

# GENESIS Biomed and GENESIS Ventures

## Corporate Presentation

Barcelona, September 2018



**01**

# **Corporate presentation GENESIS Biomed**

## Who are we?



GENESIS Biomed is a consultancy firm in the biomedical healthcare sector specialized in providing consulting services to spin-off and start-up companies, entrepreneurs and research centers.

Based in our expertise we help entrepreneurs and researchers to shape their business plan and we support them in the private fundraising process. We have raised more than 40 M€ in the last 4 years.

Our expertise domains are biopharmaceutical, biotechnological, medical devices, in vitro diagnostic, nutraceutical and cosmetic.

With more than 20 years of expertise in the healthcare sector, we are born in May 2017 and we are located in the Barcelona Science Park.

In addition, the company owns GENESIS Ventures, a new fund sized in 1,2 M€ that invests in early stage research projects in the biomedical field, with the aim to accelerate their development and reach key value milestones to found the company and attract a first round of investment from other venture funds.

## Our portfolio of services

1

### Business Plan

Preparation of business plans for spin-off or start-up companies, taking into account market, positioning, regulatory, development, IP, team and financials.

2

### Private Fundraising

Definition of the fundraising strategy. Selection of private investors among a wide personal network and assistance in the fundraising and negotiation.

3

### Interim CEO

For those start-up companies with an incomplete team. Serving as CEO and leading the Project until identifying and hiring a full-time CEO.

4

**Strategic follow-up and supervision of current projects** – For those companies developing a project after a first capital round, continuous supervision and support in the strategic decision making of the company, serving as Board observer if needed.

5

### Market Analysis

Preparation of market and competitors analysis using robust databases, knowledge management tools and fieldwork (interviews and focus groups).

6

### Regulatory and Development Plan

Preparation of regulatory roadmaps including regulatory strategy and development plans for biopharma, medtech, diagnostic, nutra and cosmetic.

7

### Business Development

For companies and research centres. In-licensing and out-licensing activities. Well established BD process built in the last 10 years + wide network of contacts.

8

### Strategic Plan

Preparation of strategic plans for research centres and companies, including internal/external diagnostic, vision, strategic objectives and action plan.

9

### Technology Transfer

Bridging between academic groups and technology transfer offices or research centres. Definition of the licensing strategy and definition of the terms.

10

### Public Funding

Assist start-up companies and research centres in the preparation of the public funding strategy. Preparation of applications, submission and follow-up.

# 01 Corporate Presentation of GENESIS Biomed

## Our current client portfolio



### A highly committed team



**Josep Lluís Falcó**

Founder and CEO

[jifalco@genesis-biomed.com](mailto:jifalco@genesis-biomed.com)

**Josep Lluís Falcó. Doctor in Chemistry (Institut Químic de Sarrià) and MBA (Universitat de Barcelona).**

Josep Lluís has 21 years of experience in the biomedical sector. He has worked for big pharma companies (Sanofi), mid-size pharmas (Ferrer Grupo), small biotechs (Hospital spin-off), Tech Transfer Offices (Fundació Bosch i Gimpera) and Consulting firms (Antares Consulting and Asphalion). He has also been associate professor at IQS.

His experience is based in Healthcare Strategy, Technology Transfer, Fundraising of start-up companies, Business Development, Marketing, Market Access, Reimbursement and Regulatory Affairs.

Josep Lluís has founded 4 companies. He currently serves as board member for 5 start-up companies and he is mentor of several entrepreneurs. In addition in the last 5 years he has been involved in 11 private fundraising processes and he has contributed to raise 42 million euros for his clients.

The projects in which Josep Lluís has been involved are based in small chemical entities, biologicals, diverse medical devices, in vitro diagnostics, nutraceuticals and cosmetics.

The therapeutic areas where he has recently worked are Oncology, Central Nervous System, Cardiovascular, Ophthalmology, Orthopedics, Traumatology, HIV, Microbiome, Antibacterials and Immunomodulation.

He has global knowledge of drug/device development, having worked in Discovery, Preclinical and Clinical phases, Marketing and Post-Marketing.

He takes part of programs such as Caixa Impulse and EIT Health programs, participating as reviewer, mentor and professor.

The entrepreneurial spirit runs through his veins. He has founded GENESIS Biomed to help other entrepreneurs and research centers in their current projects.

## A highly committed team



**Carles Taulé**  
Consultant

[ctaule@genesis-biomed.com](mailto:ctaule@genesis-biomed.com)

**Carles Taulé, BSc in Pharmacy (Universitat de Barcelona) and Master in Management of Biomedical Companies (CESIF).**

After several years as intern in Pharmacy Offices, in 2015 completes his Master Thesis in: “Role of Gram-positive vesicles in the acquired resistance mechanisms of staphylococcal biofilms” in Department of Biomaterials, Sahlgrenska Academy, University of Gothenburg (Sweden). In 2017 he has been involved in several technology transfer projects at Fundació Bosch i Gimpera.

He joins **GENESIS** Biomed in September 2017. With a high entrepreneurial spirit, Carles is focused in the creation, valorization and fundraising of spin-off and start-up companies in the biomedical environment.



**Berta Borràs**  
Consultant

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**BSc in Biotechnology (Universitat Autònoma de Barcelona, 2012), BSc in Biochemistry (Technische Universität Hamburg-Harburg, 2013) and Master in Pharmaceutical Industry and Biotechnology (Universitat Pompeu Fabra, 2015).**

Berta has worked for 2 years at the Tech Transfer Office of IDIBELL (Institut d'investigació Biomèdica de Bellvitge). Her fields of expertise are project management, fundraising and technology transfer. Previously, she worked as an intern at some R&D laboratories (Esteve, Charité, Humboldt University of Berlin and IMIM).

She joins **GENESIS** Biomed in May 2018. Science is her passion and she seeks to help entrepreneurs start their own business.

## A highly committed team



**Josep Maria Balaguer**  
Consultant

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### **MSc in Industrial Engineering (Universitat Politècnica de Catalunya, 2009)**

Josep Maria is a Biomechanical Engineer with experience in the field of Interventional Cardiology. He wrote his Master's thesis at Massachusetts Institute of Technology (MIT) focused on experimental and computational modelling for personalized diagnostic mapping of latent thrombotic responses, under the supervision of Dr. Kolandaivelu, MD, PhD.

While remaining strongly connected to academia, he transitioned to the Research and Innovation department at CBSET, a biomedical research institute based in Lexington, MA, where he applied computational modeling and image analysis methods for understanding local tissue anatomy and stent based drug delivery. Additionally, in collaboration with MIT, he investigated the response of scaffold thrombosis as a function of vascular dimension through in vitro bench-top and computational models.

Josep Maria joined **GENESIS** Biomed as a consultant in September 2018 to advance healthcare innovation.



**Gisela Gallego**  
Consultant

[ggallego@genesis-biomed.com](mailto:ggallego@genesis-biomed.com)

### **BSc in Biotechnology (Universitat de Vic, 2011) and Master in e-Health (Universitat Oberta de Catalunya, 2015).**

In the last two years Gisela has worked in the Tech Transfer and Innovation Office of Sant Pau Research Institute, with expertise in IP management and business development. She has three years of previous experience in e-Health Project Manager as well as QMS Responsible at an ICT SME for the health sector.

She joins **GENESIS** Biomed in September 2018. Passionate about e-health and biotechnology, she seeks to help entrepreneurs to bring innovation to society.

## A highly committed team



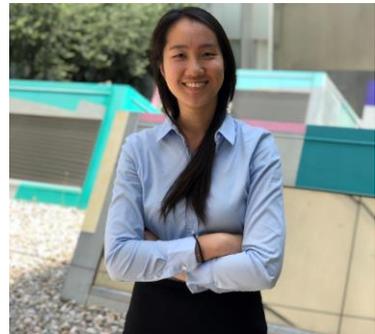
**Mireia Samitier**  
Consultant

[msamitier@genesis-biomed.com](mailto:msamitier@genesis-biomed.com)

**BSc in Biology (Universitat de Barcelona, 2013) and Master in Genetics and Genomics (Universitat de Barcelona, 2014).**

In the last three years Mireia has worked as research assistant in various stem cell projects in the field of heart and kidney differentiation in IBEC (Institut de Bioenginyeria de Catalunya).

She joins **GENESIS** Biomed in June 2018. She loves science and looks forward to support the creation of new start-ups in the biomedical field.



**Jessie Liu**  
Consultant

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**BSc in Biology (National Taiwan Normal University, 2009), BSc in Health Promotion and Health Education (National Taiwan Normal University, 2009) and MBA candidate (IESE Business School, 2019).**

After four years of studying at the best educational university in Taiwan, Jessie started her career in GeneFerm Biotechnology to apply her learnings from her double-majored subjects. While learning extensively about healthcare regulations, OEM/ODM and B2B business models, she is eager to know more about strategic sales and marketing planning after two years in the business, and hence joined GlaxoSmithKline (GSK), a global pharmaceutical company, as a sales representative in Taipei.

At GSK, Jessie applied her communication and analytical skills to boost sales growth and lead marketing projects in multiple scenarios, and was honored two GSK Excellence Awards (for year 2013 and 2015) during her five years of work with the company.

Jessie started her MBA studies in September 2017 at IESE Business School in the beautiful city of Barcelona, prospecting to graduate in May 2019 with deeper learnings of SMEs, finance and decision models. In June 2018, Jessie joined **GENESIS** Biomed as a summer consultant to learn from and contribute her expertise to entrepreneurs and their projects.

## Last success cases in fundraising

Signed deals	Sector	Round size	Year	Investors	Devoted Role
Transplant Biomedicals	Medtech	150 k€	2013	Caixa Capital Risc & BAs	Interim CEO
Oxolife	Nutraceuticals	5,5 M€	2014	Kern Pharma	Interim CEO
Leukos Biotech	Pharma	100 k€	2015	BAs	Interim CEO
Leukos Biotech	Pharma, IVD	3,5 M€	2016	Inveready	Consultant
Peptomyc	Biotech	2,4 M€	2016	Healthequity and BAs	Interim CEO and Board member
AptaTargets	Pharma	4,5 M€	2017	Caixa Capital Risc, Inveready	Consultant and Board member
Anaconda Biomed	Medtech	15 M€	2017	Ysios, Omega, Innogest, BSabadell	Consultant and Board member
Peptomyc	Biotech	4,2 M€	2017	ALTA Life Sciences, Healthequity	Consultant and Board member
GlyCardial Diagnostics	IVD	3,1 M€	2017	Caixa Capital Risc, Healthequity	Consultant and Board member
MJN Neuroserveis	Medtech	750 k€	2018	Ship2B and Family Offices	Consultant and Board member
Cornea Project	IVD	300 k€	2018	Industrial partner	Consultant and Board member

## Success stories in fundraising in 2017



- Pharma project: new aptamer for ischemic stroke
- 2,7 M€ raised in May 2017
- Genesis consulting role: Leader
- Investors: Caixa Capital Risc and Inveready



- Medtech project: new catheter for thrombectomy
- 15 M€ raised in May 2017
- Genesis consulting role: Advisor to CEO
- Investors: Ysios, Omega, Innogest, Banc Sabadell



- Biotech project: recombinant protein for NSCLC and TNBC
- 4,2 M€ raised in July 2017
- Genesis consulting role: Leader
- Investors: ALTA Life Sciences and Healthequity



- IVD project: new biomarker for cardiovascular ischemia
- 2,4 M€ raised in October 2017
- Genesis consulting role: Leader
- Investors: Caixa Capital Risc and Healthequity

## Current projects in fundraising process

Company sector	Product	Indication	Round size
Ophthalmology	IVD	Cornea disorders	3,6 M€
Cardiovascular	Medtech	Atrial fibrillation	4,5 M€
Nephrology	IVD	Renal failure	300 k€
Women's health	Pharma	Fertility	4,5 M€
Gastrointestinal	Medtech	Chronic Constipation	2 M€

## GENESIS Biomed becomes EIT Health Associate Partner



We have become  
Associate Partner  
at EIT Health  
on May 14<sup>th</sup> 2018

### Innovation Pillar

GENESIS Biomed can contribute to take part as a consortium member in Innovation by Ideas or Innovation by Design projects.

The main tasks to be carried out will be:

- Business plans
- Business coaching
- Commercialization
- Business development
- Preparation of WPO
- Etc

### Acceleration Pillar

GENESIS Biomed will apply to the appropriate calls in which our expertise can contribute for the Pillar, such as bootcamps, Market Coach Network, Investors network, Crowdfunding platform, Catapult, etc.

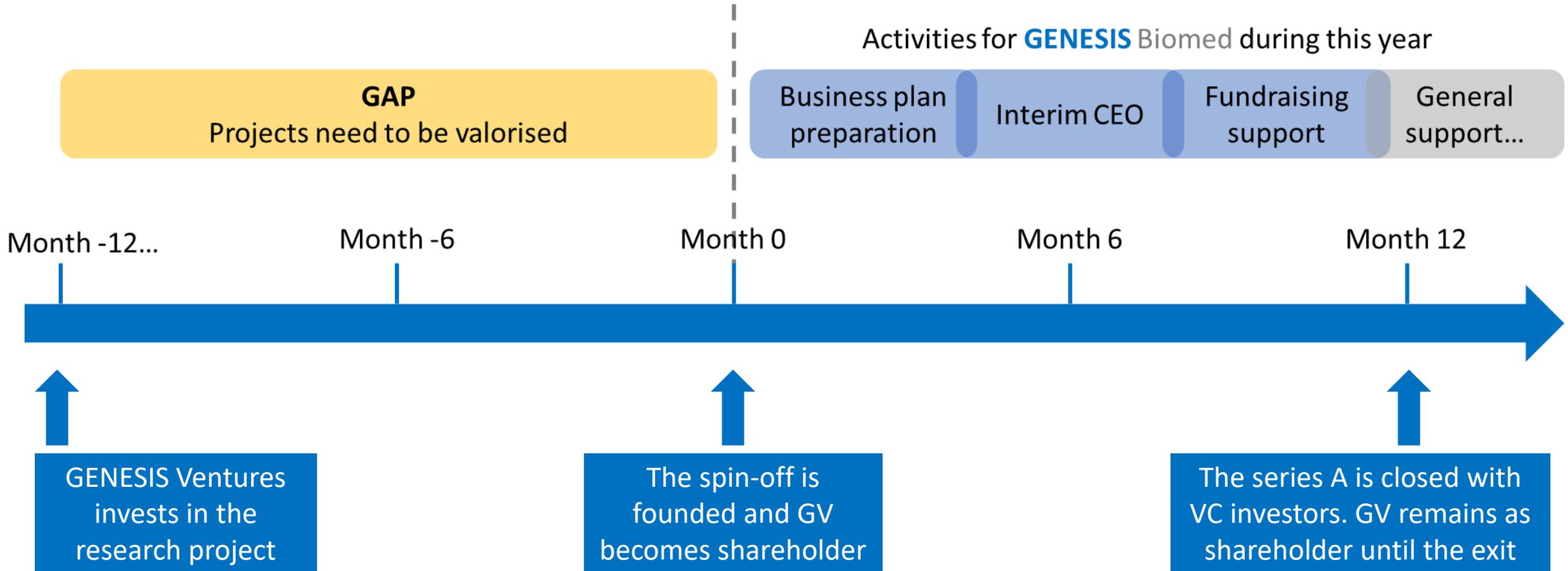
### Campus Pillar

We can also contribute in Campus projects by preparing Sustainability Plans or Bootcamps.

# 02

## Presentation of our new fund **GENESIS Ventures**

# Lifecycle and portfolio management for GENESIS Ventures



# Investment policy with a given identified project that will become spin-off in 1 year

### Phase 1: Pre-foundation of the spin-off

Our Total Fund: 1,2 M€

Tickets\*: 50.000 – 100.000 €

Investment Agreement is signed  
with Research Center and  
Research Group

Max. investment period\*: 1 year

GENESIS Biomed will manage the  
projects and will inform the  
Investments Committee

### Phase 2: Foundation of the spin-off

After the investment period, the spinoff company should be founded. If the spinoff is not founded and the project is licensed to a third party, the Investment Agreement regulates the return to GENESIS Ventures (via upfront and/or royalties).

In the foundation, GENESIS Ventures acquires the corresponding shares committed in the Investment Agreement. Our policy is not to become a major shareholder.

After the foundation, GENESIS Biomed will help the new spinoff (becoming potential GENESIS' client) in the fundraising process in order to close a series A with Venture Capital investors.

Exit scenario: the standard exit scenario for Venture Capital once the Company is acquired or the project is out-licensed to a third party.

\* Orientative figures. These will be fixed in a case-by-case basis

## Our invested projects till date

### **InBrain**

Spinoff ICN2

Developing  
medical devices  
based in Graphene

Ticket: 102.000€

### **NeuroHeal**

Spinoff UAB

Developing a new  
therapy for  
neuroregeneration

Ticket: 75.000€

### **ELEM**

Spinoff BSC-UPC

Developing a new  
software for  
virtualization of  
human organs

Ticket: 75.000€

### **ADmit Tx**

Spinoff IDIBELL

Developing a new  
IVD for early  
detection of  
Alzheimer Disease

Ticket: 25.000€

### **Aptamer project**

Spinoff IRYCIS

Developing a new  
aptamer for Breast  
Cancer

Ticket: 50.000€



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GENESIS Biomed is member of:



(Associate Partner)

