Dthera Sciences

Dthera Sciences (OTC: DTHR) is a publicly-traded *Digital Therapeutics* company based in San Diego that is working to improve Quality of Life (QoL) and reduce anxiety in patients with Alzheimer's and Dementia. It is one of the few Digital Therapeutics companies focused on Alzheimer's and Dementia and may be the first one publicly listed. The Company was formed through the merger of Knowledge Machine and EveryStory, Inc. and the acquisition of the SeniorsInTouch intellectual property portfolio.

The Company's lead product is an artificial intelligence-powered digital health product that collects photos and audio from family members and creates hyper-personalized video stories sent to the patients. The product is presently in a clinical trial (n=20) with the University of California San Diego to test its effectiveness as a scalable form of *Reminiscence Therapy* and will announce results in Q1 2017.

Capital Structure	As of December 1, 2016
Ticker on OTC:	DTHR
Share Price:	$2.20
Shares Outstanding:	36 Million
Market Cap:	$79 million
Management Ownership:	39%

https://www.bloomberg.com/quote/DTHR:US

Digital Therapeutics

Digital Therapeutics (sometimes called "software-as-a-drug") is a new subsection of digital health that strives to directly deliver a therapy via use or interaction with software technology. The goal of Digital Therapeutics is to mirror an effective treatment already in use but do so through the use of technology to scale to a large patient population, thereby amplifying doctors' and nurses' care, changing patient behavior, and most importantly, reducing cost of care.   What are Digital Therapeutics?

The Digital Therapeutics market is currently in its earliest stage, containing just a few dozen companies, is forecasted to grow from its current size in the hundreds of millions to nearly $6 billion, made up of a few hundred companies, over the next 5 years.

Reminiscence Therapy (RT)

Reminiscence Therapy (RT) involves discussing and reviewing recognizable memories, typically by looking at photos, and hearing or discussing the familiar stories related to them. RT has been shown to be very effective at reducing anxiety and increasing the overall Quality of Life (QoL) in Alzheimer's and Dementia patients in nearly a dozen clinical trials and has been in use for nearly 30 years. The problem, however, is that although RT is very effective, it is also very labor intensive and hard to scale.

Business Model

The Company plans partner directly with Senior Living management firms by offering their facilities a revenue share model. During Q4 2016 and Q1 2017 the Company intends to roll the product out in a select group of facilities as part of a pilot program. Upon the announcement of the clinical trial results (Q1 2017) the Company will begin charging a subscription fee for the product. The product will be paid for by the patient's family and will be approximately $30 per month or $300 a year.

Please refer to the Company's forward-looking statement prior to making any investment decision

How the Product Works

By interacting with the product's AI, Rachel, family members can easily reply to simple questions by sending photos or recording short audio clips and EveryStory then weaves them together into video stories. With just 2-3 minutes of engagement from the family per week, the platform can transform those short audio notes and individual photos into rich documentary-like stories that are then sent directly to a loved one for them to view, thereby delivering the Reminiscence Therapy

The way the resident experiences the stories is via a tablet that they view. The resident has no requested actions, nor has to learn any custom User Interface. For them, the product is simply a constantly updating digital photo frame of stories for them to view at their leisure.
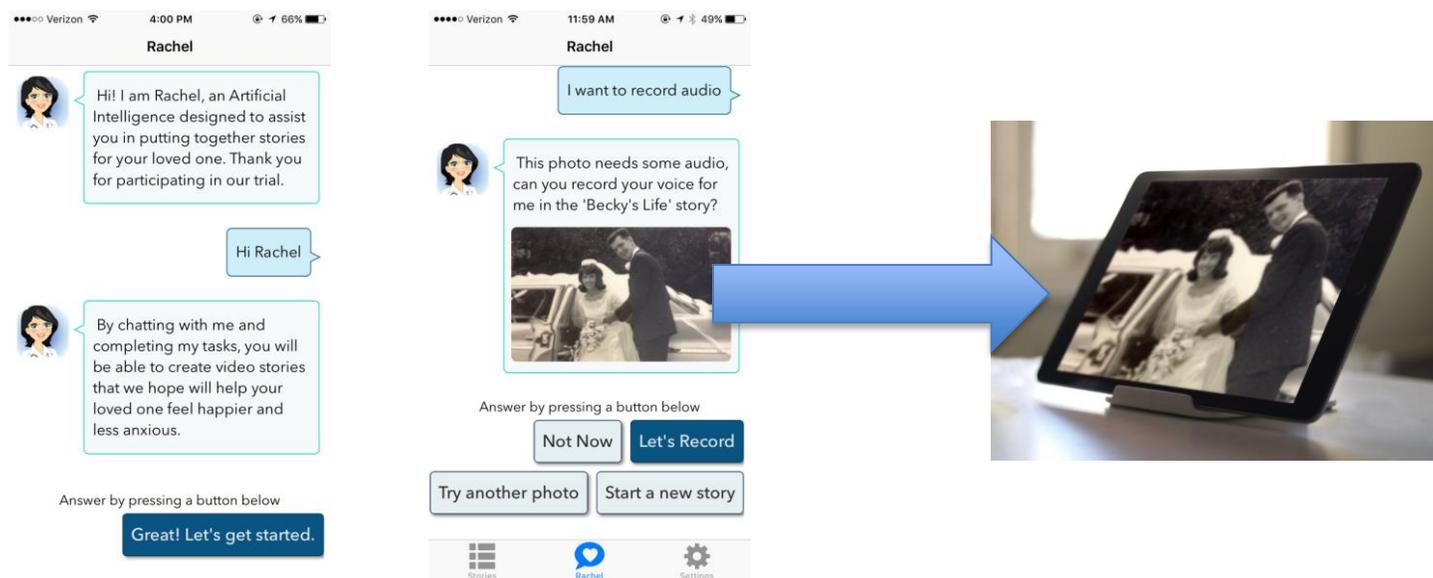
Key Milestones

- ☑ The clinical trial is already underway with University of California San Diego
- ☐ The clinical trial will be complete and data will be announced in Q1 2017
- ☐ The roll out the product to a first wave of Senior Living homes via a pilot program in Q1 2017
- ☐ Initiate revenue generation upon the announcement of the clinical trials results in Q2 2017

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