To our friends and families,   Wednesday, May 31, 2017

Slideless is an early-stage Digital Pathology startup. Our unique Supercomputer-in-the-Cloud technology turns any laptop or tablet into a powerful, fully-featured medical microscope.

Since our April newsletter, the Slideless Team has accelerated the pace of Customer Discovery, Customer Development, Technology Development, and Technology Integration - from California to Maryland and from Canada to the Netherlands. Here are a few highlights:

1) The Slideless Team decamped to Pittsburgh last week to attend the 2017 **Pathology Informatics Summit**. It was a Customer Discovery bonanza, yielding dozens of Discovery Encounters with earlyvangelists and late-adopters, researchers and clinicians, administrators and payers, vendors and integrators. The Team's learnings from the Pathology Informatics Summit could fill several newsletters - a sampling:

- The FDA's clearance of Philips' Digital Pathology solution has energized the Pathology Informatics community. While in Pittsburgh, Slideless met with FDA researchers and regulators to begin the process of validating our **US Regulatory Pathway**.

- Health system CFOs are hesitant to adopt "walled garden" Digital Pathology solutions (Philips, e.g.) that fail to leverage legacy investments in EMR, LIS, storage, and cloud infrastructure. Several conference presentations described heterogeneous pathology imaging workflows, **integrating best-of-class components** from multiple vendors.

- Capitation represents a paradigm shift for US labs, accelerating the **migration from glass to Digital Pathology** to boost productivity and profitability. As one presenter put it, "In a Fee-for-Service Model, every time you do something, you make a buck. In a Capitated Model, every time you do something, you lose a buck."

- A multi-site study in the Netherlands has confirmed the promise of Digital Pathology to reduce turnaround times and **lower lab costs**, helping to debunk late-adopter arguments that pathology imaging would be a drag on workflows and turn-around times.

- A British researcher on **Point-of-Use Quality Assurance** (POUQA) presenter her work on psychometric calibration, for proper colour balance and contrast settings in Digital Pathology workstations. Slideless will work with the University of Leeds, UK to address POUQA within our Whole Slide Image viewer.

2) Slideless' **direct Go-to-Market** channel starts with Key Opinion Leaders from the Digital Pathology community - several of whom were at the Pathology Informatics Summit. In Pittsburgh, we accepted invitations for site visits at Mass General/Partners Health in **Boston**, the M.D.Anderson Cancer Center in **Houston**, and Sunnybook Health Sciences Centre in **Toronto**.

3) Development of Slideless' **indirect Go-to-Market** channel was especially busy this month: we had deep-dive Team-on-Team working sessions with two Digital Pathology vendors; explored three new Imaging Algorithms to add to Slideless' Pathology Imaging Appstore; and met with five prospective workflow integration partners at last week's Digital Pathology Summit.

Each integration opportunity begins with an alignment of goals and architecture, to establish how our Teams - and our tech - can work together seamlessly. Next, Slideless, or the partner, identifies an **alpha customer** who has asked for a particular workflow or imaging capability, and the Teams collaborate to integrate and deploy a solution. Then we evaluate, productize, and market the integrated solution to our respective customer bases.

4) Earlier this month, Slideless spent a day at **Johns Hopkins** University and Hospital, to answer questions about Digital Pathology adoption. Hopkins' pathology department has 1,400 employees, and examines over a million slides a year - **all glass**. We met with Hopkins' Vice Provost for Research and the head of the Pathology Informatics division; toured their anatomic pathology labs; and had Discovery Encounters with pathologists, histologists, and IT staff.

5) Slideless has been approached by an innovative digital microscope venture to help commercialize technology from the Lawrence Livermore lab. Our partner would focus (no pun intended) on optics and image acquisition, which would stream data to Slideless' imaging workstation. The integrated Digital Pathology solution represents a totally-new modality, producing superb diagnostic images faster and cheaper than established technologies.

6) In May, Slideless shared its business model with startup coaches, exited life science entrepreneurs, prospective angel investors, and VCs to get perspective and feedback on the fruits of our Customer Discovery process. We got our asses kicked - in a good way - by experts and peers who challenged us to simplify, clarify, measure, and validate our hypotheses. With a little help from our friends, we'll distribute an Executive Summary to select investors in June.

7) The Team have been active in their respective fields this month: **Chris** gave a paper on his [Open Algorithm Interface standard](#) at the Pathology Informatics Summit, where he laid out the roadmap for imaging algorithm developers to use Slideless' cloud-based pixel-pathway to reduce runtimes and deployment timelines. **David** served as a commercialization expert for the National Science Foundation, reviewing Phase-II SBIR grants for advanced microscopes and software. And tonight, **Jeff** and **Bob** will present best practices for enterprise healthcare software operations at the Ann Arbor Cloud Infrastructure meetup.

8) Check out our one-page website at www.slideless.co - it's a placeholder for future product info, company news, and blog posts (to come). We can't say enough good things about our partners at PWB Marketing Communications, who listened to us and to our market, applied their B2B life science expertise, and designed an awesome brand-identity for us. Thanks, PWB!

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Bob, Chris, David, Jeff, Josh: Slideless