purpleworkshops

SOFTWARE FOR RESEARCH

May 10, 2023

University of Mississippi Medical Center
Attention: Mary Manuel

Re: Sole Source Letter

Dear Ms. Manuel:

Purple Workshops, LLC ("Purple Workshops" and also "Software for Research") builds text message-based studies and interventions for academic researchers in the behavioral sciences.

We have developed an intelligent platform geared specifically for conducting longitudinal studies that combine wearable tracker data, participant profile data, and content message pools. Our platform's rules engine allows for our just-in-time adaptive studies to be easily developed, deployed, and monitored, under a secure umbrella provided by our platform.

Our platform is currently driving text-message studies and interventions and Duke, Northwestern, Penn State, and the MD Anderson Cancer Center, with others currently slated for later this year.

Purple Workshops, LLC is the sole provider of this platform, and we're looking forward to collaborating with Dr. Gamble for this project.

Sincerely,

Jeffrey J. Cohen

Jeffrey Cohen
Owner, Purple Workshops, LLC (dba Software for Research)