

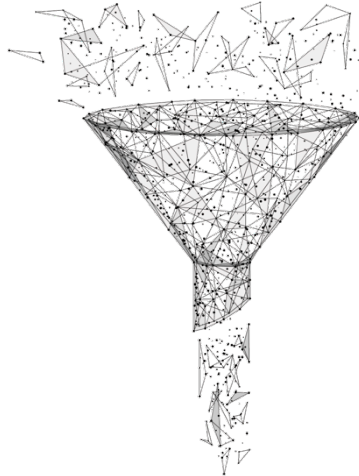


# DIVA Insights

Intervention analytics for healthcare and beyond using advanced bipartite networks

## WHAT WE DO

From fatal diseases to unsuccessful marketing campaigns, figuring out why failure happened and how to improve is difficult. DIVA Insights technology simplifies this diagnostic process by automatically classifying and visualizing data. Problem solvers like clinicians and researchers can design the best targeted treatment plan.



## MARKET SIZE

The visual data analytics market is expected to grow from \$2.5 billion in 2017 to \$6.5 billion by 2022, at a CAGR of 20.4%.

## COMPETITORS



## PROGRESS & MILESTONES

- Submitted patent application
- Developed algorithms and front-end analytics tool
- Piloted solution with Galveston National Laboratory and University of Michigan
- 18 months of development to make a commercially viable product

## TARGET CUSTOMER PAIN POINTS

- Medical informatics departments and research institutions amassing data to mitigate hospital readmission
- Marketing teams identifying underlying causes for customer attrition as well as product failure points
- Pharmaceutical companies looking to identify novel drug targets and patient subgroups from clinical trial data

## THE PRODUCT

- SaaS product using theory-based visual analytical methods to interpret patterns in large biomedical datasets
- A proprietary algorithm using bipartite networks to:
  - identify significant patient subgroup characteristics
  - cluster networks to infer mechanisms in each patient subgroup

## DIFFERENTIATION

- Analyze patient subgroups and their characteristics
- Use bipartite visual analytics to identify related mechanisms fast
- Encourage clinicians and researchers to play with data to infer more
- Allow clinicians and researchers to focus on the disease and treatment plans and not the software and UI

## MANAGEMENT TEAM

Alexander Vo, PhD ♦ Suresh Bhavnani, PhD ♦ Ryan Westberry, MS, MBA  
♦ Lily Bragg, MHA