Prism Science Business Plan

Company	Core Offering	Primary Customers
Prism Science LLC	BioMed Update, Medical Attributes Update, and Knowledge Graph-enabled biomedical intelligence	Biopharma, researchers, healthcare organizations, and public-health decision makers

1. Executive Summary

Prism Science is building a large-scale biomedical intelligence platform that organizes global scientific, clinical, and safety information into a structured, searchable, and semantically connected knowledge base. The company's flagship BioMed Update aggregates content from approximately 40,000 biomedical journals, 10,000 scientific meetings annually, 30 preprint servers, and 60 clinical trial registries, giving customers substantially broader evidence base than traditional single-source literature databases. Total funding needs to build this high-value company is $30 million. Resurgens Advisory Group LLC is the lead advisory firm and one of the majority owners for the growth and development of this company.

What differentiates Prism is not only content breadth, but also knowledge structure. The platform encodes biomedical content using roughly 20 medical ontologies and controlled vocabularies—including MeSH, SNOMED, CHEMBL, RxNorm, and UMLS—to capture relationships among diseases, drugs, biomarkers, targets, pathways, phenotypes, mechanisms of action, adverse effects, and outcomes. This creates a decision-ready knowledge environment rather than a simple document repository.

Prism's products are designed for high-value use cases across the research-to-clinic continuum. For biopharma, the platform supports drug discovery, drug development, clinical trial design, competitive intelligence, drug safety surveillance, drug-drug interaction analysis, and repurpose opportunities. For researchers and healthcare organizations, it supports disease biology, biomarkers, genomics, clinical evidence tracking, medical communications, and population health insights.

The company's monetization model is enterprise software and data licensing. Content is available through named-user subscriptions and can also be delivered as structured data dumps or continuous JSON/XML feeds through API, SFTP, RSS, or cloud file transfer. This model supports both direct end-user access and deeper integration into internal pharma, biotech, AI, and healthcare analytics workflows.

Prism is led by an experienced management team with strong domain credibility in life sciences data, biomedical publishing, product strategy, medical affairs, and commercial analytics. Founder and CEO Mahesh Naithani previously built Pharmaspectra into a leading life sciences intelligence company serving 18 of the top 25 pharmaceutical companies globally. This operating experience gives Prism a credible foundation for product expansion, customer acquisition, and strategic partnerships.

Prism addresses a persistent market need for broader, better-structured, and more actionable biomedical intelligence. As AI-driven discovery, translational research, and evidence-based clinical decision-making continue to expand, Prism is positioned to become a valuable data infrastructure company serving both human users and machine-learning workflows. Its combination of large-scale

content, semantic normalization, and knowledge-graph capability creates a potentially defensible platform with recurring subscription and enterprise data revenue potential.

2. Business Plan Summary

Company Overview

Prism Science is a biomedical content and knowledge infrastructure company focused on transforming fragmented public scientific information into connected, high-value intelligence products. Its core proposition is that modern research and development teams need more than a literature search; they need global coverage, semantic normalization, and context-rich relationships that enable faster interpretation and better decisions.

Products and Value Proposition

- BioMed Update: a comprehensive biomedical content platform spanning journals, conferences, preprints, and clinical trial protocols.
- Medical Attributes Update: structured data layers for biomedical research, clinical research, diagnostics, and drug safety attributes.
- Knowledge Graph platform: semantic linking of diseases, drugs, targets, biomarkers, phenotypes, diagnosis, and treatment pathways to support discovery and repurposing workflows.

Together, these products allow customers to move from raw content collection to insight generation. The practical benefits are improved signal detection, better research prioritization, more informed clinical development planning, and stronger evidence-based support across medical and commercial functions.

Market Need and Customers

Pharma, biotech, academic research groups, healthcare organizations, and public-health teams increasingly depend on complete and current evidence to support discovery, trial design, safety monitoring, and therapeutic strategy. Traditional databases often provide incomplete journal coverage, limited conference capture, and weak semantic integration across data types. Prism addresses this gap by offering broader global coverage and richer contextual encoding for customers that require curated, decision-grade biomedical intelligence.

Customer Segment	Key Needs	Prism Value
Biopharma	Discovery, clinical development, competitive insight, safety	Broader evidence base and structured intelligence
Academic & translational research	Biomarkers, disease biology, publications, and grant support	High-volume content plus semantic relationships
Healthcare & public health	Clinical evidence, epidemiology, outcomes, policy	Connected data for evidence tracking and decision support

Business Model and Revenue

- Annual named-user and enterprise subscriptions for platform access.
- Premium structured data products by therapeutic area or disease area.
- One-time data dumps and continual machine-readable feeds for integration into internal systems and AI workflows.