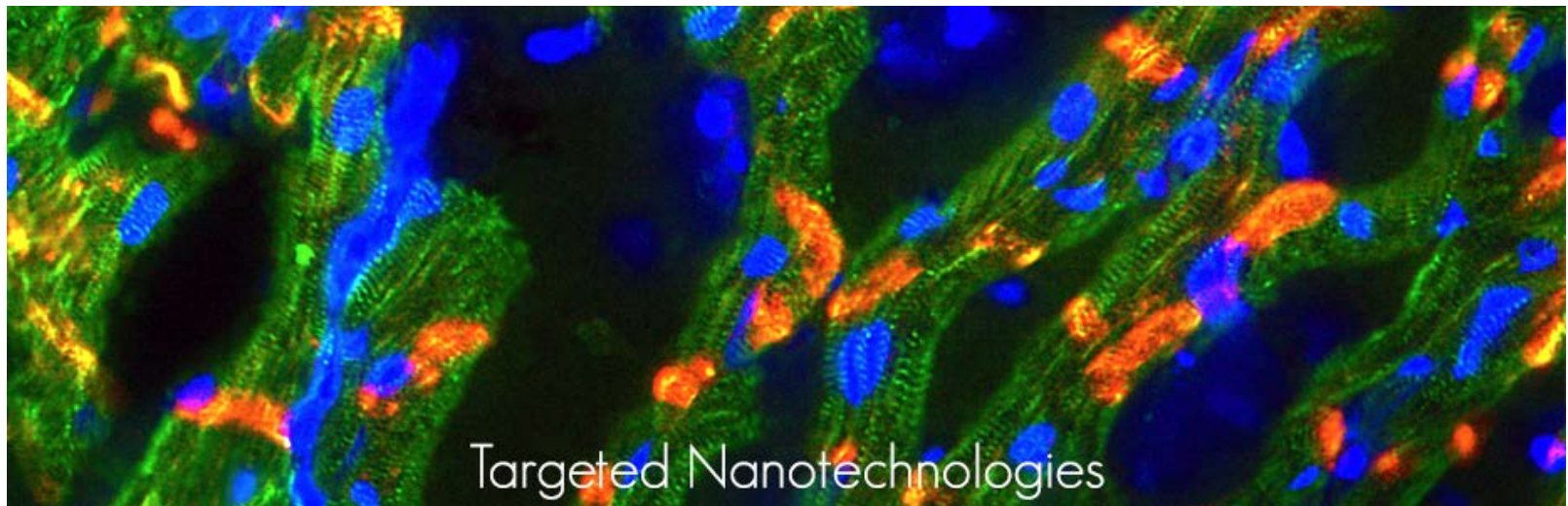




Privo^otechnologies.



Beat The Odds Business Model



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http://www.ted.com/talks/tim_harford.html

Privo:technologies.

THE COMPANY

- Company founded in 2010 to develop a novel nanotechnology based drug delivery platform capable of delivering drugs locally and topically through various mucosa (e.g. mouth, cervix, etc.). The research has been conducted at MIT's Langer Lab, which provides access to expertise in the field of nano-encapsulation and drug delivery.

THE TEAM

- I am the founder, and my team is a cross-functional group of scientists, clinical, and business experts and advisors.

THE CORE TECHNOLOGY

- Our treatments are intended for replacing current intravenous drug therapy with local therapy, thereby increasing efficacy (much higher dosing) and significantly reducing the systemic toxicity. The technology involves encapsulating FDA approved drugs in nano-particles which are taken up by cells more efficiently than would be the free form drug.

THE BUSINESS MODEL

- The company is developing a chemotherapy treatment for oral cancer as its initial application of the platform. The company plans to work with a large pharmaceutical partner to support costly clinical trials and to market and distribute the product. Thereafter, the company is planning to develop a pipeline of applications on this platform.

Early Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> • NSF, NIH • Mass Life Sciences • Universities • Academic Centers • Venture Capital • Philanthropy 	<p>Key Activities</p> <ul style="list-style-type: none"> • Diabetes Research • Developing trans-mucosal delivery techniques • Fund Raising • Grant Writing 	<p>VALUE PROPOSITIONS</p> <p>Oral mucosal drug delivery</p> <ul style="list-style-type: none"> • Improve patient quality of life • Improve compliance relative injections • Minimize side effects • Reduce hospital Stay • Reduce overall cost of healthcare 	<p>Customer Relationship</p> <ul style="list-style-type: none"> • Endocrinologists as advisors 	<p>CUSTOMER SEGMENTS</p> <ul style="list-style-type: none"> • Type II diabetic patients Patients who need to inject insulin • Mucositis Patients that have gone through radiation therapy • Oral cancer Patients with the cancer in their mouth
<p>Key Resources</p> <ul style="list-style-type: none"> • Scientists • Mass Life Science 	<p>Channels</p> <ul style="list-style-type: none"> • Large Pharma as partner or purchaser 			
<p>Cost Structure</p> <ul style="list-style-type: none"> • Salaries • Lab space • Lab equipment • Materials & Supplies • Fund Raising • IP License & Development • Legal 		<p>Revenue Stream</p> <ul style="list-style-type: none"> • Commercial Licensing • Sale of the company • Royalties 		

Trial And Error, Learn and Pivot

Interviewed Over:

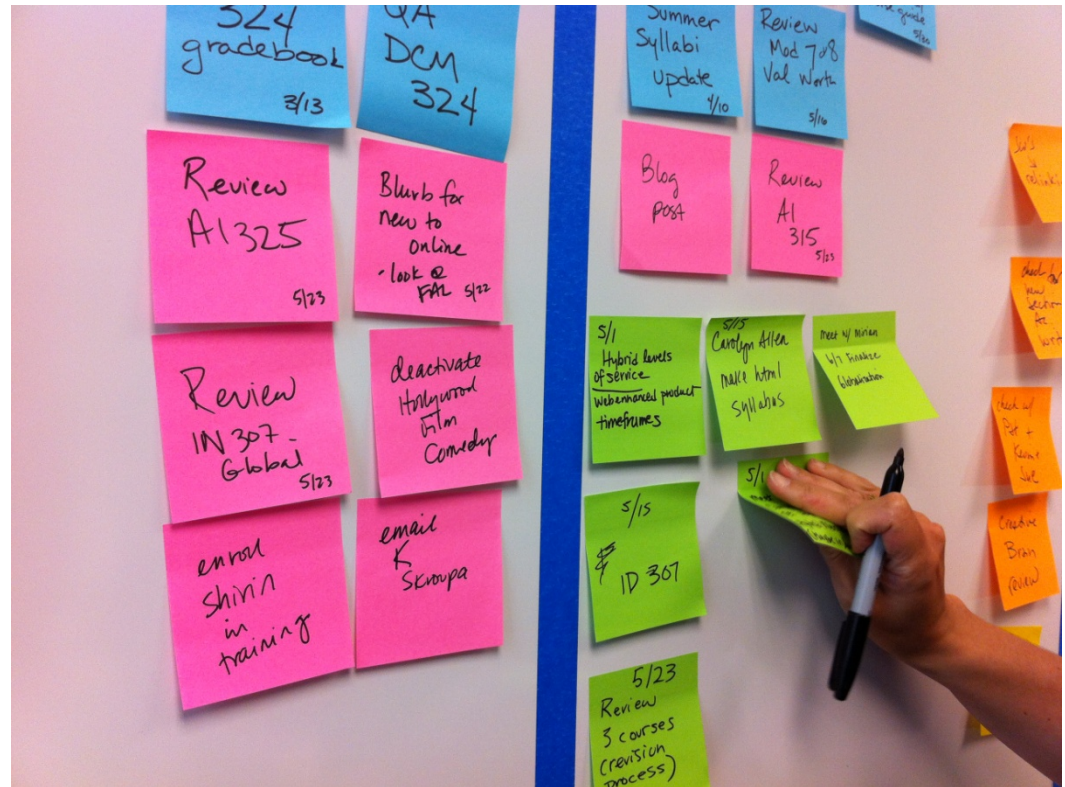
20 Physicians
40 Scientists
12 Attorneys
6 multinational Pharmas

Written Many Grants for:

NCI (national Cancer Inst)
NIH(National Inst of Health)
MLSC (Mass Life Sciences)
NSF (National Science foundation)
NEXT(Rare disease services)
NCL (Nano characterization)
Deshpende, MIT

Other Governments:

7 countries for resources
Funds, post docs,...



<http://www.iddblog.org/wp-content/uploads/2012/06/Kanban1.jpeg>

Current Business Model Canvas

<p>Key Partners</p> <ul style="list-style-type: none"> • NSF, NIH, NCI • Mass Life Sciences • Universities • Academic Centers • Angel Investors • Venture Capital • New England Hospitals • Global Hospitals • CRO's for manufacturing, preclinical and 	<p>Key Activities</p> <ul style="list-style-type: none"> • Fund Raising • Grant Writing • Optimize Formulation • Build Partnerships • Mfg NP's • Pre-clinical trials • Phase 1 Clinical Trials 	<p>VALUE PROPOSITIONS</p> <p>Replacing existing intravenous Oral Cancer chemotherapy</p> <ul style="list-style-type: none"> • Much Higher efficacy • Better quality of life • Vastly lower toxicity • Ease of use • Lower Total Cost <p>Other applications</p> <ul style="list-style-type: none"> • Deliver other drugs through buccal tissue using NP permeation • Use NP loaded Chemo-Wafer (CW) to deliver drugs to target other cancers 	<p>Customer Relationship</p> <ul style="list-style-type: none"> • Oncologists as advisors • Pharma as advisors/mentors • Oncology radiologists 	<p>CUSTOMER SEGMENTS</p> <p>Chemo-Wafer Patients</p> <ul style="list-style-type: none"> • Age 62+ at diagnosis • Early Stage OC patients • Later Stage OC patients • HPV Patients (male age 40-59) • Oncology surgery patients <p>Head & Neck Oncologists Surgeons</p> <ul style="list-style-type: none"> • Maxillofacial and oral surgeons • General oncology surgeon <p>Large Pharma</p> <ul style="list-style-type: none"> • Licensing out
<p>Cost Structure</p> <ul style="list-style-type: none"> • Salaries • Lab space • Lab equipment • Materials & Supplies • Fund Raising • IP License & Development • Legal 		<p>Revenue Stream</p> <ul style="list-style-type: none"> • Commercial Licensing • Sale of the company • Royalties 		