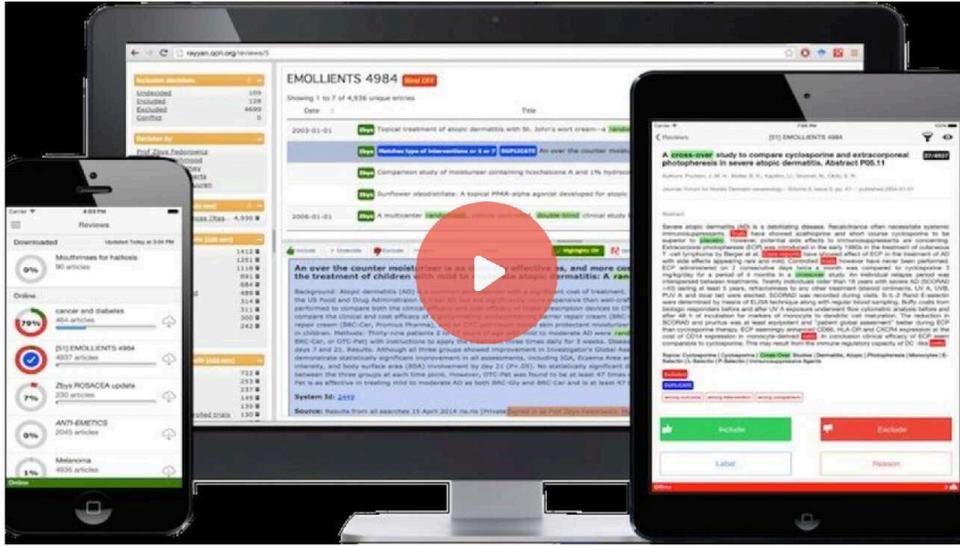


An AI tool to extract knowledge from research to accelerate scientific discovery



rayyan.ai Cambridge MA

Software Technology B2B Healthcare R and D

OVERVIEW UPDATES WHAT PEOPLE SAY ASK A QUESTION

Highlights

- 1 110,000+ researchers from 14,000+ organizations across 180 countries use Rayyan to conduct research
- 2 200+ million research articles have been reviewed using Rayyan to extract and synthesize data
- 3 Ranked #1 in various independent 3rd party studies.
- 4 150+ new user sign ups per day with zero advertising
- 5 1000+ positive user testimonials and unsolicited endorsements on Twitter

Our Team



Robert Ayan CEO

Executive with prior B2B SaaS, cloud startup experience in product management. Planned a Startup City backed by Peter Thiel; planned a science park and developed policies for a national innovation system. Computer science/MIS degree. MIT MBA.

To accelerate scientific and medical discoveries to benefit human health through evidence based medicine.



Geoffrey Nesow Chief Revenue Officer



Early pioneer in SaaS, his company LiveVault was sold to Iron Mountain. Held senior roles in marketing, sales, innovation and product management. Professor, Hult International Business School. Start-up adviser. Writer about business and technology.



Hossam Hammady Vice President of Engineering

Full stack developer who built Rayyan based on subject matter expertise and a highly user centric design process. Open Source enthusiast.

Pitch

rayyan
INTELLIGENT SYSTEMATIC REVIEW



AI Assisted Systematic Literature Review in Half the Time

Investor Presentation
April 2021

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Systematic Literature Review is Broken (to the power of n)

- Experts can no longer read all of the literature within their domain of expertise in a lifetime
- Researchers are not in control of how much literature is published about their research topics
- Millions of newly published research articles per year compounds the problem with time



Team of 2-7 researchers per review



12-24 months to complete one review



Average of \$141K in labor costs per review

"We are currently reviewing more than 2,000 articles in Excel and it's absolutely awful!..."

- Science Librarian, University of Maryland

About Systematic Literature Review:

- A practice first developed by biomedical professionals
- Consists of synthesizing all that is known about a research topic
- Considered the best available evidence
- Supports all types of evidence-based decision making
- Common among researchers across disciplines
- A starting point for all new research

2

Rayyan Helps You Complete Your Review in Half the Time!



Cloud Based Team Collaboration



AI / Machine Learning Assisted



Time Saving Workbench



SaaS Web & Mobile Applications

Accessible Anytime, Anywhere, Even Offline!

CLICK TO VIEW DEMO

3

Targeting \$20B Spend Between Biomedical and Academic Research

\$20Billion

SPENT ON LABOR CONDUCTING SYSTEMATIC REVIEWS FROM TWO MARKET SEGMENTS

Initial Target Segments

| Application | Medical | Academia | Industrial | Public Policy | Development | Environment | Legal |
|-------------|-------------------------|---|------------------------------|------------------------------|--|---|---------------------------------------|
| | Evidence-based Medicine | Review literature for research and publishing | Product development research | Evidence based public policy | Human, Social and Economic Development | Environmental and agricultural best practices | Legal reviews of patents and case law |

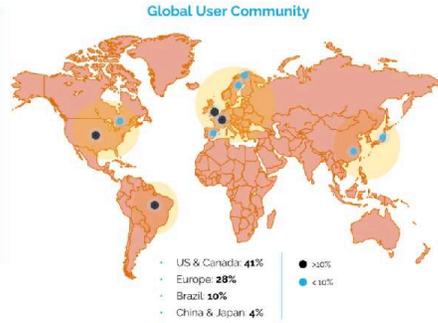
\$16.7M
SPENT PER TOP PHARMA COMPANY

\$18.6M
SPENT PER RESEARCH UNIVERSITY

Primarily Biomedical

*Source: The significant cost of systematic reviews and meta-analysis. A call for greater involvement of machine learning to assess the promise of clinical trials

Targeting 100x Global User Community Growth



Source: Google analytics Rayyan usage data

Key Rayyan Usage Statistics are Very Healthy

50% of Users are Active Monthly
Monthly active users are 50% of the registered user base.

13.3% Mobile Use
1 out of 7.5 users access via Mobile or Tablet

Daily & Monthly* Web and Mobile Active Users

Tuesday, December 1, 2020

- 1 Day Active Users (All Users): 3,786
- 1 Day Active Users (Mobile and Tablet Traffic): 299
- 28 Day Active Users (All Users): 37,735
- 28 Day Active Users (Mobile and Tablet Traffic): 6,139

*Only 28 days depicted. Add 2-3x daily active to calculate full monthly active

98%+ User Retention
We are retaining our existing users as we rapidly acquire new users.



Source: Google analytics from the Rayyan servers

Viral Enthusiasm for Rayyan on Social Media

Find out what nearly 1,000 researchers have shared about their experience using Rayyan!

nichole ridley @nichole_ridley - Aug 5, 2020
Today I learned about @rayyanapp. It is a great platform for collaborating with others in lit searches, systematic reviews and meta! #egabtwitter

Jessica Beltran @jessicabeltranP - Apr 1, 2020
I love @rayyanapp! Rayyan is providing huge dataset of COVID-19 articles!

Elizabeth Booker @NewhamMum - Feb 21, 2020
Boring tweet alert but @rayyanapp is brilliant!
I've only started using it this morning but its so clear, easy to use, multiple people can work on the same project and its FREE!
I'd recommend it to anyone @GoldsmithsPsych doing a #systematicreview @BuccissABI @mbowling

Jen Brown @JenWagner - Feb 12, 2020
Not only was the #protocol for the @GanderiClinical #systematicreview published yesterday - read it here [rdcu.be/5ivqK](#) #shareit! - we also completed title and abstract screening earlier than expected thanks to @rayyanapp's brilliant "AI" rating algorithm! 🙌🙌🙌

clair barber @neurophiklan - Apr 1, 2020
Such a great app to streamline systematic reviews, nice work @rayyanapp

Jen Brown @JenWagner - Jan 31, 2020
Wow, solid effort, team @GeneticClinic!!! That's over 5k new records screened (in addition to the 9k already done), @rayyanapp is handling it all beautifully - great work all! @NoorjelUpdat @dyanmorgan @gaba_kin @pet_crampson @Mikaelkeho

Dr. Amy Price @AmyPricePhD - Dec 1, 2019
I love @rayyanapp! Was easy to use, can work with members of the public freely, is visually pleasing and fast!

Angela Cicca, PhD @angelaciccaPhD - Sep 17, 2019
I love @rayyanapp! This cut down our review time by at least half!

Pauline Boland @PaulineBolandOE - Jun 27, 2019
Replying to @DDeveack @LeanneTogher and 3 others
Discovered Rayyan via a student this year...one of those things that just works and can't believe I was using anything else!

conorjudge @conorjudge - May 1, 2019
We love @rayyanapp and have used it for several meta-analyses. Worth a look for screening tasks!

Edina Ampenah-Dacosta PhD, MPH @edidacosta2 - Apr 15, 2019
I love @rayyanapp! Very efficient and easy to use. Cuts back on the time required to screen literature for a systematic review. Also allows for ease of duplicate screening and quality control by co-reviewers!

A Freemium Subscription Model that is Marketed "B2C-like"

Rayyan Pricing & Packaging: Collar free use to achieve a 3%+ conversion to paid.

Major Competitors: Compared to \$75-\$235 per month per user, or \$240 per active review per year.

| | | | |
|---|---|--|--|
| <p>Essential</p> <ul style="list-style-type: none"> 1 Active Review Unlimited Reviewers <p>\$ 0 / mo</p> <p>START</p> | <p>Time Saver</p> <ul style="list-style-type: none"> 2 Active Reviews Unlimited Reviewers 1 Always Free Mobile License <p>\$ 9.99 / mo</p> <p>FREE TRIAL</p> | <p>Professional</p> <ul style="list-style-type: none"> Unlimited Reviews Unlimited Reviewers 1 Always Free Mobile License Database Integrations <p>\$ 19.99 / mo</p> <p>FREE TRIAL</p> | <p>Pro Team</p> <ul style="list-style-type: none"> Unlimited Active Reviews Unlimited Reviewers Always Free Mobile Licenses Team Management 5-User License <p>\$ 49.99 / mo</p> <p>FREE TRIAL</p> |
|---|---|--|--|

*7 day free trial once they select a plan plan after which their card will be charged

~\$49.99 per additional user

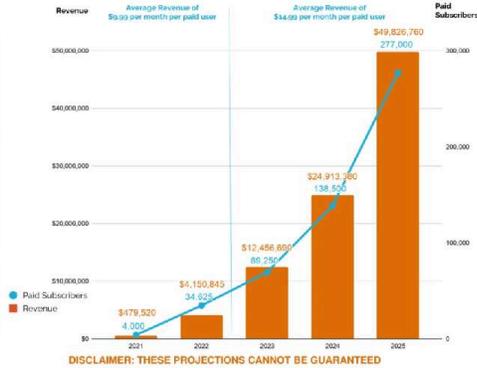
Illustrative / Pricing and Packaging will under go further refinement

Revenue and Paid Subscriber Projections

User and Revenue Growth Strategy:

1. Grow users 10x to 100x
2. Target 3%+ conversion to paid
3. Utilize affiliate marketing

These Revenue and Paid Subscriber projections are only based on the time saving "X axis" of the product roadmap. Greater revenue and subscription potential is expected from the value generating "Y" axis of the roadmap. Other revenue opportunities enabled by scale not depicted in these projections include advertising, job postings, data, marketplace, and premium services revenues.



DISCLAIMER: THESE PROJECTIONS CANNOT BE GUARANTEED

Disclaimer: These projections cannot be guaranteed

Management Team

| | | | | |
|--|---|--|--|---|
| <p>Geoff Nesnow VP, Business Development (full-time) Experienced business development executive with prior SaaS, B2B, Cloud, subscription business experience. Startup Advisor.</p> | <p>Greg Moeller Advisor Company Building & Operations Serial entrepreneur with multiple crossing the chasm successes. Experience building Machine Learning software Startup Advisor.</p> | <p>Robert Ayan CEO (full-time) Experienced entrepreneur with prior SaaS, R/B, Cloud, subscription business, and idea center experience.</p> | <p>Ramy Mora Advisor Product Management and Marketing Highly experienced marketing executive with a track record of defining and delivering differentiated brand experiences that grow market share and build customer loyalty.</p> | <p>Hossam Hammady VP, Engineering (full-time) Experienced full stack software architect and developer of the Rayyan software, experienced manager of software developers and projects.</p> |
|--|---|--|--|---|



Active Partnership Discussions

| | | |
|---------------------|---|---------------------------|
| IP License: | Qatar Computing & Research Institute (OCRI) | License, Shareholder |
| Investors: | QSTP Technology Venture Fund | \$500K |
| Counsel: | Latham & Watkins | Retained |
| Banking: | Silicon Valley Bank | Established |
| Development: | KiwiTech | NDA, Term Sheet, SoW |
| Cloud: | Google Cloud Startup Program | \$100K+ in cloud services |

Ask: The company is seeking \$2M+ to offer its first commercial release, achieve first revenues, scale users 10x, and utilize a product led strategy to become the market leader.

Vision: Maximize value for the long term by providing affordable tools to accelerate scientific discovery among the largest segments of researchers and becoming the largest community of practice where value is created and exchanged.

THANK YOU

