

Bringing Personalized Medicine to Everyday Practice

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Personalized, Effective, Quick, and Safe

Problem

⅔ of physicians know that genetic testing is clinically important, **but...**

Only ⅓ are confident that their training prepared them to work with genetically high risk patients

Only ¼ believed they could **find and use reliable information** to educate their patients

Solution

- Help providers and patients utilize the benefits of precision medicine through:
 - Direct patient counseling services
 - Easy to use software targeted to both providers and patients

Competition and Substitutions

- Competition exists, though is currently sparse, with no company having a large or considerable share of the market and mostly regional:
 - Ex: Genelex (Invitae), established 1987
 - Estimated annual revenue: \$ 7.1 million
 - Geneticure (focused on blood pressure medications, targets patients)



Market Opportunity

- Global pharmacogenetics [PGx] market was USD 5.66 billion in 2018 and is expected to reach USD 11.01 billion by the year 2026, at a CAGR of 8.7%.
- Market opportunity will continue to grow and expand significantly in the coming years
 - PACR is currently lobbying for reducing barriers and increasing patient access to, and coverage of, PGx testing

Business Model

Value Creation: Our model provides precision medicine to those who need it by working directly with providers and patients to provide education and recommendations

Value Delivery: Our provider aiding software will be available through a subscription based model, including access to on demand counseling and education virtually through the application

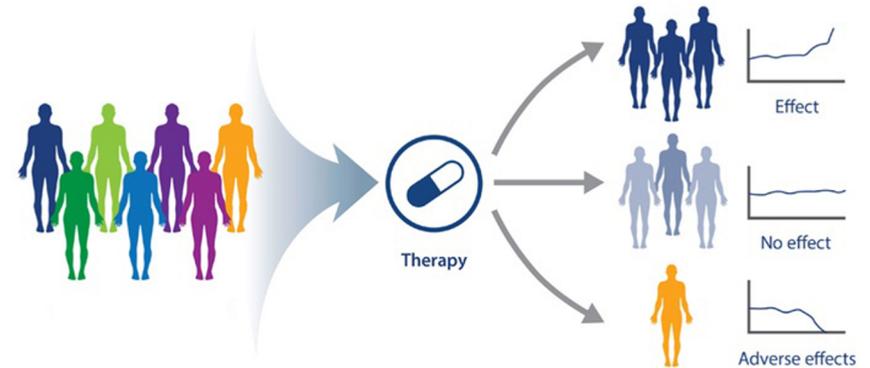
Value Extraction: Our model provides profits through direct patient management in collaboration with physicians, while also providing revenue from providers that only wish to use our software to aid their practice

Technology Validation

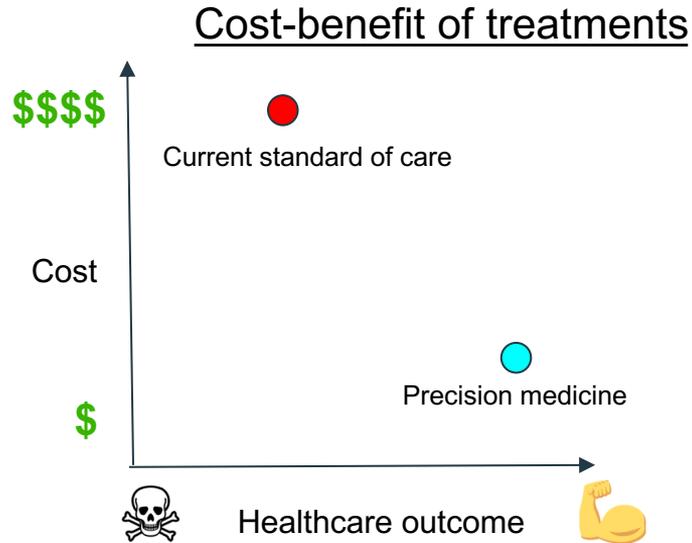
Personalized medicine: “the right dose of the right drug for the right indication for the right patient at the right time”

More than 70 “personalized” drugs already on the market

Numerous publications in peer reviewed journals

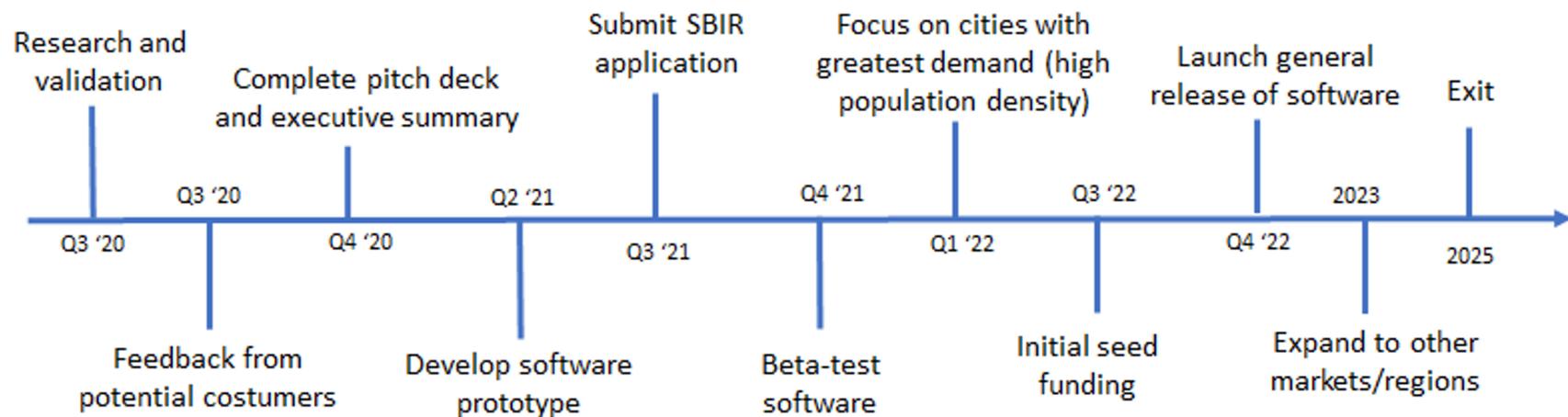


Customer Validation



- Connecting the gap between two existing entities:
 - Health care workers/pharmacists and genetic testing labs to provide personalized medicine
- The economic case for a precision medicine can be made by comparing its cost vs health consequences to the current standard of care
- NIH currently sponsors ongoing research for precision medicine, including pharmacogenetics

Product Development



Secret Sauce and NDA

- **Clinical support** - pharmacists specialized in PGx
- **User friendly** - PGx software for providers and patients
- **Frictionless** - results follow the patients between providers, lowering costs of the healthcare system
- **Affordable** - contracting with laboratories to help bring down price for uninsured patients

*Software & Design details available with non-disclosure agreement



Exit Potential

Acquirer	Target	Price
Invitae	Genelex, YouScript	\$20.7 million (2020)
Berkshire Hathaway	Precision Medicine Group	\$275 million (2017)
Blackstone	Precision Medicine Group (from Berkshire Hathaway)	\$2.3 billion (~2021)

Note: Price of acquisitions have been steadily increasing over time

Financials

Financials	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	\$400,000	\$600,000	\$1,200,000	\$4,900,000	\$21,000,000
Expenses	\$345,000	\$500,000	\$650,000	\$1,100,000	\$2,000,000
Net	\$55,000	\$100,000	\$550,000	\$3,800,000	\$19,000,000

Risk Mitigation & Use of Funds

Risk factor	Risk mitigation strategy
Providers lack of PGx knowledge and wide-spread use	PGx consulting by a collaborative team of genetic pharmacists and medical geneticist Educational support through software and CME
Reimbursement	Collaborative Practice Agreement Subscription based model Laboratory contracts
Customer app use	Patients will embrace our friendly, easy, and convenient app with traditional customer support (i.e. phone call) as the alternative

Thank you

Leadership Team

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