



PROMinsight

THE FUTURE OF PERSON-CENTRED MEASUREMENT

PROMs Are Integral to Patient Care – But There Are Key Barriers Preventing Use

PROMs are essential

- The **FDA** mandates collecting patient-reported endpoints via PROMs in **clinical trials**¹
- Understanding the impact of disease and treatments using PROMs is essential in **value-based healthcare** and can **boost hospital rankings**²



Key Barriers to Using PROMs

Burdensome

PROMs **too long**, questions not **relevant**, time and resource **inefficient**

Paper-based

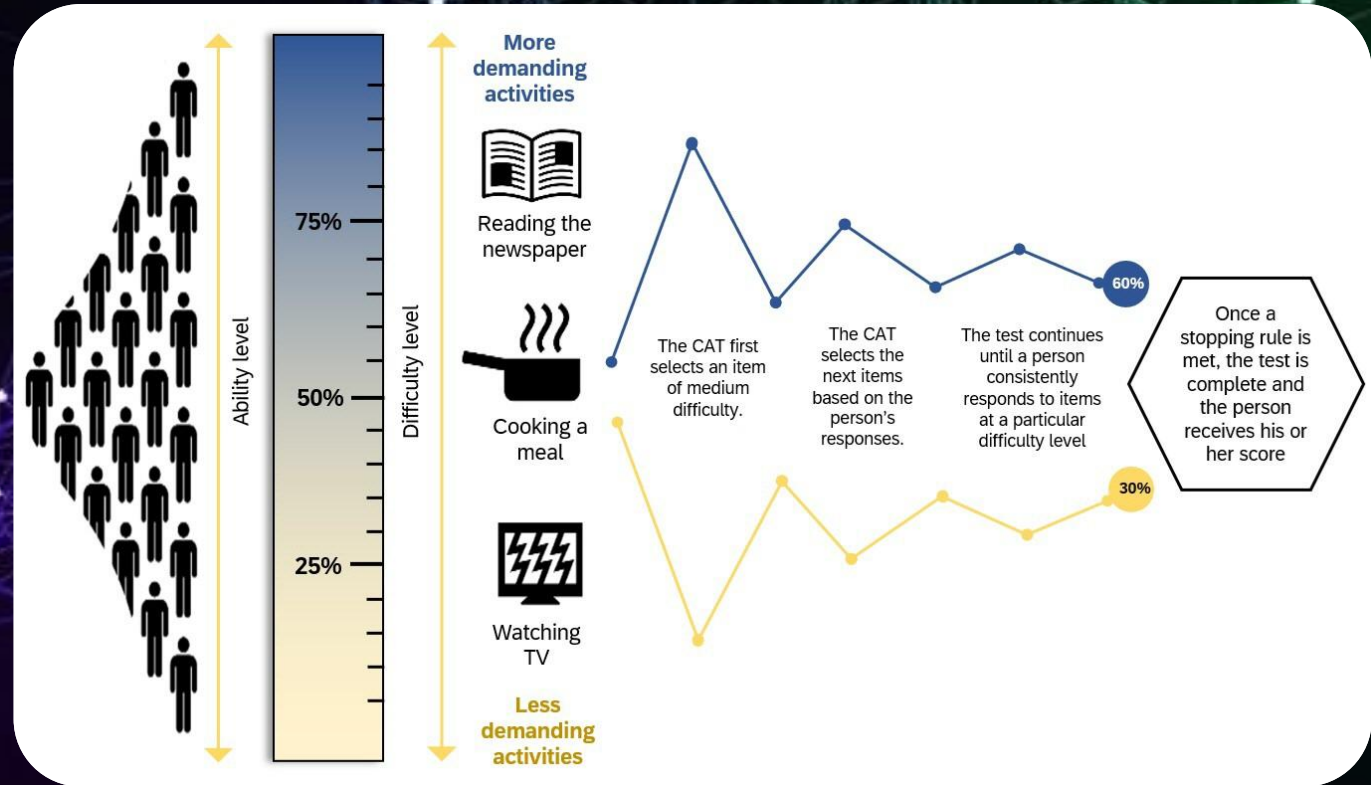
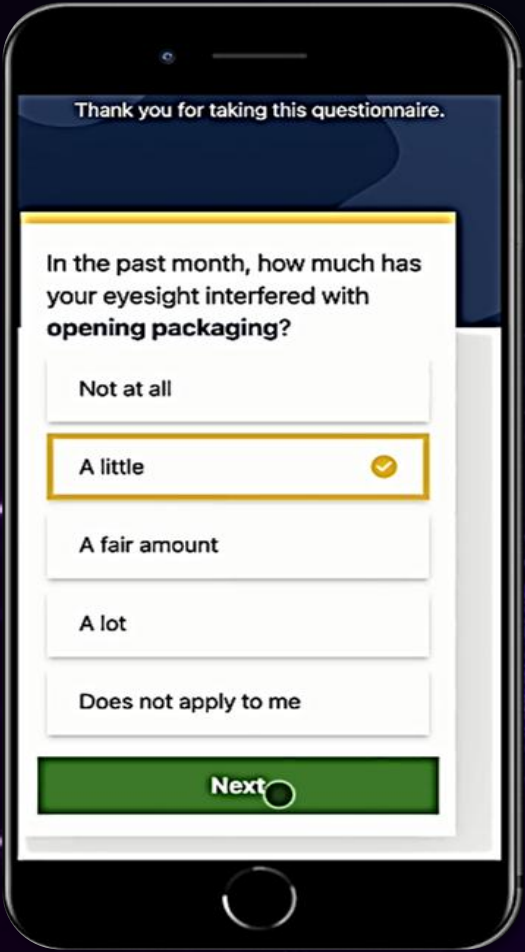
Slow, no real-time feedback, **not actionable**

Lack of customer support

Complicated delivery process and are not supported by implementation science **poorly integrated** systems and **poor uptake**

Computerized Adaptive Tests (CATs) Reduce Burden & Enhance Efficiency

Compared to normal PROMs, CATs...



Offer time-savings of up to 70%

Enhance patient experience

Increase uptake rates

PROMinsight's Large PROM Library Hosts >100 PROMs

PROMinsight CATs

Ready to adopt

- ✓ RetCAT – diabetic eye disease
 - ✓ GlauCAT – glaucoma
- ✓ IVI-CAT – refractive error & vision impairment
- ✓ MacCAT – age-related macular degeneration
- ✓ MyoRI-CAT – myopia interventions

Pipeline CATs

DiabCAT – type 2 diabetes



PROMinsight PROMs and utilities

Vision-related Quality of Life Questionnaires

- ✓ for adults
- ✓ for children
- ✓ for adults living in residential care

Utility measures (for economic analyses)

- ✓ for diabetic retinopathy
- ✓ for glaucoma

Other PROMs

- ✓ Orthopaedics (QuickDASH, KOOS-PS, HOOS-PS)
- ✓ Depression (PHQ-9, HADS)
- ✓ Health-related QoL (EQ-5D, WHO-5)
- ✓ Oncology (BREAST-Q)
- ✓ Diabetes distress (DDS, PAID)

and many more!!

Any new PROM is easily added to our platform

The PROMinsight Solution Improves Efficiency & Outcomes

CAT: Computerized Adaptive Testing



Large PROM library, including 40+ CATs

High quality, AI-driven, rigorously validated, well-accepted

Reduces **burden**, enhances **experience**, boosts **uptake rates**



Cloud-based PROM Platform

Simple delivery options, interoperable with hospital systems, real-time scoring

Supports users to **scale** PROM implementation and derive **actionable insights**



>20 years experience in PROM development, validation and implementation

Evidence-based, real-world experience

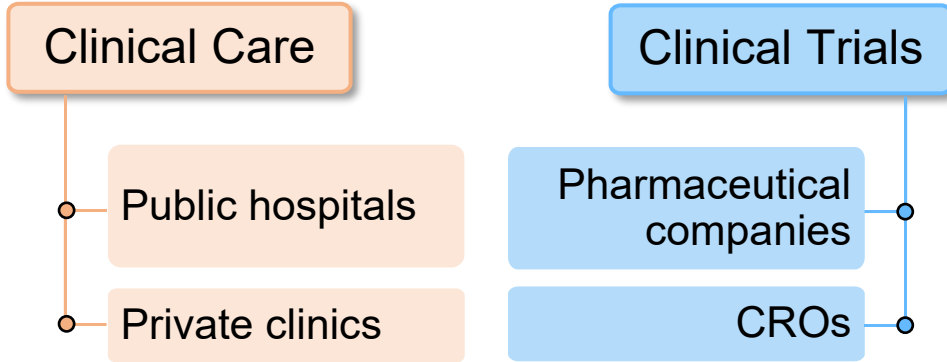
Efficient and integrated systems for customers

Ready-to-Market TRL9

System Proven and Ready for Full Commercial Deployment

Successfully functioning in real operational environments, including clinical trials, research studies, and clinical care; the Company is revenue raising

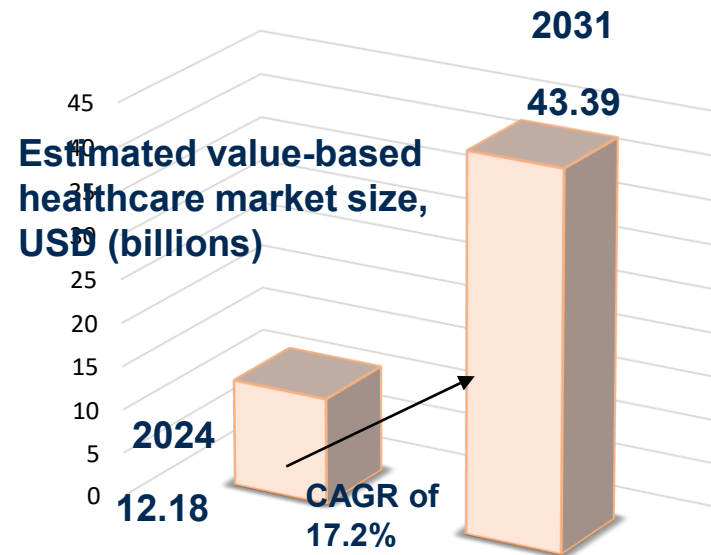
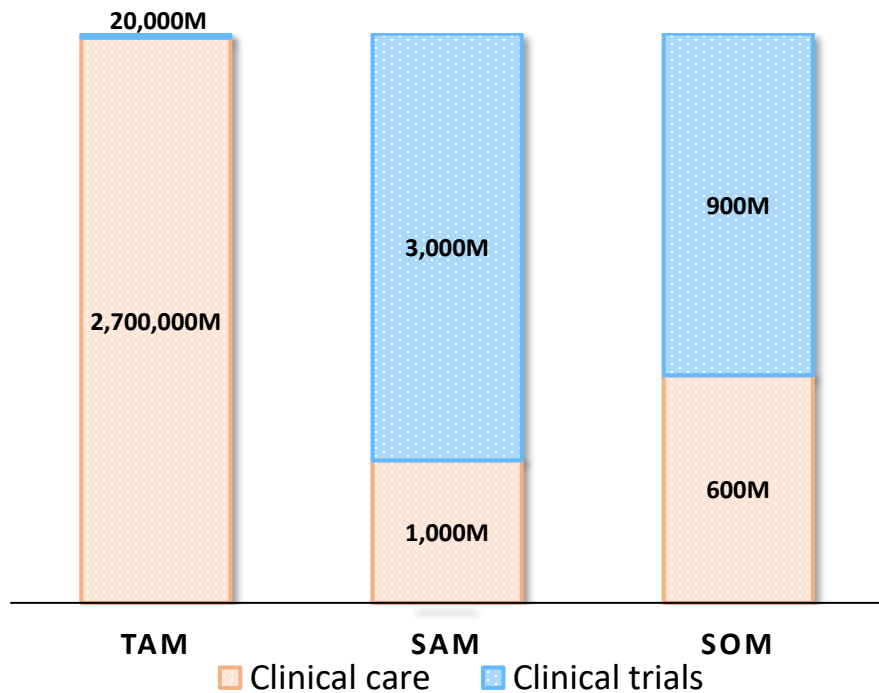
Large and Growing Market Opportunities



The value-based healthcare market in Clinical Care is substantial and is showing significant growth³

Other potential PROM markets

- Research (government/industry)
- Disability
- Insurance
- Electronic Health Records



³Report published by Coherent Market Insights

Substantial Traction From Key Segments

Clinical Care



>\$180K in actual & pipeline revenue

Research

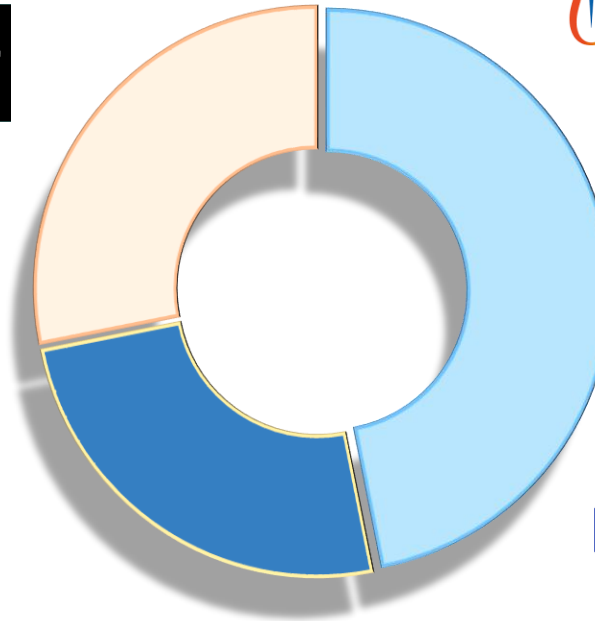


>\$80K in actual & pipeline revenue

Clinical Trials



>\$350K in actual & pipeline revenue



PROMinsight Offers More Than Other ePROM Providers

	PROMinsight	Competitor A*	Competitor B
CAT developers	✓	✗	✓
Broad scope of QoL outcomes in Ophthalmology	✓	✗	✗
End-to-end Turnkey platform	✓	✓	✗
EMR integration	✓	✓	✓
Deep PROM expertise & Implementation support	✓	✗	✗
ICHOM recognized	✓	✓	✗

- **We can reduce PROM length by 70%**
CATs are a critical tool in reducing stakeholder burden
- **Comprehensive QoL assessment for multiple eye diseases**
Multiple domains available: users can get 10 QoL outcomes in <20 mins; CATs available for 6 eye conditions
- **Demonstrated PROM uptake of >80%**
Via our user-friendly delivery system that leverages off already adopted Apps
- **We offer clients support, not just the tech**
Which is top priority for stakeholders to reduce adoption disruption

Defensibility

Ahead of the game in CAT development

- No short cuts in CAT development = no copy-cats.
- Feedback from real clients incorporated in platform design and functionality

>20 years PROM experience, >200 publications

Users trust our products; considered experts in our field

High switching costs

Users reluctant to switch having invested effort integrating our system and training staff

*Raised Series A and Series A2 rounds; \$2.3M contract for South Australia's PROM project (Jan 2023)

Our Business Model

1

Clinical Care: Tiered subscription model

Starter Plan

For small PROM projects

Pro Plan

For multiple departments or larger PROM projects

Enterprise Plan

For institution wide PROM projects

Market informed model: based on feedback from key stakeholders, including SNEC and international healthcare organizations

2

Clinical trials: Pay-per-use license

- ▶ For single, one-off clinical trials
- ▶ Research studies with a discrete sample size
- ▶ Cost per PROM administration
- ▶ Cost for data analysis services (hourly rate)

- Validated model: over 20 deals closed
- Multiple repeat customers

Add-on services include:

- Integration into other hospital systems (e.g. EMR)
- PROM development, validation or implementation consultancy

Company Assets



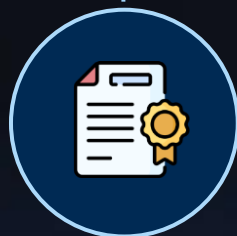
IP Status

20-year exclusive licensing rights for our products from all relevant institutes

Received the Certificate of Registration (class 44) for SG, AU, UA, UK and EU

- Singapore Eye Research Institute (SERI)
 - Duke-NUS Medical School (Duke-NUS)
 - Centre for Eye Research Australia (CERA)
 - University of Melbourne (UoM)
 - Flinders University
- Foreground IP belongs to the Company*

- RetCAT
- GlauCAT



Certifications

ISO9001
ISO27001



Strategic Partnerships

MedTech Actuator Portfolio company
NHIC Portfolio company
ICHOM Partner
BotMD Partner



TRL

Ready-to-Market TRL9



Our Team



Professor Ecosse Lamoureux

CSA, CO-FOUNDER

- International expert on measurement of patient-reported outcomes
- Drives the scientific development and research direction of PROMinsight



Assoc. Prof Eva Fenwick

CEO, CO-FOUNDER

- Recognized authority on development and validation of patient-reported outcome measures
- In charge of overall operations and strategic direction of the company



Mr Shan Elan

COO

- Extensive experience with start-up development leading to successful exits
- Manages product marketing strategy, business development, client relations and brand building



Mr Chris Hardesty

ADVISOR

- Expert in public health and financing, including commercialization of novel medical technologies into global health systems
- Supports PROMinsight with strategic planning, and go-to-market efforts

Funding Status

1

Founder self-funding

- ▶ Initial investment (May 2023), split evenly across co-founders

2

Revenue raising

- ▶ 2024 -2026: Approx SGD \$600K revenue
- ▶ No sales & marketing team or budget, all inbound enquiries

3

Other investors

- ▶ R&D investment(non-equity) from largest global ophthalmic pharma company:
USD \$1.65M over 3 years
- ▶ Actively fundraising SEED round
- ▶ Currently in discussions with various VCs/Angel investors

2026 Roadmap

Jan – Mar '26

Hired BD Manager to boost sales pipeline

Scale up and increase sales in Singapore & Asia markets

Growing dev team for productization

Onboard Regulatory Consultant for FDA/EMA product applications

Hire Marketing & Sales Execs to drive marketing campaigns and increase sales

Apr – Jun '26

Jul – Sep '26

Secure additional investment to further scale-up activities

Finalise Epic integration

Publish 3-5 new scientific papers to increase product visibility

Market expansion into new markets (e.g. MENA, APAC, US)

Oct – Dec '26

Funding Agenda

Raise seed round of USD \$1.5M for 18 month runway



Talent acquisition

- Marketing/sales and developer hires



Product development

- Open API and patient engagement system to streamline integration with hospital systems & boost sales potential



Regulatory compliance

- Reg Sub Consultancy to acquire FDA/EMA qualification for our PROMs



Market expansion

- Implement ICHOM standard sets in APAC region

Contact Us


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