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FOR IMMEDIATE RELEASE: 3/25/2021

**Rewire Neuro, Inc. (“Rewire Neuro”) Wins Washington State University’s “Cougar Cage”
Biotech Start-Up Awarded Nearly \$50,000 in Pitch Competition and Establishes Development
Partnership with Public Research University**

Pullman, WA: Rewire Neuro, a biotech company specializing in AI automated image analysis, took away the first place prize in the Washington State University (WSU) “[Cougar Cage](#)” pitch competition on March 25, 2021. Modeled after the TV show, “Shark Tank,” Cougar Cage involved investors and philanthropists from the Pacific Northwest hearing entrepreneurial projects from WSU students, faculty, and staff.

Dr. John Harkness, Rewire Neuro’s CEO and a former WSU-Vancouver postdoctoral researcher and faculty member, presented Rewire Neuro and its AI image analysis platform, Pipsqueak Pro, to the panel of investors on Friday. Pipsqueak Pro uses advanced machine learning technology to rapidly speed up the scientific research process through automatic image analysis and cellular detection and quantification.

To win over the investors, Dr. Harkness covered the following talking points:

- Pipsqueak Pro can be used to rapidly test and predict ototoxic side effects in certain classes of pharmaceutical compounds that could cause harmful hearing loss;
- Utilizing machine learning and artificial intelligence are core to improving the drug discovery and development processes, which will ultimately reduce the cost to consumers;
- Rewire Neuro’s core technology has expansive applications that can help scale and grow the company in the biotechnology space.

Rewire Neuro also established a development partnership with Washington State University following the competition. This includes working with Dr. Alli Coffin and her laboratory to conduct simulation studies on dozens of therapeutic compounds known to potentially have ototoxic interactions. This could expand into other classes of drugs and be hugely valuable to pharmaceutical and biotechnology companies alike.

About Rewire Neuro, Inc.: Rewire Neuro, Inc. develops and sells AI software for image analysis and cell detection. Founded in 2019 by Dr. John Harkness, Rewire Neuro is an emerging technology company based in Portland, Oregon applying novel AI & ML solutions to solve efficiency and human error problems within the biotech industry. Their mission is to make scientific discovery more accessible and efficient through the use of computer vision AI.

For more information on Rewire Neuro and Pipsqueak Pro, please visit our website, www.rewireneuro.com, or follow us on social media @rewireneuro.

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