

Introduction to mTuitive



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Welcome to mTuitive

mTuitive, Inc. is the developer of the first expert system used to build programs optimized for the recently released Tablet PC computer platform. mTuitive's xPert System for Tablet PC enables analysts to rapidly develop expert, end-user applications without programmer or IT involvement. The resulting end-user applications enhance decision-making with structured protocols and context sensitive reference materials and provide automated data capture at the point of work performance. The potential uses for such a technology are virtually endless as corporations seek to expedite the collection and flow of structured business data.

One must note that while our application is optimized to take advantage of benefits of the Tablet PC, such as pen and voice inputs it is not a requirement. mTuitive's xPert System for PC and all of mTuitive's end user applications will run on any Windows platform capable of supporting the .NET framework.

Our competitive differentiation stems from the easily attainable, high level of sophistication for these applications. xPert's product design and ease of use allows us to adopt a business model that will enable the rapid deployment of myriad end-user applications.

The formula to rapidly deploy an end-user application consists of four pieces:

1. The *xPert System* is the core intellectual property of mTuitive - the sophisticated expert system that powers the development of our end-user applications.
2. The *xPert Authoring Environment* is the program interface used to import the expert knowledge and apply the required business logic rules to develop and deploy end-user applications quickly and easily, without programmer intervention.
3. A *domain knowledge expert* is the subject matter specialist, provided by our clients and partners to deliver the knowledge necessary.
4. A *knowledge engineer* works alongside the domain expert to codify the expert's knowledge in the form of rules that will be used by the expert system to represent the expert knowledge. mTuitive and our consulting partners will provide the knowledge engineers.

The first two pieces are the software developed and owned by mTuitive. The last two pieces of the equation require business partners. mTuitive teams with experts and consulting companies in our targeted vertical to complete the end-user product development and deployment.

The market vertical the company chose to focus on is healthcare. Our founders and managers all have vast experience and expertise in various healthcare positions. Benefits of such a product are a perfect fit for the healthcare arena where the array of protocols and vastness of vital data are enormous. The healthcare market is rushing to upgrade its

technology to improve patient care and create efficiencies. The Tablet PC is an enabling hardware platform particularly suited to the needs of physicians, nurses and other healthcare workers.

The company's initial end-user application is a workstation for surgical pathologists, *xPert for Pathology*. A pathologist is a highly trained physician, specializing in the microscopic examination of tissue specimens removed during surgery. The pathologist utilizes his or her training, education and experience to make a set of structured decisions to arrive at a diagnosis that includes tumor type, size, grade and extent of invasion. Besides being highly focused, the application incorporates the major workflow and usability strengths of mTuitive's development framework and design. The complexity of the challenge has provided a rich system to facilitate similar workflow patterns for structured decision making.

