

# Microbiome

(Draft)

1/3/2018

# Problem



Drug responders vs  
non-responders



Immunotherapy  
<20% efficacy



Immunotherapy R&D  
requires significant  
resources

# Value Proposition



Increase  
immunotherapy  
efficacy

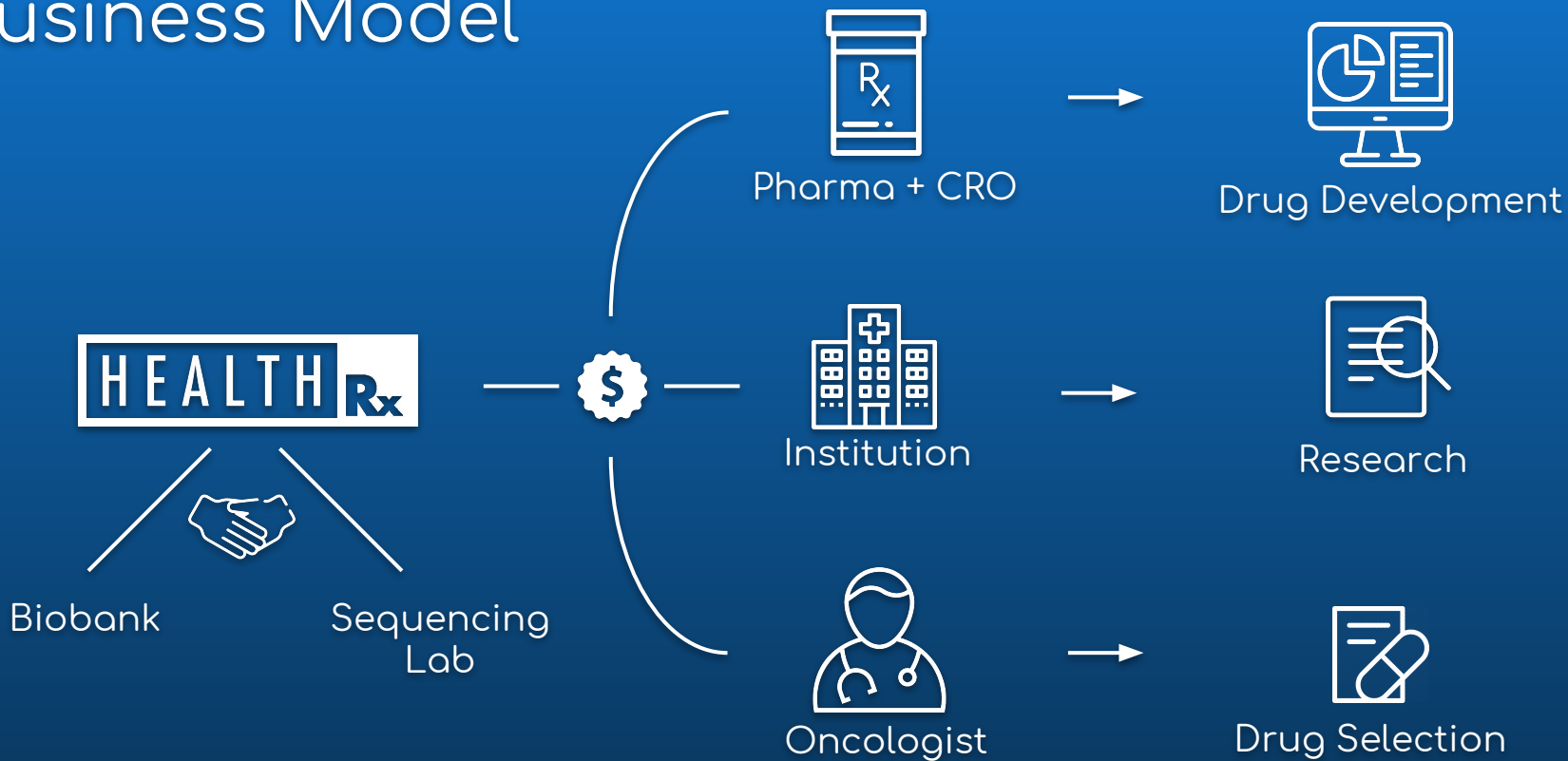


Non-invasive  
biomarker for  
DX/TX evaluation

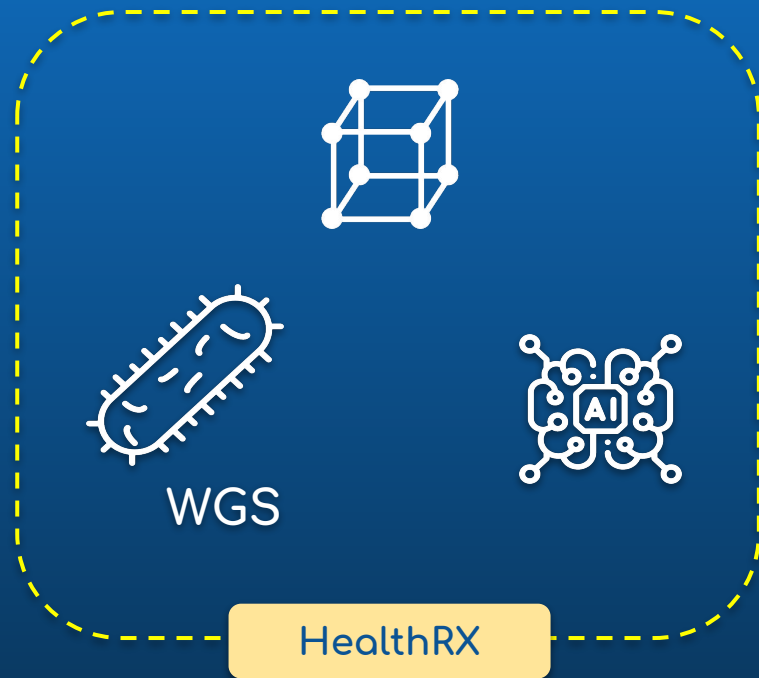
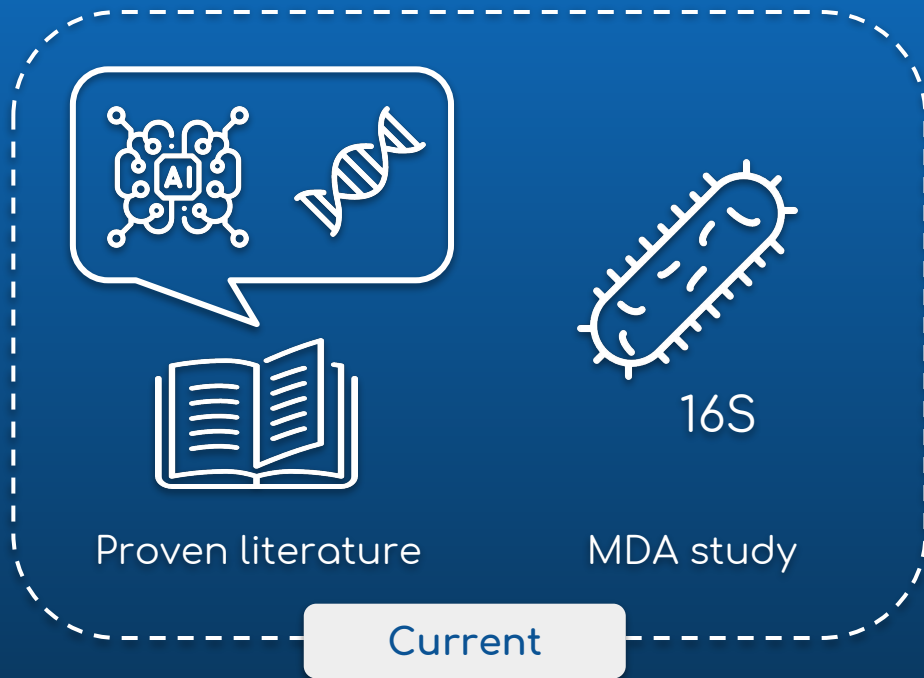


Ensure clinical  
trial success

# Business Model



# Underlying Magic



# DEMO

# Go-to-Market Plan

## Methods

- Sales/BD
- KOLs

Target  
PD-1/PD-L1  
use cases

## Total Addressable Market

**\$35B**

PD-1/PD-L1 by 2025

**3.5X**

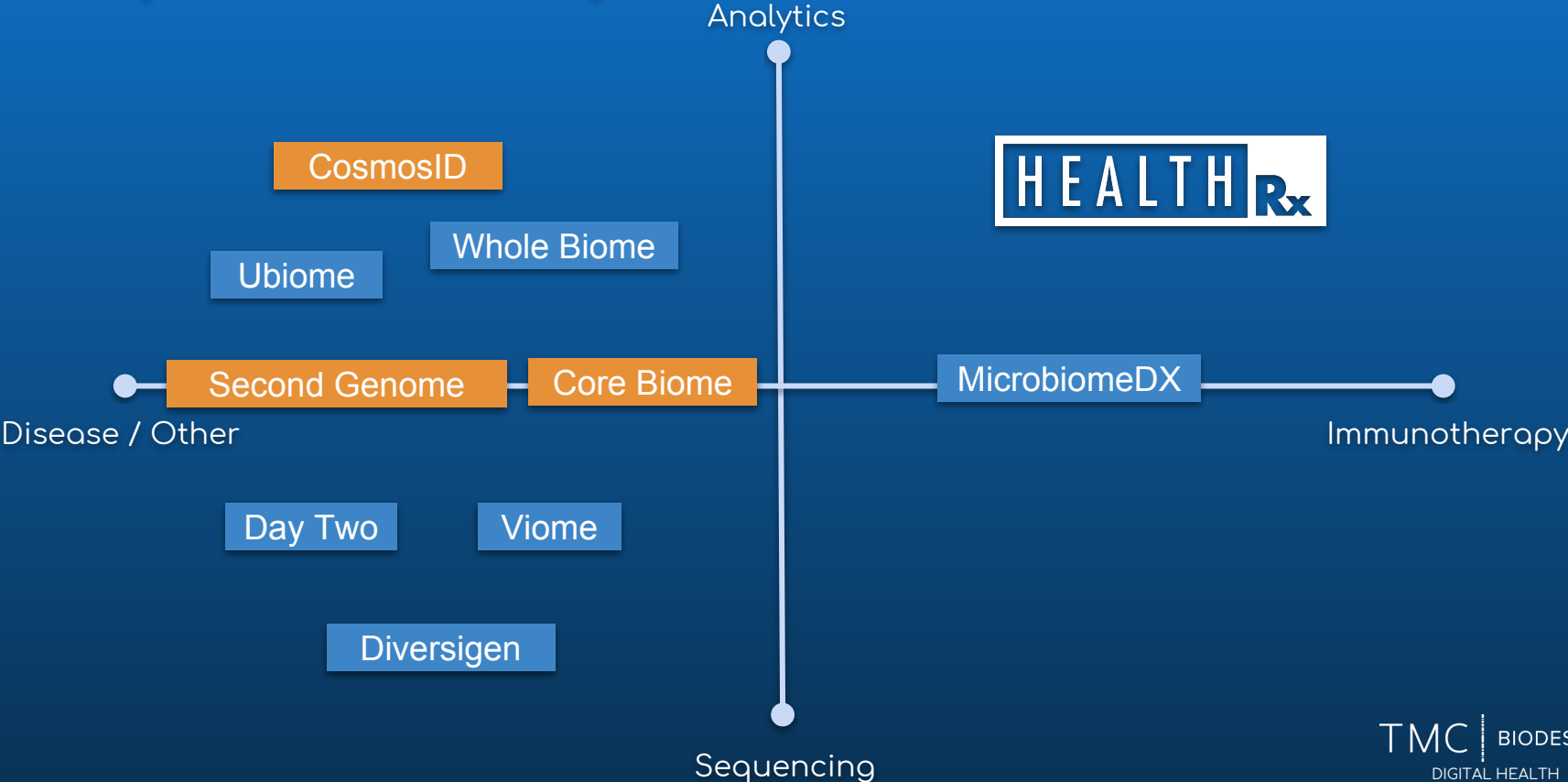
Growth in trials in the  
past 18 months

## Total Serviceable Market

**\$10B**

Melanoma/Lung  
(29% of PD-1/PD-L1 market)

# Competitive Analysis





# Management Team

## Core Team



**Kareem Barghouti, MBA**  
Google  
Strategy & Operations  
Sales & Marketing



**Joowon Kim, MS**  
Serial Entrepreneur  
Digital Health  
Product Development



**Peter Mccaffrey, MD**  
MGH, Johns Hopkins  
Pathologist  
Data Scientist



**Daniel Wu, MBA**  
IBM  
Product Management  
Predictive Analytics

## Advisors

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MD Anderson, Cancer Epidemiology, Microbiome Researcher

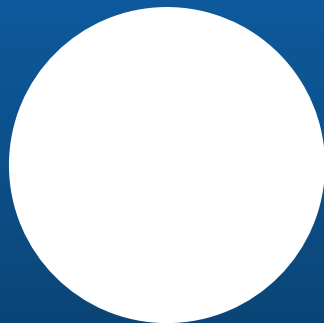
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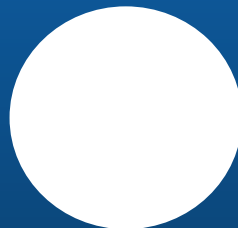
# Financial Projections/Key Metrics

We are looking for 24 months financing to run a 1000 patient pilot and to sell two multi-million dollar deals to pharmaceuticals



**\$4.3M**

Seed Round  
initial investment opportunity



**\$525K**

1K Patient Pilot (12 Mo.)  
ave. \$1050 per patient



**\$M**

Revenue  
post - pilot

# Timeline

## PHASE 0

Jan '18



Mar '18



Data Modeling Pilot  
Completion

Funding via F&F+Angels+Grants

Develop Partnerships  
Pharma  
Biobank  
Institutions

## PHASE 1

May '18



Feb '19



Onboard New Hires

Expand market  
(Diseases / Clinical & Research)

## PHASE 2

Dec '19



# Incubators & Partnerships



ELSEVIER  
The Hive

