REAL CHEMISTRY / INTERNAL DISCUSSION

Inflection Radar

Emerging Neuropsychiatry Opportunity Intelligence · Internal research report

Prepared for	Prepared by	Version
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The public evidence establishes what Real Chemistry already demonstrates. It does not resolve what only Real Chemistry can know. Pilot 1 is designed around that boundary.

Executive summary

Pilot 1 is an eight-week, public-source research engagement covering a 50–75-company universe and producing a human-reviewed portfolio of 12–15 priority accounts. It can be completed without ANATOMI, CRM, internal Real Chemistry data, licensed Real Chemistry databases, or production engineering.

The defensible white-space conclusion is narrow: Real Chemistry publicly demonstrates nearly all technical and analytical ingredients required for an emerging-company opportunity system. The public record does not establish a unified, owned growth workflow organized around the upstream decision of which emerging companies merit attention now, why, and which practice should inspect the opportunity.

PROTECTED DISTINCTION	Pilot 1 asks which companies appear externally attractive for review. A later internal-calibration phase asks which are plausible internal pursuits.

Questions presented

- Is the proposed pilot technically feasible and non-duplicative?
- What exactly is Pilot 1, and what does RN build independently?
- What must Real Chemistry provide now versus later?
- How are sources, model assumptions, permissions, compliance, reliability, and limitations governed?
- How would the method progress from research to internal calibration to an owned capability?
- What would Real Chemistry receive, and how should usefulness be evaluated?

Conclusions

Issue	Conclusion
Feasibility	Yes. Pilot 1 can operate in an open-research deployment zone using approved public and open sources.
Duplication	The method must complement—not reproduce—ANATOMI, Analytics & Insights, HealthGEO, ReputAI, RC Resolve, or other existing capabilities.
AI	Use a governed model-task portfolio. Provider-flexible does not mean model-indifferent.
Authority	Humans retain company inclusion, interpretation, scoring override, prioritization, and distribution authority.
Limit	Public evidence cannot resolve internal clients, pursuits, conflicts, relationships, economics, ownership, or capacity.

1. Pilot 1: complete initial engagement

Dimension	Specification
Duration	Eight weeks
Universe	50–75 companies
Portfolio	12–15 human-reviewed priority accounts
Records	Source-linked dossiers, evidence ledger, assumption register, model-task register, source-permission register
Decision outputs	External opportunity score; advance/monitor/defer/exclude/redirect/insufficient-evidence dispositions; rejected/deferred list; recommendation
Excluded	Production integration, internal data, CRM, PHI, restricted sources, automated pursuit decisions

Three-stage progression

Stage	Question	Additional inputs	System state
Discover	Which companies warrant review?	Minimal public-scope inputs	Independent open-research pilot
Qualify	Which are plausible pursuits?	Clients, pursuits, conflicts, ownership, economics, thresholds	Controlled internal calibration
Institutionalize	Should this become persistent?	Approved systems, CRM, monitoring, ownership, outcomes	Real Chemistry-owned capability

2. Evidence and reasoning architecture

The unit of work is not a generated narrative. It is a traceable chain from source to factual record, normalized signal, explicit hypothesis, possible capability relevance, score rationale, human review, and disposition.

Stage	Required record	Authority
Source	URL/title/publisher/access date/rights class/access method/restrictions	Source approval
Fact	Entity-resolved, dated, source-grounded record	Record validation
Signal	Defined ontology family and observed change	Analytical approval

Hypothesis	Why the signal may matter; alternatives and contradictions	Account review
Decision	Advance, monitor, defer, exclude, redirect, or insufficient evidence	Distribution approval

Evidence tiers

Tier	Meaning
Verified fact	Directly established by an authoritative or primary record.
Corroborated finding	Supported by multiple reliable records or validated against an authoritative record.
Analytical inference	A reasoned interpretation that remains distinct from its factual foundation.
Hypothesis or early signal	A proposition requiring further evidence or internal review.

3. Model-task portfolio

The pilot does not depend on one undifferentiated model. Model selection is task-specific and conditioned on sensitivity, source restrictions, provider terms, retention, training use, accuracy, observability, security, cost, performance, and suitability.

Lane	Permitted work	Authority boundary
AI-assisted	Extraction, entity resolution, comparison, classification, contradiction detection, and draft synthesis.	May propose; cannot own consequential decisions.
Deterministic	Required fields, record IDs, registry checks, score calculation, recency rules, versioning, and citations.	Rules must be inspectable and versioned.
Human-only	Inclusion, interpretation, scoring overrides, escalation, prioritization, and distribution.	Named reviewer authority is mandatory.

4. Assumption register

Assumption family	Required entries	Status labels
Scope	Therapeutic scope, geography, company stage, modalities	Evidence-supported / provisional
Signals	Definition of inflection point; observable indications of possible service need	Methodological / provisional
Mapping	How signal families map to Real Chemistry capabilities	Evidence-supported / internal calibration required

Evidence	Thresholds, recency windows, missing-data treatment	Methodological
Scoring	Weights, false-positive risk, sensitivity boundaries	Provisional / internal calibration required
Limits	What public evidence cannot establish	Evidence-supported

5. Scoring and portfolio decision

No single score is the final answer. The method separates an externally observable score from internal pursuit viability and the final human portfolio disposition.

Layer	Inputs	Output
External Opportunity Score	Strategic relevance, timing, evidence strength, service-need clarity, commercialization complexity, narrative/reputation complexity, differentiation, risk-adjusted review priority	Externally grounded review priority
Internal Pursuit Viability	Client status, active pursuit, conflict, relationship, history, economics, capacity, ownership, geography, competitive position, strategic priority	Real Chemistry-calibrated viability
Human Portfolio Decision	Evidence, scores, contradictions, reviewer judgment, unresolved questions	Advance / monitor / defer / exclude / redirect / insufficient evidence

6. Source-permission architecture

Permission is evaluated across the full lifecycle. A source label alone is insufficient, and derived intelligence inherits upstream restrictions.

Architecture	Elements
8 lifecycle layers	Decision/use case; acquisition; rights; engineering/security; retrieval/provenance; analysis/orchestration; validation/compliance; output/action/monitoring
7 rights classes	Government/public domain; public copyrighted; licensed commercial; Real Chemistry proprietary; client confidential; sensitive/regulated; derived intelligence
5 data states	Raw; normalized; indexed; derived; distributed
8 control planes	Purpose/authority; rights/data protection; security; model/agent governance; healthcare compliance; evidence integrity; accountability; monitoring/incident response
4 deployment zones	Open research; controlled enterprise; client-restricted; regulated health/safety
3 incident pathways	Security/privacy; AI/evidence integrity; healthcare safety

Pilot 1 source perimeter

Core	Conditional on rights/approval	Excluded initially
SEC; FDA; ClinicalTrials.gov; USPTO; official registries; official company sites; first-party releases; official agendas; PubMed/Crossref metadata; properly licensed open-access research	Licensed news; commercial biotech databases; PitchBook; social listening; publisher full text; conference slides/recordings; LinkedIn; job boards	Scraped LinkedIn/job boards; attendee lists; PHI; inferred health data; purchased contacts; unapproved confidential material; access-controlled sources without permission; full commercial/publisher corpora without rights

7. Real Chemistry capability fit

The proposal should not imply absence where public evidence is silent. Every capability finding is classified as Confirmed Have, Confirmed Boundary, Not Publicly Evidenced, or Internally Unknown.

Capability	Class	Publicly established	Internal question
ANATOMI	Confirmed have	AI ecosystem combining data, models, orchestration, analytics, and agentic tools.	Is it used for internal growth or prospect discovery?
Analytics & Insights	Confirmed have	Named intelligence, listening, audience, prediction, and measurement capabilities.	Which products already support prospective-account decisions?
HealthGEO / ReputAI	Confirmed have	AI-search perception, source intelligence, reputation measurement, and predictive message testing.	Can outputs inform early account hypotheses?
Unified prospect workflow	Not publicly evidenced	No public evidence located for the specific source-to-growth-decision workflow proposed here.	Does an equivalent internal process already exist?
CRM, conflicts, ownership, outcomes	Internally unknown	Public evidence cannot resolve the systems, rules, or history.	What can be safely used during calibration?

8. Eight-week execution plan

Week	Activities	Output	Gate
1	Scope, decision, perimeter, governance, schema	Scope memo + source perimeter	Scope approval
2	Taxonomy, assumptions, evidence rules, entity model	Ontology + registers	Method approval
3	Discovery, universe, inclusion/exclusion	50–75-company universe	Universe review
4	Primary-source verification, normalized records, entity resolution	Evidence records	Record validation

5	Scoring, sensitivity, false positives, missing data	Score + sensitivity memo	Analytical approval
6	Dossier production	Draft priority dossiers	Account review
7	Portfolio and rejected/deferred list	12–15-account portfolio	Portfolio review
8	Evaluation, handoff, recommendation, future-stage decision	Final package	Distribution approval

9. Dossier specification

- Account snapshot
- Evidence summary
- Clinical and regulatory position
- Corporate movement
- Commercialization-readiness signals
- Narrative and reputation landscape
- Real Chemistry relevance
- Source and permission record
- Human-review notes
- Suggested internal next step

10. Evaluation framework

Dimension	Checks
Research quality	Citation accuracy, coverage, staleness, contradiction handling, entity resolution
Decision usefulness	False positives, rationale quality, reviewer usefulness, disposition clarity
Commercial relevance	Review-worthy accounts, service-fit clarity, timing insight
Governance	Permission completeness, restricted-source exclusion, audit completeness, escalation
Learning	Whether signal families later correlate with interest, deferral, pursuit, rejection, or win/loss

11. Internal questions for Will

Current process

- Who identifies entirely new prospective companies today?
- Are target lists centralized or practice-specific?

- Where are early company signals recorded?

Existing capability

- Does Analytics & Insights support internal growth?
- Is ANATOMI used for prospect discovery or qualification?
- Is there already a target-account score, dashboard, or watchlist?

Internal calibration

- How are clients, pursuits, and conflicts screened?
- Who owns a prospective account before a formal opportunity exists?
- What economics, capacity, and thresholds matter?

Technology

- Which AI environment is approved?
- Can a structured company dataset and ontology be accepted?
- Which licensed sources and growth CRM are available?

Measurement

- What would make the portfolio useful or duplicative?
- Are historical examples and structured win/loss reasons available?
- Could outcomes be connected to originating signals?

Appendix A. Minimum data structure

Entity	Minimum content
Company	Canonical identity and aliases
Source	URL, title, publisher, access date, rights class
Fact	Source-grounded factual record
Signal	Ontology family and normalized event
Evidence tier	Verified, corroborated, inference, or hypothesis
Inflection hypothesis	Why the signal may matter now
Service relevance	Possible capability fit
Score	Dimensions, rationale, and weight version
Review	Reviewer, disposition, override, unresolved question

Governance	Restrictions, audience, retention, approvals

Appendix B. Verification and source note

The capability assessment relies on public Real Chemistry materials and official public sources. Dynamic webpages, product names, access conditions, and technical descriptions must be rechecked immediately before circulation. Public-source classifications are not representations about non-public Real Chemistry systems.

Publisher	Use	URL
Real Chemistry	ANATOMI, Analytics & Insights, HealthGEO, ReputAI, and responsible-healthcare-AI materials	https://www.realchemistry.com/
U.S. SEC	Company filings	https://www.sec.gov/edgar/search/
U.S. FDA	Regulatory records	https://www.fda.gov/
ClinicalTrials.gov	Trial records	https://clinicaltrials.gov/
USPTO	Patent and trademark records	https://www.uspto.gov/
PubMed	Scholarly metadata	https://pubmed.ncbi.nlm.nih.gov/
Crossref	Scholarly metadata	https://www.crossref.org/