



Inspired by Patients, Powered by Artificial Intelligence

**NAME:** Axess4you, Started in 2019  
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### TEAM

- **Mr. Andrea Mantovani, MBA** – CEO & Founder, 20 years of managerial experience in consulting, financial services and Pharma Industry
- **Mr. Enea Polotti, MBA** – Senior Advisor, Executive, Start-upper
- **Ing. Stefano Zagnoni, MBA** – Senior Advisor, Executive and mentor in tech start-ups
- Ongoing discussions with **Senior Technology Partners** on AI/ML for MVP development (Israel, EU, India)

### PROBLEM

Country Pricing & Reimbursement (P&R) Processes are complex, time consuming and inefficient: Pharma and Medical Devices companies struggle to prepare meaningful value dossiers based on trustable data and achieve their price targets, while spending significant amount of time to prepare their country negotiation strategies.

- The average time to market access for a new drug in Italy is around 14 months
- Price Negotiations with decision makers are often not based on Real World Data & Technology Value
- Due to industry premium price targets, many patients may never be able to get access to innovations
- NHS Systems are unable to cope with Exabyte of data, and cannot interrelate technologies data

The Team, having extensive experience with European, National and Sub-National decisions makers, knows these problems well and extensively witnessed the negative effects on patients and the overall NHS Systems.

### IMPACT

→ “Save Time, Optimize Decision Making, Improve Patients Outcomes”

A4Y is a new and unrivalled **AI based platform to help pharma & medical devices companies to take the best decisions on their pricing strategy and negotiating the best possible outcomes** with key decision makers:

- We solve healthcare’s pricing & reimbursement issues by **matching Pharma/ Payers data needs**
- We **transform massive and diverse data streams** to precisely match therapeutics, procedures, and healthcare interventions to **individuals** (personalized medicine)
- We want to improve patient’s **health outcomes** and **help save billions of euros to the NHS**

### BUSINESS MODEL

- While there is an existing and profiting pricing and access consulting market – estimated to be worth **at least £3.4bn in Europe** - **none of the existing solutions offers key information in one place, fast and continuously updated data, ease of use** (NLP)
- **Revenues will be generated through a stratified subscription model** (Gold, Silver and Bronze) and **ad hoc AI Based tailored consulting services** (From Value Communication to Health Economics and Outcome Research).

### KEY COMPANY HIGHLIGHTS

- **Development stage: MVP**
- **Projected sales in EU by year 4 are €10,9mio (EBITDA of €4,8 mio)** with <1% Market Share
- Founded in June 2019 and **Trade Marked in October 2019**; self-funded proof of market (expert interviews);
- Ongoing selections for **premium start-ups accelerators: BioUpper, The Start Up Club, PoliHub, B4I**
- **Potential exits:** MBO, AIM Market, Pharma/ Med. Tech Acquisition; Tech. Companies acquisition; Larger Specialized Market Access Consultancies acquisition (IqVia, BIP, BCG).

**We are looking for premium investors to provide strategic direction and invest** to complete the development of the Minimum Viable Product and acquire key databases. Axess4you has the potential to be an international business very quickly.

### TURNOVER & EBITDA PROJECTIONS by Year since Launch

