

A woman with blonde hair, wearing a white t-shirt, is sitting at a desk and stretching her arms. She is smiling and looking towards the left. On the desk in front of her is a white laptop, a white coffee cup on a saucer, a pen, and a pair of glasses. The background is a bright, blurred window with a view of a city.

**HALO**

*Ease Tension. Relieve Pain.*

**BIOTRAK**  
—HEALTH—

# Problem

1 OUT OF 4

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Americans suffer from **frequently recurring** tension headaches, migraines, or orofacial pain (TMJ).

# Effective Alternative

**Biofeedback**, a behavioral intervention, is **highly effective**, but currently only available in a psychologist's office.

*The Problem is*  
**ONLY**

**4%**

**OF PATIENTS**

*are **willing** to go for office treatment.*

**Cost**

**Inconvenience**

**Stigma**

**HALO**

# The Solution

Make this effective, in-office treatment method available to **everyone** *at home* or *on-the-go*.

“

*Home-based [biofeedback] treatment for vascular headache can produce overall improvement in headache activity similar to that of a clinic based treatment yet in a more cost-effective manner.*

”

~ **Frank Andrasik Ph.D.**  
Chair, Psychology Department,  
University of Memphis

# HALO

*Digital Health and Therapeutic System*

Lasting headache relief with 10 minutes of home use a day!

- ✓ **Senses** muscle tension
- ✓ **Displays** actionable feedback in real-time
- ✓ **Coaches** relaxation techniques
- ✓ **Tracks** headache relief & medication usage
- ✓ **Recommends** most effective protocols



HALO



# Leadership Team



## Robert Bratzler

PhD (Michigan, MIT, Princeton)

Chief Executive Officer

*has co-founded Sepracor, ChiRex, Coley Pharmaceutical, and Selecta BioSciences, all of which had successful IPOs on NASDAQ.*



## William "Pete" Lillydahl

MD (Princeton, Duke, Colorado)

Chief Medical Officer

*has over 35 years of experience treating patients with chronic headaches and jaw pain.*



## Eric Lee

PhD (NC State)

Chief Operating Officer

*has extensive R&D, IP management, and operations experience at DuPont, Sepracor, Sartorius Stedim Biotech, and other technology companies. Holds 30+ patents.*



## William Brant

(Washington University)

Vice President, Product Development  
& Manufacturing

*has 34 years of experience developing enterprise storage products with Seagate, Tandem, EMC, IBM, LSI, and NetApp. Holds 30+ patents.*



## Erik Lillydahl

MS (Lehigh)

Director, Program Management

*has experience in new product development. Recipient of design and innovation awards. Co-founder of BioTrak Health.*



## Adam Kirell

MS (Lehigh)

Director, Business Development

*has business development experience. Recipient of numerous entrepreneurship awards. Co-founder of BioTrak Health.*

# Clinical Operations

Biotrak Health is in need of a clinical operations manager who can:

- Oversee all aspects of product clinical testing
- Assist in design of pilot studies and clinical trials
- Data analysis and feedback collection
- Coordination/execution of all operational aspects of clinical studies