1
00:00:03,095 --> 00:00:04,915
All right, everyone, let's make a start of it.

2
00:00:04,935 --> 00:00:06,835
Uh, today we're joined by Anton U

3
00:00:06,935 --> 00:00:09,755
of the Chief Operating Officer of Blink Lab.

4
00:00:09,855 --> 00:00:12,955
Uh, the ticket code here is BB one Blink Lab's,

5
00:00:12,955 --> 00:00:14,195
a digital diagnostic company.

6
00:00:14,225 --> 00:00:15,435
It's looking to transform

7
00:00:15,535 --> 00:00:18,875
how neurodevelopmental conditions are detected.

8
00:00:18,975 --> 00:00:22,035
So think things like a DHD think autism.

9
00:00:22,695 --> 00:00:25,715
Um, the lead product here is Blink Lab DX one.

10
00:00:25,785 --> 00:00:29,355
It's a smartphone based platform that uses AI

11
00:00:29,535 --> 00:00:31,435
and behavioral neuroscience to try

12
00:00:31,435 --> 00:00:35,515
and analyze really subtle facial reflex reflexes, uh, to,

13

00:00:35,735 --> 00:00:37,235
uh, to get a diagnosis.

14
00:00:37,775 --> 00:00:41,195
Um, the company is, um, in the midst

15
00:00:41,255 --> 00:00:44,675
of a really pivotal FDA trial in the US early results

16
00:00:44,675 --> 00:00:47,635
showing sensitivity and specificity above 85%.

17
00:00:47,805 --> 00:00:49,995
We've had about 90 children plus enrolled

18
00:00:50,055 --> 00:00:51,275
in its autism study.

19
00:00:51,695 --> 00:00:53,795
Uh, and it's really shaping up to be a,

20
00:00:53,795 --> 00:00:55,835
an important first mover in this space.

21
00:00:55,835 --> 00:00:57,835
So there's a lot to unpack here today.

22
00:00:58,375 --> 00:01:01,515
As always, just remember none of this is financial advice

23
00:01:01,535 --> 00:01:04,195
and, uh, uh, we do encourage you to ask some questions.

24
00:01:04,195 --> 00:01:05,475
You've got that Slido link,

25
00:01:05,475 --> 00:01:07,675

and I'll put those to, to Anton when we get the chance.

26
00:01:07,775 --> 00:01:09,675
So, Anton, thanks for your time today.

27
00:01:10,185 --> 00:01:11,395
Yeah, thanks for having me.

28
00:01:12,015 --> 00:01:14,155
So, uh, we, we, um, we are dealing

29
00:01:14,155 --> 00:01:16,275
with different time zones and Apache internet,

30
00:01:16,275 --> 00:01:17,675
but we'll, we'll persevere.

31
00:01:17,855 --> 00:01:19,435
If anything goes wrong, we'll,

32
00:01:19,435 --> 00:01:21,315
we'll reschedule it just to put that out there.

33
00:01:21,815 --> 00:01:24,315
But Anton, I I do appreciate your time today.

34
00:01:24,315 --> 00:01:26,155
There'll be a lot of, um, people

35
00:01:26,215 --> 00:01:27,555
who are new to the business.

36
00:01:28,135 --> 00:01:30,515
Do you want to give us the higher level view in terms of

37
00:01:30,515 --> 00:01:31,715
what is the, what is the problem

38
00:01:31,715 --> 00:01:33,275
that Blink Lab is trying to solve?

39
00:01:35,415 --> 00:01:38,235
Uh, well, the, I guess the main problem we're trying

40
00:01:38,235 --> 00:01:41,395
to solve is, uh, try to move the diagnostic of, um,

41
00:01:41,565 --> 00:01:44,595
those near developmental conditions as early as possible.

42
00:01:44,655 --> 00:01:46,795
Uh, at the moment, uh, you know,

43
00:01:46,815 --> 00:01:48,835
if you look at countries like United States, Australia,

44
00:01:49,495 --> 00:01:51,035
autism is diagnosed like, you know,

45
00:01:51,085 --> 00:01:54,035
let's say an average about four to five years old, which is,

46
00:01:54,535 --> 00:01:58,515
uh, it's, it's considered quite, uh, late in, uh,

47
00:01:58,515 --> 00:02:02,595
neuro development because, uh, we know from physiology that,

48
00:02:02,735 --> 00:02:04,555
uh, most, uh,

49
00:02:04,675 --> 00:02:07,635
neuronal connections are formed in a child when they are

50

00:02:07,655 --> 00:02:09,155
around two years of, of age.

51
00:02:09,155 --> 00:02:12,395
Right. So, obviously, uh, ideally if there's any

52
00:02:13,335 --> 00:02:15,835
neural condition you want to diagnose around this time, so

53
00:02:15,835 --> 00:02:19,355
that you can actually, with using some, uh, um,

54
00:02:20,685 --> 00:02:22,415
therapies like a BA, which is, uh,

55
00:02:22,655 --> 00:02:23,895
advanced behavioral therapies, you know,

56
00:02:23,995 --> 00:02:25,215
so you can actually modify it

57
00:02:25,275 --> 00:02:26,895
and make their life a bit easier,

58
00:02:27,075 --> 00:02:31,135
and so they can integrate to the society, uh, uh, better.

59
00:02:31,435 --> 00:02:34,495
Uh, so yeah, so we, what basically we're trying is to,

60
00:02:34,495 --> 00:02:37,655
trying to shift the diagnosis to around two years, you know,

61
00:02:37,915 --> 00:02:40,135
uh, maybe, uh, 18 months and, uh,

62
00:02:42,035 --> 00:02:43,735

and, uh, for autism

63
00:02:43,795 --> 00:02:44,975
and, uh, second indication

64
00:02:44,975 --> 00:02:47,295
that we're developing is A-D-H-D-A-D-H-D.

65
00:02:47,315 --> 00:02:50,335
You know, it's not so, uh, early diagnosis,

66
00:02:50,335 --> 00:02:51,655
but also just in general

67
00:02:51,655 --> 00:02:55,535
because there's a lot of problems with a DD in terms of lots

68
00:02:55,535 --> 00:02:57,255
of people are overdiagnosed, you know,

69
00:02:57,255 --> 00:02:59,885
because I mean, for whatever reason, I mean,

70
00:02:59,885 --> 00:03:03,045
and there's no proper tool that actually can pr uh,

71
00:03:03,555 --> 00:03:05,045
precisely say, you know,

72
00:03:05,045 --> 00:03:07,205
whether a person has a DD and, and or not.

73
00:03:07,285 --> 00:03:09,365
I mean, so lots of people are self-diagnose themselves

74
00:03:09,365 --> 00:03:12,805
because they, they notice some patterns of, uh, behavior

75
00:03:12,985 --> 00:03:14,525
or sort of, you know, focusing issues.

76
00:03:14,745 --> 00:03:17,125
And again, it's, it's not really an education

77
00:03:17,125 --> 00:03:18,205
that you have on a DD.

78
00:03:18,205 --> 00:03:20,805
You might just have like a, a problem with, uh, focusing.

79
00:03:20,805 --> 00:03:22,165
Right? So, so we're trying

80
00:03:22,165 --> 00:03:24,045
to develop those tools using machine learning

81
00:03:24,745 --> 00:03:27,805
and, uh, computer vision that will help us pick up those,

82
00:03:27,945 --> 00:03:29,485
uh, indications of earlier

83
00:03:29,865 --> 00:03:32,445
or yeah, make it, I mean, as well as make it more,

84
00:03:32,745 --> 00:03:33,805
uh, available to people.

85
00:03:34,715 --> 00:03:35,845
Yeah. That's really exciting.

86
00:03:36,065 --> 00:03:39,485
So, just what, what, what's the current approach involve?

87

00:03:39,545 --> 00:03:42,725
Is it, is it very much, uh, face-to-face with, uh,

88
00:03:43,045 --> 00:03:44,885
a neuroscientist or a, a doctor?

89
00:03:45,225 --> 00:03:47,285
Uh, is that why it's such a long process?

90
00:03:47,475 --> 00:03:49,485
It's something that's difficult to sort of automate?

91
00:03:50,465 --> 00:03:52,365
Uh, yes. At the moment, uh,

92
00:03:52,655 --> 00:03:56,205
let's say if we talk about autism, the standards,

93
00:03:56,205 --> 00:03:58,085
which is called gold standard approaches,

94
00:03:58,085 --> 00:03:59,765
obviously it's based on questionnaire.

95
00:03:59,865 --> 00:04:02,925
So, uh, a child goes to see a neuro psychologist,

96
00:04:02,925 --> 00:04:05,405
and they have a variety of, uh, it's called battery

97
00:04:05,505 --> 00:04:07,725
of tests, you know, which are mostly questionnaire,

98
00:04:09,305 --> 00:04:10,445
the child behavior.

99
00:04:10,805 --> 00:04:13,605

I mean, also questions not to the child part in particular,

100
00:04:13,605 --> 00:04:14,685
but to the parent obviously,

101
00:04:14,685 --> 00:04:16,045
or caregiver, uh, based on

102
00:04:16,045 --> 00:04:17,565
what they see about the child development.

103
00:04:18,145 --> 00:04:21,965
And then the, like, the most common one is called, uh,

104
00:04:21,965 --> 00:04:23,205
it's a DSM five criteria.

105
00:04:23,205 --> 00:04:25,165
And based on that, then, you know, based on those scores,

106
00:04:25,165 --> 00:04:29,245
and they refer child to child to, uh, third specialist

107
00:04:29,245 --> 00:04:31,325
for assessment, you know, it could be speech pathologists,

108
00:04:31,705 --> 00:04:33,125
uh, and, uh,

109
00:04:33,125 --> 00:04:34,725
near behavioral specialists, something like that.

110
00:04:34,865 --> 00:04:37,165
And then, so yeah, it obviously,

111
00:04:37,265 --> 00:04:39,965
and the process itself can take, uh, months,

112
00:04:40,035 --> 00:04:41,805
sometimes even more than a year, right?

113
00:04:41,805 --> 00:04:44,045
Because you have to go from one specialist to another one.

114
00:04:44,045 --> 00:04:46,765
There's always also waiting, waiting list to get on a, on a,

115
00:04:46,765 --> 00:04:48,485
to get onto the appointment and things like that.

116
00:04:48,625 --> 00:04:49,625
So.

117
00:04:51,635 --> 00:04:52,815
And so let's, let's,

118
00:04:52,815 --> 00:04:55,615
let's dive into the technology a little bit here.

119
00:04:56,035 --> 00:04:58,615
Um, what is it actually looking for, as I understand, went

120
00:04:58,615 --> 00:04:59,935
through your, your slide deck earlier.

121
00:05:00,075 --> 00:05:03,535
So it's really looking for, so these micro facial, uh,

122
00:05:03,835 --> 00:05:05,615
um, expressions.

123
00:05:06,275 --> 00:05:07,575
So what, what's the tech doing?

124

00:05:07,775 --> 00:05:09,655
I guess it's trying to invoke a reaction

125
00:05:09,715 --> 00:05:12,455
and then measuring it using the smartphone's camera.

126
00:05:12,525 --> 00:05:13,695
Yeah. Is, is that correct?

127
00:05:13,795 --> 00:05:15,175
Can you elaborate a bit more on Yeah.

128
00:05:15,175 --> 00:05:16,495
On what's happening behind the scenes?

129
00:05:17,405 --> 00:05:20,735
Yeah. So, uh, I mean, so basically we developing a, uh,

130
00:05:21,455 --> 00:05:22,895
a number of digital biomarkers,

131
00:05:22,915 --> 00:05:24,935
and in, in house we call dig,

132
00:05:25,115 --> 00:05:27,015
we call digital sensor phenotyping.

133
00:05:27,015 --> 00:05:29,655
Mm-hmm. So we basically trying to map, uh,

134
00:05:29,655 --> 00:05:34,135
sensor sensory function of the child brand, brand using, uh,

135
00:05:34,505 --> 00:05:38,055
smartphone based camera and, uh, algorithms behind it.

136
00:05:38,115 --> 00:05:41,215

So effectively, the, the way when companies started,

137
00:05:41,435 --> 00:05:45,455
you know, five years ago, I mean, the first test that we've,

138
00:05:45,635 --> 00:05:48,495
uh, sort of transitioned to the smartphone based, uh,

139
00:05:48,565 --> 00:05:50,775
tech is called prepos inhibition

140
00:05:50,775 --> 00:05:52,215
of acoustic start or reflex.

141
00:05:52,315 --> 00:05:54,295
Mm-hmm. Uh, it's the scientific term.

142
00:05:54,355 --> 00:05:57,325
And basically what it does is that measures the reaction of,

143
00:05:57,505 --> 00:06:01,525
uh, a chart for blinking, uh, to a loud sounds.

144
00:06:01,745 --> 00:06:03,205
Uh, and you know, you know,

145
00:06:03,465 --> 00:06:06,005
and you know, we know from physiology we'll know that

146
00:06:06,545 --> 00:06:07,965
if we all hear like a loud,

147
00:06:08,065 --> 00:06:10,445
sa sudden loud sound, we'll blink, right?

148
00:06:10,505 --> 00:06:12,525
And then it's like, this is something we can't control,

149
00:06:12,555 --> 00:06:15,565
just a reflecty reflects, right?

150
00:06:15,825 --> 00:06:19,365
So, and then, but it's a basic, uh, sensory test.

151
00:06:19,465 --> 00:06:20,605
But now we can, you know,

152
00:06:20,605 --> 00:06:22,285
using different techniques, we can modify it.

153
00:06:22,385 --> 00:06:24,725
So we can pre-pass, for example, that loud sound

154
00:06:24,785 --> 00:06:26,245
by a quiet test sound

155
00:06:26,265 --> 00:06:28,285
and see whether the respond

156
00:06:28,305 --> 00:06:30,405
to this vow sound or modified or not.

157
00:06:30,405 --> 00:06:31,485
Right? And what we found is

158
00:06:31,485 --> 00:06:33,485
that in children sm there is those,

159
00:06:33,805 --> 00:06:35,605
which is called pre-pass inhibition

160
00:06:35,605 --> 00:06:37,765
of the 12 out sound varies, right?

161

00:06:37,785 --> 00:06:40,605
And we can detect it using, using smartphone camera

162
00:06:40,905 --> 00:06:42,965
and, uh, analysis at the backend.

163
00:06:43,065 --> 00:06:46,645
And usually we just basically picking up the, about

164
00:06:46,645 --> 00:06:49,365
around like 50 to a hundred milliseconds, uh, differences

165
00:06:49,365 --> 00:06:51,405
between different chart and children.

166
00:06:51,505 --> 00:06:52,965
And then that indicates

167
00:06:53,105 --> 00:06:55,005
and suggests whether this person has,

168
00:06:55,225 --> 00:06:56,805
uh, modified sensory behavior.

169
00:06:57,105 --> 00:06:58,925
Mm-hmm. And then, so this is just one test,

170
00:06:58,925 --> 00:07:00,285
and we have around 20 of those.

171
00:07:00,425 --> 00:07:04,365
And then all, all around this sensory responses, you know,

172
00:07:04,365 --> 00:07:06,885
it could also measures the, uh, position

173
00:07:06,885 --> 00:07:08,165

of a pupil in the eye.

174
00:07:08,285 --> 00:07:10,805
I mean the, uh, also the, uh,

175
00:07:10,885 --> 00:07:13,125
anterior posterior uhor rotation of head

176
00:07:13,585 --> 00:07:14,685
to loud sound, et cetera.

177
00:07:14,685 --> 00:07:16,445
Right. And then come, uh, at the end,

178
00:07:16,445 --> 00:07:19,685
so we combine all those scores from all those biomarkers

179
00:07:19,685 --> 00:07:21,405
into one score, and then can predict

180
00:07:21,405 --> 00:07:22,925
with our accuracy about 90%

181
00:07:22,925 --> 00:07:24,885
with the child using the spectrum or not.

182
00:07:26,365 --> 00:07:28,735
Tell me, Anton, what, what's been the harder part?

183
00:07:29,015 --> 00:07:32,535
I, I, I imagine once you know what to look for

184
00:07:32,555 --> 00:07:35,055
and what you can train the, the machine learning

185
00:07:35,075 --> 00:07:38,255
or the AI to look for, I, I don't want to diminish it.

186
00:07:38,255 --> 00:07:39,895
It's, it's obviously a challenge, but,

187
00:07:39,915 --> 00:07:43,295
but it strikes me as the difficult part is really trying

188
00:07:43,295 --> 00:07:44,815
to work out those markers

189
00:07:45,115 --> 00:07:48,255
and to d to differentiate them from what

190
00:07:48,945 --> 00:07:51,815
quote unquote a normal person might, might be displaying.

191
00:07:52,455 --> 00:07:54,175
I, is that the secret source here?

192
00:07:54,175 --> 00:07:57,975
Is, is it the algorithm sort of behind everything that,

193
00:07:58,085 --> 00:08:00,615
that, that has been the main part of the development?

194
00:08:00,755 --> 00:08:01,815
Or, or am I wrong?

195
00:08:01,835 --> 00:08:03,775
Is, is it actually that the technology itself

196
00:08:03,795 --> 00:08:07,615
and taking well known, established kind of patterns

197
00:08:07,615 --> 00:08:09,815
and then, and then codifying that into software?

198

00:08:10,955 --> 00:08:13,215
Uh, yeah. Well, first of all, so those tests, like,

199
00:08:13,215 --> 00:08:16,215
you know, that, uh, we are basically digitizing the test,

200
00:08:16,215 --> 00:08:19,615
like pre-PA inhibition, or I blink conditioning.

201
00:08:19,635 --> 00:08:20,855
So these tests are well known.

202
00:08:20,855 --> 00:08:23,175
They're not invented by the company or by us.

203
00:08:23,235 --> 00:08:25,735
You know, they're actually been describing peer,

204
00:08:26,005 --> 00:08:28,095
peer review literature, you know, decades ago.

205
00:08:28,275 --> 00:08:32,255
But right, historically, those tests were done using, uh,

206
00:08:32,755 --> 00:08:34,495
ca cameras mounted on the child

207
00:08:34,495 --> 00:08:35,615
head, you know, for the helmet.

208
00:08:35,795 --> 00:08:38,935
And then, uh, involved a lot of sort of manual analysis

209
00:08:38,955 --> 00:08:40,735
of the post test data, right?

210
00:08:40,735 --> 00:08:43,615

For example, the child would sit on the lap, uh,

211
00:08:43,635 --> 00:08:45,735
of a parent, then, uh, the, uh,

212
00:08:45,875 --> 00:08:48,215
his responses will be recorded for the video camera.

213
00:08:48,285 --> 00:08:52,175
Then the experiment would take this, uh, massive impact,

214
00:08:52,175 --> 00:08:53,455
four files, go to the computer

215
00:08:53,475 --> 00:08:54,855
and analyze it frame by frame,

216
00:08:55,035 --> 00:08:56,565
looking for the blinking, right?

217
00:08:56,665 --> 00:08:58,325
So obviously, we all digitize it.

218
00:08:58,325 --> 00:09:01,205
And instead of, uh, you know, putting all those helmets,

219
00:09:01,205 --> 00:09:03,525
all we do is just we put a smartphone on a stand

220
00:09:03,705 --> 00:09:05,565
and, uh, record the session, right?

221
00:09:06,025 --> 00:09:08,125
But, uh, the main most important component,

222
00:09:08,125 --> 00:09:10,125
obviously is the, uh, data science, right?

223
00:09:10,185 --> 00:09:12,645
So, which, so we're using supervised machine learning.

224
00:09:12,705 --> 00:09:15,405
Uh, basically what it does is, uh, you know,

225
00:09:15,405 --> 00:09:17,645
throughout every session, we collect thousands

226
00:09:17,645 --> 00:09:20,045
of data points from each individual child, uh, child,

227
00:09:20,105 --> 00:09:22,965
and, uh, uh, manually you would not be able

228
00:09:22,965 --> 00:09:24,125
to ever analyze it, right?

229
00:09:24,145 --> 00:09:26,045
So that's where the machine learning comes in,

230
00:09:26,045 --> 00:09:27,405
because let's say, you know,

231
00:09:27,405 --> 00:09:29,365
a thousand data points also from one chart,

232
00:09:29,385 --> 00:09:31,445
and then you multiply it by another thousand children.

233
00:09:31,585 --> 00:09:33,445
So you're working with a million data points, right?

234
00:09:33,545 --> 00:09:36,205
And obviously, this is where machine learning comes in to,

235

00:09:36,425 --> 00:09:38,245
uh, uh, define those diagnostic

236
00:09:38,445 --> 00:09:39,925
accuracy based on this data points. So,

237
00:09:40,425 --> 00:09:41,425
Yep. That,

238
00:09:41,425 --> 00:09:44,005
that, I think that's a really important point

239
00:09:44,105 --> 00:09:45,645
for investors to understand

240
00:09:45,645 --> 00:09:47,725
because Anton, 1, 1, 1 of the questions

241
00:09:47,725 --> 00:09:49,645
that will naturally arise here is just

242
00:09:49,645 --> 00:09:50,805
sort of like, well, that's great.

243
00:09:51,545 --> 00:09:52,765
I'm gonna do the same thing.

244
00:09:53,425 --> 00:09:55,645
But, but as you say, it's sort of like the,

245
00:09:55,645 --> 00:09:57,725
the devil is in the detail that's here.

246
00:09:57,905 --> 00:09:59,085
And, and one of the things

247
00:09:59,085 --> 00:10:02,045

that I always find particularly interesting about companies

248
00:10:02,045 --> 00:10:06,085
that are using this technology AI is, is

249
00:10:06,115 --> 00:10:09,685
that the more, the more subjects you put through it,

250
00:10:09,685 --> 00:10:11,565
the more data you get, the more refined it is,

251
00:10:11,625 --> 00:10:14,205
and you get these wonderful sort of feedback loops

252
00:10:14,555 --> 00:10:16,285
that make it harder for me to catch.

253
00:10:16,425 --> 00:10:18,525
So I might be able to say, well, this is all published

254
00:10:19,075 --> 00:10:21,005
open source kind of markers.

255
00:10:21,245 --> 00:10:22,365
I can build the same thing.

256
00:10:23,145 --> 00:10:24,565
Am I barking up the wrong tree there?

257
00:10:24,665 --> 00:10:26,125
Or do you feel as though that's No,

258
00:10:26,165 --> 00:10:27,325
I mean, well, first of all,

259
00:10:27,505 --> 00:10:29,245
all those biomarkers are patented, right?

260
00:10:29,265 --> 00:10:32,765
So the company holds, uh, uh, like over seven, I mean, seven

261
00:10:32,865 --> 00:10:34,965
or eight patents at the moment on all those different

262
00:10:34,965 --> 00:10:36,045
biomarkers, right?

263
00:10:36,065 --> 00:10:37,285
So obviously you,

264
00:10:37,305 --> 00:10:38,925
you wouldn't be able just to use them, right?

265
00:10:38,975 --> 00:10:40,565
It'll be infr in the, uh, uh,

266
00:10:40,565 --> 00:10:42,165
intellectual property, that's number one.

267
00:10:42,385 --> 00:10:45,285
Yep. But also in a way, uh, our company is more like, uh,

268
00:10:45,385 --> 00:10:47,005
uh, it's a data science company, right?

269
00:10:47,185 --> 00:10:49,965
So every time we run those tests on more

270
00:10:49,965 --> 00:10:52,605
and more people, uh, because every session we do,

271
00:10:52,665 --> 00:10:57,445
we collect, so we register, uh, uh, responses from

272

00:10:57,445 --> 00:10:59,485
around 400 facial features, right?

273
00:10:59,625 --> 00:11:02,445
So, and when we started the company, we had three tests,

274
00:11:02,545 --> 00:11:04,405
but the more tests we've done with,

275
00:11:04,505 --> 00:11:07,605
but we, we, we've, uh, uncovered another 15

276
00:11:07,625 --> 00:11:09,085
to 18 different biomarkers,

277
00:11:09,085 --> 00:11:11,285
because every time we collect, run the sessions

278
00:11:11,285 --> 00:11:14,605
and collect the data, we pinpoint the, uh, correlations

279
00:11:14,605 --> 00:11:15,685
between different behavior

280
00:11:15,705 --> 00:11:17,645
and responses to sensory stimuli, right?

281
00:11:17,705 --> 00:11:19,525
So, and that's obviously, you know,

282
00:11:19,525 --> 00:11:23,485
like at the moment we've tested over, uh, 10,000, uh,

283
00:11:24,705 --> 00:11:25,865
children and adults, uh,

284
00:11:25,885 --> 00:11:28,625

but obviously imagine, uh, if we do it

285
00:11:28,625 --> 00:11:29,865
with over a million, right?

286
00:11:29,865 --> 00:11:33,945
Yes. So how many data points we have, how much, uh, uh, sort

287
00:11:33,945 --> 00:11:36,145
of, uh, intellectual property will be accumulated, right?

288
00:11:36,265 --> 00:11:38,745
I mean, and, um, so we also, it's not,

289
00:11:38,745 --> 00:11:39,945
and, uh, it's not just out autism

290
00:11:39,945 --> 00:11:42,745
and A-D-H-D-I mean, if you look at the company announcements

291
00:11:42,765 --> 00:11:46,225
in the past year, we've partnered with multiple institutions

292
00:11:46,225 --> 00:11:47,865
around the world, particularly United States,

293
00:11:48,045 --> 00:11:51,665
and all of those are in the area of, uh, neurodevelopment

294
00:11:51,685 --> 00:11:53,420
or neurodegenerative diseases, right?

295
00:11:53,465 --> 00:11:57,645
So because this test, they are not just can work

296
00:11:57,645 --> 00:11:58,645
for autism a g,

297
00:11:58,645 --> 00:12:01,285
but they also work on the Alzheimer's dementia, uh,

298
00:12:01,545 --> 00:12:03,005
uh, rats, everything, right?

299
00:12:03,205 --> 00:12:05,045
I mean, it's, and it's all about collecting the data

300
00:12:05,265 --> 00:12:07,645
and sorting and clustering this data out

301
00:12:07,645 --> 00:12:08,885
and see what shows us.

302
00:12:08,945 --> 00:12:11,605
So effectively we we're trying to be, I mean, the,

303
00:12:12,045 --> 00:12:14,005
a large player in the digital on your side. So

304
00:12:14,515 --> 00:12:15,515
Yeah. That's

305
00:12:15,515 --> 00:12:19,005
fascinating. Um, so, so you're at a level, um, where

306
00:12:19,535 --> 00:12:21,165
internally you're very confident

307
00:12:21,165 --> 00:12:23,725
that the technology works, it's effective.

308
00:12:23,725 --> 00:12:25,765
There's been some really impressive statistics

309

00:12:25,765 --> 00:12:27,165
that have been published, but

310
00:12:27,165 --> 00:12:29,845
of course you've got convince the FDA, uh, yeah,

311
00:12:29,845 --> 00:12:31,925
obvious in the United States and, and others,

312
00:12:31,985 --> 00:12:33,885
and I know that is, that is underway.

313
00:12:34,315 --> 00:12:35,725
What are the, what are the milestones

314
00:12:35,725 --> 00:12:38,085
that investors should be looking for over the next, say,

315
00:12:38,085 --> 00:12:39,165
12 to 18 months?

316
00:12:39,505 --> 00:12:42,885
Um, that, that you see as like sort of critical, uh, as,

317
00:12:42,885 --> 00:12:44,605
as a preliminary to the commercial release?

318
00:12:46,425 --> 00:12:47,805
Um, yeah. Well, I mean, at the moment,

319
00:12:47,865 --> 00:12:49,725
as you mentioned in the beginning, we're running, uh,

320
00:12:50,365 --> 00:12:52,045
a large autism study in the United States.

321
00:12:52,665 --> 00:12:55,765

Uh, so it probably is the largest, uh, autism study

322
00:12:55,765 --> 00:13:00,085
with using digital, uh, uh, digital, uh, diagnostic product.

323
00:13:00,265 --> 00:13:02,445
Mm-hmm. I mean, there have been studies before,

324
00:13:02,445 --> 00:13:03,565
but not to the size of us.

325
00:13:04,305 --> 00:13:08,085
Uh, it'll be across East coast, west coast, United States.

326
00:13:08,365 --> 00:13:10,325
I mean, we're currently enrolling a lot of sites, you know,

327
00:13:10,325 --> 00:13:12,005
prestigious universities and medical centers.

328
00:13:12,145 --> 00:13:14,725
And, uh, you know, people will see, I mean,

329
00:13:14,725 --> 00:13:15,965
we've already announced two,

330
00:13:15,965 --> 00:13:17,445
which are currently in a pilot station,

331
00:13:17,465 --> 00:13:20,045
and then, uh, in a one

332
00:13:20,045 --> 00:13:22,125
or two month will be rolling into the main component

333
00:13:22,125 --> 00:13:24,445
of the study, which will, will add in another

334
00:13:25,005 --> 00:13:26,085
probably around 10 sites.

335
00:13:26,145 --> 00:13:28,765
And mm-hmm. You know, again, very big names

336
00:13:28,905 --> 00:13:30,405
and, uh, key opinion leaders getting

337
00:13:30,405 --> 00:13:31,765
good involved with the company.

338
00:13:32,705 --> 00:13:34,925
So as this study progresses, you know,

339
00:13:34,945 --> 00:13:36,325
we will be announcing, obviously,

340
00:13:36,325 --> 00:13:38,245
the initial data from our pilot component.

341
00:13:38,265 --> 00:13:40,805
And then, you know, maybe early next year, we're hoping

342
00:13:40,805 --> 00:13:43,165
to release obviously the final data from the whole study.

343
00:13:43,385 --> 00:13:45,925
And that data will be used to, uh,

344
00:13:46,185 --> 00:13:47,485
get the clearance from FDA,

345
00:13:47,485 --> 00:13:49,045
which is called five 10 K clearance.

346

00:13:49,145 --> 00:13:51,645
Uh, so we, we are able to market the di uh,

347
00:13:51,645 --> 00:13:52,805
device in the United States.

348
00:13:53,065 --> 00:13:55,725
Uh, and then, so those are obviously the most important

349
00:13:55,725 --> 00:13:58,405
milestones, you know, the data, uh, data readouts, uh,

350
00:13:58,405 --> 00:14:01,005
as well as the, uh, onboarding more clinical sites.

351
00:14:01,905 --> 00:14:03,165
Uh, we also, uh,

352
00:14:03,165 --> 00:14:06,045
running a large study in a DD in Europe right now.

353
00:14:06,065 --> 00:14:07,045
And also they're getting

354
00:14:07,075 --> 00:14:08,485
some patients in US there and there.

355
00:14:08,505 --> 00:14:11,725
And so that there will also be data coming, uh,

356
00:14:11,795 --> 00:14:15,085
with diagnostic accuracy from that study coming in, uh,

357
00:14:15,705 --> 00:14:17,965
fairly soon, basically talking about weeks here.

358
00:14:18,585 --> 00:14:22,365

And then that data, again, will be used to, uh, design, uh,

359
00:14:22,485 --> 00:14:24,965
a large study in the United States, uh, so we can get again,

360
00:14:25,025 --> 00:14:26,325
uh, in A DHD

361
00:14:26,325 --> 00:14:28,365
and then sort of replicate what we're doing without just,

362
00:14:29,025 --> 00:14:31,085
and, uh, do a large study with A DHD

363
00:14:31,085 --> 00:14:33,405
and then also try to get a clearance from FDA

364
00:14:33,405 --> 00:14:34,445
for the A DHD test.

365
00:14:34,445 --> 00:14:37,445
So effectively, you know, we're hoping that, uh, you know,

366
00:14:37,785 --> 00:14:41,405
uh, next year we'll get clearance for, uh, autism,

367
00:14:41,465 --> 00:14:44,455
and maybe towards end of next year,

368
00:14:44,455 --> 00:14:46,575
we'll potentially can get a clearance for A DHD.

369
00:14:46,595 --> 00:14:50,495
So we'll have two tests that, uh, capture, you know, tens

370
00:14:50,495 --> 00:14:51,765
of millions of people in United States.

371
00:14:51,865 --> 00:14:54,005
So, you know, and again, there's, as you mentioned as well,

372
00:14:54,005 --> 00:14:57,125
in the beginning, it's, um, it's a blue ocean, right?

373
00:14:57,125 --> 00:14:59,045
There's no one there. I mean, there are a couple companies

374
00:14:59,045 --> 00:15:01,725
that are developing, but they, uh, a bit different.

375
00:15:01,785 --> 00:15:04,405
So there's our two competitors who have, in United States,

376
00:15:04,465 --> 00:15:05,605
one is called coa.

377
00:15:05,625 --> 00:15:07,845
Uh, they've achieved their D clearance in 2022.

378
00:15:08,545 --> 00:15:11,765
But that test is basically just, uh, using smartphone

379
00:15:11,785 --> 00:15:13,805
to record behavior for children, you know,

380
00:15:13,865 --> 00:15:17,965
and then using, again, physician psychiatrist is involved

381
00:15:17,965 --> 00:15:19,645
to understand what's the behavioral patterns,

382
00:15:19,645 --> 00:15:20,725
but nothing to do with sensory.

383

00:15:21,065 --> 00:15:23,685
Mm-hmm. And then another one is called Early Tech, uh,

384
00:15:23,685 --> 00:15:26,365
but they use a stationary camera tablets to sort

385
00:15:26,365 --> 00:15:28,485
of monitor the, what's called eye gazing.

386
00:15:28,485 --> 00:15:33,165
So there is a, a sort of a near phenomenon, uh, well known,

387
00:15:33,345 --> 00:15:36,725
uh, that, uh, children without autism, when they, uh,

388
00:15:36,835 --> 00:15:39,405
look at the video of that has some social aspect,

389
00:15:39,405 --> 00:15:42,525
they will be, uh, positioned the eyes in different sort

390
00:15:42,525 --> 00:15:43,725
of parts of the screen, right?

391
00:15:43,785 --> 00:15:44,925
And that company measures that.

392
00:15:44,985 --> 00:15:47,605
So, and again, it has decent diagnostic categories for that.

393
00:15:47,625 --> 00:15:50,165
So these are basically two companies than us,

394
00:15:50,255 --> 00:15:51,765
three companies that are trying

395
00:15:51,785 --> 00:15:53,685

to solve this big problem. Um, yeah,

396
00:15:53,755 --> 00:15:54,755
Yeah, yeah. A

397
00:15:54,755 --> 00:15:57,085
lot of, lot of blue ocean, as you say. Um, yeah.

398
00:15:57,305 --> 00:15:58,925
So let's, let's fast forward, Anton,

399
00:15:58,935 --> 00:16:02,085
let's say we get the necessary FDA approvals and,

400
00:16:02,345 --> 00:16:04,805
and you're ready to start commercializing here.

401
00:16:05,265 --> 00:16:07,245
Now, one of the nice things about software, of course,

402
00:16:07,265 --> 00:16:08,445
is it's just the download.

403
00:16:08,505 --> 00:16:11,165
So there's, you know, very nice gross margins involved

404
00:16:11,265 --> 00:16:12,565
in, in, in all of that.

405
00:16:13,025 --> 00:16:15,445
But what's, what's the go-to market strategy?

406
00:16:15,665 --> 00:16:18,405
How do you, what's the plan to get this in the hands of,

407
00:16:18,585 --> 00:16:19,885
you know, therapists and,

408
00:16:19,945 --> 00:16:23,445
and medical professionals so that they can start using that?

409
00:16:23,705 --> 00:16:26,005
Is there an educational component that you need

410
00:16:26,005 --> 00:16:28,365
to approach the industry with to, to convince them?

411
00:16:28,385 --> 00:16:30,965
Or, or are they aware of the potential here

412
00:16:30,965 --> 00:16:32,125
and are just waiting for the,

413
00:16:32,225 --> 00:16:34,005
for the right dominoes to fall?

414
00:16:34,035 --> 00:16:35,035
Yeah,

415
00:16:35,435 --> 00:16:36,435
Yeah. I mean, pretty

416
00:16:36,435 --> 00:16:37,485
much all the

417
00:16:37,485 --> 00:16:38,765
things that you've mentioned, right?

418
00:16:38,865 --> 00:16:42,205
So it, uh, you know, so I mean, number one, of course, to,

419
00:16:42,385 --> 00:16:44,365
for any product to be successful, you need

420

00:16:44,365 --> 00:16:45,685
to achieve a reimbursement, right?

421
00:16:45,745 --> 00:16:48,045
So you don't want parents to pay out of pocket,

422
00:16:48,265 --> 00:16:50,645
so you actually want to, so the next step

423
00:16:50,645 --> 00:16:53,805
after receiving FDA clearances, the company would be talking

424
00:16:53,865 --> 00:16:56,485
to CMS, uh, in order to get the, uh,

425
00:16:57,245 --> 00:16:58,285
reimbursement courts for the product.

426
00:16:58,525 --> 00:17:01,565
I mean, there are already several reimbursement courts

427
00:17:01,565 --> 00:17:03,485
available, available for digital therapies,

428
00:17:03,485 --> 00:17:05,005
which we can sort of piggyback on.

429
00:17:05,025 --> 00:17:07,805
But, uh, ideally you wanna have your own, uh,

430
00:17:08,245 --> 00:17:11,045
reimbursement court with a slightly premium sort of, uh,

431
00:17:11,175 --> 00:17:13,445
level of, uh, you know, payout, right?

432
00:17:13,465 --> 00:17:15,605

So, and then, and then, so you wanna make sure

433
00:17:15,605 --> 00:17:19,165
that this reimbursement courts not only cover the, uh, cost

434
00:17:19,265 --> 00:17:21,885
of the application that PE people would download,

435
00:17:21,885 --> 00:17:23,165
but also the physician time

436
00:17:23,165 --> 00:17:26,165
because, you know, like, you know, a typical gp, you know,

437
00:17:26,165 --> 00:17:28,725
and so we are, uh, positioning the product

438
00:17:28,865 --> 00:17:30,445
for the primary healthcare physicians.

439
00:17:30,505 --> 00:17:33,365
So those, uh, visits that are, you know, happens in millions

440
00:17:33,385 --> 00:17:36,045
and every year, and obviously those

441
00:17:36,185 --> 00:17:37,565
visits are usually quite short.

442
00:17:37,705 --> 00:17:39,445
So you wanna make sure that the physician,

443
00:17:39,445 --> 00:17:40,885
when he spends time with you, he's getting,

444
00:17:40,955 --> 00:17:43,845
he's getting reimbursed because they, they want to be sort

445
00:17:43,845 --> 00:17:45,645
of, in a way incentivized to use the product so

446
00:17:45,645 --> 00:17:47,525
that their time is actually not spent for nothing.

447
00:17:47,525 --> 00:17:51,045
Right? So, and that's why those reimbursement costs become

448
00:17:51,145 --> 00:17:53,045
so vital, um, uh,

449
00:17:53,145 --> 00:17:54,965
and then, as you said, educational as well, right?

450
00:17:54,985 --> 00:17:58,045
So, but, you know, we kind of, uh, have a, a bit

451
00:17:58,045 --> 00:17:59,285
of good start here already,

452
00:17:59,285 --> 00:18:02,325
because running this big study not only help us

453
00:18:02,325 --> 00:18:04,205
with the data, but also education the market,

454
00:18:04,205 --> 00:18:07,045
because we're working with all the main centers,

455
00:18:07,275 --> 00:18:09,685
like in United States that are well known sort

456
00:18:09,685 --> 00:18:12,565
of knowledge centers for autism, uh, uh,

457

00:18:12,585 --> 00:18:13,885
you know, uh, condition, right?

458
00:18:13,885 --> 00:18:14,965
And then, uh,

459
00:18:15,065 --> 00:18:17,685
and ideally, we, we would, we think that, you know,

460
00:18:17,825 --> 00:18:19,925
coming from these key opinion leaders is sort

461
00:18:19,925 --> 00:18:21,165
of towards the gps

462
00:18:21,165 --> 00:18:22,765
where they'll be recommending this product for use.

463
00:18:23,345 --> 00:18:25,245
And then at the same time, obviously parents

464
00:18:25,385 --> 00:18:28,205
and families, you know, they're, they, they're, you know,

465
00:18:28,205 --> 00:18:30,605
at the moment we already have a lot of requests, you know,

466
00:18:30,605 --> 00:18:33,765
people, you know, uh, keep sort of approaching companies.

467
00:18:33,865 --> 00:18:35,565
Is the test available? Can they download it?

468
00:18:35,565 --> 00:18:37,845
But fortunately, it's only available for research purposes.

469
00:18:37,845 --> 00:18:39,365

So we can't provide codes to the parents

470
00:18:39,365 --> 00:18:40,845
because it's not f FDA clear yet.

471
00:18:40,845 --> 00:18:43,845
But we can see it's already, you know, we, you know,

472
00:18:43,865 --> 00:18:45,285
in the thousands of emails

473
00:18:45,285 --> 00:18:47,565
that we're getting throughout months, you know, just as,

474
00:18:47,585 --> 00:18:50,285
as we start rolling the study, people hear about the study

475
00:18:50,285 --> 00:18:52,205
and they'll reach out and say, oh, can I do the test?

476
00:18:52,205 --> 00:18:53,885
Right? I mean, not in the United States,

477
00:18:53,905 --> 00:18:56,445
but in Australia, we even get requests from some

478
00:18:56,445 --> 00:18:58,325
of our investors, you know, people trying to say, oh,

479
00:18:58,325 --> 00:19:01,045
you know, like a, someone has a chart in the family

480
00:19:01,045 --> 00:19:03,645
that maybe autistic note maybe on the spectrum,

481
00:19:03,665 --> 00:19:04,845
and they wanna test it, so, right.

482
00:19:04,845 --> 00:19:05,845
Yeah, I mean, there's, I think

483
00:19:05,845 --> 00:19:07,685
because of the simplicity of the test,

484
00:19:07,755 --> 00:19:09,485
mean basically takes only 15 minutes.

485
00:19:10,035 --> 00:19:13,245
It's an app on the iPhone, which is again, so yeah, it's,

486
00:19:13,315 --> 00:19:15,525
it's, uh, it's, it's quite scalable, right?

487
00:19:15,525 --> 00:19:17,085
And that distribution, you don't really need

488
00:19:17,085 --> 00:19:18,165
to send any devices.

489
00:19:18,225 --> 00:19:19,485
You don't need to manufacture devices.

490
00:19:19,485 --> 00:19:21,605
It's, uh, so the, uh,

491
00:19:21,725 --> 00:19:24,085
application stuff is available already on the app store,

492
00:19:24,085 --> 00:19:25,245
you know, uh, and, uh,

493
00:19:25,245 --> 00:19:27,005
obviously everybody can download it, right?

494

00:19:27,065 --> 00:19:29,485
So it's, you know, the, that's what you are scalable.

495
00:19:29,985 --> 00:19:32,285
And, you know, the be the beauty about developing products

496
00:19:32,345 --> 00:19:36,045
on, uh, iPhone is that you are not, uh, actually,

497
00:19:36,045 --> 00:19:37,325
you're not building the hardware, you know,

498
00:19:37,325 --> 00:19:39,645
you using the best available hardware possible, right?

499
00:19:39,645 --> 00:19:42,685
Yeah. Because those have phones, they have the best cameras,

500
00:19:42,795 --> 00:19:44,045
they have the, both the best

501
00:19:44,045 --> 00:19:45,285
computing power and everything, right?

502
00:19:45,345 --> 00:19:47,325
So what we're doing is just putting software into this

503
00:19:47,325 --> 00:19:48,525
amazing tool, right?

504
00:19:49,115 --> 00:19:50,845
Yeah, that's, I, I, I love it.

505
00:19:50,985 --> 00:19:54,445
Um, it's always nice too when you, when you get people

506
00:19:54,545 --> 00:19:57,685

who are, who are sort of at the coalface here reaching out,

507
00:19:57,825 --> 00:20:00,525
uh, I know we've got, uh, friends who are dealing

508
00:20:00,525 --> 00:20:02,125
with a severely autistic child,

509
00:20:02,145 --> 00:20:04,525
and it, it's, you know, people are desperate for solutions.

510
00:20:04,625 --> 00:20:07,045
So, um, I, I can absolutely see the,

511
00:20:07,065 --> 00:20:08,525
the use case for it here.

512
00:20:09,145 --> 00:20:12,325
Um, I'm, I'm keen to understand the, the, a bit more

513
00:20:12,325 --> 00:20:13,685
of the economic model here.

514
00:20:13,685 --> 00:20:15,365
So I've heard, I've heard you describe it

515
00:20:15,365 --> 00:20:17,245
as diagnostics, as a service.

516
00:20:18,025 --> 00:20:20,565
So I, I guess it's a subscription plan.

517
00:20:20,625 --> 00:20:23,365
Is that, is that how people will pay? Or how does it work?

518
00:20:24,185 --> 00:20:26,285
Uh, no, I think, so at the moment, the

519
00:20:27,085 --> 00:20:29,485
American Pediatric Association recommends, uh,

520
00:20:29,505 --> 00:20:32,685
autism screening, you know, twi, uh, for every child, okay.

521
00:20:33,105 --> 00:20:35,325
Uh, twice, uh, in the first two years.

522
00:20:36,025 --> 00:20:39,205
So it's obviously will be a per, per, per per visit, right?

523
00:20:39,215 --> 00:20:43,165
Every time. So the parent can sort of go see the gp,

524
00:20:43,225 --> 00:20:45,165
you know, they can get a prescription for the, uh,

525
00:20:45,165 --> 00:20:46,765
for the app, download the app, do the test.

526
00:20:47,115 --> 00:20:49,325
Yeah. I mean, and then they can do a test at home,

527
00:20:49,585 --> 00:20:50,845
but they, they have to go

528
00:20:50,905 --> 00:20:53,205
and see the physician in the office

529
00:20:53,345 --> 00:20:54,365
to get the results, right?

530
00:20:54,545 --> 00:20:57,085
So the, the number one rule usually is that you can't,

531

00:20:57,185 --> 00:20:58,805
the parents can't self-diagnose, right?

532
00:20:58,825 --> 00:21:00,445
So they have to see the results,

533
00:21:00,465 --> 00:21:02,605
and the results have to be explained to them in the presence

534
00:21:02,605 --> 00:21:05,845
of, uh, uh, uh, primary healthcare physician, right?

535
00:21:05,845 --> 00:21:07,285
Yeah. So, yeah.

536
00:21:07,345 --> 00:21:09,485
So, um, so yeah, it's, it's not gonna be, at the moment,

537
00:21:09,485 --> 00:21:11,645
it's not gonna be, we don't think it'll be a subscription

538
00:21:11,825 --> 00:21:15,525
yet, but, um, the application also have a potential

539
00:21:15,545 --> 00:21:18,925
to be used as a, a therapy monitoring tool as well, right?

540
00:21:19,065 --> 00:21:20,365
Uh, you know, so that the parents

541
00:21:20,425 --> 00:21:23,165
and the physicians can actually monitor the

542
00:21:23,365 --> 00:21:24,485
progress of whatever child.

543
00:21:24,485 --> 00:21:25,485

Either it's a medication

544
00:21:25,585 --> 00:21:27,165
or behavioral therapy they're doing.

545
00:21:27,185 --> 00:21:29,965
So, and we can measure, provide the same test.

546
00:21:30,205 --> 00:21:32,445
I mean, uh, so that could be used,

547
00:21:32,545 --> 00:21:34,685
but again, it's still, the market will show whether,

548
00:21:34,875 --> 00:21:36,725
what sort of more, uh, pricing model

549
00:21:36,745 --> 00:21:39,005
and what sort of, uh, is it gonna be subscription model

550
00:21:39,005 --> 00:21:40,165
or not, you know, we can use it, right?

551
00:21:40,165 --> 00:21:41,205
Or it's gonna be one off,

552
00:21:41,205 --> 00:21:43,685
but even if it's like, you know, every visit,

553
00:21:43,785 --> 00:21:45,765
so we we're still talking about 7 million

554
00:21:45,765 --> 00:21:46,805
visits per year, right?

555
00:21:46,865 --> 00:21:48,565
So it's, it's quite a big number.

556
00:21:49,115 --> 00:21:50,565
Yeah. That, that's really nice.

557
00:21:50,945 --> 00:21:53,205
You know, one of, one of the, the, I mean,

558
00:21:53,205 --> 00:21:54,365
this is a good challenge to have,

559
00:21:54,425 --> 00:21:56,085
but it is a, it is a challenge for,

560
00:21:56,105 --> 00:21:58,565
for companies at your stage in, there's

561
00:21:59,345 --> 00:22:01,885
neurodevelopmental conditions are fairly wired

562
00:22:01,885 --> 00:22:04,845
and varied, so it goes well beyond autism and A DHD.

563
00:22:05,265 --> 00:22:07,925
And obviously, you know, this is a global phenomenon.

564
00:22:07,925 --> 00:22:11,205
This goes well, well beyond, uh, the US and Europe.

565
00:22:12,065 --> 00:22:13,685
But I say it's a challenge be

566
00:22:13,685 --> 00:22:17,845
because every new product enhancement, every new condition,

567
00:22:18,095 --> 00:22:22,285
every new geography requires another, you know, spend

568

00:22:22,285 --> 00:22:23,325
of, of, of dollars.

569
00:22:24,185 --> 00:22:26,165
And, and, you know, you're, you're at the stage where you,

570
00:22:26,165 --> 00:22:28,365
you're trying to sort of get to, to viability

571
00:22:28,385 --> 00:22:30,085
and to be able to stand on your feet.

572
00:22:30,515 --> 00:22:31,965
There's no right or wrong answer,

573
00:22:32,025 --> 00:22:34,165
but I'm, I'm curious as, as this,

574
00:22:34,185 --> 00:22:36,845
the chief operating officer, how do you try

575
00:22:36,845 --> 00:22:41,485
and balance, you know, getting to that viable sort

576
00:22:41,485 --> 00:22:45,485
of position versus chasing the, these big opportunities

577
00:22:45,705 --> 00:22:46,845
beyond that niche set?

578
00:22:46,845 --> 00:22:50,045
Do, do you, do you really just focus us a DHD

579
00:22:50,045 --> 00:22:53,085
and autism until, you know, you, you, you are, you are happy

580
00:22:53,085 --> 00:22:54,085

to then expand further?

581
00:22:54,425 --> 00:22:56,445
Or do you sort of put the tentacles out as far

582
00:22:56,445 --> 00:22:58,845
and as wide as you can, as early as you can?

583
00:22:59,865 --> 00:23:02,605
Um, I mean, so we currently,

584
00:23:02,715 --> 00:23:04,725
obviously pursuing the approvals

585
00:23:04,725 --> 00:23:05,885
in both United States and Europe.

586
00:23:05,905 --> 00:23:07,365
You know, these are obviously large markets,

587
00:23:07,585 --> 00:23:10,605
but, you know, we can, we are focusing right now on the

588
00:23:10,605 --> 00:23:11,725
autism and A DHD,

589
00:23:11,725 --> 00:23:14,245
because we think this is where the, again,

590
00:23:14,275 --> 00:23:15,685
it's like you can only do

591
00:23:15,685 --> 00:23:16,845
so much with the team that we have.

592
00:23:16,865 --> 00:23:18,525
We already grew the team twice, you know,

593
00:23:18,525 --> 00:23:21,365
since we listed on SX last year, you know, so we have, yeah,

594
00:23:21,825 --> 00:23:23,245
almost 15 people in the company.

595
00:23:23,305 --> 00:23:24,725
And again, you know, the more studies

596
00:23:24,825 --> 00:23:25,965
you do, the more data you have.

597
00:23:25,965 --> 00:23:28,245
So you, you need always constantly data scientists,

598
00:23:28,245 --> 00:23:30,245
you know, software engineers, et cetera, right?

599
00:23:30,265 --> 00:23:31,485
So, and then, so,

600
00:23:31,945 --> 00:23:35,365
but yeah, at the moment, our focus is to create two products

601
00:23:35,465 --> 00:23:37,805
and make sure that these products are, you know, easy

602
00:23:37,825 --> 00:23:40,285
to use, you know, and, uh, and you know,

603
00:23:40,285 --> 00:23:43,605
and sort of available, I mean, as you said, it's better

604
00:23:43,605 --> 00:23:45,325
to focus on something which you're really good

605

00:23:45,325 --> 00:23:47,365
and just, you know, spread ourself

606
00:23:47,385 --> 00:23:48,605
and lose the focus, right?

607
00:23:48,625 --> 00:23:50,525
So, I mean, um, yeah. So, yeah. Yeah.

608
00:23:50,785 --> 00:23:52,525
But obviously as the company grows

609
00:23:52,525 --> 00:23:53,805
and we see opportunities, you know,

610
00:23:53,805 --> 00:23:56,325
we will potentially move into other sort

611
00:23:56,325 --> 00:23:57,965
of narrative near development

612
00:23:57,965 --> 00:23:59,325
and near degenerative conditions.

613
00:23:59,325 --> 00:24:01,245
But again, uh, that would require more capital,

614
00:24:01,305 --> 00:24:04,885
bigger teams, offices in different geographies, et cetera.

615
00:24:04,885 --> 00:24:05,885
Right? So, but yeah, I mean,

616
00:24:06,085 --> 00:24:07,125
I mean, we're still quite young.

617
00:24:07,225 --> 00:24:10,285

We, company was started in 2021,

618
00:24:10,465 --> 00:24:13,165
and, uh, you know, so it's only four years old, so,

619
00:24:13,235 --> 00:24:14,235
Yeah. Yep. No,

620
00:24:14,235 --> 00:24:14,965
that's great. You've

621
00:24:14,965 --> 00:24:16,005
gotta, you've gotta walk before you honor.

622
00:24:16,165 --> 00:24:18,125
I get it. And, and I, I do note Anton too.

623
00:24:18,125 --> 00:24:21,005
I'm just looking at, um, a recent investor presentation.

624
00:24:21,075 --> 00:24:24,605
Your bio is on here. This isn't your first rodeo.

625
00:24:24,945 --> 00:24:27,885
You've co-founded two biotechnology companies, uh,

626
00:24:28,105 --> 00:24:30,205
before you've developed, developed therapeutics

627
00:24:30,205 --> 00:24:32,925
for Neurogenerative disorders, uh, both

628
00:24:32,925 --> 00:24:35,085
of which have been IPO'ed on the market.

629
00:24:35,835 --> 00:24:37,245
What, what were the lessons

630
00:24:38,195 --> 00:24:40,045
that you learned the first two times

631
00:24:40,115 --> 00:24:42,165
that you think are applicable and,

632
00:24:42,185 --> 00:24:44,045
and helpful with, with Blink Lab?

633
00:24:45,495 --> 00:24:48,505
Well, no, the biggest lesson is that, uh, I mean,

634
00:24:48,585 --> 00:24:50,265
I just don't want to do drug development anymore.

635
00:24:50,535 --> 00:24:52,185
It's so long, it's so expensive.

636
00:24:52,365 --> 00:24:54,945
Uh, yeah, that's why when I sort

637
00:24:54,945 --> 00:24:57,105
of came across the opportunity at Princeton,

638
00:24:57,105 --> 00:24:59,625
which is Blink Club right now, I mean, it's, it's amazes me

639
00:24:59,665 --> 00:25:01,305
how you can quickly and,

640
00:25:01,525 --> 00:25:04,305
and, uh, uh, cost efficient cost effectively,

641
00:25:04,305 --> 00:25:05,345
you can run studies, right?

642

00:25:05,465 --> 00:25:06,745
I mean, yeah. Let's say

643
00:25:06,805 --> 00:25:10,065
to run a thousand patient study in drug development, right?

644
00:25:10,075 --> 00:25:12,225
It'll cost you hundreds of millions of dollars, right? Yes.

645
00:25:12,245 --> 00:25:14,465
So here we're talking completely different level

646
00:25:14,465 --> 00:25:15,665
and the scalability, right?

647
00:25:15,785 --> 00:25:16,865
I mean, and it's, yeah.

648
00:25:16,885 --> 00:25:19,985
So, and, uh, yeah, I mean, it's, it's much faster.

649
00:25:20,185 --> 00:25:22,225
I mean, like with the, both previous companies

650
00:25:22,225 --> 00:25:23,745
where it was drug development, you know,

651
00:25:23,965 --> 00:25:25,385
you spend usually two, three years in

652
00:25:25,385 --> 00:25:26,585
preclinical research, you know?

653
00:25:26,585 --> 00:25:29,745
Mm-hmm. Looking about safety, toxicology, yeah. Efficacy.

654
00:25:30,095 --> 00:25:32,905

Then you go through this some regulatory hurdles like,

655
00:25:32,905 --> 00:25:34,785
you know, getting ethics approvals, et cetera, once

656
00:25:35,085 --> 00:25:37,185
to get yourself into clinical studies.

657
00:25:37,285 --> 00:25:41,185
And in clinical studies, they become, you know, you know,

658
00:25:41,205 --> 00:25:42,665
uh, magnitudes more expensive,

659
00:25:42,685 --> 00:25:44,425
and you're talking about tens of millions of dollars.

660
00:25:44,485 --> 00:25:46,025
And then, and there's so much risk

661
00:25:46,025 --> 00:25:47,265
as well with drug development, right?

662
00:25:47,265 --> 00:25:49,185
Because even, you know, you try

663
00:25:49,185 --> 00:25:51,545
to use the preclinical models, they never a good indication

664
00:25:51,545 --> 00:25:54,025
of how the drug will behave itself in a human, right.

665
00:25:54,025 --> 00:25:56,905
Yeah. So with the, with a digital diagnostic

666
00:25:56,905 --> 00:25:59,105
or even digital therapeutic products, it's much easier,

667
00:25:59,165 --> 00:26:01,345
you know, you, you don't work with animals, you work with,

668
00:26:01,345 --> 00:26:03,385
uh, with your customers as effectively.

669
00:26:03,385 --> 00:26:04,705
Yes. So you, yes. And I guess there's, there's not

670
00:26:04,705 --> 00:26:06,425
that too much that can go wrong, right?

671
00:26:06,425 --> 00:26:07,625
Yeah. Like, you know,

672
00:26:08,125 --> 00:26:09,905
So yeah, it's with, and so with,

673
00:26:10,215 --> 00:26:12,105
with this digital diagnostic products,

674
00:26:12,105 --> 00:26:13,985
all about building the right product to make sure

675
00:26:14,025 --> 00:26:15,785
that people use it correctly Yeah.

676
00:26:15,805 --> 00:26:18,345
To the, to make sure that they do use,

677
00:26:18,405 --> 00:26:20,785
use it in the right environment to make sure that you sort

678
00:26:20,785 --> 00:26:21,905
of target this product to the

679

00:26:21,905 --> 00:26:23,225
right customer, et cetera, et cetera.

680
00:26:23,365 --> 00:26:25,105
So it's more like a, uh,

681
00:26:25,105 --> 00:26:28,145
product development rather than just really, you know, uh,

682
00:26:28,185 --> 00:26:30,065
I mean, science is in the past right now for us,

683
00:26:30,065 --> 00:26:31,905
we're really focused on product development. So,

684
00:26:32,295 --> 00:26:33,295
Yeah.

685
00:26:33,405 --> 00:26:36,225
Um, you said previously you've,

686
00:26:36,225 --> 00:26:37,745
you've expanded the team recently.

687
00:26:38,285 --> 00:26:39,825
Is that been with developers?

688
00:26:39,885 --> 00:26:42,625
Is that mainly where the, the resourcing has been put, or,

689
00:26:42,645 --> 00:26:45,045
or what, where, where have you bulked up numbers?

690
00:26:45,745 --> 00:26:49,405
Um, yeah, so mostly getting good data scientists, right?

691
00:26:49,405 --> 00:26:51,645

Because, you know, uh, I mean,

692
00:26:51,645 --> 00:26:53,245
as I said in in the beginning,

693
00:26:53,245 --> 00:26:55,325
like we're really becoming a data science company,

694
00:26:55,425 --> 00:26:58,565
and we really, depending on having good people

695
00:26:58,565 --> 00:26:59,845
that can analyze data, right?

696
00:26:59,845 --> 00:27:02,405
So, and as well as obviously software developers, uh,

697
00:27:02,545 --> 00:27:04,245
app developers, you know, that's again,

698
00:27:04,835 --> 00:27:06,125
that to do with product development.

699
00:27:06,125 --> 00:27:08,365
So yeah, it's mostly expansion in the area of data science

700
00:27:08,425 --> 00:27:10,645
and, uh, um, and software engineering. So,

701
00:27:10,995 --> 00:27:11,995
Yeah. Gotcha.

702
00:27:11,995 --> 00:27:12,405
And I,

703
00:27:12,405 --> 00:27:16,425
and I know too that, um, my screen's logged out here,

704
00:27:16,425 --> 00:27:18,265
but I know you raised some capital recently,

705
00:27:18,265 --> 00:27:20,465
which gives you a little bit of extra firepower.

706
00:27:21,325 --> 00:27:23,745
How Yes. Do you think that sees you through to the,

707
00:27:23,765 --> 00:27:26,105
to the end of the FDA studies or how long is that?

708
00:27:26,135 --> 00:27:27,545
Yeah, yeah, so absolutely.

709
00:27:27,565 --> 00:27:31,305
So the purpose for those funds that we use was to obviously,

710
00:27:31,485 --> 00:27:33,785
uh, see through in our autism study in the United States,

711
00:27:33,785 --> 00:27:35,905
but also to initiate the study in a DD

712
00:27:36,575 --> 00:27:40,625
because, um, so yeah, we've been running the a DD study,

713
00:27:40,685 --> 00:27:41,825
you know, the last couple months.

714
00:27:41,845 --> 00:27:44,545
And what we see so far we're quite, uh, happy about,

715
00:27:44,545 --> 00:27:46,025
and we just really wanted to move forward

716

00:27:46,025 --> 00:27:47,985
with the A DHD opportunity, you know,

717
00:27:47,985 --> 00:27:49,865
before it's kind of someone else jumps on it.

718
00:27:49,885 --> 00:27:52,465
And, uh, so yeah, so there'll be, as I said,

719
00:27:52,465 --> 00:27:55,745
there'll be some, uh, announcement around the data soon, uh,

720
00:27:55,745 --> 00:27:57,905
that we found in a DG indication.

721
00:27:57,965 --> 00:28:00,425
And then, and then we're hope, hoping, you know,

722
00:28:00,425 --> 00:28:01,905
the data, you know, looks good.

723
00:28:01,925 --> 00:28:04,985
So we're hoping to start the a DG study, you know, as soon

724
00:28:04,985 --> 00:28:06,505
as possible as well in the United States.

725
00:28:06,975 --> 00:28:08,345
Yeah. Great. And, and just

726
00:28:08,345 --> 00:28:09,665
to follow up on the other question with,

727
00:28:09,665 --> 00:28:11,305
with the bulking out of the team, I mean,

728
00:28:11,945 --> 00:28:13,985

I guess investors should expect the cost base

729
00:28:13,985 --> 00:28:17,185
to rise in the team to expand as the business progresses,

730
00:28:17,185 --> 00:28:20,305
that that itself is a, is a sign of success.

731
00:28:20,455 --> 00:28:22,545
Yeah. Um, because if, if you're not,

732
00:28:22,565 --> 00:28:25,065
if you're not expanding, something's not, not going great.

733
00:28:25,245 --> 00:28:27,545
But, but given where you are at the moment

734
00:28:27,695 --> 00:28:28,985
with the cash in reserves

735
00:28:28,985 --> 00:28:30,385
and the team, do you feel as though, do you feel

736
00:28:30,385 --> 00:28:32,065
as though the team's about right sized

737
00:28:32,165 --> 00:28:33,305
for the foreseeable future?

738
00:28:34,325 --> 00:28:36,745
Uh, no. So we, that funds that we just raised,

739
00:28:36,965 --> 00:28:40,365
and so, you know, we just combined with what we had

740
00:28:40,365 --> 00:28:43,765
before, we were just aside above like $10 million, you know,

741
00:28:43,785 --> 00:28:46,805
and, uh, obviously that funds that we raised, uh, uh,

742
00:28:46,905 --> 00:28:51,405
you know, they, they sort of, uh, assumed that we'll be, uh,

743
00:28:51,405 --> 00:28:53,085
hiring a couple more people as well.

744
00:28:53,225 --> 00:28:56,005
Um, so yeah. Uh, so there'll be potentially two, three more,

745
00:28:56,585 --> 00:28:57,725
uh, positions to be filled.

746
00:28:57,735 --> 00:29:00,365
Again, maybe one more data science and, uh, and, uh,

747
00:29:00,465 --> 00:29:02,165
and also like app developer as well,

748
00:29:02,165 --> 00:29:06,165
because again, uh, you know, people probably, uh,

749
00:29:06,235 --> 00:29:08,085
underestimate the amount of effort it takes

750
00:29:08,105 --> 00:29:09,405
to go through the FDA clearance.

751
00:29:09,405 --> 00:29:12,405
It's not just the data and, and sort of clinical evidence,

752
00:29:12,405 --> 00:29:14,445
but it's also we're working, uh,

753

00:29:14,915 --> 00:29:16,645
with our team is also working on

754
00:29:16,645 --> 00:29:17,885
usability study as well, right?

755
00:29:17,885 --> 00:29:20,485
Yeah. FDA requires you to run a separate study to show

756
00:29:20,485 --> 00:29:22,405
that the product is used the

757
00:29:22,405 --> 00:29:23,485
way it's intended to use, right?

758
00:29:23,485 --> 00:29:26,245
Because I mean, like, you can create a terrible product

759
00:29:26,245 --> 00:29:27,605
that nobody knows how to use,

760
00:29:27,605 --> 00:29:28,685
and it might, you know,

761
00:29:28,685 --> 00:29:30,485
in your hands it might show some good data,

762
00:29:30,545 --> 00:29:31,725
but in the hands of people, yes,

763
00:29:31,915 --> 00:29:33,005
it's completely different too.

764
00:29:33,065 --> 00:29:36,045
So FDA puts a lot of effort into, you know, how,

765
00:29:36,185 --> 00:29:38,525

how this product is designed so that, so we are, we,

766
00:29:38,525 --> 00:29:40,965
within this US study that we're running,

767
00:29:41,015 --> 00:29:43,125
there will be a small component that will be sort

768
00:29:43,125 --> 00:29:46,045
of effectively usability study to make sure that, you know,

769
00:29:46,045 --> 00:29:48,205
it's, uh, it's intended purposes, uh, correct.

770
00:29:48,205 --> 00:29:50,565
Right? So, and then, so yeah, so that's why we,

771
00:29:50,625 --> 00:29:52,325
we need some product developers there,

772
00:29:52,345 --> 00:29:54,285
so they help us with that. So, um, yeah.

773
00:29:54,755 --> 00:29:56,485
Yeah, it, it's, it's such a great point.

774
00:29:56,485 --> 00:29:59,085
You make, you know, it's sort of like in the wrong hand if,

775
00:29:59,205 --> 00:30:02,085
if the usability's not great, the ux, the UI is not great.

776
00:30:02,595 --> 00:30:04,325
It's, it's all for n Yeah.

777
00:30:04,325 --> 00:30:06,485
And then on top of that, we also, obviously, you know,

778
00:30:06,485 --> 00:30:07,885
the biggest component o of

779
00:30:07,885 --> 00:30:09,725
what we spend is also privacy issues, right?

780
00:30:09,725 --> 00:30:12,045
Because we, uh, you know, our children.

781
00:30:12,385 --> 00:30:14,885
So yeah, so we, we obviously all the data

782
00:30:14,885 --> 00:30:17,725
that we're collecting, and so, um, uh,

783
00:30:18,825 --> 00:30:20,765
the identifier will never collect personal data,

784
00:30:20,985 --> 00:30:22,085
so, and yeah.

785
00:30:22,225 --> 00:30:23,965
Uh, so it's, it's, you know, but,

786
00:30:24,025 --> 00:30:25,365
but again, so you have to make sure

787
00:30:25,365 --> 00:30:28,325
that even the images you get, it's all sort of, uh, you,

788
00:30:28,325 --> 00:30:31,445
you have to do a cybersecurity, obviously aware of that.

789
00:30:32,145 --> 00:30:35,725
Uh, and, uh, and then you have to pass all those compliances

790

00:30:35,725 --> 00:30:38,245
with the regulators about, you know, um, sort

791
00:30:38,245 --> 00:30:39,445
of privacy issues, right?

792
00:30:39,445 --> 00:30:41,885
So, again, yeah, which we successfully passed.

793
00:30:42,085 --> 00:30:43,925
I mean, because obviously you can't start a study

794
00:30:43,955 --> 00:30:47,365
with FDA without showing another, your device is, uh,

795
00:30:47,365 --> 00:30:48,525
private and secure, right?

796
00:30:48,585 --> 00:30:50,925
So, but yeah, again, as we collect more data points, the,

797
00:30:51,065 --> 00:30:54,285
uh, that privacy, um, component is gonna become more

798
00:30:54,285 --> 00:30:57,125
and more important, and obviously we'll have a special sort

799
00:30:57,125 --> 00:30:58,805
of team dedicated to this issue as well, right?

800
00:30:58,825 --> 00:31:02,525
And then, and the idea is that eventually, uh, we want, uh,

801
00:31:02,525 --> 00:31:05,045
at the moment, so we do analysis at the servers,

802
00:31:05,145 --> 00:31:07,725

but, uh, our vision is to create the product

803
00:31:07,775 --> 00:31:10,525
where everything will be done, uh, uh,

804
00:31:10,745 --> 00:31:12,485
and the device called a JI.

805
00:31:12,585 --> 00:31:16,805
So basically, we're gonna move all aspects of the diagnostic

806
00:31:16,805 --> 00:31:18,285
to the user phone, right?

807
00:31:18,285 --> 00:31:19,965
Mm-hmm. Basically that we don't handle any

808
00:31:19,965 --> 00:31:21,045
data whatsoever, right?

809
00:31:21,045 --> 00:31:25,085
Mm-hmm. So, um, and that's like the say, version two

810
00:31:25,085 --> 00:31:26,685
of the product, which will come later,

811
00:31:26,745 --> 00:31:28,085
but obviously requires a bit more work.

812
00:31:28,145 --> 00:31:29,145
So,

813
00:31:29,515 --> 00:31:30,515
Yeah. Interesting.

814
00:31:30,515 --> 00:31:33,245
Uh, we've had a bunch of questions come through

815
00:31:33,585 --> 00:31:36,605
and, um, I'll just give a, a special shout out to say what,

816
00:31:36,605 --> 00:31:40,365
again, uh, a user here is who's suggested we get in touch

817
00:31:40,365 --> 00:31:42,205
and also put some excellent questions through.

818
00:31:42,205 --> 00:31:44,925
So I'm just gonna, um, put these to you, Anton. Mm-hmm.

819
00:31:45,505 --> 00:31:47,925
Um, no particular order here.

820
00:31:47,925 --> 00:31:50,925
Some of these we've touched on, so I'll just, I'll skip to,

821
00:31:51,275 --> 00:31:53,005
I'll skip to the ones that we haven't.

822
00:31:54,465 --> 00:31:58,565
Uh, once DX one receives FDA clearance,

823
00:31:58,565 --> 00:32:00,805
what are the first three key hires

824
00:32:00,865 --> 00:32:03,485
or strategic partnerships you intend to pursue?

825
00:32:03,785 --> 00:32:05,325
And what specific roles or outcomes

826
00:32:05,325 --> 00:32:06,525
are they intended to support?

827

00:32:08,915 --> 00:32:11,615
Uh, well, I mean, it's, it's actually probably will be

828
00:32:12,195 --> 00:32:13,415
before we even get the data.

829
00:32:13,515 --> 00:32:17,775
So we will, we intend to start working on those, uh, uh, uh,

830
00:32:18,215 --> 00:32:21,145
probably maybe fourth, fourth quarter of this year,

831
00:32:21,145 --> 00:32:23,625
which is, uh, it's a reimbursement people, right?

832
00:32:23,625 --> 00:32:25,785
As a expense reimbursement comes as a,

833
00:32:25,785 --> 00:32:27,185
as a massive component of any

834
00:32:27,445 --> 00:32:29,065
commercialization effort, right?

835
00:32:29,065 --> 00:32:30,225
Because without reimbursement,

836
00:32:30,645 --> 00:32:31,665
you basically have no product.

837
00:32:31,885 --> 00:32:33,985
So the, the first one

838
00:32:33,985 --> 00:32:35,425
or two people, people that will be looking

839
00:32:35,425 --> 00:32:36,865

to hire towards the end of the year is

840
00:32:36,905 --> 00:32:38,385
a reimbursement sessions.

841
00:32:38,385 --> 00:32:41,045
There was the one that work with, uh, CMC,

842
00:32:41,045 --> 00:32:43,245
but also with, uh, insurance companies as well, right?

843
00:32:43,245 --> 00:32:45,525
Because in United States, there's also, there's Medicaid

844
00:32:45,525 --> 00:32:47,165
and there's private, private insurance groups,

845
00:32:47,225 --> 00:32:49,005
and both are quite important, right?

846
00:32:49,025 --> 00:32:52,085
So you need to have to know people, um, you need

847
00:32:52,085 --> 00:32:53,605
to have people that will work with those insurance groups.

848
00:32:53,785 --> 00:32:58,605
And what we know from sort of going small market scoping is

849
00:32:58,605 --> 00:33:01,925
that you basically have to go from one, uh,

850
00:33:02,435 --> 00:33:03,525
from one insurance to another.

851
00:33:03,545 --> 00:33:05,365
You can't just bog them up and just Yeah.

852
00:33:05,385 --> 00:33:06,805
Use them in the box. So you actually have

853
00:33:06,805 --> 00:33:07,845
to work with 'em individually.

854
00:33:07,845 --> 00:33:09,005
So it's gonna be a big effort,

855
00:33:09,025 --> 00:33:10,605
or, I mean, the good part is that there are

856
00:33:11,785 --> 00:33:13,205
few big private insurance groups

857
00:33:13,265 --> 00:33:15,565
and they cover, you know, uh, millions of people, right?

858
00:33:15,565 --> 00:33:17,845
Yeah. So it's, you know, it's kind of, you know, once you,

859
00:33:18,265 --> 00:33:20,365
and so with those insurance groups, you have to, uh,

860
00:33:20,365 --> 00:33:22,285
basically work on a cost economic, uh,

861
00:33:22,285 --> 00:33:25,045
health economic analysis, you know, show them basically,

862
00:33:25,045 --> 00:33:27,645
you know, if for insurance, uh, group to pay

863
00:33:27,645 --> 00:33:29,605
for your product, you need to show them that actually is,

864

00:33:29,625 --> 00:33:31,365
uh, is benefiting them in the long run, right?

865
00:33:31,505 --> 00:33:33,125
So you have show that, uh,

866
00:33:33,125 --> 00:33:35,645
what happens if you diagnose a child early in the

867
00:33:35,645 --> 00:33:38,845
development, so how much money the insurance is gonna save

868
00:33:38,985 --> 00:33:41,285
on all the ABAs

869
00:33:41,285 --> 00:33:43,365
and stuff, you know, if you diagnose it later, right?

870
00:33:43,425 --> 00:33:45,405
And, you know, so there's already a lot of literature

871
00:33:45,405 --> 00:33:47,285
and we sort of, obviously collecting this data as well.

872
00:33:47,745 --> 00:33:49,845
And that will be those people that will hire,

873
00:33:49,845 --> 00:33:50,845
will be packaging this data

874
00:33:50,845 --> 00:33:54,165
and sort of working with those insurance groups and, and CMS

875
00:33:54,165 --> 00:33:55,805
and everything just to show that, you know, that's

876
00:33:55,805 --> 00:33:57,765

what it's worth worthwhile doing. So

877
00:33:58,035 --> 00:33:59,035
Yeah, I, I love that.

878
00:33:59,085 --> 00:34:01,085
I mean, that's, that is always the best argument

879
00:34:01,145 --> 00:34:02,565
for any product in your space

880
00:34:02,665 --> 00:34:04,565
or any is that it will solve a problem

881
00:34:04,665 --> 00:34:05,685
and it'll save you money.

882
00:34:05,865 --> 00:34:08,245
Is is usually a pretty good, uh, selling well,

883
00:34:08,245 --> 00:34:10,125
Yeah, it'll save money for the insurance company. So

884
00:34:10,525 --> 00:34:13,485
I mean, that the, the music to there is, yeah.

885
00:34:14,025 --> 00:34:16,045
Um, okay. Let me ask you another one here.

886
00:34:16,385 --> 00:34:20,045
Um, how does your machine learning models handle clinical

887
00:34:20,445 --> 00:34:23,045
accuracy and in and inter interpretability?

888
00:34:23,425 --> 00:34:25,045
In other words, how do you ensure that

889
00:34:25,045 --> 00:34:28,205
what statistically predictive is also clinic clinically

890
00:34:28,255 --> 00:34:30,125
meaningful and trusted by users,

891
00:34:30,395 --> 00:34:31,965
practitioners, and regulators?

892
00:34:32,905 --> 00:34:35,605
Uh, well before running the study, we had a meeting

893
00:34:35,605 --> 00:34:37,925
with the FDA, you know, face-to-face, uh,

894
00:34:37,935 --> 00:34:41,565
where we basically, you know, so that what that meeting in,

895
00:34:41,565 --> 00:34:43,885
in entails is that you, uh, show them, uh,

896
00:34:43,885 --> 00:34:45,725
the full protocol, which is hundreds of pages,

897
00:34:46,305 --> 00:34:49,125
and you go, you know, almost page by page, you know,

898
00:34:49,125 --> 00:34:51,805
and, uh, showing them your primary endpoints in a

899
00:34:51,805 --> 00:34:55,205
and, uh, you know, in, in our case, this is sensitivity

900
00:34:55,205 --> 00:34:56,285
and specificity of the test.

901

00:34:56,505 --> 00:34:57,565
And so,

902
00:34:57,585 --> 00:35:00,365
and what the, what the sensitivity specificity means is

903
00:35:00,365 --> 00:35:01,965
that you're actually comparing the diagnostic

904
00:35:02,165 --> 00:35:03,285
accuracy to the gold standard, right?

905
00:35:03,285 --> 00:35:05,285
Yeah. So the way, the way the trial is working is that

906
00:35:06,065 --> 00:35:08,485
the child is getting tested by our device

907
00:35:08,545 --> 00:35:10,925
and then in parallel getting tested by the, uh,

908
00:35:11,075 --> 00:35:14,245
gold standard dose DSM five based questionnaires by,

909
00:35:14,665 --> 00:35:15,765
uh, psychiatrist, right?

910
00:35:15,785 --> 00:35:18,565
And then, so both us, us, and, uh, the company

911
00:35:18,705 --> 00:35:21,525
and the psychiatrist are blinded to results.

912
00:35:21,665 --> 00:35:24,285
So, and then once the whole study is complete, went

913
00:35:24,305 --> 00:35:25,565

by the data and compare, right?

914
00:35:25,765 --> 00:35:28,085
And then obviously, you know, there's a hurdle

915
00:35:28,115 --> 00:35:31,245
that FDA wants you to meet, uh, in terms of accuracy

916
00:35:31,265 --> 00:35:34,445
and, uh, based on the conversation with the DA and the,

917
00:35:34,465 --> 00:35:37,205
and the historical sort of approval, uh, approvals

918
00:35:37,205 --> 00:35:39,325
with other competitors dimension.

919
00:35:39,325 --> 00:35:42,245
So we need to achieve around mid seventies, you know,

920
00:35:42,525 --> 00:35:45,365
sensitivity and specificity, which is, uh, at the moment,

921
00:35:45,505 --> 00:35:46,885
you know, without preliminary data,

922
00:35:46,885 --> 00:35:48,685
obviously we have much higher numbers

923
00:35:48,785 --> 00:35:50,885
and obviously, you know, we're hoping to get the same so

924
00:35:50,885 --> 00:35:53,445
that, uh, clearance will be a smooth setting for us.

925
00:35:53,465 --> 00:35:57,165
But we, you know, obviously no one is, uh, you know,

926
00:35:57,165 --> 00:35:59,485
there's always things that you have to account for,

927
00:35:59,505 --> 00:36:02,205
you know, and, uh, that's why the way we designed our

928
00:36:02,205 --> 00:36:05,445
studies in, we designed the FDA study with two components.

929
00:36:05,505 --> 00:36:07,485
You know, the first one is sort of a called a pilot,

930
00:36:07,585 --> 00:36:09,525
you know, where we actually wanna make sure it's not just,

931
00:36:10,105 --> 00:36:13,285
uh, data, but it's also just making sure that the clinicians

932
00:36:13,305 --> 00:36:16,485
and the parents and children, they, they actually, uh,

933
00:36:16,625 --> 00:36:18,885
we test pretty much, again, more about this usability

934
00:36:18,905 --> 00:36:20,605
to make sure that they use it correctly, right?

935
00:36:20,605 --> 00:36:23,405
Yes. Because we don't want the test, let's say, you know,

936
00:36:23,585 --> 00:36:24,645
as, as part of the study,

937
00:36:24,785 --> 00:36:26,725
the parents can actually do the test at home

938

00:36:27,305 --> 00:36:30,165
and then the results get forward to the clinical sites.

939
00:36:30,185 --> 00:36:33,005
But we want to make sure that these tests are accurately,

940
00:36:33,265 --> 00:36:34,285
uh, conducted by parents.

941
00:36:34,345 --> 00:36:37,325
So, for example, give, uh, you know, uh, you know, he's,

942
00:36:37,385 --> 00:36:40,165
in the past we've seen, you know, first time, uh, users,

943
00:36:40,235 --> 00:36:42,925
they would do the test where a child is sitting in front

944
00:36:42,925 --> 00:36:45,765
of the phone, but the mom stands behind the child, right?

945
00:36:45,905 --> 00:36:48,565
So, and then the algorithm starts picking up ice, you know,

946
00:36:48,665 --> 00:36:50,325
uh, for of the mom as well,

947
00:36:50,565 --> 00:36:51,885
although we fix this problem right now,

948
00:36:51,985 --> 00:36:54,245
so it's all automated and us, so the,

949
00:36:54,465 --> 00:36:56,405
now the algorithm picks up the child, uh,

950
00:36:56,405 --> 00:36:58,445

based on the dimension of the face and the proximity.

951
00:36:58,585 --> 00:37:00,605
So kind of, so, but all these issues,

952
00:37:00,605 --> 00:37:01,805
simulations can pop up,

953
00:37:01,805 --> 00:37:03,725
and that's why we're doing this pilot to make sure that

954
00:37:03,725 --> 00:37:05,085
before we move into the main components

955
00:37:05,085 --> 00:37:08,205
where the data is gonna be clean for FD registration,

956
00:37:08,225 --> 00:37:11,245
so none of the issues, you know, uh, are going to come up.

957
00:37:11,305 --> 00:37:14,645
So it's basically trying to de-risk as much as possible.

958
00:37:15,035 --> 00:37:17,205
Yeah. And that, that, again, that's another thing that's

959
00:37:17,305 --> 00:37:19,805
beyond just your niche as well, is, is, you know,

960
00:37:19,805 --> 00:37:22,485
when any kind of software is, it's how it's in,

961
00:37:22,505 --> 00:37:23,885
how it's expected to be used

962
00:37:23,885 --> 00:37:24,885
and intended to be used is,

963
00:37:24,905 --> 00:37:26,005
is often very different when you

964
00:37:26,005 --> 00:37:27,125
put it in the hands of users.

965
00:37:27,155 --> 00:37:28,285
Yeah. And surprising.

966
00:37:28,465 --> 00:37:31,325
So the, the on the only way around that is

967
00:37:31,325 --> 00:37:33,045
to test and then account for it. Yeah,

968
00:37:33,645 --> 00:37:36,045
I mean, the, we, we, and we kind of try to do as much

969
00:37:36,045 --> 00:37:40,685
as possible, um, uh, you know, let's say obviously when the,

970
00:37:40,745 --> 00:37:43,005
the user downloads the app, so the app, uh,

971
00:37:43,005 --> 00:37:46,845
before the test starts, it does the, uh, test of luminosity

972
00:37:46,905 --> 00:37:49,965
to make sure that the sort of luminosity at the right level

973
00:37:50,065 --> 00:37:52,765
to test the sound, to make sure that the, uh,

974
00:37:52,765 --> 00:37:54,925
sound delivered to the children is at the right level.

975

00:37:55,065 --> 00:37:57,605
So, I mean, all those components, I mean, they all test

976
00:37:57,625 --> 00:37:59,285
before the test actually starts,

977
00:37:59,505 --> 00:38:01,925
and then if something is wrong, we'll obviously, uh,

978
00:38:01,925 --> 00:38:04,365
we'll ask the parent to adjust to correct something, right?

979
00:38:04,425 --> 00:38:08,045
So, but again, uh, you know, so we try to derisk as much

980
00:38:08,045 --> 00:38:10,165
as possible and hoping that nothing will come up in the

981
00:38:10,165 --> 00:38:11,645
future, but, you know, we never know. So,

982
00:38:11,715 --> 00:38:13,085
Yeah, no, it's a, it's, it's a,

983
00:38:13,085 --> 00:38:14,125
it's a bit like whack-a-mole.

984
00:38:14,315 --> 00:38:16,725
It's, it's something that will always be there, but, but,

985
00:38:16,725 --> 00:38:18,725
You know, but I mean, everybody knows even like how many,

986
00:38:18,985 --> 00:38:20,845
you know, software updates you get on your phone, right?

987
00:38:20,925 --> 00:38:23,285

I mean, my windows constantly gets updated every day,

988
00:38:23,345 --> 00:38:25,685
you know, so it's like, yes, I dunno what else to update,

989
00:38:25,685 --> 00:38:27,205
but you know, there's, same as with us, right?

990
00:38:27,305 --> 00:38:28,485
So we, you know,

991
00:38:28,485 --> 00:38:30,845
we've updated multiple times already our application in the

992
00:38:30,845 --> 00:38:33,005
app store because every time we find something, you know,

993
00:38:33,395 --> 00:38:35,365
there's, we always try to fix it.

994
00:38:35,385 --> 00:38:37,805
But I mean, so we've been doing it for the past four years

995
00:38:37,805 --> 00:38:39,485
and we think that we've pretty much addressed all

996
00:38:39,485 --> 00:38:40,565
the issues, but Yeah.

997
00:38:40,565 --> 00:38:42,765
Yeah. But it's fascinating and actually it's, it's, it's,

998
00:38:42,765 --> 00:38:43,845
and it's enjoyable experience

999
00:38:43,845 --> 00:38:44,965
as well for, as a company, right?

1000
00:38:44,965 --> 00:38:47,645
Yeah. I mean, just to find something new and then fix it

1001
00:38:47,645 --> 00:38:48,645
and, you know, like for example,

1002
00:38:48,645 --> 00:38:50,965
when we just started couple years ago, right?

1003
00:38:51,025 --> 00:38:53,765
So, you know, um, we never thought

1004
00:38:53,765 --> 00:38:56,565
that people are using it would be good big difference

1005
00:38:56,565 --> 00:38:57,605
for the people using, you know,

1006
00:38:57,605 --> 00:38:59,285
obviously white phones or Bluetooth phones, right?

1007
00:38:59,425 --> 00:39:01,445
But because we're measuring, you know, in a millisecond,

1008
00:39:01,545 --> 00:39:05,325
so the Bluetooth delay plays a big issue, right?

1009
00:39:05,385 --> 00:39:07,965
So, and that's why we actually have to couple years ago,

1010
00:39:07,985 --> 00:39:09,765
fix the problem where we adjusted for that, right?

1011
00:39:09,765 --> 00:39:12,765
So again, but it, and then also to make sure that it kind

1012

00:39:12,765 --> 00:39:14,125
of standard for all the headphones

1013
00:39:14,145 --> 00:39:16,525
and know there's, uh, there are millions of issues you have

1014
00:39:16,525 --> 00:39:18,085
to think for before you go into the big study.

1015
00:39:18,185 --> 00:39:20,405
But, you know, so this would've been four years,

1016
00:39:20,405 --> 00:39:21,485
were like really intense,

1017
00:39:21,505 --> 00:39:22,605
but you know, now we're kind

1018
00:39:22,605 --> 00:39:24,365
of happy with, with the product. So,

1019
00:39:24,545 --> 00:39:26,525
Uh, I to I totally know what you're talking about.

1020
00:39:26,595 --> 00:39:29,245
It's, it's, uh, yes, it, it is, it is a challenge.

1021
00:39:29,385 --> 00:39:34,365
And this is the beauty of like, technology that just works,

1022
00:39:34,715 --> 00:39:37,045
that just works, makes,

1023
00:39:37,585 --> 00:39:38,925
and I, especially when you're used

1024
00:39:38,925 --> 00:39:41,125

to using products from very big Silicon Valley based

1025
00:39:41,485 --> 00:39:43,085
companies, it, it is easy to,

1026
00:39:43,145 --> 00:39:46,365
to assume it's easy, but it's anything.

1027
00:39:46,465 --> 00:39:48,445
But, um, okay.

1028
00:39:48,505 --> 00:39:51,685
So here is a really a good broad question here.

1029
00:39:51,985 --> 00:39:53,405
How do you define success

1030
00:39:53,425 --> 00:39:55,525
for B Blink Lab over the next three to five years?

1031
00:39:55,555 --> 00:39:56,565
What are the indicators

1032
00:39:56,625 --> 00:39:58,965
and milestones that help you determine whether the company

1033
00:39:59,025 --> 00:40:00,965
is on track or even ahead of plan

1034
00:40:00,985 --> 00:40:03,525
or perhaps falling behind aspirations?

1035
00:40:04,785 --> 00:40:06,205
Um, I mean, like, internal goals

1036
00:40:06,305 --> 00:40:10,045
and myself as a co-founder as well, is just

1037
00:40:10,105 --> 00:40:11,765
to take those two products to market.

1038
00:40:11,965 --> 00:40:13,885
I mean, we've been working on it for the past four years.

1039
00:40:14,005 --> 00:40:15,565
I mean, there's so much effort went into that.

1040
00:40:15,665 --> 00:40:18,965
And yeah, obviously number one goal is to make sure

1041
00:40:18,965 --> 00:40:22,775
that both of those tests are cleared by FDA as well as, uh,

1042
00:40:22,915 --> 00:40:24,535
you know, uh, get a clearance in Europe.

1043
00:40:25,255 --> 00:40:27,415
I mean, but obviously one will follow another one.

1044
00:40:27,415 --> 00:40:30,135
So we're currently working on a European sort of clearance,

1045
00:40:30,195 --> 00:40:32,575
uh, or like, you know, uh, it's called C Mark

1046
00:40:33,275 --> 00:40:36,575
and, uh, it looks a bit, a bit easier than FDA,

1047
00:40:36,575 --> 00:40:39,695
but at the same time it was a bit more sort of, uh,

1048
00:40:40,005 --> 00:40:41,935
paperwork, you know, so again, so Bo but,

1049

00:40:41,935 --> 00:40:43,775
but both were pursuing both in parallel,

1050
00:40:43,775 --> 00:40:46,575
and as I said, number one goes to we,

1051
00:40:46,575 --> 00:40:49,015
and we will feel that we're successful if we get both

1052
00:40:49,015 --> 00:40:51,655
cleared, two products cleared in both U, US and Europe.

1053
00:40:51,675 --> 00:40:54,895
That's number one. And then I guess the most important one

1054
00:40:54,895 --> 00:40:56,975
is to make sure that this product is actually the one

1055
00:40:56,975 --> 00:40:58,015
that's people using, you know?

1056
00:40:58,175 --> 00:40:59,655
'cause the worst thing is that you can have a product

1057
00:40:59,675 --> 00:41:00,935
and spend millions of dollars in that,

1058
00:41:00,935 --> 00:41:02,055
and there's no usage, right?

1059
00:41:02,155 --> 00:41:03,215
So, yeah.

1060
00:41:03,275 --> 00:41:05,895
Uh, so to make sure that you don't make any mistakes

1061
00:41:05,955 --> 00:41:08,175

and taking the first commercial steps, right?

1062
00:41:08,195 --> 00:41:11,695
And that's why, uh, I mean, obviously, you know, we,

1063
00:41:11,695 --> 00:41:14,495
looking at what other companies done in terms of mistakes,

1064
00:41:14,515 --> 00:41:16,375
you know, like I can see with digital therapies,

1065
00:41:16,435 --> 00:41:18,855
for example, there's a lot of where people get clearance

1066
00:41:18,875 --> 00:41:21,095
and then they go to market the next day, right?

1067
00:41:21,125 --> 00:41:22,735
Without knowing one, knowing what the,

1068
00:41:22,735 --> 00:41:24,135
what the hell is the product is, right?

1069
00:41:24,155 --> 00:41:25,375
So, or who will use it.

1070
00:41:25,395 --> 00:41:27,935
So obviously, you know, we, you know, once we clear it,

1071
00:41:27,935 --> 00:41:30,175
we're not gonna jump the, the next day, you know,

1072
00:41:30,205 --> 00:41:32,015
with marketing and, you know, download.

1073
00:41:32,015 --> 00:41:35,565
So we want wanna educate the people, educate parents,

1074
00:41:35,565 --> 00:41:36,925
key opinion leaders, gps,

1075
00:41:36,925 --> 00:41:38,485
and we, we studying this already now,

1076
00:41:38,585 --> 00:41:41,885
but I mean, obviously, uh, until we get this critical mass

1077
00:41:41,885 --> 00:41:44,245
where we know that the product, you know, is, is kind

1078
00:41:44,245 --> 00:41:46,245
of on the road to be accepted by, you know, millions,

1079
00:41:46,305 --> 00:41:48,325
you know, we're gonna get, we we're not gonna, you know,

1080
00:41:48,325 --> 00:41:50,525
sort of, uh, push it, you know?

1081
00:41:50,585 --> 00:41:52,005
So I guess, you know, again,

1082
00:41:52,005 --> 00:41:53,525
product launch is so important, right?

1083
00:41:53,585 --> 00:41:56,405
And people that follow the success of companies, you know,

1084
00:41:56,405 --> 00:41:58,165
like, you know, I know Facebooks

1085
00:41:58,165 --> 00:42:00,125
and like you person, they know it's all about really

1086

00:42:00,125 --> 00:42:01,245
product launch, right?

1087
00:42:01,245 --> 00:42:03,405
So, I mean, you can make all of mistakes

1088
00:42:03,405 --> 00:42:04,685
and kill the product if you don't watch

1089
00:42:04,685 --> 00:42:05,965
it properly. So a hundred percent.

1090
00:42:06,955 --> 00:42:07,965
Yeah. No, that's great.

1091
00:42:08,675 --> 00:42:11,565
Look, I've got one final question for you, Anton.

1092
00:42:11,745 --> 00:42:15,005
Um, uh, and I, I, I'll,

1093
00:42:15,035 --> 00:42:16,685
I'll paraphrase this from one of our members.

1094
00:42:17,105 --> 00:42:18,645
He says, you've now got backers,

1095
00:42:18,645 --> 00:42:19,805
you've got Clinical momentum,

1096
00:42:19,825 --> 00:42:21,685
and you've got FDI trials underway.

1097
00:42:22,185 --> 00:42:23,805
What's your core message to investors?

1098
00:42:23,985 --> 00:42:25,725

Why should they back blink lab now

1099
00:42:25,985 --> 00:42:27,765
and what's the upside they're buying into?

1100
00:42:29,575 --> 00:42:34,095
Uh, well, I mean, first of all, like if I look at, at,

1101
00:42:34,115 --> 00:42:36,655
at the blink up myself as an investor, I mean, I guess,

1102
00:42:36,715 --> 00:42:38,135
you know, in terms of short term,

1103
00:42:38,185 --> 00:42:40,495
let's say towards early next year, there's,

1104
00:42:41,125 --> 00:42:43,935
there's basically, there's, there's gonna be, you know,

1105
00:42:43,935 --> 00:42:45,175
there's a lot of good news, right?

1106
00:42:45,175 --> 00:42:47,095
So we, you know, we we're gonna have, uh,

1107
00:42:47,315 --> 00:42:49,335
as people call it a binary event, you know,

1108
00:42:49,335 --> 00:42:51,535
next year when we will release the data Yep.

1109
00:42:51,635 --> 00:42:53,935
But until that happens, there's no binary events, right?

1110
00:42:54,035 --> 00:42:55,855
So it's all gonna be progress

1111
00:42:55,855 --> 00:42:57,295
of the company, you know, sort of.

1112
00:42:57,295 --> 00:42:59,175
And so investors can jump right now

1113
00:42:59,175 --> 00:43:00,575
and sort of monitor the success.

1114
00:43:00,675 --> 00:43:03,575
And usually what happens with, with, uh, biotech

1115
00:43:03,675 --> 00:43:06,495
and, you know, medical device companies is towards this

1116
00:43:06,655 --> 00:43:08,815
binary kettle is the, usually the stock appreciates, right?

1117
00:43:08,815 --> 00:43:11,495
Because yes, people, company and stock gets momentum

1118
00:43:11,555 --> 00:43:12,615
and more people jump in.

1119
00:43:12,615 --> 00:43:14,175
And obviously if you get do it right now,

1120
00:43:14,185 --> 00:43:16,175
which is let's say eight to 12 months

1121
00:43:16,175 --> 00:43:17,535
before that happen, yeah.

1122
00:43:17,535 --> 00:43:20,335
So you, you obviously, you, I mean, people should expect

1123

00:43:20,335 --> 00:43:22,215
that there'll be some, uh, share price movement, right?

1124
00:43:22,315 --> 00:43:24,255
Uh, yeah. Uh, but, uh,

1125
00:43:24,255 --> 00:43:28,405
but also, I mean, again, there's, uh, if you look at sx,

1126
00:43:28,405 --> 00:43:30,845
there's no other, if you want to get exposure

1127
00:43:30,905 --> 00:43:34,405
to digital therapy or diagnostic, and with machine learning

1128
00:43:34,425 --> 00:43:37,405
and AI components, uh, which is obviously, you know,

1129
00:43:37,505 --> 00:43:39,925
if you look at all the reports by consultants, uh,

1130
00:43:39,985 --> 00:43:43,525
and you know, big five accounting firms, this is the

1131
00:43:44,045 --> 00:43:45,045
trillion dollar market, right?

1132
00:43:45,045 --> 00:43:46,125
And it's all just starting.

1133
00:43:46,345 --> 00:43:50,005
And in Australia, you know, there's only maybe, you know,

1134
00:43:50,425 --> 00:43:51,525
you can count those companies

1135
00:43:51,525 --> 00:43:54,285

that give you this exposure on, on, on one hand, right?

1136
00:43:54,425 --> 00:43:57,285
So yeah, so we're one of them and we have a pedigree.

1137
00:43:57,865 --> 00:44:00,245
Uh, the technology was developed at Princeton University,

1138
00:44:00,245 --> 00:44:01,885
which is obviously a top university in the world.

1139
00:44:02,155 --> 00:44:03,725
They have more than 60 no prize

1140
00:44:03,725 --> 00:44:05,125
winners came out of this university.

1141
00:44:05,185 --> 00:44:08,365
So we have patents patent that are been developed

1142
00:44:08,365 --> 00:44:09,845
and patented by Princeton patents

1143
00:44:09,845 --> 00:44:12,445
that will have been developed by us individually as well.

1144
00:44:12,545 --> 00:44:14,685
So it's kind of, you know, from that position,

1145
00:44:14,685 --> 00:44:15,805
the company is bulletproof.

1146
00:44:16,065 --> 00:44:17,365
Uh, yeah.

1147
00:44:17,385 --> 00:44:20,005
And then, uh, once, if, if we get the clearance,

1148
00:44:20,065 --> 00:44:22,605
and I mean, basically we're standing in front

1149
00:44:22,605 --> 00:44:25,885
of a multi-billion dollar market by ourselves, right?

1150
00:44:25,905 --> 00:44:29,085
And it's really about the company to, as, as explained

1151
00:44:29,085 --> 00:44:30,725
to launch the product correctly

1152
00:44:30,785 --> 00:44:32,845
and focus on, you know, execution, right?

1153
00:44:32,865 --> 00:44:35,765
And, but, uh, obviously if, if you think about the numbers,

1154
00:44:35,965 --> 00:44:39,405
I mean, if our market cap right now is around, I dunno,

1155
00:44:39,405 --> 00:44:42,205
like 40 million, you know, if you have clearance

1156
00:44:42,205 --> 00:44:44,245
for a product to go live, uh,

1157
00:44:44,395 --> 00:44:45,565
with a multi-billion dollar market,

1158
00:44:45,565 --> 00:44:48,005
it's probably worth way more than $40 million, right?

1159
00:44:48,005 --> 00:44:50,925
So that's, I guess, and investors can do their own

1160

00:44:50,925 --> 00:44:52,925
calculations and then ahead, you know, so what's it worth?

1161
00:44:53,125 --> 00:44:55,605
Whatever. I mean, we have, we have couple, uh,

1162
00:44:56,005 --> 00:44:58,205
research reports, you know, that produced by analysts,

1163
00:44:58,245 --> 00:45:01,125
I mean, and they all, you know, you know, sort of, uh,

1164
00:45:01,485 --> 00:45:03,925
indicate of a significant target price, you know, uh,

1165
00:45:04,145 --> 00:45:05,925
you know, much higher than what we are right now again.

1166
00:45:05,925 --> 00:45:08,245
But again, people, you know, as you said,

1167
00:45:08,245 --> 00:45:09,245
it's not a financial advice.

1168
00:45:09,405 --> 00:45:12,165
I mean, it's, uh, you know, it's just, we're trying to,

1169
00:45:12,505 --> 00:45:13,765
you know, tell the story to investors

1170
00:45:13,825 --> 00:45:15,365
and they can make their own, you know,

1171
00:45:15,565 --> 00:45:17,005
decision whether they wanna back us up or not.

1172
00:45:17,105 --> 00:45:19,205

But it's, it's definitely a product that we,

1173
00:45:19,205 --> 00:45:21,405
doing it not just for the sake of we're developing,

1174
00:45:21,405 --> 00:45:24,885
it's not just for the sake of, uh, you know, making money

1175
00:45:24,905 --> 00:45:26,725
or whatever, but just, you know, it's a problem

1176
00:45:26,875 --> 00:45:28,165
that it's a massive problem

1177
00:45:28,265 --> 00:45:30,925
and it feels good that we know that we actually like fix it,

1178
00:45:30,925 --> 00:45:33,005
you know, like we know it's working, uh, you know?

1179
00:45:33,005 --> 00:45:35,205
Yeah. Like, we've seen it many times, you know, I've tested

1180
00:45:35,905 --> 00:45:37,765
myself, done a lot of tests with children,

1181
00:45:37,825 --> 00:45:40,285
and I know it's working, but it's really about execution

1182
00:45:40,285 --> 00:45:41,885
and product development, right?

1183
00:45:41,945 --> 00:45:43,085
So, I mean, and uh,

1184
00:45:43,085 --> 00:45:45,965
and I think it's sort of, there's a lot of can been done,

1185
00:45:45,985 --> 00:45:47,725
but, you know, so yeah, it's, it's,

1186
00:45:47,725 --> 00:45:48,965
it would be a pretty cool journey.

1187
00:45:49,515 --> 00:45:51,805
Yeah. Yeah. Look, it's, it's such an exciting,

1188
00:45:51,945 --> 00:45:53,005
uh, time for the company.

1189
00:45:53,245 --> 00:45:55,485
I really do appreciate you shedding some light on it.

1190
00:45:55,485 --> 00:45:57,685
And as you say, look, you know, we're, we're investors.

1191
00:45:57,775 --> 00:45:59,605
We're, we're here to sort of get a good return,

1192
00:45:59,605 --> 00:46:02,605
but it's, it's always extra nice when it's a business

1193
00:46:02,605 --> 00:46:06,125
that's like genuinely moving the dial and,

1194
00:46:06,145 --> 00:46:09,045
and helping, uh, people who, who are, you know, dealing

1195
00:46:09,045 --> 00:46:11,365
with some, some pretty difficult circumstances as well.

1196
00:46:11,425 --> 00:46:14,445
So on that front alone, I wish you every success. Yeah.

1197

00:46:14,625 --> 00:46:16,005
And, and, um, we really

1198
00:46:16,005 --> 00:46:17,325
appreciate you taking the time today.

1199
00:46:17,635 --> 00:46:20,245
Yeah, no, thanks Andrew. I mean, it was pleasure talking.

1200
00:46:20,445 --> 00:46:22,365
I mean, and uh, also if, you know,

1201
00:46:22,445 --> 00:46:24,445
if investors have any questions, they can always reach out

1202
00:46:24,445 --> 00:46:26,685
to the company, you know, I mean, directly to myself

1203
00:46:26,785 --> 00:46:28,885
or Hank, you know, uh, uh, who's,

1204
00:46:28,885 --> 00:46:30,165
uh, based in the Netherlands.

1205
00:46:30,165 --> 00:46:32,005
But yeah, we're always happy talk

1206
00:46:32,005 --> 00:46:33,365
and explain what the product does

1207
00:46:33,365 --> 00:46:34,605
and what's our vision, you know?

1208
00:46:34,825 --> 00:46:36,605
Oh, that's fantastic. We might do a follow up next

1209
00:46:36,605 --> 00:46:37,645

year or, you know, after.

1210
00:46:37,645 --> 00:46:40,045
Yeah, that'd, that'd we'd love to, we'd love to stay on top

1211
00:46:40,045 --> 00:46:41,085
of the, of the story.

1212
00:46:41,115 --> 00:46:42,485
It's, um, yeah. Exciting times.

1213
00:46:42,795 --> 00:46:44,125
Alright, thanks. Yo. Thank you.

1214
00:46:44,845 --> 00:46:46,245
Excellent. Thank you. Cheers. Okay,

1215
00:46:46,245 --> 00:46:46,605
Cheer, cheer.