

QUALTRX TEAM

Advisors

Arun Batchu, MS — *Qualtrx Technology Advisor*

Trained as a computer scientist (BSc at Univ. of Baroda, India) and software engineer (MS at Univ. of St. Thomas, MN), I have helped design and architect innovative software systems that solve business problems. My career spans 20+ years and I bring experience working on startups as well as from my current role at **Best Buy** working to grow our “.com” business and to design scalable technology to match. I seek to build-in systemic properties to help ensure outcomes that delight customers and end-users. Driven by my keen ability to observe and learn from Nature, I seek to inculcate genetic structures via exaptation into the technological systems I build. These foundational genetic materials—in both the physicality and philosophical/memetic sense—tend to have a generative power that my experience shows me increases the odds of success for startups.

Rashaun was referred to me through Dr. Bhabani Misra, Director of the Masters Program in Software Engineering at the University of St Thomas. Dr. Misra was my professor and is one of my most influential mentors. The connection was Rashaun’s interest around building-in meaning and semantics into the rich stream of needs and dialogues—the user-generated content captured on the Qualtrx platform. In my quest to participate in projects that involve systems with the potential to learn and adapt, I realized that Rashaun has the domain expertise, commitment to solving a real pain point, and an astute gut instinct about “what is good.” I’ve worked with the Qualtrx team for 4 months as the lead technical advisor.

My vision is for Qualtrx to exist as a true platform where ecosystems can be built to provide and derive value in solving acute problems in the pharmaceutical supply chain. It almost goes without saying that this product could be extended in a broader context to serve the medical products industry—from devices and diagnostics to equipment. I am motivated by the potential benefits to almost every stakeholder and customer. The idea of a platform that empowers clinicians to demand more value from industry—value that will improve patient care—inspires me as our nation debates healthcare reform and fights escalating healthcare costs. I see Qualtrx as a platform with the potential to fractally adapt to form ever-increasing edges for innovation. I’m committed to doing whatever I can to make this concept, Rashaun, and his team successful.

Rashaun’s ability to attract a world-class talent pool, to co-create Qualtrx, his ability to socialize this idea and create an architecture for participation is a very strong attractor to me to continue to add value and derive value.

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Kay Plantes, PhD — *Qualtrix Business Advisor (Agile Strategy Development)*

I am an MIT-trained economist and expert in business model innovation. I have been a strategy consultant for over 20 years, following executive marketing and business development experience with a global medical equipment company now owned by GE. Rashaun contacted me after reading my book, **Beyond Price: Differentiate Your Company in Ways that Really Matter (2009)**. He shared his business idea and I became a fan, as I stay on top of issues in the health care market and understand the considerable opportunities for disruptive innovation. In fact, I had written about the broken pharmaceutical business model before meeting Rashaun. I see the Qualtrix network applicable beyond pharmaceuticals, to include all medical products. (Longer term the software could be extended into yet other markets.) I have worked to keep Rashaun and his team focused on strong value promises to both sides of the Qualtrix exchange. I see myself helping Qualtrix with strategic design decisions related to market selection, business model design, company design, business model portfolio decisions, platforms (knowledge, processes and solutions) as well as channels and influencers that will create a robust ecosystem for pulling through demand for the Qualtrix network.

In July 2011 I wrote a blog post to describe my vision of the Qualtrix business model and express my support as an advisor. The blog was syndicated widely and therefore generated broader visibility across the web for Rashaun and his team. It is my understanding that at least two investors and a potential partner at the American Academy of Pediatrics have reached out to Rashaun as a result of the blog post. I foresee Rashaun and his team continuing to generate interest as they progress through their pilot at Hennepin County Medical Center.

Blog post on Qualtrix business model innovation: <http://wtnnews.com/articles/8773/>

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Brian Caffarelli — *Qualtrix Business Advisor (Sales & Marketing Channel Dynamics)*

I am an independent consultant helping my clients improve the effectiveness of their sales and marketing strategies. I am leveraging the lessons I have learned from a 20+ year career leading the sales and marketing teams at **Hewitt Associates** and a three-year effort developing Chicago's international branding strategies as part of the city's bid for the **2016 Olympic Games**.

I had the great pleasure of meeting Rashaun when he attended one of my lectures at Northwestern University. I was impressed with his insights into the complexities and challenges of the traditional pharmaceutical sales process, his vision for how this could be improved in a way that benefits both the buyer and the seller, and his passion to make it happen.

I work with a number of organizations to develop and implement improvements to their sales culture, their approach to sales management, and their sales processes. While there are clearly some unique issues in the pharmaceutical space, the sales and marketing challenges that Rashaun and his team are trying to address extend into other markets.

I am able to assist the Qualtrix team in three ways:

- First, I believe I can provide perspective on how to best connect and add value to the "seller" and the sales organization.
- Second, as part of my career with Hewitt Associates, I was a key member of the ten-person management team that ultimately took the firm public and was responsible for our \$3B initial public offering (IPO).
- And, in my role today, I serve as an advisor to three early stage firms that are in their third round of financing, and I work closely with the private equity firm that has provided the majority investment. I believe my experiences here can help Qualtrix anticipate and navigate the next steps in their development.

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Jordan Fineberg, CFA — *Qualtrix Business Advisor (Business Development & Operations)*

I joined **3M** in early 2003 and have held several roles of increasing responsibility in the areas of healthcare strategy, M&A and business development. I have completed approximately 25 transactions of various sizes and structures. Currently, my responsibility is to drive Lean Six Sigma growth initiatives in inhaled and transdermal pharmaceutical delivery platforms for 3M Drug Delivery Systems Division.

Prior to joining 3M, I worked in software development and project management consulting at Fidelity National Information Services (eFunds). Previously I held positions at **Fairview University Medical Center** and **Morgan Stanley**. Periodically I have taught undergraduate courses on business strategy and project management at Concordia University in St. Paul.

My education includes BS and MBA degrees from the University of Minnesota's Carlson School of Management. I am a CFA Charterholder and have earned the PMP designation.

I met Rashaun in 2010 while serving as a Review Board member in the Minnesota Cup competition. His previous startup (Blue Water Ponds) presented well and won their division. Rashaun contacted me a few months later to discuss an idea he had for another startup, Qualtrix. After hearing his first pitch, I was simply proud to see Rashaun evolving his entrepreneurial pursuits deeper into his own domain of expertise in the healthcare marketplace. I was intrigued by the unique value proposition and could directly relate to the broken pharma sales model Qualtrix seeks to address. Since that time, I have increased my involvement in the project and helped Rashaun to refine his understanding of the market and develop a core strategy of Qualtrix as a new media communications platform that monetizes data and information. I see Qualtrix as a disruptive platform that is poised to improve the interaction and create value in the large market between healthcare providers and their vendors. Patients should ultimately benefit as Qualtrix accelerates and leverages trends already taking place in the delivery of healthcare.

I have advised Qualtrix on overall strategy, building the value proposition, refining business model and managing timelines to achieve key milestones. My background in finance, business development, strategy, software, healthcare / pharma, and operations is well suited to help Qualtrix develop and scale.

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