on how to engage most proactively with top-tier media and to enhance the overall brand recognition of your company through strategic engagements and interactions with influencers.

Deep Knowledge Analytics Pharma Division offers comprehensive research on the companies (primarily startups), applying artificial intelligence technologies for drug discovery, biomarker development, and other pharmaceutical research tasks. Considering an unprecedented level of expertise that is required to implement machine learning/AI technologies to domain specific tasks, such as drug discovery, we have gathered a multidisciplinary team of consultants and analysts which can perform technology evaluation and overall company due diligence to understand companies key strength, weaknesses, opportunities and threats (“SWOT”).



This service also includes the following:

-  Identifying the key strengths and weaknesses of the company compared to the overall competitive landscape;
-  Weaknesses and ways to improve them;
-  Key areas they are already strong in;
-  Specific recommendations on how to improve their overall, composite rank and standing in the industry.

Deep market analysis - Comparative/Competitive and SWOT analysis: estimated budget - \$15,000, timeline - 4 to 6 weeks. The resulting document will comprise of approximately 150-200 pages with approximately 10 pages of analysis dedicated to each of the applicable competitors, approximately 50 pages - to analysis of the market and potential clients, and approximately 30 pages - to SWOT analysis.

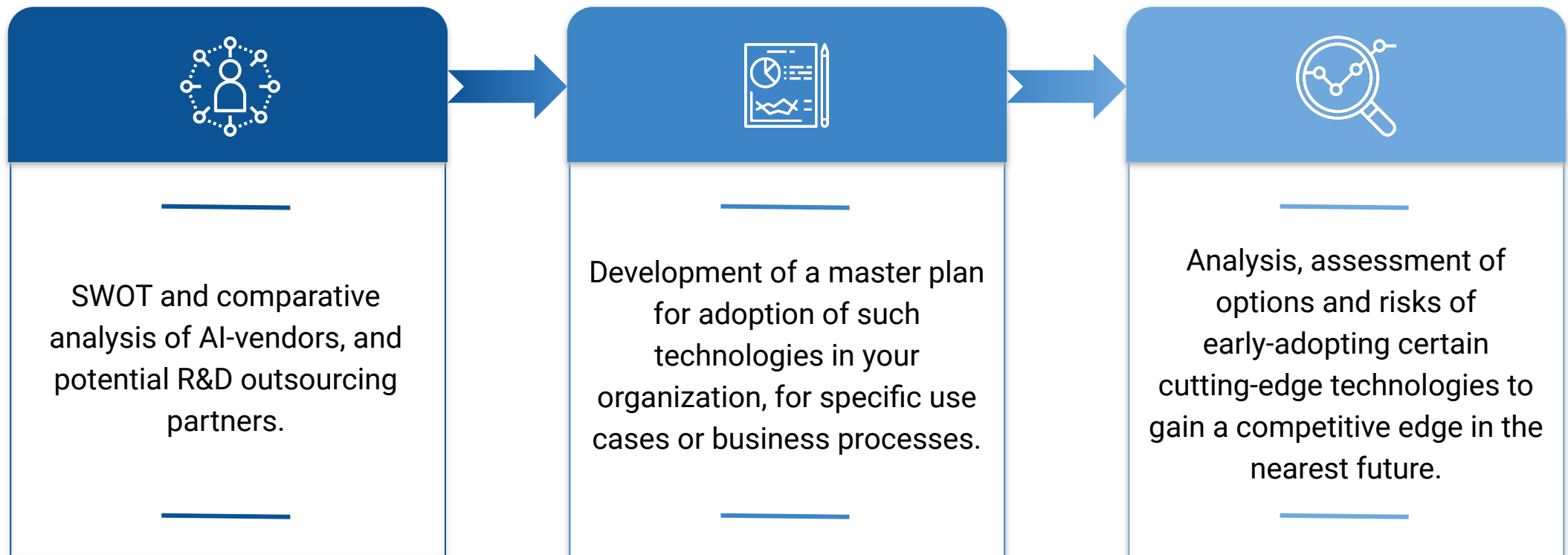


Advice on Hiring Specialists

- Analysis of the specific strengths and weaknesses of your team(s) of specialists;
- Recommendations for the hiring of new specialists or stronger specialists to enhance the pertinent division of your company;
- Competitive landscaping and overview of the “AI Brain Drain” and advice on how to combat it;
- Prospective regions like India and Eastern Europe where AI specialists could be gotten inexpensively.

Due Diligence on Strength of AI Techniques and Forecasting on Newest AI Techniques Likely to be Incorporated into Drug Development in 3-5 years.

In order to compete in the future, it is crucial to be an early adopter of game changing technologies, like various “flavors” of AI landscape. To address this need, DKA offers strategic insights, including the following:



SUPPORT OF AI-COMPANIES FOR MATCHING WITH PROSPECTIVE INVESTORS

AI for Drug Discovery and Biomarker Development industry has a large potential to impact the whole biopharma industry essentially. Knowledge of the key investors in this industry is crucial for the survival and development of every company operating in the market.

We deliver:



Data on seed rounds, private equity, corporate rounds, venture funding, grants, as well as other types of funding rounds and non-equity assistance will be collected and analysed according to various parameters set forth in Deep Knowledge Analytics evaluation criteria methodology. All leading investors in AI for drug discovery and advanced health sector have will be selected based primarily upon the following criteria:

Number of investment made in AI-Companies, specializing in Drug Discovery.

Investors overall background, intangible assets and philosophy.

The potential for equity and non-equity financing (lead investors in seed/venture rounds).



Using sophisticated quantitative analytical frameworks, we identify and provide recommendations on most promising startups, most undervalued or overvalued startups thus enhancing the process of investment target identification for large investment funds.

Enhanced due diligence for actual investment targets, conducting deep analysis of ratios of scientific and technological strength, management team strength, business development, marketing, IP and other pertinent metrics to strengthen and somewhat automate the due diligence process of investment firms interested in this sector.

○ Analysis will include identification of the companies which:

- Have unique technology and advantage in some in some particular domain of AI for Drug Discovery;
- Are undervalued or currently early-stage and could be considered as an interesting potential investment target;
- Have strong scientific background and validation in biochemistry and Artificial Intelligence;
- Exhibit IP-compliance according to our infringement analysis, and can be considered as a reliable counterparty for corporate clients and partners.

We will identify three investor categories depending on their previous engagement reputation:

«BLACK» LIST

Investors with bad reputation, whose sole aim is to make money, causing you harm.

«NEUTRAL» LIST

Investors with no information about their behaviour type.

«WHITE» LIST

Investors with good reputation, who may even prefer to incur small losses to prevent your troubles.

What does this approach offer your company?

- Best practice for engaging with investors;
- Knowing when to disclose and when not to, and when to see whether investors are just trying to “fish” for information;
- Recommendations for the specific relevance of certain targeted investors for the company based on the investors’ previous financing history;
- Recommendations on how to engage with the investors in a safe way that does not disclose IP while giving them enough information to gain interest;
- Investment relations services to help your company secure funding from investors in a safe and efficient way
- Introductions to relevant investment firms.

SUPPORT FOR AI-COMPANIES: DEAL MAKING WITH PHARMA/CHEMISTRY/TECH CORPORATIONS



DKA offers a comprehensive support for match-making and deal-making for pharmaceutical organizations, research institutions, contract research organizations and AI-driven startups.

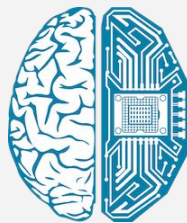
Our experts will be able to assess the market and find most relevant research partners for the needs of our clients, and assist in structuring a value-adding, mutually beneficial deal to onboard the required AI technologies, or access missing expertise.



DEEP KNOWLEDGE ANALYTICS PHARMA DIVISION

- Providing consulting services to AI companies;
- Forming partnerships to extend the scope of joint products and services;
- Build strong relations for your company with Pharma and Chemical corporations.

We are interested in strategic collaboration with pharma corporations, AI-companies and governments of progressive countries on the projects related to next-generation technologies in healthcare and pharma industry.



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