

A clinical eye in every home.

Nooristic is the AI operating system that tracks development in children, catches developmental delay and predicts red flags at the first concern, and gives one holistic clinical support path.

THE PROBLEM YOU ARE SOLVING

1 in 6

Children have a developmental delay

CDC

70%

of children with delays are not identified before kindergarten

CDC MMWR

3 to 6 mo

Wait just to get seen by a professional. \$2,000 screening cost

NIH

\$461B

Spend on ASD and ADHD in 2025.

LEIGH & DU, 2015 / 2025

YOUR SOLUTION / PRODUCT

Nooristic closes the gap between a parent first noticing something is off with their child's development and actually getting help. Today that gap is a 3 to 6 month wait and a maze of referrals. In 15 minutes at home, a parent gets an affordable way to track their child's development, see if there is a red flag, and book a licensed therapist on that same child's file, before a diagnosis, before a waitlist.

We are building a behavioral LLM that learns those patterns and predicts red flags for developmental disorders such as ADHD, ASD, and sensory disorders, and for any developmental issue that can affect a child's function.

TARGET MARKET AND CUSTOMER

B2C

Parents

US, child 6 months to 5.
Track development or first concern. Membership.

B2B

Clinics and nurseries

Clinics take the file before intake. Nurseries run rooms as pilots, per seat.

Next: insurance and institutional. Same record. We do not sell that channel yet.

~\$18B

TAM

Screening plus connected pediatric therapy, US 6 mo to 6.

~\$3B

SAM

Top metros. Cash pay parents, nursery and clinic seats.

\$1.4B

SOM

What we can sell into now. Year 5 plan \$52M sits here.

TRACTION

150

Families on the waitlist

50

Active beta users

2

Nursery pilots

BUSINESS MODEL

Membership \$14.99 a month

Therapy sessions \$75

Packages \$350 monthly therapy and consultation sessions

CAPITAL NEED

\$1.3M pre seed

18 month runway to launch the product.

30%

Clinical ops

30%

Product / eng

25%

Growth

15%

Ops

STRATEGIC SUPPORT

- Investor introductions into health, pediatric, and parent tech
- Clinic pilots: screening in front of the visit, one child file
- Partnerships with nursery and outpatient groups that will run rooms on the same system

TEAM

Samara Khater

FOUNDER AND CEO

Pediatric therapist. HMS / MGH trained. MIT computational neuroscience researcher.

Antonio Santos

FOUNDING ENGINEER

Software engineer. Full stack platform.

Maha Emadeldin

Psychiatrist

Karim Fahmy, MD

Pediatrician

Noran Hossam

Child psychologist

Nourhan Jahan

Speech-language pathologist

Dr. Miguel Castelo Branco, MD, PhD

Advisor. President, Biomedical Brain Imaging. VP, Autism Europe.