iluria

Precision medicine platform for behavioral & mental health, starting with ADHD

July 2025

Iluria at a glance

Successful Clinical Trials & Real World Data

Cincinnati Children's

CLALIT

LA NOSTRA FAMIGLIA

Real world data and end-users' usability testing

Major Milestones Achieved

- Product V1 released
- Verified regulatory & reimbursement pathways
- Patents: ADHD - US & China granted (exp. 2040) and pending in additional territories; Anxiety and Depression - pending
- Started commercialization process in the US and UK

Pilots with Industry Leading Partners

UNMC

BETHESDA GYERMEKKÓRHÁZ

TEL AVIV UNIVERSITY
The Lowy International School

Experienced Team

- Extensive experience in evolving technologies into commercial products
- In-depth knowledge of the mental health industry
- Vast experience in B2B activities
- Track record in operating in clinical and regulated environments

Significant Opportunity (ADHD)

129M Children	**279M** Adults
$16K Annual costs per patient	**$8B** market size (US+EU)

MANAGEMENT TEAM

Hagay Levy
Co. Founder & CEO

Ran Izraeli
VP Product & Corporate Development

Noam Katz, PhD
VP Data Science

Ariel Michaeli
VP R&D

Birkat Klimshtein Levy
Co. Founder & Board Member

Prof. Liran Carmel
Scientific Advisor

Vincent Mancinelli II
Pharma Advisor

Ramzi Nashashibi
Clinical Advisor (Special Education)

Prof. Itay Berger
Medical Advisor

Problem - determining medication efficacy in mental health is an opaque process

- Each patient responds differently to medications
- Is the intended cognitive effect being achieved?
- Is the dosage too high/low? What is the correct intake timing?
- Balancing between side effects and efficacy
- Are effects accurately conveyed to clinical teams?

Lack of objective data makes it nearly impossible to determine efficacy

Our initial focus – children and adolescents ADHD

Current processes are subjective, resulting in very low adherence

Initial medication calibration can take over 2 years

<50%

Adherence to treatment in the initial 90 days

Prevalence

10% in children

5% in adults

$15K

Annual institutional cost per US patient

$1.6K

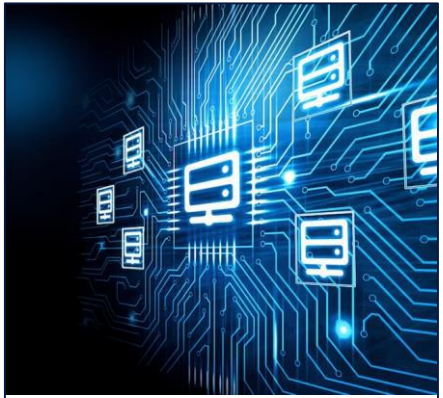
Annual out of pocket expense per US patient

Current methods for determining efficacy are fundamentally lacking

Solution - first of its kind precision medicine technology using physiological data to evaluate efficacy & safety

Create account, download app to any wearable & smartphone

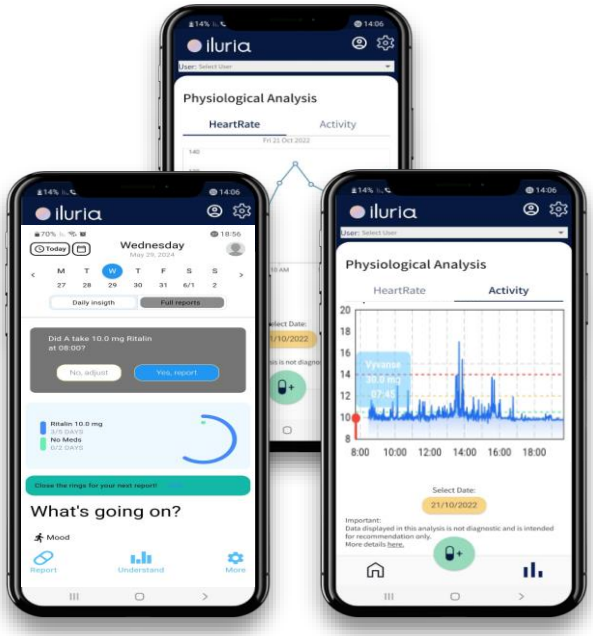
Wearable sensors collect biometric info e.g.movement, angular movement, HR/HRV

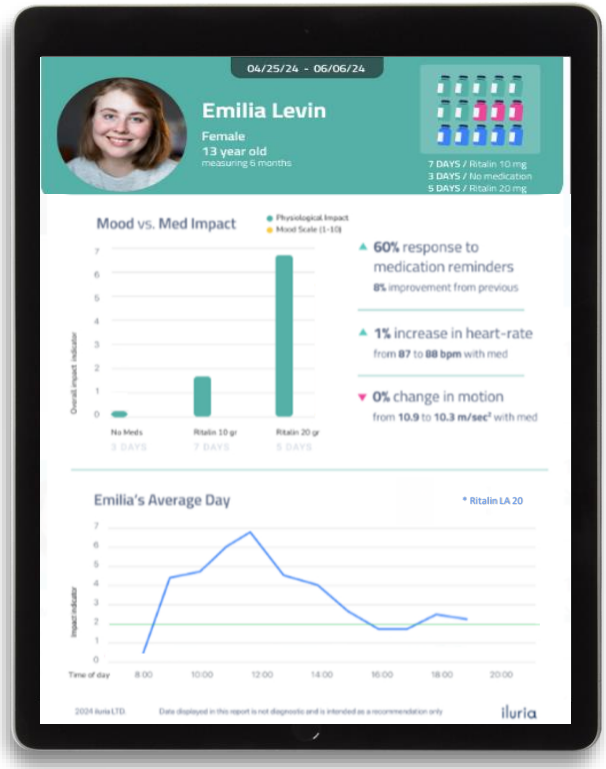


Proprietary machine learning & algorithmic processes

Share information with physicians to calibrate medication

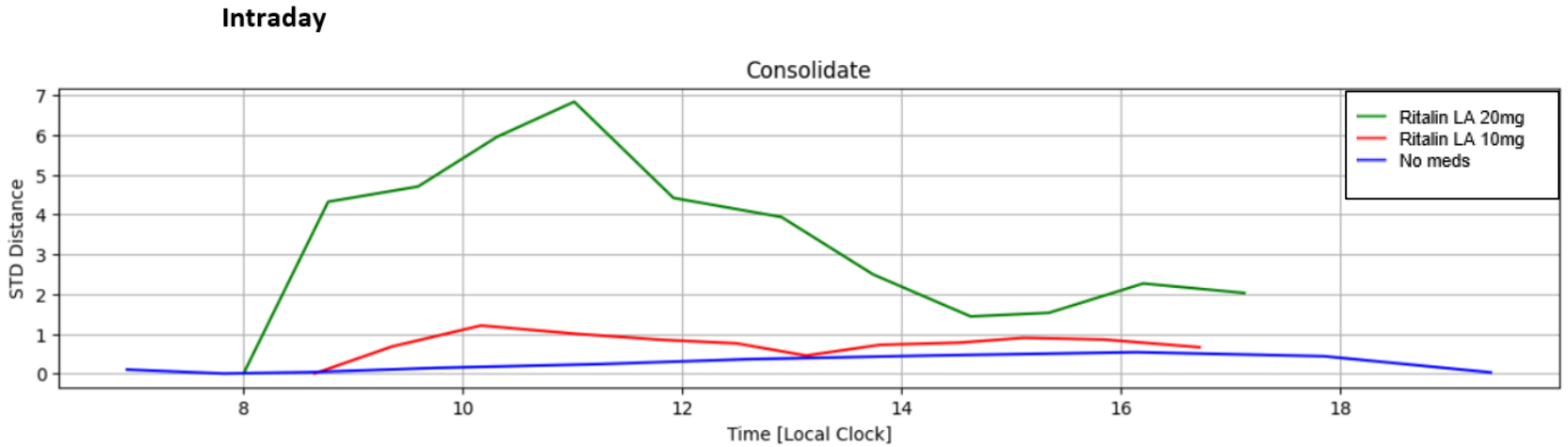
User Interface - V1





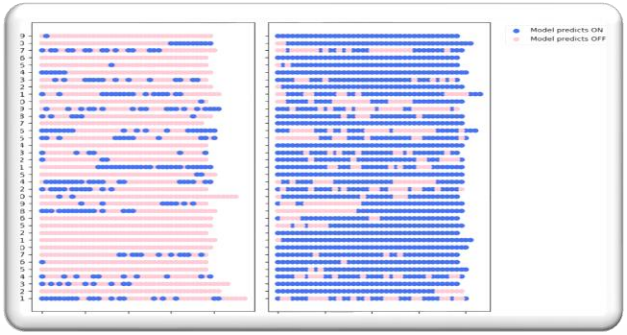
Case Study

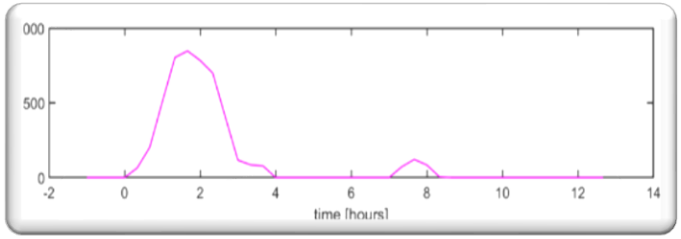
“Even though my son was struggling, we considered discontinuing his treatment due to uncertainty. However, Iluria’s analysis transformed our perspective by clearly demonstrating the impact of each treatment. This helped us stay committed, resulting in remarkable improvements in his academic performance and behavior."
— Ilan, father of a 10-year-old with ADHD



Clinical Validation

We have successfully completed three studies with top-tier medical partners





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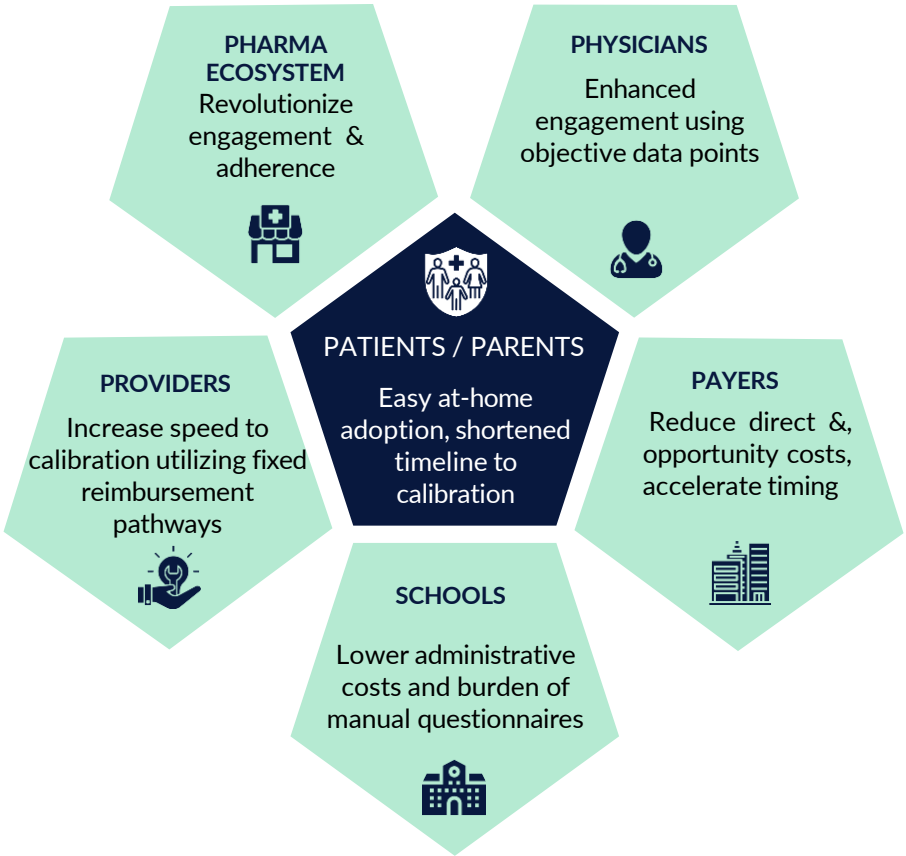
Adults – finalizing

Our study demonstrated that mathematical analysis of physiology can be utilized to measure ADHD with compliance to the clinical guidelines

Cincinnati Children's

The scale-up study demonstrated that we are able to provide insights on the treatment effectiveness patterns on an hourly basis

All stakeholders benefit



UNDERSTANDABLE DATA

REMOTE TRACKING

DATA-DRIVEN INSIGHTS

Go to Market Strategy

U.S. Timeline

36-42 month: endorsement from pharma players: Digital companion to enhance compliance to treatments

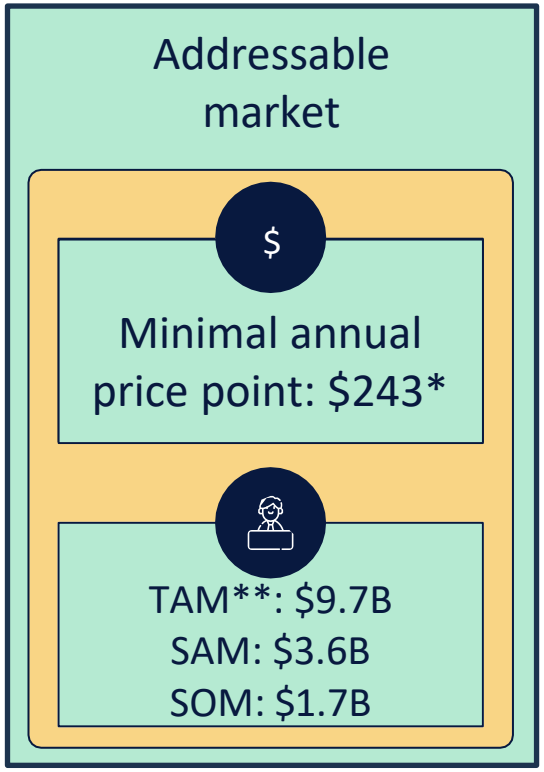
30 months: Large Providers/Children's Hospitals (capitated coverage)
Coverage - value-based care (a higher PMPM) + potentially adding CPT codes

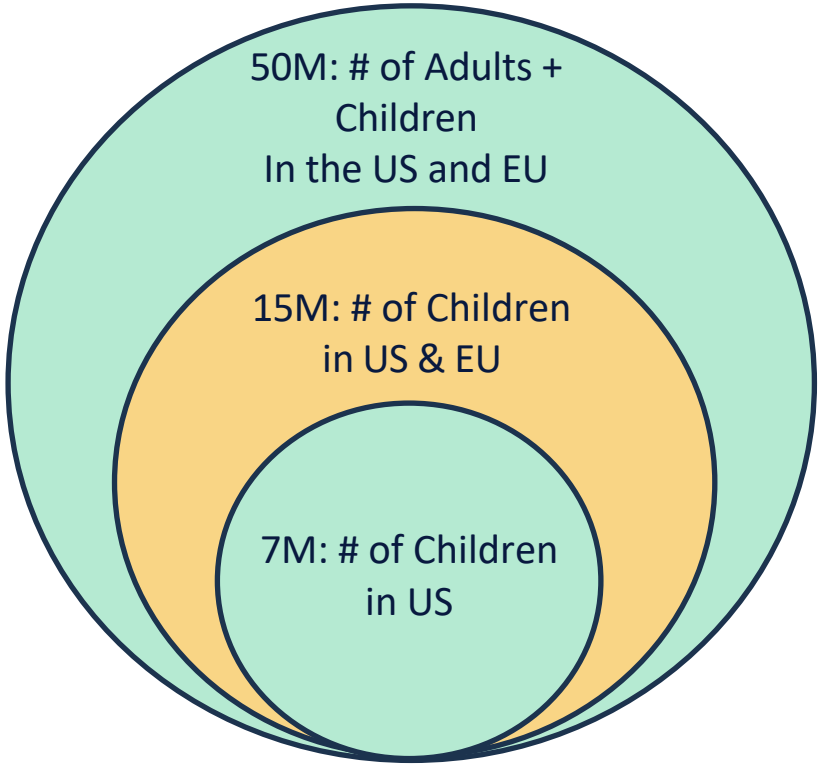
24 months: Initial small-scale traction from private clinics (fee for service)
Coverage (CPT codes) - RPM/RTM codes (~$125/month); GMBT1-3 (in 2025)

18 months: paid pilots (initiated discussions with several pharma manufacturers)

Other Processes
UK: Co-commercialization process
Under evaluation: Employers/benefit brokers; Wearable manufacturers

The ADHD market opportunity is large & growing





*15% of estimated cost saving, before adding impact on compliance and reimbursement

** # of Children with ADHD worldwide is 129M and the number of adults is 279M

Regulatory Pathway

US FDA	Class II 510(k)	- Initial step: pre-submission - Existing predicate device (Qbcheck) - 18-24 months time frame
EU CE	Class IIa Decision Support Software	- Under Medice cooperation - Existing reference (Qbcheck) - 24 months time frame
UK UKCA	Class I	- Clinical data already exists - Validating need for local study - 12-18 months time frame
Non-Medical	HIPAA + GDPR	4 months time frame

ADHD case study: Iluria fills a big gap in the ADHD market

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Diagnosis (in the clinic)	Calibration/Monitoring	Behavioral Treatment	Therapy (non pharma)
the TOVA company	DYNAMIC VITALS	esteem+	Healios
Braingaze mind tracking technology	iluria	tiimo	HS
ili peilivision		NeuroSigma	BrainPaint
NeuroTrax Innovative Science for Brain Health		Tully's	BestMind Behavioral Health
Quotient ADHD test	Existing solutions: - Subjective & manual questionnaires - Patient reported Outcome solutions	numo.	myndlift
NEUROTECH Solutions		inflow	
Qbtech		SIDEKICK	revibe
CONNERS CPT 3			Flow Club
			INNOSPHERE

Product Roadmap (+ risk mitigation)

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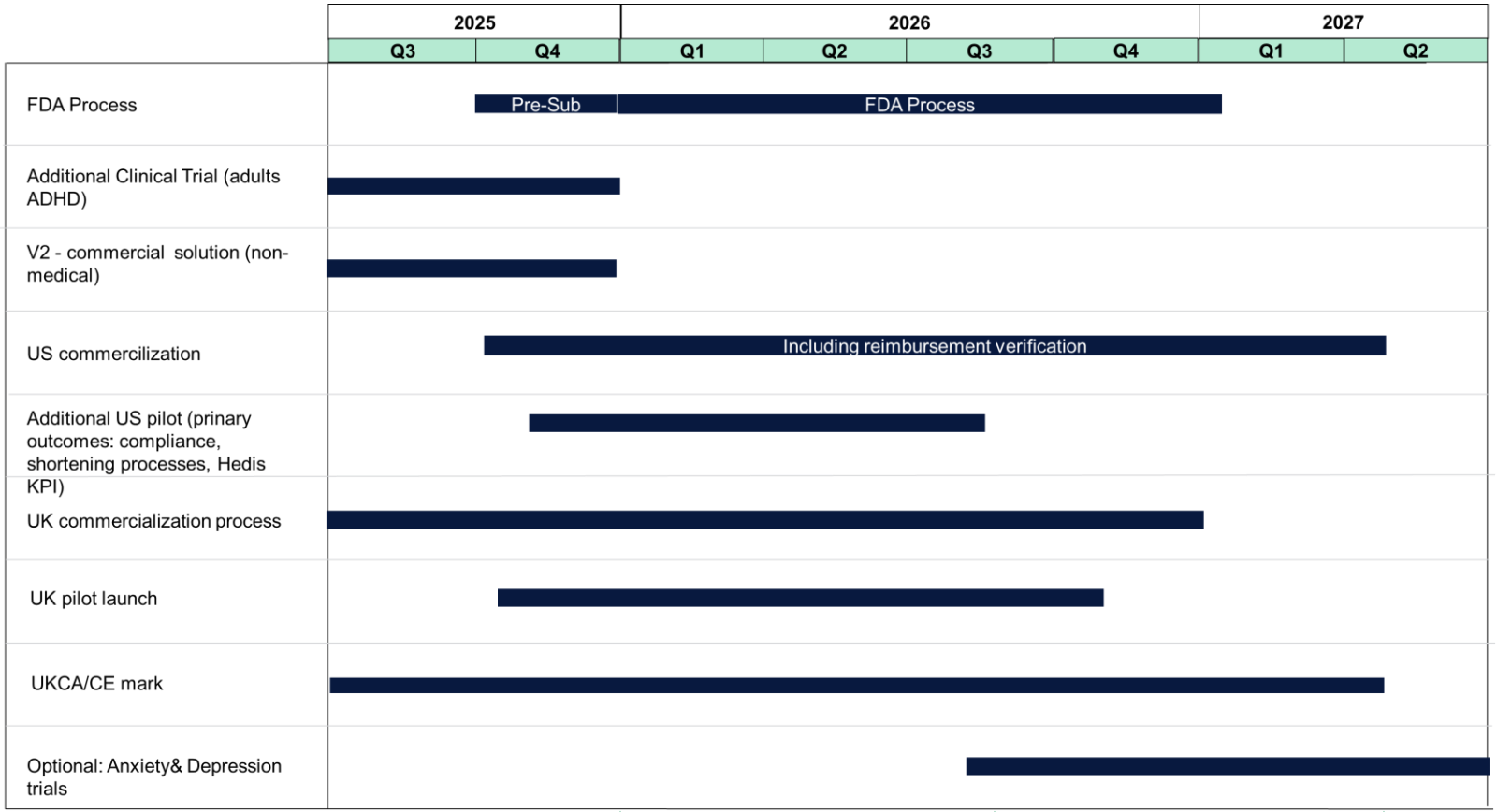

Risk reduction milestones:

- 1st: FDA roadmap clearance
- 2nd: compliance with 1 of four VBC KPIs
- Initial traction

Ask and Use of Funds

Iluria is raising $1M (1st tranche of a $3M round)

- 2-year roadmap for commercial level solution

- Initial milestone ($1M tranche):
  - UNMC pilot to solidify economic KPIs
  - FDA 510K class II pre-submission

- Expense breakdown: 45% R&D; 39% business development and admin; 16% regulatory and reimbursement

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Thank you!

For additional information and gettign involved please contact us:

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