

α:one

The First AI-Powered

# Competitive Intelligence

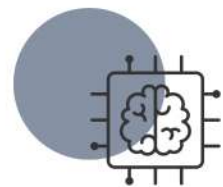
Platform For Pharma And Healthcare



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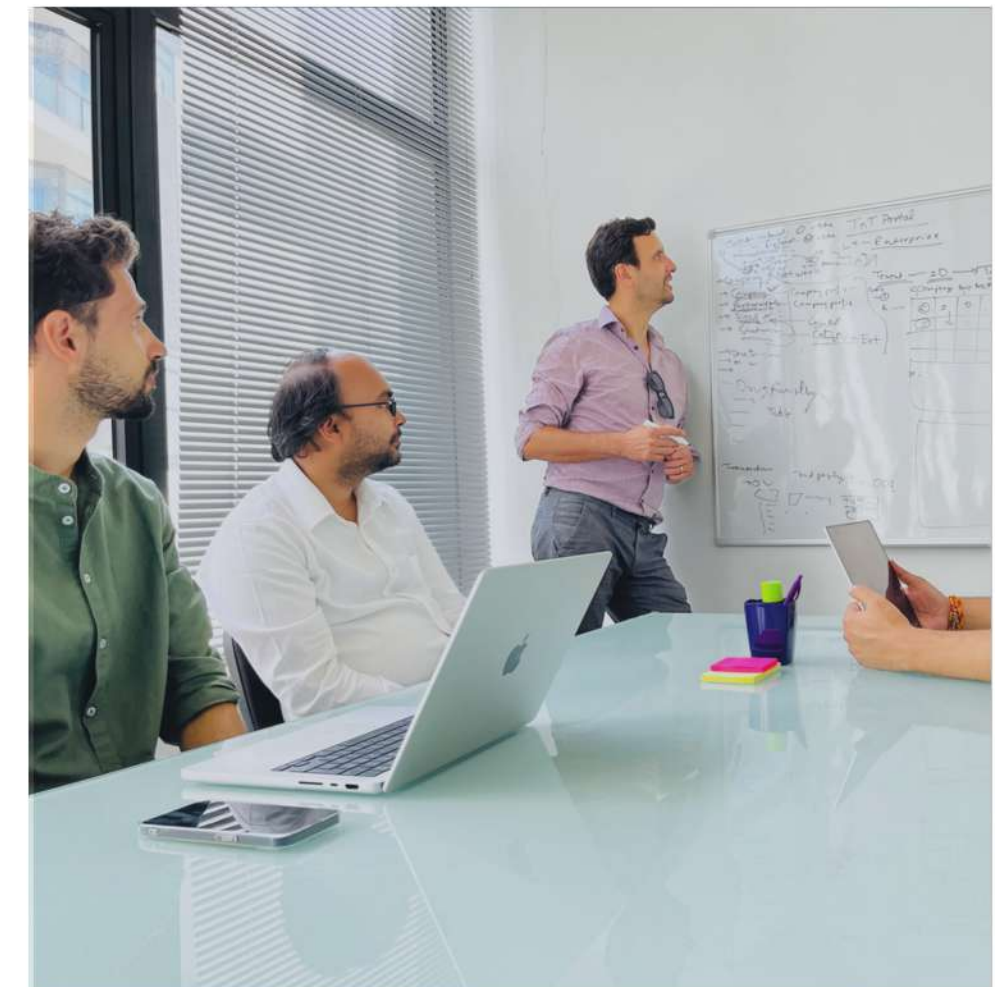
# About us

*"We listen and we Deliver"*



Smart Pharma and Healthcare Solutions Powered by Blockchain and AI/ML

PharmaTrace was founded in 2017 with the aim to revolutionize the healthcare industry and to make it a safer and better place for industry insiders and patients



Our mission is to provide tailored, flexible, and fully scalable solutions based on the new technologies that enable healthcare industry stakeholders to enhance transparency, productivity, and collaboration within their networks and with other participants of our ecosystem

# What makes us unique?

We stand out in the competitive landscape through a unique blend of innovation, cost-effectiveness, rapid delivery, and customer choice.

## We bridge the tech and business

We are innovative and have years of biotech and pharmaceutical industry expertise. Building up modular Supply chain networks is one of our main assets and know-how

## Cost-effectiveness

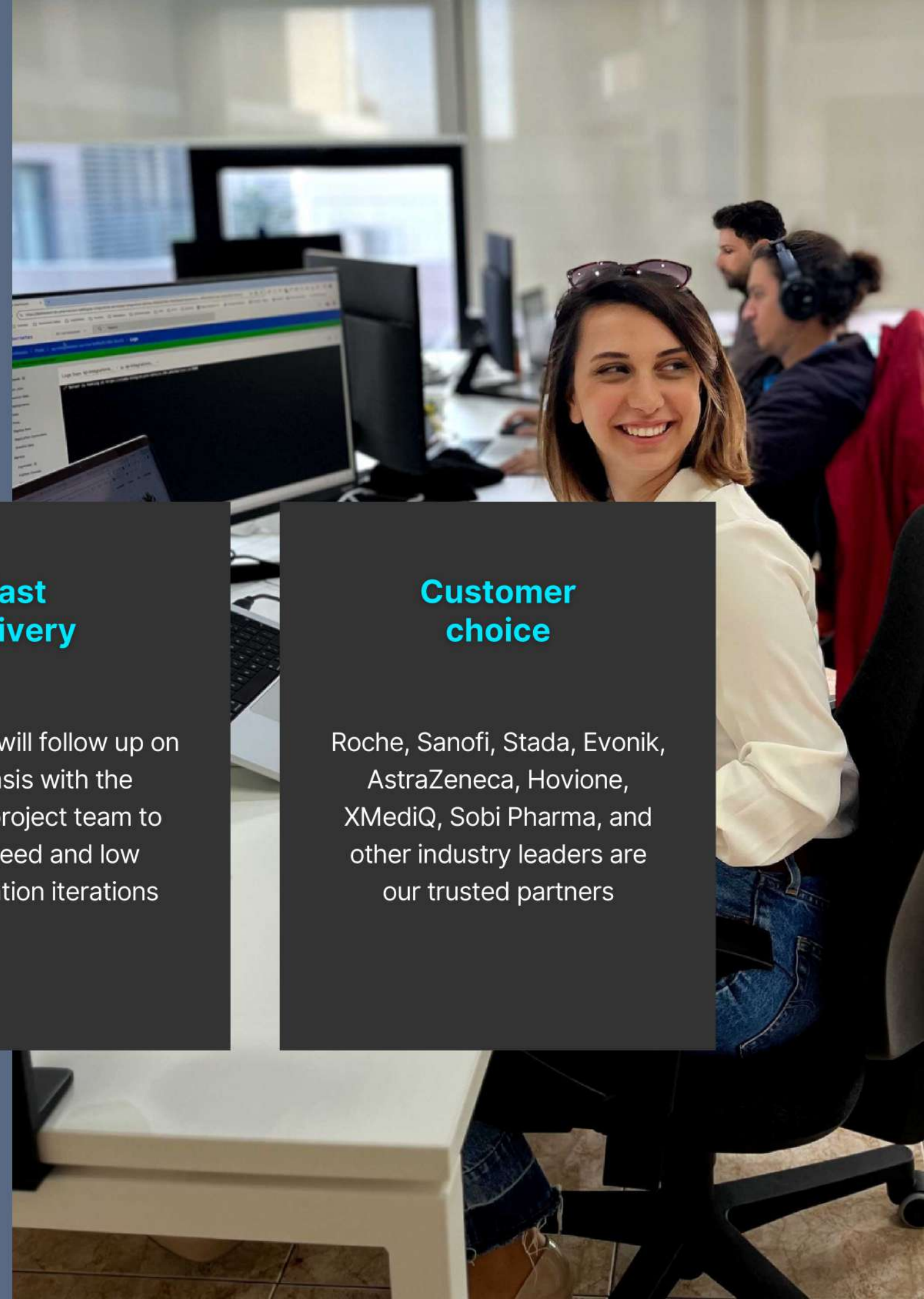
We design and execute your exact needs while not compromising on state-of-the-art technologies and scalability hidden costs

## Fast delivery

Our steering will follow up on a daily basis with the dedicated project team to ensure speed and low implementation iterations

## Customer choice

Roche, Sanofi, Stada, Evonik, AstraZeneca, Hovione, XMediQ, Sobi Pharma, and other industry leaders are our trusted partners



# Challenges

## Competitor Data Collection

Collecting comprehensive competitor data can be time-consuming and resource-intensive, leading to gaps in information and delayed decision-making. Limited access to competitor platforms further complicates the task.

## Converting Data into Practical Insights

Processing vast amounts of data and translating it into actionable insights can be overwhelming, hindering effective decision-making.

## Inaccurate Internal Data Sharing

When information is either inaccurate or delayed, it disrupts the flow of collaboration within an organization and may lead to setbacks and business misalignment.

## Embedding CI into Decision-Making Processes

Ensuring that competitive intelligence seamlessly integrates into your decision-making processes is crucial for staying agile in a competitive market.

## Maintaining High-Quality Information

Data integrity is crucial, and maintaining the quality of competitor data can be challenging, especially with dynamic market changes.

## Lack of Customization and Scalability

One-size-fits-all solutions often fall short. Current market trends require flexibility to tailor business strategies based on unique needs, and a lack of customization and scalability can impede growth.



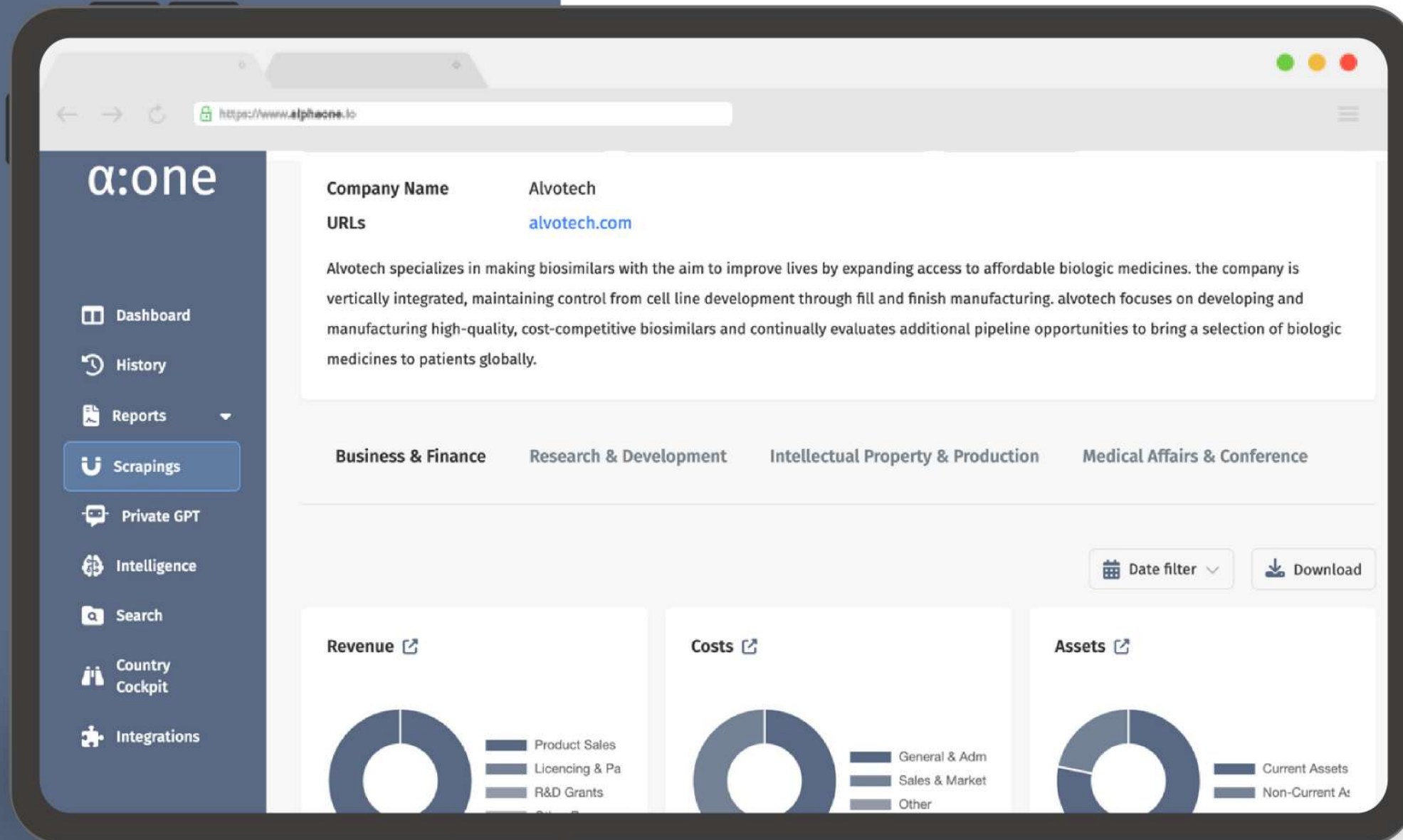
# Meet a:one

The First Competitive Intelligence Platform  
Dedicated To Pharma And Healthcare

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## Key Features

- AI-powered analytics and private GPT chat
- Strategic news monitoring with constant data scraping
- Broad filtering options, bookmarks and watch lists
- Competitor profiling
- Conference planner
- Competitor pipeline/market assets comparison
- Deep analysis of the clinical trial landscape
- Competitor marketing intelligence and social listening
- Competitor financial outlook
- Customizable dashboards, comprehensive reports and data sharing features



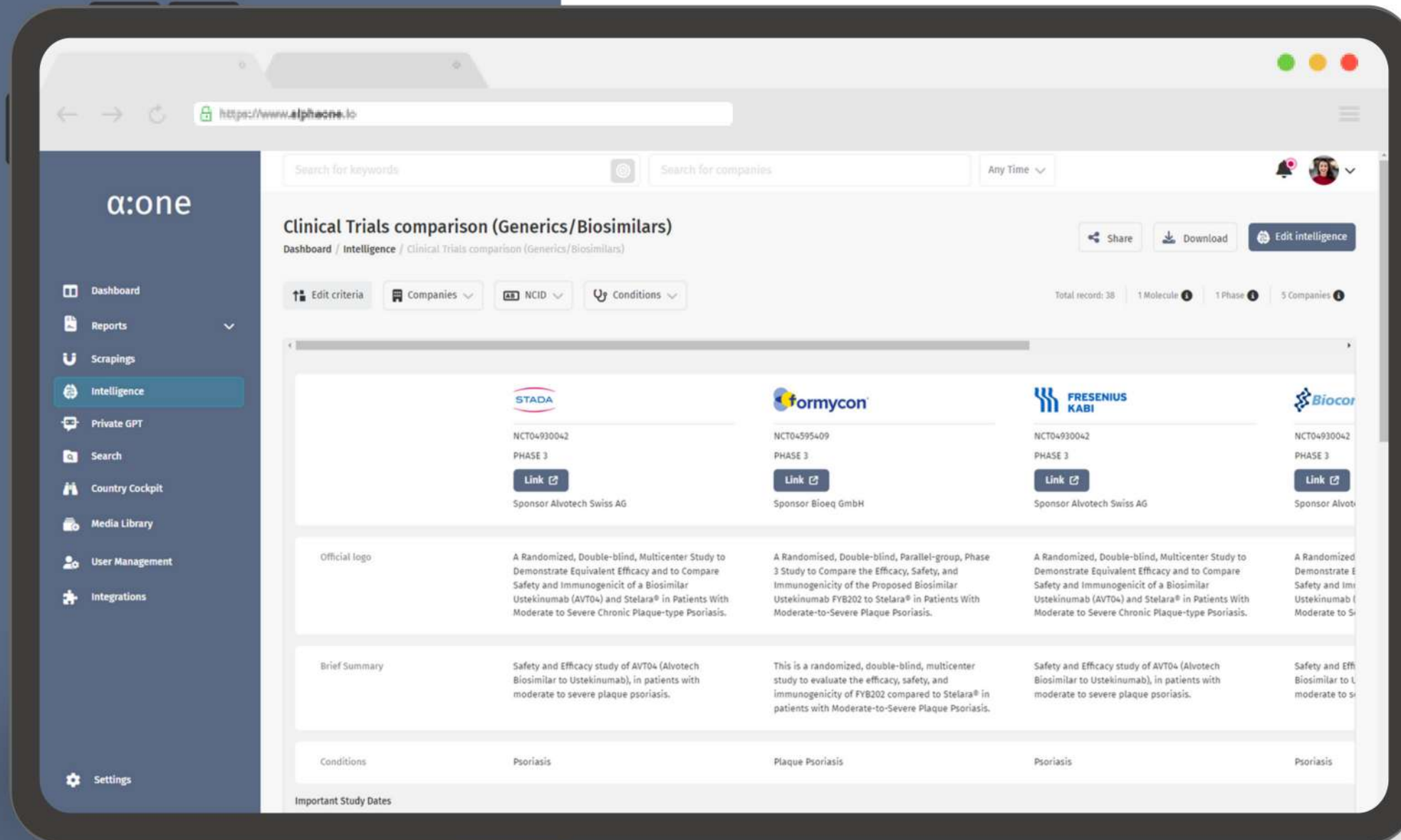
# Company Profiles and Updates

Explore comprehensive profiles of your **competitors**, featuring detailed information on pipelines, financials, mergers and acquisitions, and other key activities.

Stay **well-informed** about the competitive landscape with alerts, watch lists and weekly email digests.

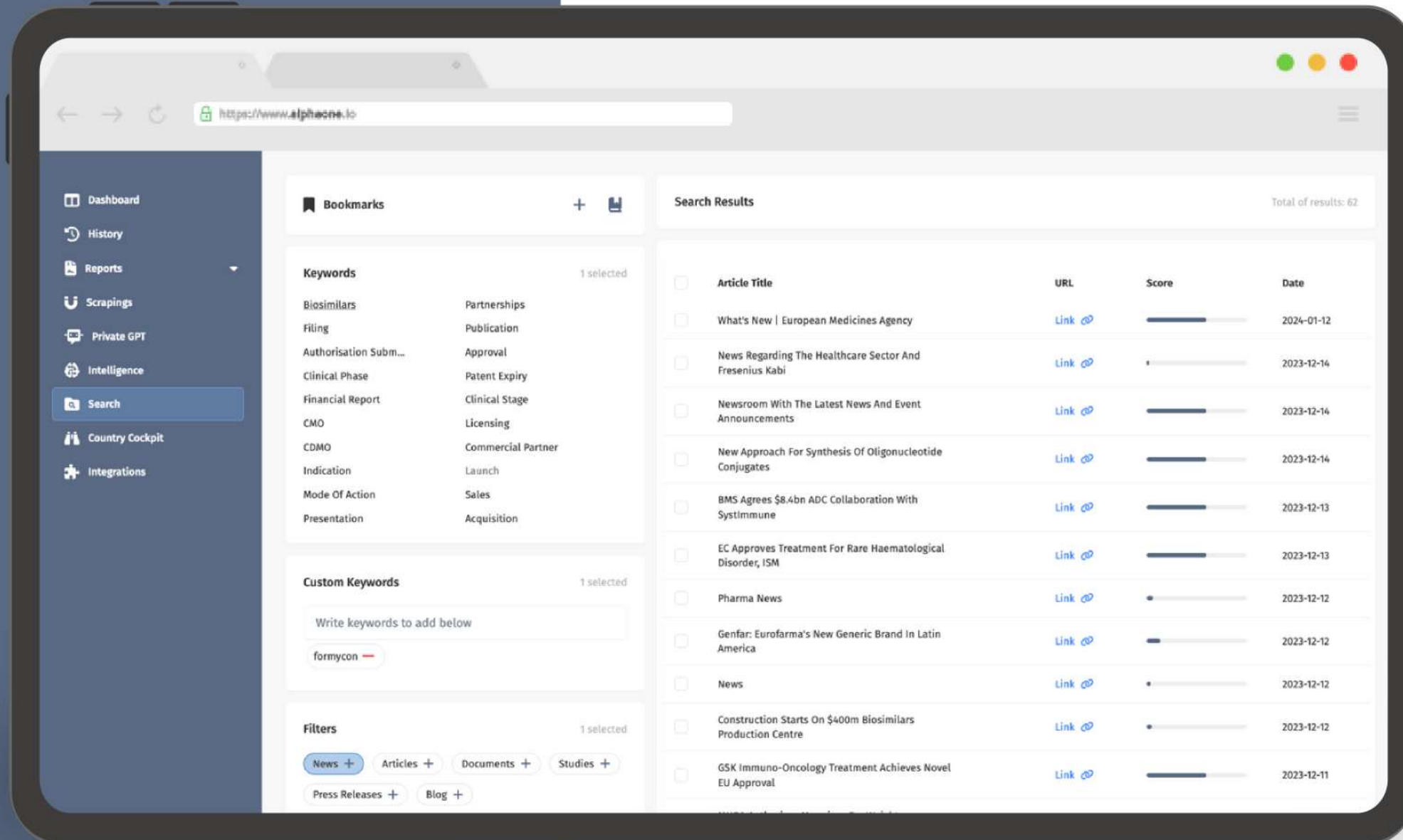


# Intelligent Comparison



Gain a competitive edge by comparing pipeline or market assets, molecules, indications, financials, etc. across **target companies**

Get valuable **AI-driven insights** to explore fresh perspectives



# News Intelligence

Stay ahead with **real-time** data by leveraging our **continuous scraping** technology

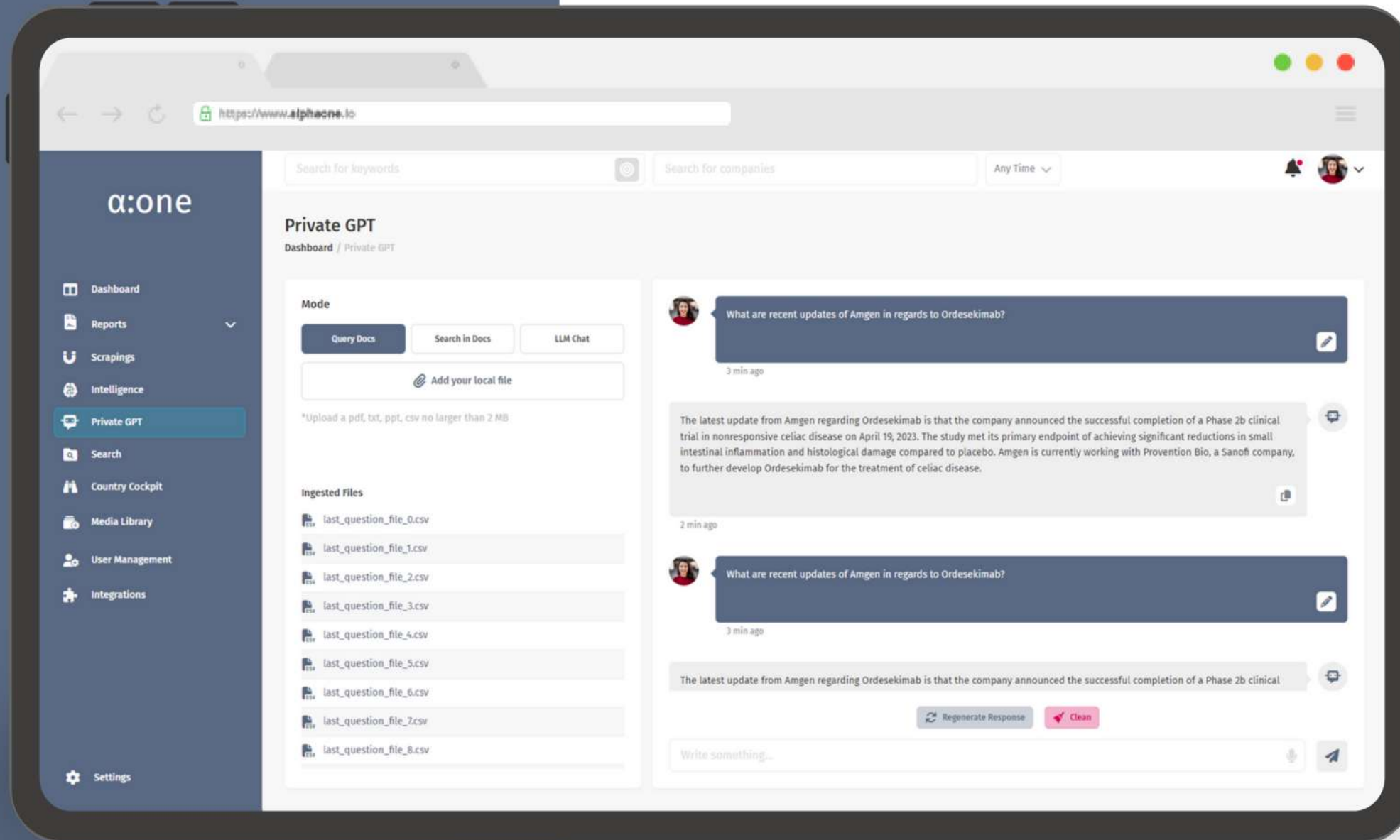
Add **custom data sources** and access hundreds of preselected websites/portals

Effortlessly **search** for **specific topics, keywords, and trends** in our robust database

**Filter** by content type, category, date, keywords, or company

**Bookmark** articles of interest and create **search lists** to automatically filter and show the data based on preselected criteria

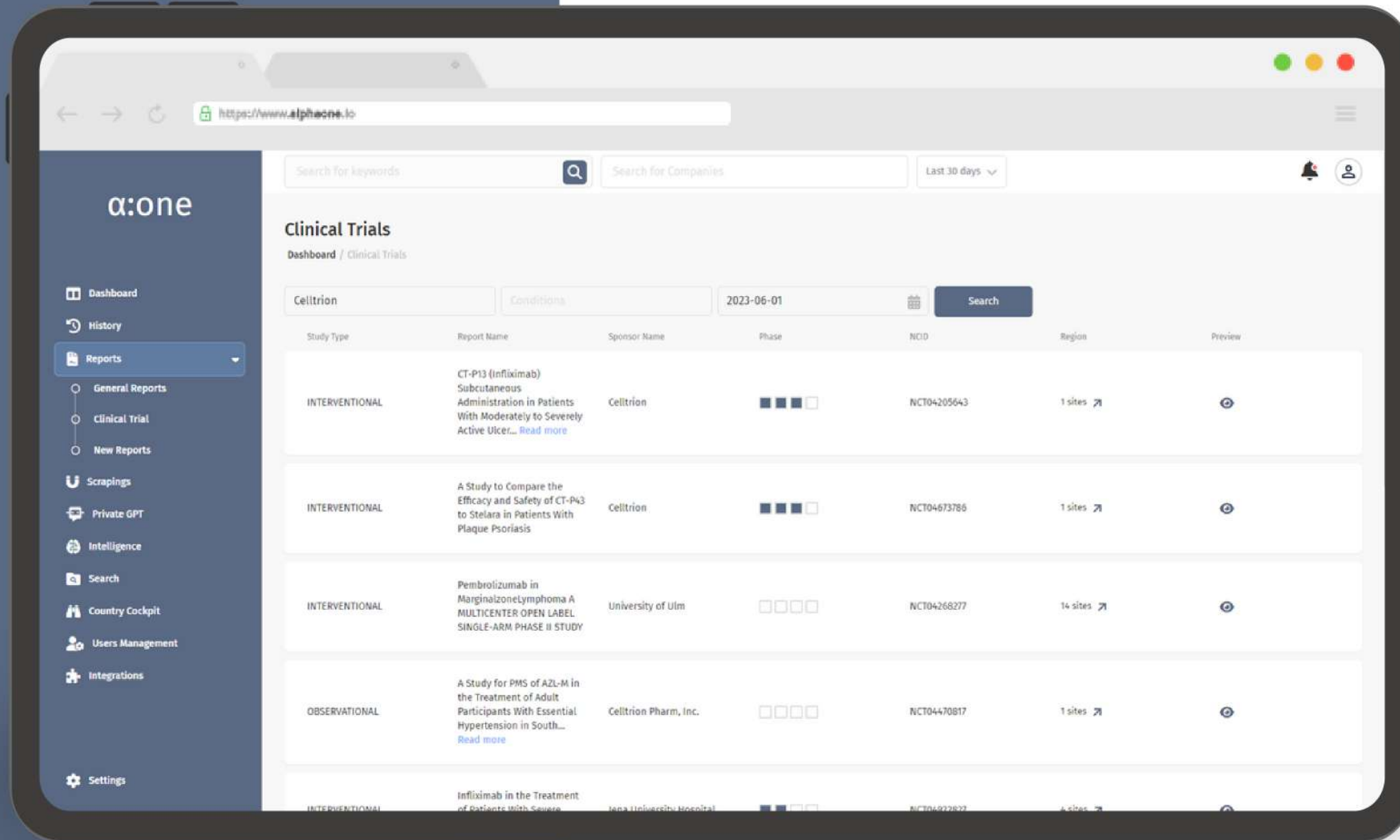




# Private GPT Access

Leverage our **private GPT** for querying and searching local files or scraped data

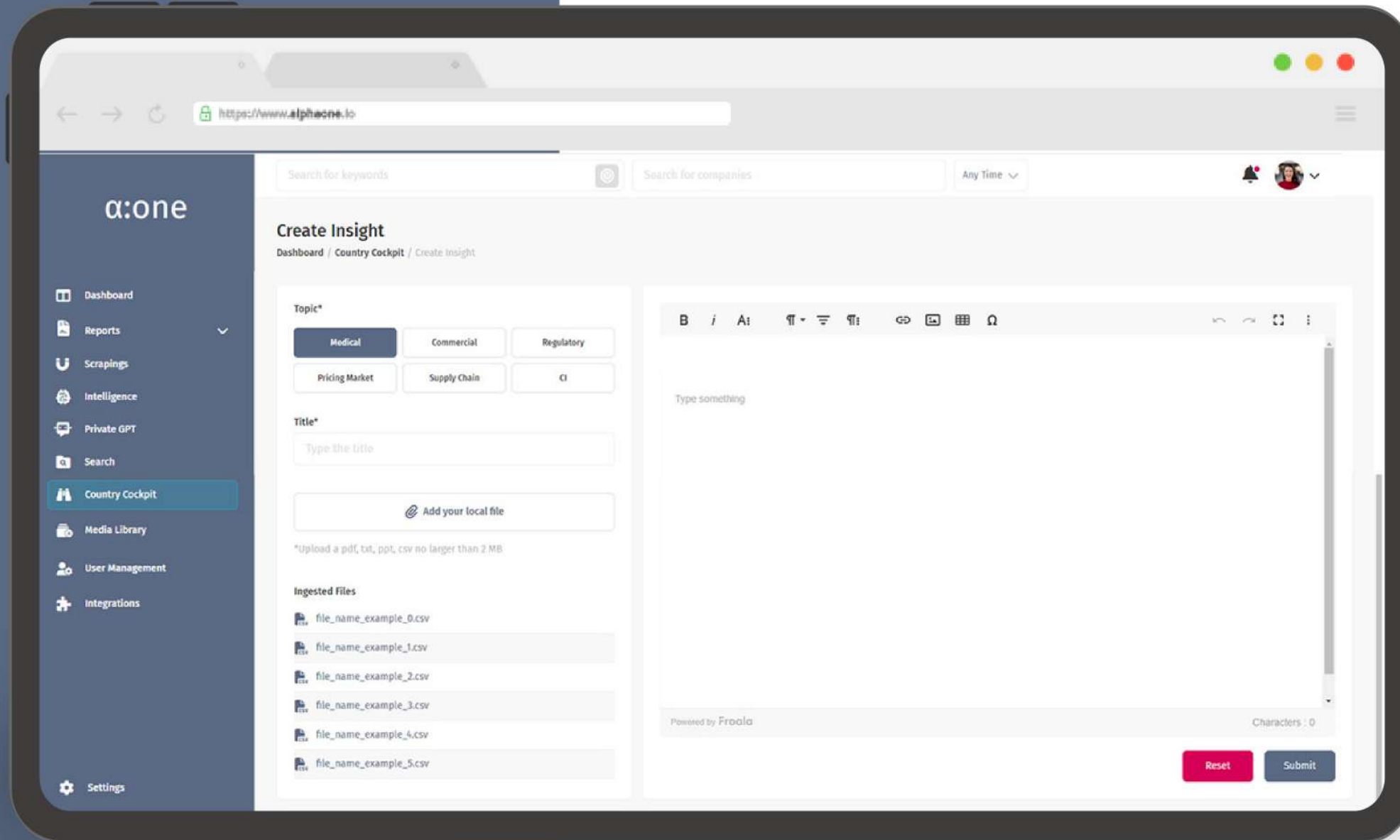
Make **data-driven decisions** backed by the power of **advanced natural language processing**



# Comprehensive Reports

Access **detailed reports**, including clinical trial reports filterable by sponsor name, condition, and date

Seamlessly **share and download reports** in convenient format for easy collaboration and documentation



# Country Cockpit

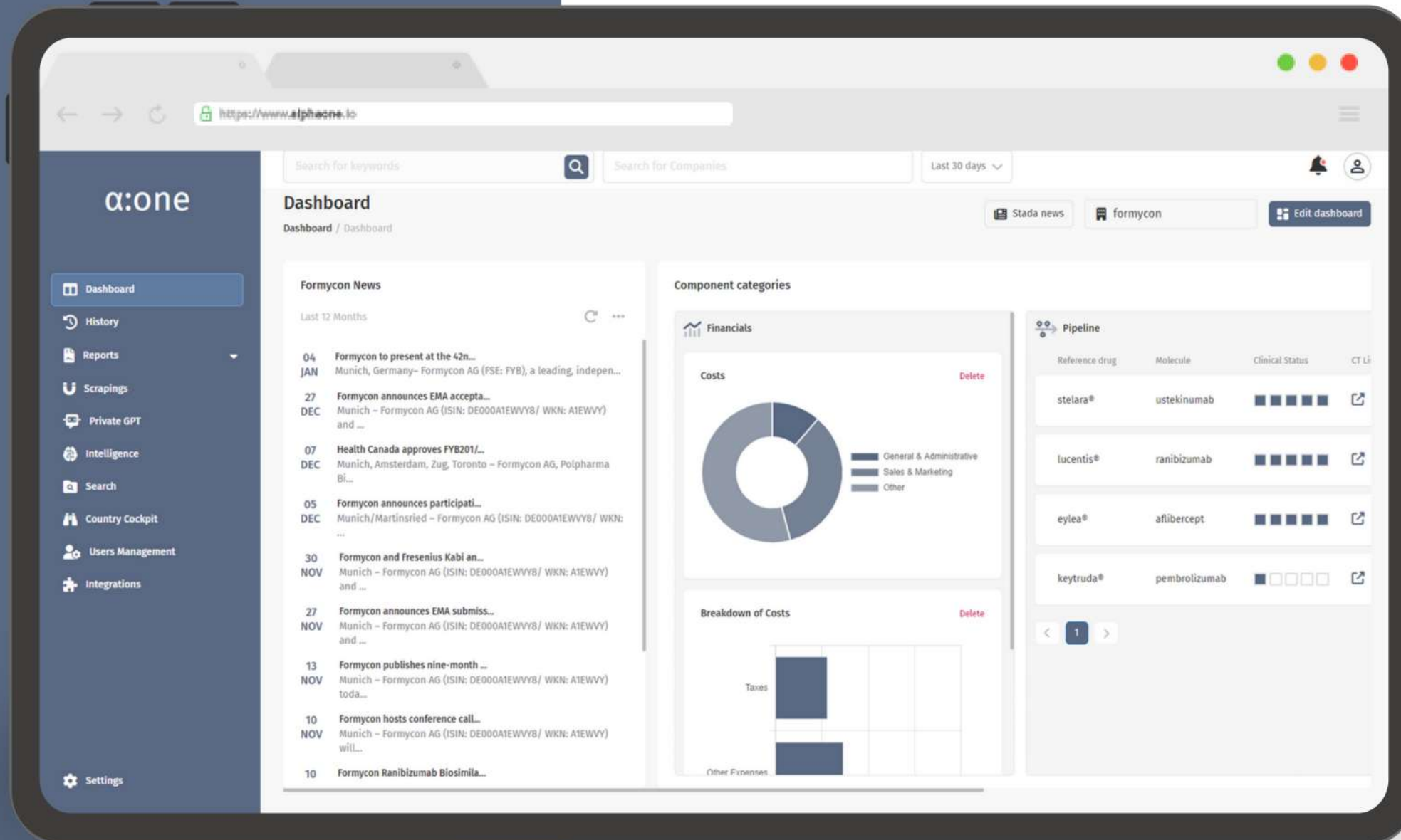
Enhance **global collaboration** by fostering a unified workspace for your **entire organization**

Enjoy **real-time** updates as team members add new information or documents to the Company Cockpit

Stay on top of the latest developments **across regions**, ensuring everyone is working with the **most current data**

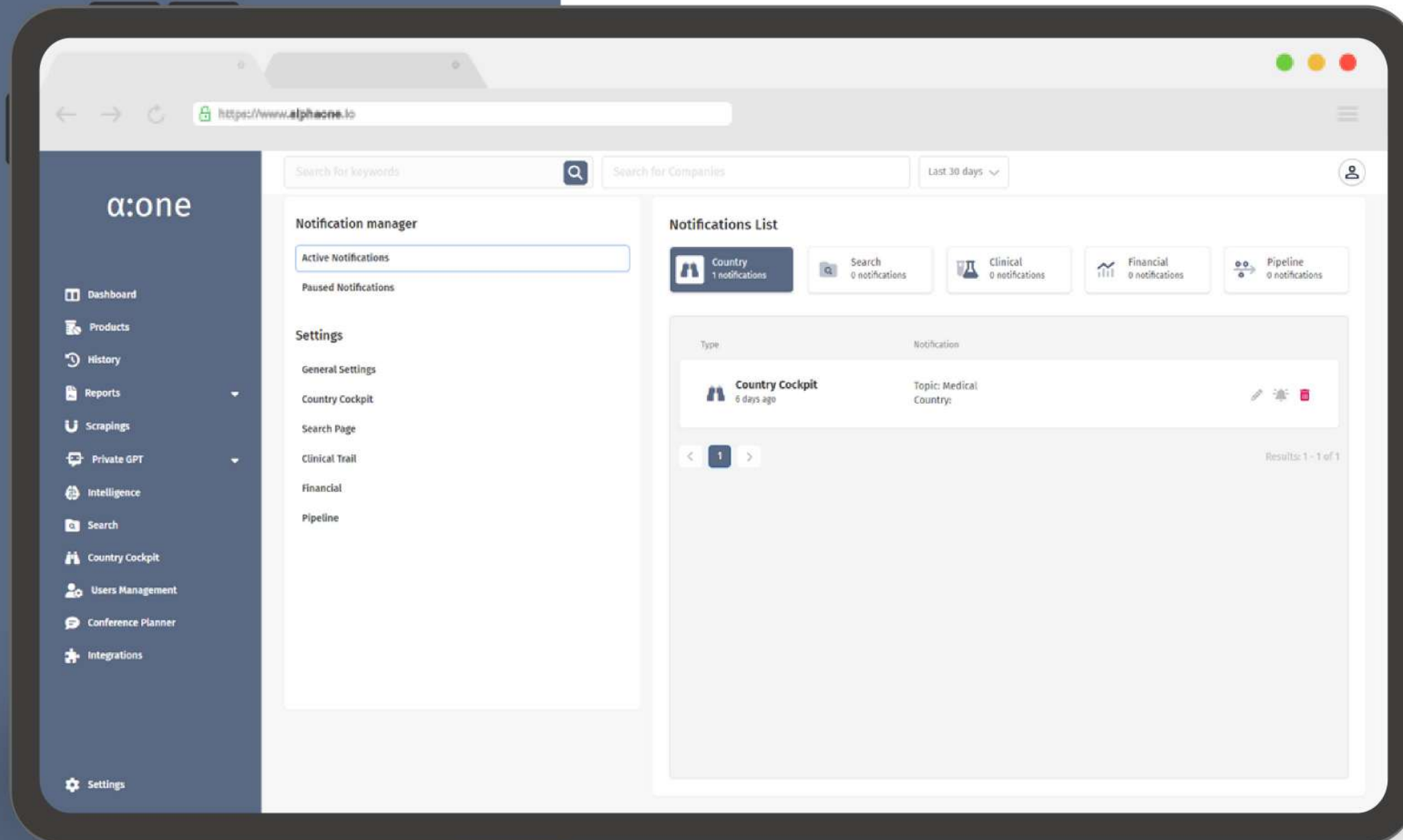


# Customizable Dashboard



**Customize** your dashboard by incorporating bespoke components like company pipelines and specific financial metrics, ensuring you receive **real-time updates** tailored to your specific competitors or your own business.

Stay abreast of the latest mentions of your company and competitors in news and expert media through the dedicated **News section**



# Email digest

**Tailor** your email digest experience to receive the information that matters most to you

**Personalize** your email digest by selecting the **specific information** you wish to receive - search results, financial updates, pipeline developments, clinical trials, or country-specific insights

Set the **frequency** of your email digests according to your preference. Choose from **daily, weekly, or monthly** delivery options

Keep track of all alert notifications conveniently within the app's **notification page**

# Topics Covered

## Development Pipeline

Uncover the future landscape of pharmaceuticals by delving into the development pipelines of key industry players. Compare assets, track progress, and strategize your next moves based on comprehensive insights

## Market Assets

Navigate the competitive market with a keen understanding of assets held by various companies. Identify market trends, evaluate strengths, and position your organization for success

## Financials

Make informed financial decisions by comparing key financial results across companies. Analyze revenue streams, expenditure, and profitability to drive strategic financial planning

## Clinical Trials

Stay at the forefront of medical advancements by exploring detailed clinical trial information. Filter trials by sponsor name, condition, and date to gain a nuanced understanding of ongoing and completed research

# Topics Covered

## Mergers and Acquisitions

Navigate the ever-evolving pharmaceutical landscape with insights into mergers and acquisitions. Understand the strategic moves of your competitors, potential partners, and industry trends

## Partnerships

Uncover collaborative opportunities by tracking partnerships within the industry. Identify key players, emerging alliances, and potential areas for cooperation

## Events and Conferences

Stay abreast of industry happenings and emerging trends by monitoring events and conferences. Access comprehensive information on speakers, topics, and discussions to stay ahead of the curve

## Custom Topics

Tailor your competitive intelligence experience by exploring custom topics that matter most to your organization. From specific therapeutic areas to regional market dynamics, AlphaOne Pharma allows you to define your focus

# Additional Benefits

## Strategic Advantage

Stay ahead of the competition with intelligent insights and empower your team with the data needed to make strategic decisions confidently.

## Real-Time Updates

Stada, Evonik, Roche Pharma, AstraZeneca, Ideal-Pharma, XMediQ, Sobi Pharma, and other industry leaders choose us for developing custom solutions.

## Holistic Insights

Cover a broad spectrum of topics to ensure a 360-degree view of the competitive landscape.

## Efficiency & Precision

Make informed decisions faster, thanks to our continuously updated database and intuitive interface.

## Tailored Solutions

Customize your experience with dashboards, reports, and analytics tailored to your needs.

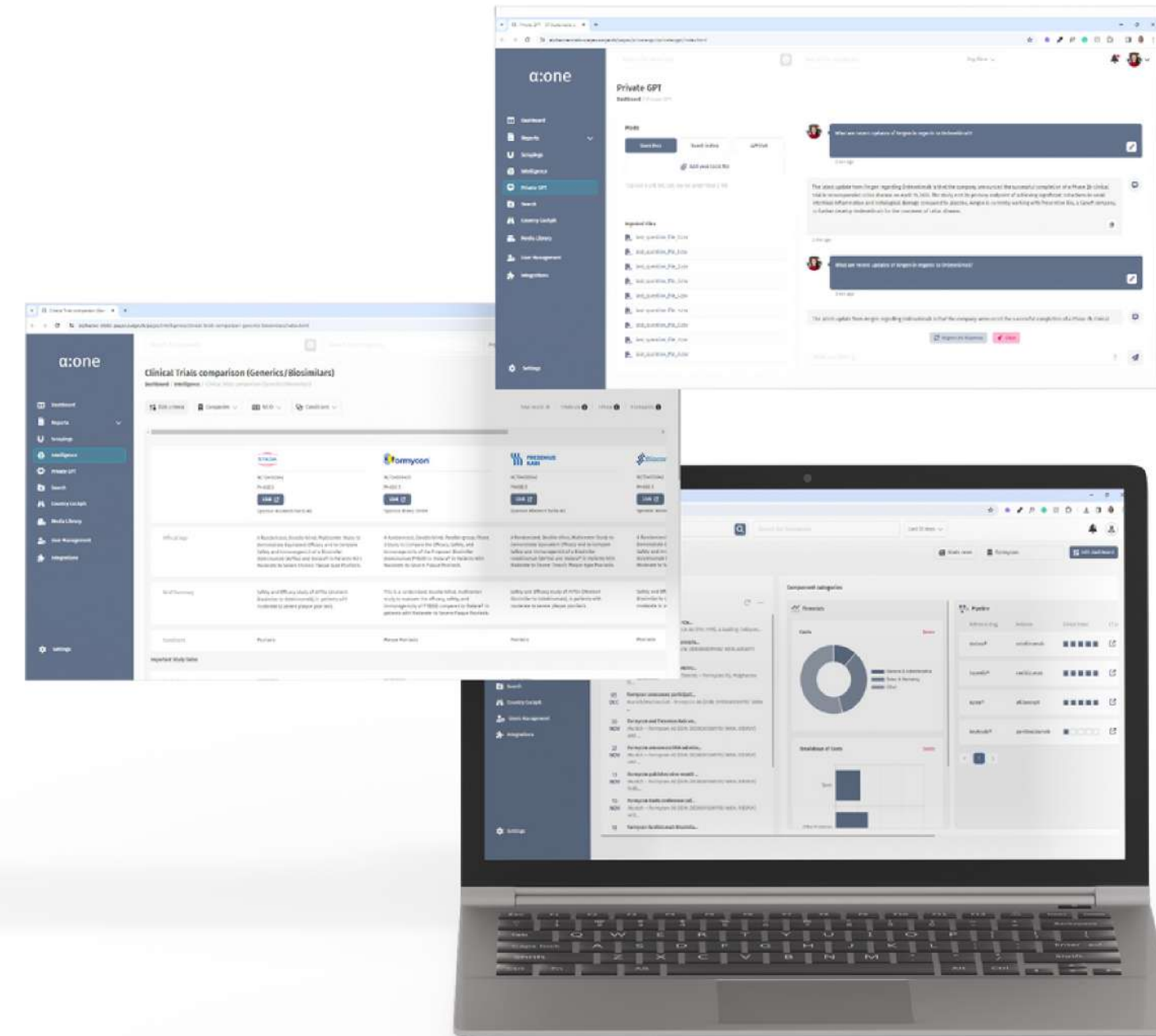
## Confidentiality

Trust in the security and privacy of your data with our state-of-the-art encryption and protection measures.



## We offer full flexibility and scalability to cover all your business needs

- Business Expansion
- New product launch
- Clinical Trial Intelligence
- Competitor Profiles
- Financial and clinical benchmarking
- Business and financial performance
- Regulatory intelligence
- Conference planner
- News and media intelligence
- Social listening
- Risk intelligence
- Supplier Intelligence
- Patent Intelligence
- M & A / Deals analysis
- International insight hub



# Customer Journey



## Design

The initial phase involves thorough research to identify and clarify the current network challenges and set clear objectives. Designing the architecture and user interface follows as mockups to allow first hand testing



## Development

Integrating stakeholder input and ensuring compatibility with existing systems. Smart contracts are then developed to automate processes, and security measures are implemented to protect data integrity



## Improvement

After testings (in-house and at your facilities), we will introduce the necessary improvements, and deliver the final version of the app



# Why Choose Us?

**01. Experienced team**  
We are innovative and have years of expertise in the biotech, pharmaceutical industry, as well as web application development to satisfy any business needs.

**03. Customized solutions**  
We offer our clients individualized set of features to satisfy any and all their specific requirements.

**05. Fast delivery**  
We have a dedicated team for each project as we are committed to delivering services at the fastest pace.

**02. Unlimited scalability**  
We offer a no-license model which means that the platform may be improved as your business grows: new sources, requests, and functionality may be added when necessary.

**04. Cost-effectiveness**  
We use new technologies such as AI/ML to provide state-of-art yet cost-effective services.

**06. Customer choice**  
Stada, Evonik, Roche Pharma, AstraZeneca, Ideal-Pharma, XMediQ, Sobi Pharma, and other industry leaders choose us for developing custom solutions.

# Meet Our Team



**Dr. Issame Outaleb**  
CEO & Founder



**Touqeer Shah**  
Co-CTO



**Federico La Terra**  
UI/UX & FSD



**Kateryna Solovei**  
CPO & Marketing



**Ana Milutinovic**  
Graphic Designer