



TILAK

Prix Galien USA 2023 – Best Startup  
June 2023

# You Play, We Care.

Confidential – Tilak Healthcare



PRIX GALIEN USA

What we want to do

**Transform the way eye-related diseases are managed and followed.**

How we do it

**We pioneer remote vision monitoring by creating a highly engaging mobile gaming app.**



## The problem

# Chronic maculopathies affect millions of elderly people and should be better monitored.



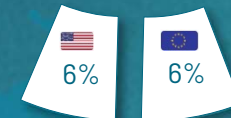
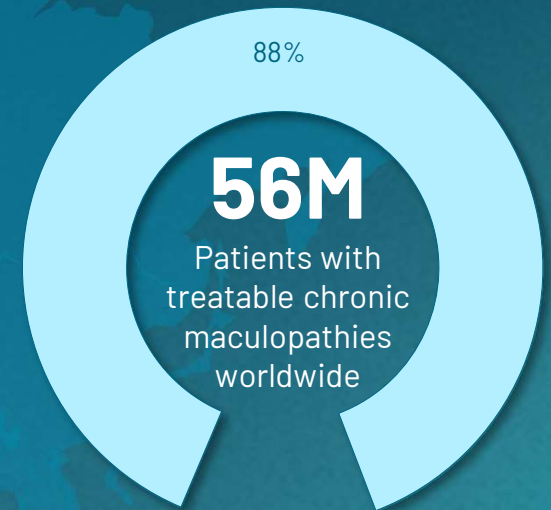
**215m elderly patients suffer from chronic maculopathy**, leading to vision impairment and its associated financial and quality of life burden



Treatment with anti-VEGF ocular injections is effective in 25% (56m) of them, but **urgent treatment is needed to prevent permanent vision loss in case of recurrence**



**Current methods of detecting recurrence are either cumbersome** (frequent visits, over-injections) or **ineffective** (self-monitoring with Amsler grid)



**c.7M**

US + EU<sup>15</sup> patients with treatable maculopathies



*Chronic maculopathies include wetAMD, diabetic macular oedema and retinal vein occlusion*

*Sources: World blindness and visual impairment: despite many successes, the problem is growing, Community Eye Health, Statista, Genentech, British Journal of Ophthalmology, JAMA Ophthalmology Confidential – Tilak Healthcare*

Our initial market

# OdySight™ brings visual acuity monitoring at home.

The most reliable visual acuity (VA) remote monitoring tool



CLINICALLY VALIDATED  
AND REGULATORY REGISTERED

Two clinically validated medical modules (Visual acuity, Amsler grid),  
**proving the scientific value of our modules.**

## A TAILORED VIDEO GAME EXPERIENCE

**Adapted to the patients' needs** with endless content, a fantastic adventure composed of dynamic puzzles to maximize long term engagement

## SUPPORTED BY UNIQUE TECHNOLOGY

- **Patent Filed technology** calculating the distance from patient's eye to screen
- Our data collection and **alert system in real time** allows optimal patient monitoring

ACADEMIC  
PARTNER:



**15-20**  
HÔPITAL NATIONAL  
DE LA VISION  
PARIS

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Our angle

## Tilak overcame key digital health hurdles and is set to be the industry front-runner.



A unique mobile game experience in App to increase adherence  
**55%+ patient retention after 6 months**



In-house technology enabling reliable data collection and alerts  
**2 patent filed technologies**



Proven medical results leading to industry recognition  
**CE mark in 2018, 510k exemption in the US, ISO 13485 certified and 4 trials finished or on-going**



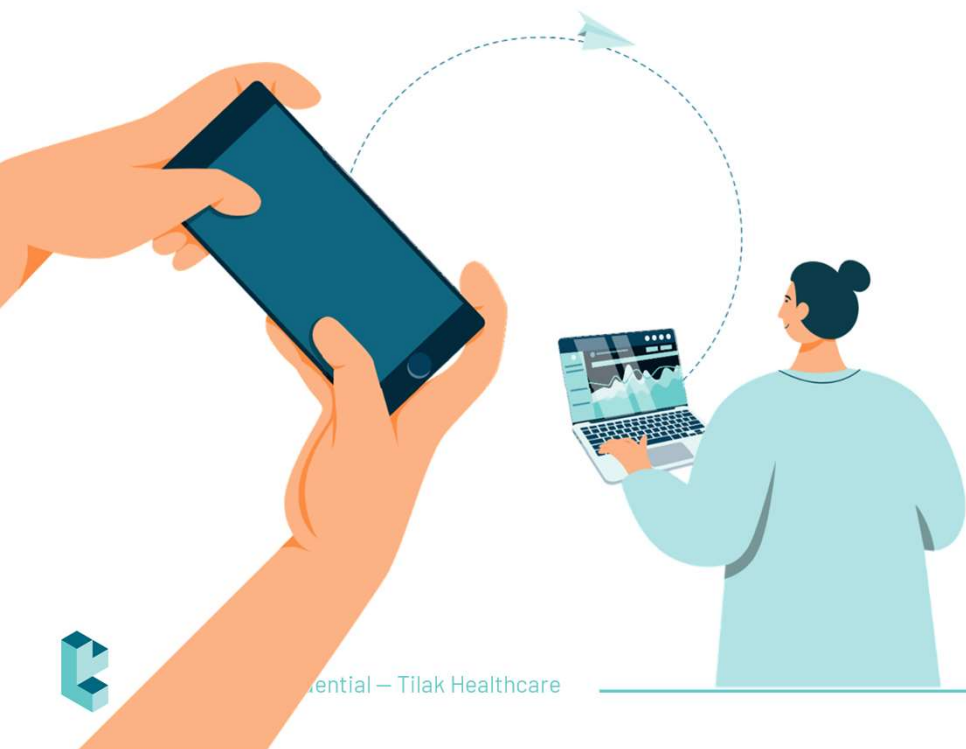
Strong financial incentive for practitioners (and Tilak)  
**€1K+ LTV per patient after 8 years**



Our secret sauce to address those barriers

## We gamify patient experience to tackle retention and engagement topics... and it is a game-changer!

We score best-in-class patient retention thanks to a user-friendly gameplay (see next slides) and a reliable alert system thanks to our technologies.



**55%+**

Patient retention  
after 6 months<sup>1</sup>

**75**

Remote visual acuity tests  
per year on average

**15x**

more data than traditional  
on-site process

**1.6x**

Retention gap between  
players and non-players



## Our Business Model

# OdySight became the first Visual Acuity remote monitoring tool to be reimbursed.

Massive impact on physician's adoption and number of prescriptions



An ambitious pre-reimbursement phase :  
A 2 year – 8000 patients program



A sustainable reimbursement model with  
incentivization for both doctors and medical device

### TILAK'S FEE

265€ per patient per year

### PHYSICIAN'S FEE

112€ for each patient's inclusion +  
112€ for one year of monitoring

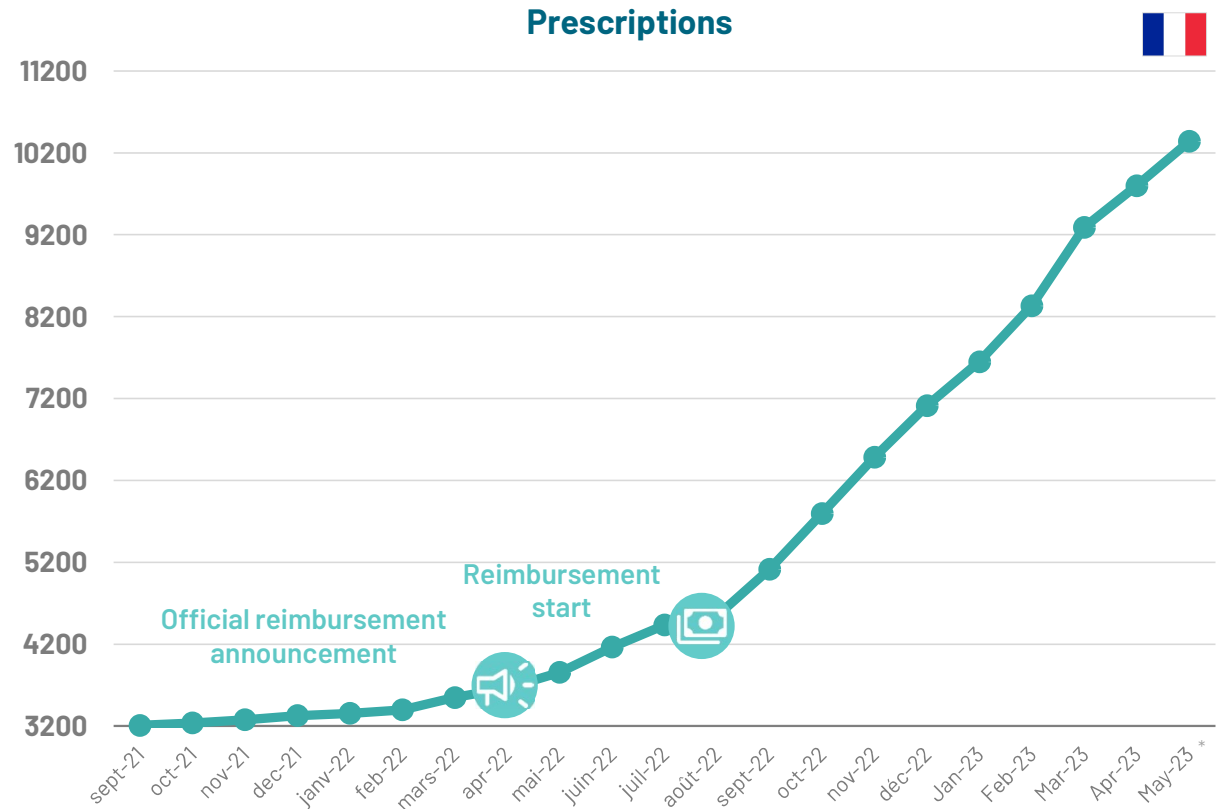
# 678 000

Amount of VA tests (RWD) expected  
to generate during those two years



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\* On May 25th



Prescribing Physicians  
**557**

Prescription per doc per month  
**5**

Monthly prescriptions in  
last 6 months  
**670**

Our next step

## **We have an ambition set of next steps in the hope of helping more and more patients.**

- 1 Finalize latest fundraise to pave the way to our next developments (June '23)
- 2 Lead the way to long-term reimbursement in France via the new "télésurveillance" path (May '24)
- 3 Continuously invest in clinical trials and product development to maximize our value to patients / physicians (Q2 '24)
- 4 Capture the massive US opportunity to build a €50m+ revenue business by 2026 (and launch in other EU markets)
- 5 Become the global leader in the digital ophthalmology space by developing additional products (glaucoma, etc.)(2024-25)





Our team

# To reach our objectives, we gathered the best of gaming and medical worlds.

Strong leadership team...



**Edouard Gasser, CEO & Co-founder**

- Former studio director at Gameloft
- 10+ years in the gaming industry



**Philip Bouchet, COO**

- Former production director at Gameloft
- 12+ years in the gaming industry



**Benigne Mathieu, Chief Business Officer**

- Former BU director at AstraZeneca
- 13+ years in the pharmaceuticals



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...supported by expert managers...



**Natacha Ruty**  
Chief of staff



**Sandrine Benard**  
Head of Clinical Affairs



**Margarita Dos Santos**  
Head of Product



**Corentin Bajdek**  
Head of tech



**Jean-François Girmens**  
Medical Director



**Emmanuelle Whitbeck**  
Head of Marketing



...and seasoned advisors



**Pr. Jose Alain Sahel**

Co-Founder & Medical Advisor

- Founder of "l'Institut de la vision"
- Co-founder of Fovea Pharmaceutical
- 20+ years in visual medical research



**Jean-David Zeitoun**

Advisor

- Founder of Inato & doctor
- Investor in 30+ medical startups and LP in 3 investment funds

**inato**



**Christophe Bancel**

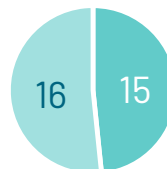
Advisor

- Founder of iBionext & Tissium



Team split  
**31 FTEs**

Ops



Tech

## Appendix

# Tilak in a nutshell.

### KEY MILESTONES

- 2016** • Company creation
- 2017** • Seed € 2.5m fundraise with iBionext  
• OdySight prototype
- 2018** • CE Mark  
• Launch of French pilot of OdySight  
• Series A € 4m fundraise
- 2019** • First partnership with Novartis  
• Publication of TIL-001 clinical study
- 2020** • Second partnership with Novartis (US and EU)  
• FDA registration
- 2021** • Series B €7m fundraise to go international  
• Launch of US, ES and BE pilots
- 2022** • “Article 51” early-reimbursement in FR  
• Partnership with Théa  
• Launch of NL pilot
- 2023** • Series B € 10m fundraise (expected Q2)  
• Publication of TIL-002 study (expected Q3)  
• Pre-read of TIL-003 study (expected Q4)

### KEY NUMBERS



**\$14M**

Raised



**\$1M**

Revenues (2023)



**41**

Employees



**5**

Countries launched



**10k+**

Patients

### OUR ECOSYSTEM



#### Commercial partners:



#### Financial partners:



#### Other actors:

