



495 Burr Oak Dr. Ann Arbor, MI 48103 USA  
+1 734 926 5324 | [www.slideless.co](http://www.slideless.co)

To our friends and families,

Monday, July 10, 2017

Slideless is an early-stage Digital Pathology startup. Slideless helps Pathology departments meet their **Productivity, Profitability, and Precision** requirements, while migrating from glass microscopes to digital whole-slide imaging. Our unique Supercomputer-in-the-Cloud technology turns any laptop or tablet into a powerful, fully-featured [medical microscope](#).

If May was a startup blur (see [previous newsletter](#)), June was an **entrepreneurial rush** of meetings with customers, integration with channel partners, business accelerator interviews, and investor presentations. Here's highlights:

June Customer Discovery encounters helped refine and validate elements of Slideless' Business Model - particularly when it comes to **Open Systems** architecture (i.e. not open source) and monetizing **proprietary data**. We also expanded our list of Frequently Anticipated Questions to include pre-clinical sales cycles, global regulatory strategy, and Medical A.I.

Slideless signed preliminary agreements with **two channel partners** in June, and hosted deep-dive engineering sessions with two more. Established LIS, EMR, workflow, and billing vendors are feeling increased market pressure to support pathology imaging, helping to close **new customers** and **reduce churn** on existing accounts. By making it easy to integrate a fully-featured pixel pathway, Slideless helps these partners get pathology imaging solutions to market faster with a mature, robust, and supported offering.

We were privileged to meet with Bruce Friedman MD, a pathology informatics Key Opinion Leader, speaker, and [Lab Soft News](#) blogger. Dr.Friedman cited last month's FDA clearance of Philips' Digital Pathology solution, calling it an **inflection point** in pathology imaging. Dell Digital Business Strategist Eric Acton echoed Dr.Friedman's sentiments, calling pathology imaging an "**iPhone moment**, when you ask, Why didn't we always do it this way?"

#### Customer Discovery

*"In the next ten years, pathology imaging will go from 5% to 95% market share - twice as fast as radiology imaging adoption."*

Bruce Friedman MD  
Editor, Lab Soft News

Our discussions with the FDA last month focused on **regulatory classifications** for individual components of the anatomic pathology ecosystem, from scanners and codecs, to imaging algorithms and adjunctive automation software, to whole slide viewers and annotation tools. Since this would expand on the DPA Regulatory Task Force recommendations, we're continuing to do deep Discovery with individual DPA Key Opinion Leaders to listen and build consensus.

Shout-out to our invaluable coaches and advisors, without whom we could not get this far: Dr. UI Balis, Mike Brennan, Sandra Cochrane, Ted Dacko, Francis Glorie, Mike Klein, and Scott Olson.

Microscopia ad nubes,

Bob, Chris, David, Jeff, Josh: Slideless

