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ScienceMedia Strikes Investment Deal with Decathlon Capital to Accelerate Clinical Education Platform

SAN DIEGO, Calif. (12-10-2020) — ScienceMedia, the leader in life sciences and clinical trial education, has agreed to terms on a major revenue-based financing investment with Decathlon Capital to support the continued growth of SMi Trial, the company's clinical trial risk based protocol training platform.

The investment's exact amount remains undisclosed, but the substantial investment will fund the expansion of key platform features and support capabilities to further help pharmaceutical and biotechnology companies complete trials months ahead of schedule while significantly reducing their operating costs.

ScienceMedia has a 25-year track record of medical and clinical training innovation, and is challenging outdated methods, such as PowerPoint that result in inconsistent, ineffective training. The company applies adult learning best practices to raise the clinical competency of medical, clinical, and commercial professionals.

SMi Trial is a new approach to clinical trial protocol training. By working directly with Sponsors and CROs on the highest risk areas of the protocol and delivering training in advanced multimedia format, ScienceMedia enables study teams to obtain quality data with fewer patients and shorter timelines that help recoup millions of dollars in lost revenue.

The company also developed SMi Source, a mobile-enabled, cloud-based disease and therapeutic area education library that provides more than 16,000 microlearning topics and over 400 full courses to medical affairs and clinical professionals around the world.

"The imperative for swift, accurate and efficient clinical trials and advanced, cloud-based clinical training is more apparent than ever in the era of COVID-19," said Mark Surlis, CEO of ScienceMedia. "ScienceMedia brings these innovations to clinical operations and development teams, playing a key role in bringing new therapies and pharmaceuticals to market more quickly and cost effectively while safeguarding patients through improved clinical training and education."

Decathlon Capital's support of ScienceMedia comes at a time when the Palo Alto revenue-based financing firm is deploying significant capital across a wide range of industries, supporting growth-stage companies that can leverage a revenue-based finance deal to accelerate growth or solidify leadership positions in important markets.

The investment in ScienceMedia will be re-paid through future revenues, allowing the company to scale without sacrificing equity or ownership.

"ScienceMedia's strong brand and leadership position within the growing technology-enabled medical and clinical training market made this investment an easy decision for Decathlon Capital Partners," said John Borchers, managing partner of Decathlon Capital Partners. "We are excited to see ScienceMedia continue to lead the industry forward in an era where remote work, cloud-based learning and evolving clinical training methods are making ScienceMedia's mission more important than ever."

About ScienceMedia

For over 25 years, ScienceMedia has been at the forefront of delivering innovative, multimedia learning solutions aimed at improving clinical competency across all functional areas in the world's leading life sciences organizations. ScienceMedia draws on its expert team of clinical writers, instructional designers, and multimedia artists to produce impactful training on the highest risk areas of a clinical trial. SMi Trial mitigates clinical risk and decreases trial cost by optimizing study compliance throughout the lifetime of your clinical trial. SMi Source is a mobile-enabled, cloud-based science education library that provides 16,000+ microlearning topics and 400+ full courses covering a vast catalog of disease and therapeutic areas. Learn more at sciencemedia.com

About Decathlon Capital Partners

Decathlon Capital Partners provides growth capital for companies seeking alternatives to traditional equity investment. Through the use of highly customized revenue-based financing solutions, Decathlon provides long-term growth capital without the dilution, loss of control and operational overhead that often comes with equity-based funding. With offices in Palo Alto and Park City, Decathlon is the largest revenue-based funding investor in the U.S. and is active across a wide range of sectors. Learn more at www.decathloncapital.com.