ASCENSCIA
PIONEERING SCIENCE

AI- Voice Assistant for Scientific Labs

Best Lab
innovation
WOTS (2024)

Ahmed Khalil | Co-Founder & CEO

50% of Preclinical Drug Discovery Research is Irreproducible

The reproducibility crisis is a pressing issue in scientific research largely driven by **poor data management**, leading to waste of time and resources by:
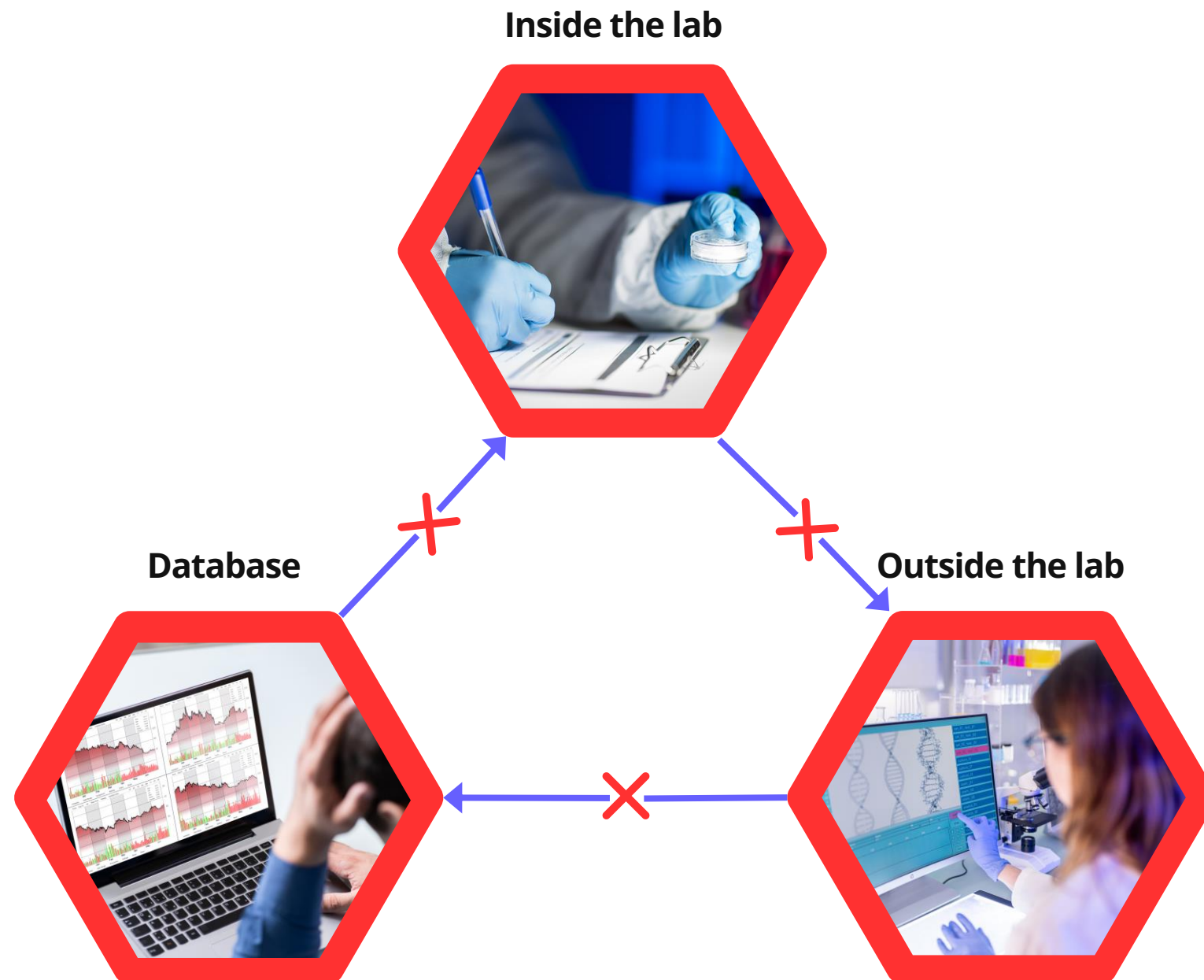
28B USD/year only in the US alone)

Significant delays in R&D pipelines

Lack of reliable data sources

Inefficient Lab Workflows & Interrupted Data Flow

Inside the lab

Database

Outside the lab

30% Time wasted on manual data entry.

60% Data loss due to gap of trasfering data.

25% lower productivity due to distractions

Pipelines delays and extra costs due to lack of data & repeating exeperiments

Introducing ASCENSCIA

Ascenscia is the "Siri" or "Alexa" for scientific labs. Our **mobile application** integrates seamlessly with various ELN systems as an add-on solution. The app enables scientists to **capture and access their data through hands-free voice interactions**, increasing quality of data captured and **optimizing lab workflows**.

Available on:

GET IT ON
Google Play

Download on the
App Store

Real-life Use Case

Our product was developed and validated with **50 scientists** from academia and industry
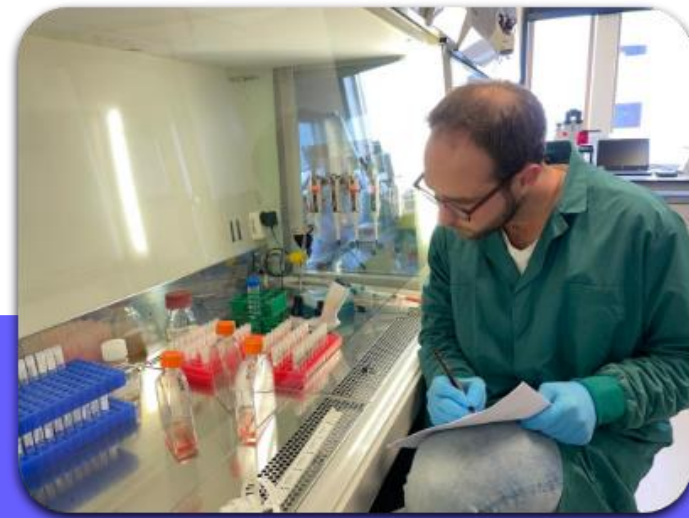
Traditional Lab Workflow

❌ "I struggle to keep up between my experiments & writing down my notes".

❌ "I lose track of my notes and I forget what I exactly did in my experiment".

❌ "I waste a lot of time in transferring my data from paper to my ELN".
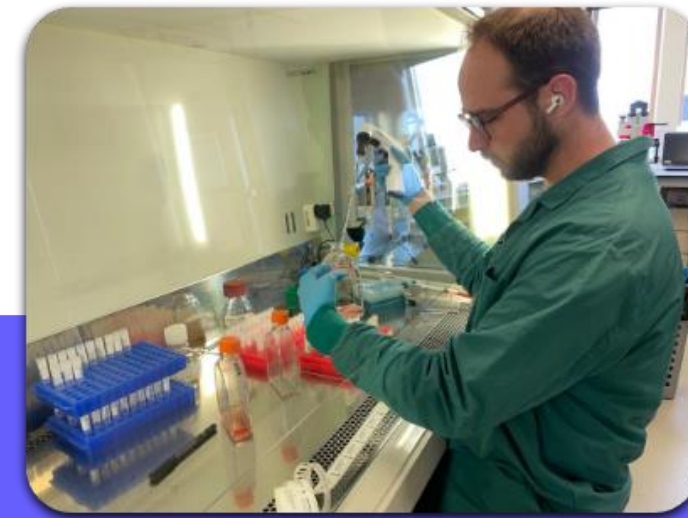
Workflow with ASCENSCIA

✓ "Taking hands-free notes by voice keeps me focused on my experimental workflows with less distractions".

✓ "I am able to capture every detail of my experiments & easily track back any deviations in my work".

✓ "All my data are synced with my ELN. I do not need to spend time on documentation any more!"

Simplified Lab Workflows & Improving Data Flow with Voice

- **30% time saved** by automating data collection with voice.
- **40% higher quality data** through seamless data structuring into ELNs
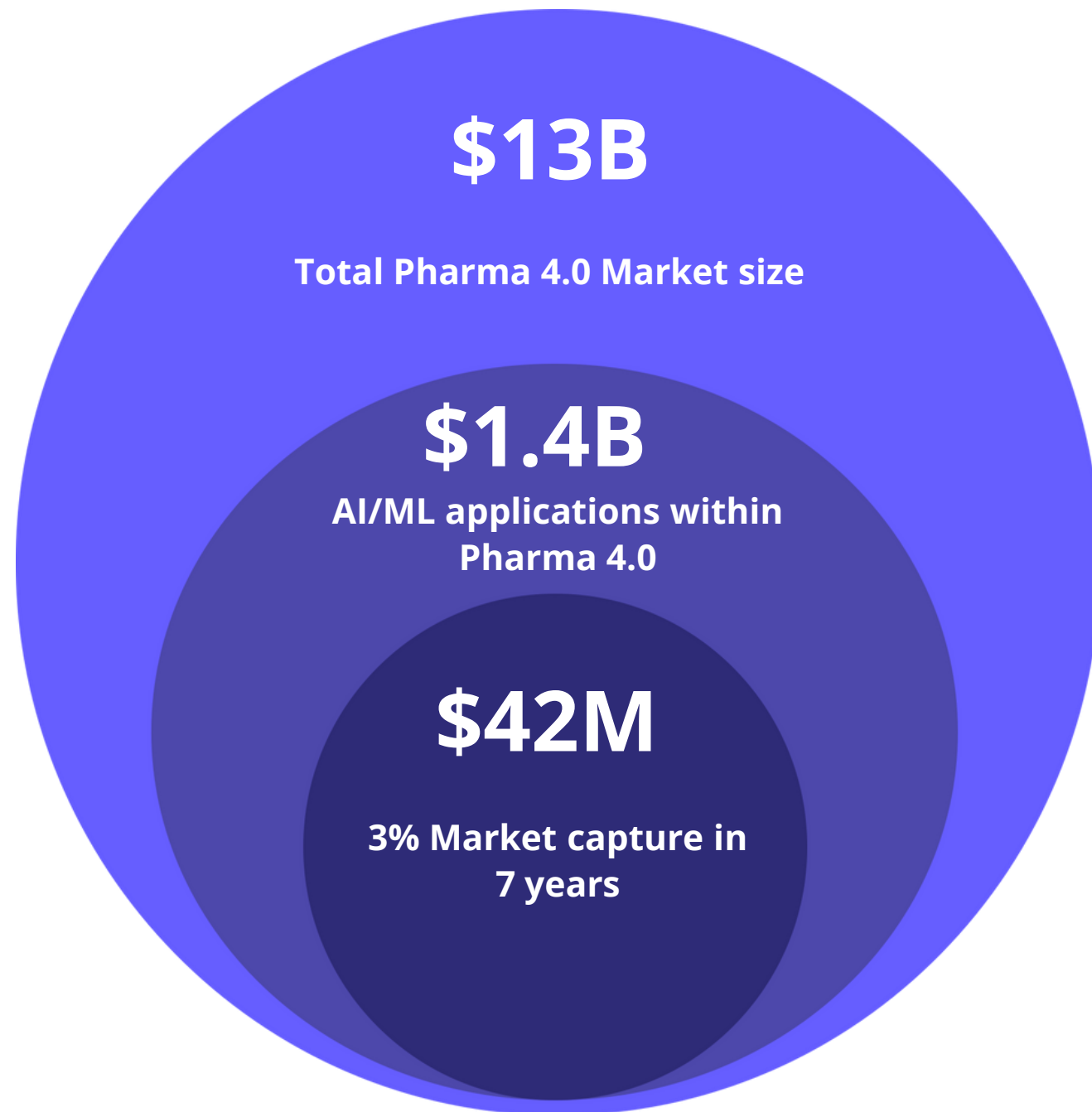- **25% higher productivity** by minizing distractions & reducing workload
- **Reducing R&D cycles & costs** by improving data use & reducing experiments.

Pharma 4.0 - Why now?

$13B

Total Pharma 4.0 Market size

$1.4B

AI/ML applications within Pharma 4.0

$42M

3% Market capture in 7 years

Growing Market

Pharma 4.0 market is estimated to grow by **CAGR 18.9%** in the next 10 years.

Market Trends

Investing in **Data Strategy** is increasingly becoming a necessity in the market to **become AI-ready**.
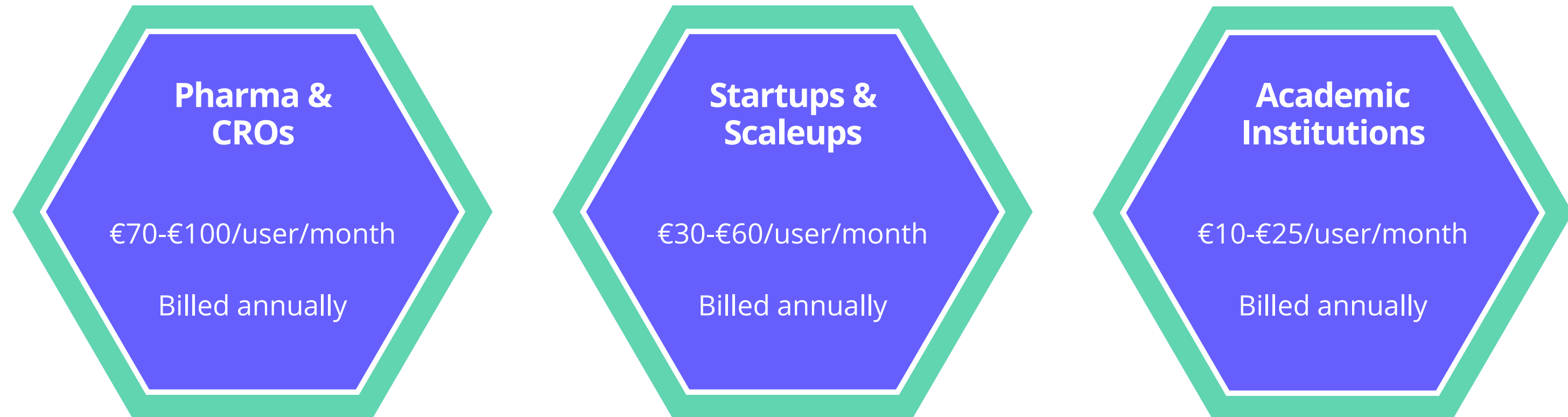
Competitive Edge

Lab digitisation and lab automation are the **new competitive edge** in the pharma industry.

Business Model - B2B Saas

Focusing on **Pharma & Biotech*** pre-clinical drug development

Pharma & CROs

€70-€100/user/month

Billed annually

Startups & Scaleups

€30-€60/user/month

Billed annually

Academic Institutions

€10-€25/user/month

Billed annually

*We also identified opportunities for expansion into other (lab) industries
(**Food & Beverage, Semi conductors, Agricultural & Material sciences**)

Market Players – Voice Tech for Scientific labs

Competitive edge as an add-on solution

	LabVoice (2018)	LabTwin (2018)	ASCENSCIA (2021)
Voice accuracy	-	95%	97%
Custom voice features	✓	✗	✓
Flexible integrations	✗	✓	✓
User-centered design	✗	✓	✓
Translation option	✗	✗	✓
Data Security	Stored	Stored	Only processed
Languages supported	1	1	5

Core Team

Advisors

Ahmed Khalil
Co-founder & CEO
MSc. Drug Innovation
8+ years in sales and business development in pharma and drug discovery

Lirry Pinter
Co-founder & CTO
MSc. Information Studies
7+ years experience in UX design, software development and AI/ML

Sherouk Soliman
Marketing Manager
MSc. Biomedical Sciences
5+ years experience in Life Sciences communication and marketing

Mozhde Aliakbari
AI/ML Expert and data strategy, supporting the team in developing AI/ML models as an advisor on project bases

Rayyan Jafri
Senior Developer
BSc. Computer Sciences
10+ years full stack developer and mobile app

Ronald Vos
Senior Business Developer
25+ years business development in Life sciences & Diagnostics

Frankie van Dooren
Junior Developer
BSc. Business Innovation
3 years experience as front-end developer

Dirk Aulike
20+ years in lab automation & lab software industry
Serial entrepreneur

Traction - Why Us?

Accelerators

imec istart

Microsoft

ACE

€630K Funds

imec istart

sif ventures

Europese Unie
Europees Fonds voor Regionale Ontwikkeling

SNN
SAMENWERKINGSVERBAND NOORD-NEDERLAND
· Stimuleert · Faciliteert · Verbindt

UTRECHT HEALTH SEED FUND
Managed by Utrecht Holdings

Sales traction

first 2 clients (27k ARR)
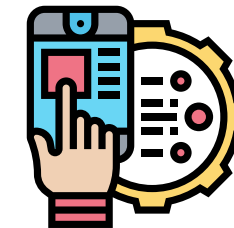
Running 4 pilots
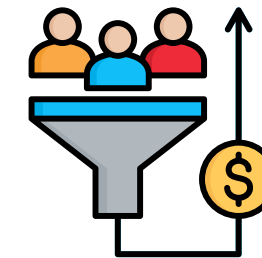
Current Sales pipline value (500K ARR)

8 ELN Partners

eLabNext
EPPENDORF GROUP

BIOVIA

Agilent

SciNote

Labguru

<LAB FORWARD>

RSpace COMMUNITY

It's time to grow!

Now

850k - 1.2M Pre-Seed Round

For a runway of 24 months

2026

Boost Sales & technical operations

Drive revenues to break-even by the end of 2026 **(660k ARR).**

(70%) Team expansion
Low: 1 developer, 1 med Sales
High: 2 developers, 1 Senior Sales, 1 CSM

(20%) Commercial Activities
International conferences, Ad campaigns, sales activities with partners

(10%) R&D (Product Dev)
• Training & Improving Our AI models in lab ops.
• Natural Speech AI models.

Thank you

I think the biggest innovations of the 21st century will be at the **intersection of biology and technology**. A new era is beginning.

~Steve Jobs

ASCENSCIA

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Let's Connect:
a.khalil@ascenscia.ai

Visit Our Website:
ascenscia.ai

GTM Strategy

4 validated channels

ELN Partners

Sales & Marketing

Incubator programs

Consultancy & Distributors

Moving Forward...

Key Opportunities:

Focus on Biotech SMEs for Rapid Growth
Target small and medium-sized biotech companies for faster revenue cycles, while gradually engaging big pharma for sustained, long-term growth.

Streamline Sales Operations
Optimising our sales process and capacity to allow our team to efficiently manage a growing number of leads. This includes reducing technical overload and ensuring effective lead nurturing.

Increasing demand on voice to ELNs
ELNs and ELN users are increasingly asking for voice integrations. We are an increasing number of new ELN partnerships, which can drive growth if managed effectively.

Capital & Resources Allocation:

Team Expansion and Capability Building
Hiring additional sales & technical team members to support accelerated growth and maintain high levels of customer success.

Targeted Marketing
Allocate budget for a targeted marketing strategy focusing on high-growth Biotech SMEs through our validated marketing channels: conferences, online ads, startup incubators and ELN client base to accelerate lead generation.

Strategic Partner Development
Use funds to maximise the current ELN partnerships' value by hiring a CSM. Additionally, we will establish new partnership integrations and nourish existing partnerships to drive co-sales for consistent revenue generation.