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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
National Institutes of Health

Larta Institute

National Institutes of Health Commercialization Assistance Program (NIH-CAP)

Company Overview

Industry Sector: Healthcare IT (direct to patient)

Company Overview: Culmini develops and plans to market interactive web guides* to treatment success. Culmini's statistical science engine feeds facts and information into personable, in-depth answers to patients' questions on what to do and where to go for the treatment their doctor recommended.

Target Market(s): Patients with chronic conditions, considering complex treatments, and their family

**Naming of our interactive guides is currently in progress and is part of the brand development effort under the NIH CAP commercialization program.*

Key Value Drivers

Problem company solves: Only 30% of patients get the treatment they need because of information gridlock

Technology: Culmini's technology provides depth and specificity behind information on what to do and where to go for treatment success. It integra tes clinical and claims data into a proprietary statistical engine that improves

- resolution when considering differences in treatment success across hospitals
- specificity when considering treatment success given each patient's age and medical risk factors

This means that patients can distinguish between options on where to go for treatment and can focus on what can make a difference to their treatment success when talking to their doctor. (Funded by SBIR ph1 & 2 grants and under NIH-CAP commercialization)

Competitive Advantage: Culmini's interactive guides are responsive to each patient's needs and are the only alternative to generic "one-size fits all" web health information. Sustaining this competitive advantage depends on building our scientific reputation behind the custom information in the eyes of the patients and their physician.

Plan & Strategy: Phased web product introduction in target treatments. Web marketing and medical publisher partnerships

Management

Leadership:
Constantia Petrou, DSc, MBA, President and CEO
Stefanos Zenios, PhD, Co-founder

Key technical experts:
Don Addiss, Analytical engine computer programming
Kirsten Gerhardt, SEO
Glenn Atias, Statistical programming
Davor Miksic, Web design

Medical/ Scientific Consultants:
Dr. Hector Rodriguez, MD, PhD, Clinical Professor of Medicine UCLA & Medical Director Cedars-Sinai/DaVita Acute Renal Replacement Therapy Services
Charles McCulloch, PhD, Head of biostatistics at the University of California, San Francisco

Product Pipeline

2011-12 **Kidney transplant & Dialysis**	Validate business model
2013 **2nd surgical treatment**	Expand product. Test business model in new market
2014 **3rd surgical treatment**	Scale product & commercialization
2015 **4th surgical treatment**	Entry to more competitive market
2016 **5th surgical treatment**	Gain market share in more competitive markets
2017 **6th surgical treatment**	Niche market leadership