

GENESIS Biomed

Corporate Presentation

January 2023



BARCELONA · MADRID

Please contact us at:
Baldiri Reixac 4, 08028 Barcelona
Velázquez 25, 2º A, 28001 Madrid
contact@genesis-biomed.com
+34 93 403 58 53

Who are we?



GENESIS Biomed is a consultancy firm in the biomedical healthcare sector specialized in providing consulting services in the **genesis** and first phases of lifecycle of **biomedical** 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 67 M€ in the last years in 19 rounds.

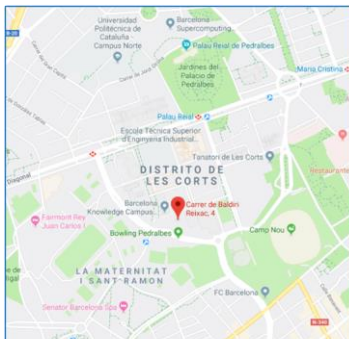
We are Associate Partner at EIT Health and we are engaged to 18 EU projects with TOP EU institutions.

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 and Madrid center.

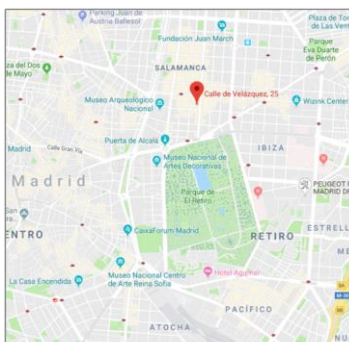
In addition, the company manages GENESIS Tech Transfer Boost and GENESIS Ventures, two investment vehicles sized in 1M and 2,5M€ each, aimed for pre-seed investments in early stage research projects in the biomedical field, to accelerate their development and reach key value milestones earlier and faster, to attract a first round of investment from other venture funds.

01 Corporate Presentation of GENESIS Biomed

Our locations: Barcelona and Madrid



GENESIS Biomed HQ
Barcelona Science Park, Tower I
Baldiri Reixac 4
08028 Barcelona

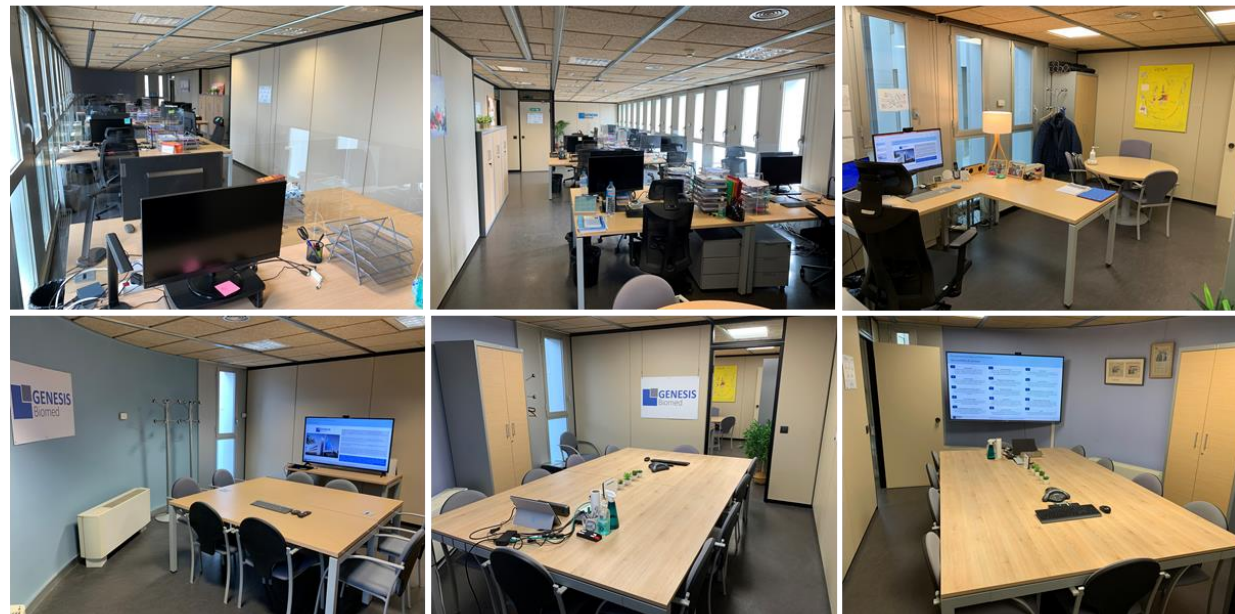


Madrid Office
Calle de Velázquez 25, 2º A
28001 Madrid

Office Barcelona
c/Baldiri Reixac 4



Office Madrid
c/Velázquez 25



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.

4

Market Analysis

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

7

Investment Analysis & Company valuation

Support to Family Offices and Venture Capital firms in their analysis of investment opportunities, including Company Valuation.

10

Tech-Transfer Support

For Public and Private Institutions: Support in the Spin-off or Start-up process creation, including the preparation of all materials for Board of Trustees.

13

Quality Management and ISCIII Accreditation

Support in the set-up of the Quality Management System for the organization. Support to Public Institutions in Spain for the obtention of the ISCIII Accreditation

2

Private Fundraising

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

5

Regulatory & Development Plan

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

8

Business Development

For companies and research centres. In-licensing and out-licensing activities, offering a well established BD methodology built in the last years + wide network of contacts.

11

Strategic Plan

Preparation of strategic plans for research centres and companies, including internal/external diagnostic, vision, strategic objectives and action plan. Addressed either to the whole institution or to an specific area.

14

Training & Academy

For hospitals and research centres.
Provide general knowledge in biomedical entrepreneurship and technology transfer to researchers and institutions

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.

6

European Projects

Participation in European consortiums as proactive partners, leading the business, regulatory and commercial WPs, in EIT Health, EIT Digital, EIT Food and Horizon Europe

9

Commercial Plan & Market Access and HEOR

Preparation of Commercial Plans for start-up and spin-off companies, including Market Access and HEOR aspects such as cost-effectiveness analysis

12

Strategic Support and Mentoring

For those companies developing a project after a VC round, continuous supervision and support in the strategic decision making of the company, serving as Board observer if needed. This service could include mentoring sessions.

15

Others

Voice of customer, PMO and general support, Support in the preparation of Documents for public fundraising, etc.

Our current client portfolio (1/5): Startup and Spinoff companies

Spin-off and start-up companies



Our current client portfolio (2/5): Academic, research and technological centers

Academia & Research

barcelonaBeta
BRAIN RESEARCH CENTER



UNIVERSITAT DE BARCELONA



UNIVERSITAT POLITÈCNICA DE VALÈNCIA



Universidad de Granada



UNIVERSITAT DE VALÈNCIA



Fundació Universitat Empresa de les Illes Balears



Universidad de Navarra
































































Our current client portfolio (3/5): Hospitals and Healthcare Research Institutions

Healthcare



Our current client portfolio (4/5): Investors, Big companies and Institutions

Investors	Big & mid-size companies	Institutional
       	                         	                          

Our current client portfolio (5/5): EU funded projects where we are partners



Our key performance indicators 2017-2022

CONSULTING PROJECTS

253 Total Projects

From our foundation

236 Total Clients

Startups, Hospitals, Academia, Investors, Big companies

15 Different project types

From Business Plan to Strategic Plan

19 Closed financial rounds for our clients

With Venture Capital, Family Offices and Business Angels

67,5M€ Raised for our clients

Private and also public fundraising

21 European projects in which we participate

EIT Health, EIT Digital and H2020

5 Databases with private access

Global Data, SABI, Orbis, Merger&Market, Discover

ABOUT US

14 employees

Directors, Senior Consultants, Consultants and Office Manager

2 founding partners

50% each

100% organic growth

Without capital increase or debt

5,6 M€ accumulated turnover

Last fiscal year (2022) foreseen 1,6 M€

200 m2 offices and facilities

Barcelona Science Park and Madrid Down-Town

2 sites: Barcelona y Madrid

On going the opening of the third one

7 Memberships

EIT Health, EIT Digital, EIT Food, ITEMAS, ASEBIO, CataloniaBio&HT, REGIC

MANAGED VEHICLES

2 Investment vehicles raised

GENESIS Ventures y GENESIS Tech Transfer Boost

3,5 M€ investables

With both vehicles

13 invested projects

With a potential of **25** projects in total

GENESIS team @ Barcelona Office: 14 very committed and passionate people



Josep Lluís Falcó
Managing partner & CEO
Chemist PhD, MBA



Natalia de la Figuera
Managing partner & COO
Chemist PhD, PMP®



Joan Carles Fernàndez
Planning Director
& Senior Consultant
Pharmacist PhD



Jaume Ruiz
Business D. Director
& Senior Consultant
Pharmacist, MBA



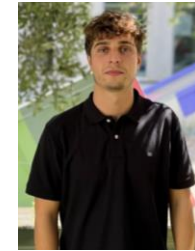
Jordi Ortiz
Quality Director
& Senior Consultant
Chemist



Marta Grau
Consultant
Biologist



Alonso López-Villalón
Consultant
Biologist



Víctor García
Consultant
Biotechnologist



Mireia Samitier
Senior Consultant
Biologist



Alberto Rodríguez
Senior Consultant
Biotechnologist



Berta Tenas
Senior Consultant
Biotechnologist



Elena Dapía
Consultant
Biotechnologist



Blanca González
KCM & Consultant
Pharmacist



Rafael Sáenz de Tejada
Consultant
Pharmacist

GENESIS team @ Barcelona Office: 14 very committed and passionate people



GENESIS Biomed Team – December 2022

A highly committed team



Josep Lluís Falcó
Managing partner and CEO
josep.lluis.falco@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 18 private fundraising processes and he has contributed to raise 67 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



Natalia de la Figuera
Managing partner and COO
natalia.delafiguera@genesis-biomed.com

Natalia de la Figuera. PhD in Chemistry, Master in Project Management

Natalia has developed her professional experience both in academic (CSIC Madrid and Barcelona) and in the pharmaceutical industry: big pharma (Fresenius Kabi, Sanofi, Lilly, Merck-Serono), mid-size (Almirall, Palau Pharma) and start-ups (Ojer Pharma, ImmunNovative Developments, Enantia).

She has worked in different positions in areas as project management, regulatory affairs, R & D and Quality among others.

The main therapeutic areas on which she has been involved were oncology, central nervous system, anti-inflammatory, antibacterial, autoimmune diseases and cardiovascular.

From 2015 she has been focused mainly in project management, broadening her knowledge on economic-administrative monitoring and controlling, changes request and dissemination results of projects.

During her last job in the FSJD (Fundació Sant Joan de Déu) she was involved on public funding projects, some of them collaboratives, allowing her to acknowledge another health environment.

She joins **GENESIS** Biomed in April 2019. She is a passionate of improving health and quality life for patients

A highly committed team



Jordi Ortiz

Quality Director &
Senior Consultant

jordi.ortiz@genesis-biomed.com

Jordi Ortiz. MSc in Chemistry, Biochemistry field (Universitat de Barcelona, UB). Higher Education in Quality Management, ISO 9001 (Universitat Oberta de Catalunya, UOC).

He completed his Master Thesis in Cation-induced aggregation and fusion of N-acyl-N-methylphosphatidyl-ethanolamine liposomes and continued his research by studying the lipid-protein interaction. In 2021 he finished his advanced course in quality management at UOC.

In 1994, he joined the pharmaceutical industry and has occupied several positions, always in the R&D area (from Discovery to Clinical phases). He has worked in Sanofi, Ferrer and Spherium Biomed. In this last company he has held the position of Senior Project Manager working in several projects from the discovery phase until the clinical research phase.

He has an extended experience in several management positions in regulated analysis laboratories and as project manager with both large and small molecules.

During the last years, he has been working in Autoimmune Diseases, Muscle recovery, ALS, Oncology Mucositis and Acute Kidney Injury.

Jordi has also a deep expertise in European public fundraising and in Business Development activities, all of them related to the projects in which he has participated.

He joins **GENESIS** Biomed in March 2019. He is a passionate of biomedical innovations of academic origin in order to accelerate their transition to the market. Customer focus, Leadership, People engagement, Process-based approach, Improvement, Evidence-based decision making, and Relationship management are his main drivers.

A highly committed team



Joan Carles Fernández
Planning Director &
Senior Consultant

joan.carles.fernandez@genesis-biomed.com

Joan Carles Fernández. Doctor in pharmacy, PhD in organic chemistry, MSc in chemistry, BSc in pharmacy, analytical-clinical orientation, (Universitat de Barcelona). Postdoctoral chemist in organic chemistry (Exeter University, UK). Postdoctoral chemist in medicinal chemistry (Institute of Cancer Research, London, UK)

Joan Carles has over 18 years experience as a medicinal chemist at Parc Científic de Barcelona (PCB) providing research services for Almirall and Esteve pharmaceuticals, working on different projects within the following areas: oncology, respiratory (asthma, COPD), chronic and neuropathic pain among others, also he has experience in combinatorial chemistry and the preparation of corporative libraries for HTS campaigns (Almirall-PCB unit, and Evotec OAI, Oxford, UK).

After all these years in drug discovery, he became an experienced senior leader with a proven track record of supporting successful drug discovery programs, developing teams and successful people, and gained an extensive experience in dealing with several decision-making groups of computational chemists, biologists and pharmacologists, which professionally transformed him into an interdisciplinary scientist.

Furthermore, he has a broad background experience and formation in hospital pharmacy and analytical laboratory: haematology, biochemistry, hormonal, microbiology (Hospital de Sant Joan de Déu). He is an energetic team player who works well with co-workers and colleagues and strives for success.

Joan Carles joins **GENESIS** Biomed in July 2020, with his passion for research in biomedical science and the drug discovery process, his main aim as a scientific consultant is to provide support and help to startups, entrepreneurs, biotechnology-related institutions, foundations and companies to develop innovative solutions in health for all.

A highly committed team



Jaume Ruiz
Business Dev. Director &
Senior Consultant

jaume.ruiz@genesis-biomed.com

Jaume Ruiz. MSc in Pharmacy (UB), International MBA (La Salle, URL), Master in Project Management (La Salle, URL), Pharmacist Specialist in Industrial and Galenical Pharmacy, and Pharmacist Specialist in Analysis and Control of Drug Products and Substances.

During 25 years he joined the pharmaceutical industry and occupied several positions, always in the Pharmaceutical Development R&D area (including preformulation, formulation, scale up, launching and Clinical Trials Supplies from Phase I to IV). He has worked in Almirall, Procter & Gamble Pharmaceuticals (USA and Spain), Vita and Salvat. In this last company he hold the position of Head of Pharmaceutical Development R&D. He has extended experience in GMP, ICH guidelines (EMA-FDA), and a PAI of the FDA (for Almotriptan Project), and holds two patents. He was the responsible for Ebastel, Cidine, Cetraxal, Relive, etc. development, scale up and launch.

During the past 8 years, he has been working in Innovation, Tech Transfer, Business Development, creation of Spin off and Licensing areas at IDIBELL, VHIR and IGTP. In this last Institute, reporting to the General Director and participating in different Strategic Committees, he has hold the positions of Head of Innovation and Business Development, and Head of Quality, maintaining the Strategic Plan, the ISCIII and CERCA accreditations, KPI and the SGDQ, keeping everything updated. In addition, he served as a senior consultant in Colombia, implementing Innovation Units in 5 of the largest hospitals in LATAM.

Jaume is co-author of the book “¿Innovas o Trabajas? De la Idea al Paciente”, and has spent more than 25 years as professor of several masters (UB, UAB, URL, IUCT) on biomedical research management, innovation and business.

He joins **GENESIS** Biomed in February 2021. He is a passionate of consulting, accreditations, health innovations, quality, corporate training, change management, balanced scorecard, team mentoring and strategic plans for organizations.

A highly committed team



Mireia Samitier
Senior Consultant

Mireia.samitier@genesis-biomed.com

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

Mireia has more than 4 years of experience in the research industry, as she started her professional career in IDIBELL (Institut d'Investigació Biomèdica de Bellvitge), Hospital Clínic and IBEC (Institut de Bioenginyeria de Catalunya).

In IBEC, Mireia worked for three years as research assistant in various stem cell projects in the field of heart and kidney differentiation and regeneration.

She joined **GENESIS** Biomed in June 2018. During these years, she has worked in several projects in the areas of oncology, infectious diseases and ophthalmology, among others.

Since her incorporation she has gained a vast experience in Business Plan preparations, market analysis, regulatory and development plans, financial and strategic plans, private fundraising and technology transfer.

Mireia has also a deep expertise in European Projects in which she has been involved during this years at **GENESIS** Biomed.

She is an enthusiast of biomedical sciences and delighted to help them to accelerate their entrance to the market.

A highly committed team



Alberto Rodríguez

Senior Consultant

alberto.rodriguez@genesis-biomed.com

BSc in Biotechnology (Universitat de Barcelona, 2019) and MSc in Technology and Management of Biotech companies (CESIF, 2020).

Alberto has experience as an undergraduate researcher in laboratories belonging to the University of Cologne (Germany). He developed his Bachelor's Thesis in CECAD (Cologne) studying ubiquitin and its effect on cellular regulation and homeostasis under stress conditions, under the supervision of Dr. Mafalda Escobar-Henriques Dias. Eager to acquire and develop his career in Biotech based companies' management he is attending to a Master's Degree in Technology and Management of such companies at CESIF. Alberto joins **GENESIS** Biomed in January 2020. With his scientific background he looks forward to help in the development of spin-off and start-up companies, considering technology transfer as a tool of innovation.



Berta Tenas

Senior Consultant

berta.tenas@genesis-biomed.com

Bsc in Biotechnology (Universitat de Vic, 2020) and Master in Management of Biotech companies at CESIF

With the knowledge acquired during the career and the master (currently attending to a Master in Management of Biotech companies, CESIF) she is ready to take a step further and discover another biotechnology field. In addition, during the last few years, Berta dedicated herself to use summer periods to continue her learning process and to build her professional career (mainly on the lab research).

For that reason, Berta joins **GENESIS** Biomed in January 2021. She is eager to learn and to help entrepreneurs to develop their companies.

A highly committed team



Marta Grau

Consultant

marta.grau@genesis-biomed.com

BSc in Biology (UB – Universitat de Barcelona, 2021) and currently attending the MSc in Management of Biotech companies at CESIF.

Biologist with experience in both research and quality control laboratory. She has developed her final degree project within a research group to study the neurogenerative capacity after a medullar lesion in tadpoles.

She joins **GENESIS** Biomed in March 2022. Eager to learn all about the bio-business world to help new companies to achieve their goals.



Víctor García Reinoso

Consultant

victor.garcia@genesis-biomed.com

BSc in Biotechnology and Biology (UDG- University of Girona, 2021) and currently attending the MSc in Management of Health Biotech Companies (CEU-ASEBIO) at CEU-San Pablo.

Biotechnologist and biologist with previous experience in the field of research and basic knowledge of independent investment. His final degree project was focused on astrobiology with different resistance tests in the phylum Tardigrada to find ways to improve human capabilities.

Víctor joins **GENESIS** Biomed in September 2022, with great enthusiasm to acquire new business skills, and thus be able to combine previous scientific knowledge with this new expertise.

A highly committed team



Alonso López-Villalón

Consultant

alonso.lopez@genesis-biomed.com

BSc in Biology (UAM- Universidad Autónoma de Madrid, 2021) and currently attending the MSc in Management of Biotech companies at CESIF.

Biologist with experience in both laboratory and research assistance. He completed his last degree year, including his Bachelor's Degree Project, in Stockholm University. The project was about *Toxoplasma gondii* infection and consequences in human nervous system.

He joins **GENESIS** Biomed in March 2022. Eager to develop business skills to combine them with his scientific knowledge in a company.



Elena Dapía

Consultant

elena.dapia@genesis-biomed.com

BSc in Biotechnology (Universidad de Oviedo, 2021) and currently attending the MSc in Molecular Biology applied to Biotechnological Enterprises (Bioenterprise) at Universidad de Granada.

Biotechnologist with experience in research and technology transfer. Her final degree project was developed in the fields of molecular biology and virology, creating a recombinant virus in order to study the behavior of the calicivirus.

Elena joins **GENESIS** Biomed in September 2022. Her experience in an Innovation and Technology Transfer Unit aroused her curiosity, and now she is excited to help bioenterprises to find, and occupy, their place in the market.

A highly committed team



Blanca González

Knowledge and CommsM. & Consultant
blanca.gonzalez@genesis-Biomed.com

Pharmacy Degree (University of Barcelona, 2019) and MSc in Biomedical Sciences (Radboud University, The Netherlands, 2022)

Pharmacist with experience in both clinical and community Pharmacy. She carried out her final degree project at the University of Helsinki (Finland), where she did bio-screening of anti-virulence compounds against Uropathogenic *E. coli*. During her Biomedical Science master, she collaborated in the development of an *in vitro* 3D skin model to study *S. aureus* infections in the skin microbiome of atopic dermatitis patients (Radboudumc, The Netherlands), and she contributed to the development of an NK cellular model to study genetic variants present in patients with immunopathology (Karolinska Institute, Sweden).

Blanca joins **GENESIS Biomed** in December 2022. With her background in biomedical and health sciences, she is enthusiastic to develop business skills and help early-stage R&D projects.



Rafael Sáenz de Tejada Gómez

Consultant
rafael.saenz@genesis-biomed.com

BSc in Pharmacy (UAX- Universidad Alfonso X el Sabio, 2021) and Master's Degree in Pharmaceutical & Biotechnology Management at Universidad de Navarra | IESE Business School.

Pharmacist with experience in business & investment analytics. During his undergraduate studies he gained scientific knowledge, organizational, and communicational skills. His Master's, taught through the Case Method, allowed him to think more critically, become adaptable when facing diverse situations, be customer-focused and work thoroughly to achieve his goals. Working for a Biotech consulting firm, has allowed Rafael to acquire decisive knowledge within the business management chain, business plan, patient support and strong dynamic skills. His final master's degree project was focused on molecular farming.

He joins **GENESIS Biomed** in January 2023. Eager to improve people's health by combining his scientific and business knowledge.

Our Business Advisory Board



ÓSCAR ALEGRE
LEGAL



JORGE BARRERO
INNOVATION



SALOMÉ DE CAMBRA
INVESTMENT



XAVIER CANALS
MEDICAL DEVICES



JUDIT CUBEDO
ENTREPRENEURSHIP



EDUARDO CUNCHILLOS
PRECLINICAL



MANUEL DESCO
TECH TRANSFER



MAITE FIBLA
SOCIAL IMPACT



XAVIER LURIA
REGULATORY



JULIO MAYOL
DIGITAL HEALTH



MARCEL PRUNERA
M&A and FINANCIALS



SERGI TRILLA
BUSINESS DEVELOPMENT



BERNABÉ ZEA
PATENTS



LLUÍS TRIQUELL
MARKET ACCESS

Our Scientific Advisory Board



Dr. Josep Tabernero
Chairman of the Board – Expert in Oncology

Head of the Department of Medical Oncology in Vall d'Hebrón University Hospital; Director of the Vall d'Hebrón Research Institute in Oncology.



Dr. Pere Ginés
Expert in Hepatology

Chairman of Liver Unit, Hospital Clinic Barcelona; Full Professor of Medicine, University of Barcelona; Director of Liver Transplantation; Head of Research Group, IDIBAPS and CIBEReHD.



Dr. Rafael Cantón
Expert in Infectious Diseases

Head of the Clinical Microbiology Department at the University Hospital Ramón y Cajal; associated Professor of Clinical Microbiology at Complutense University of Madrid.



Dr. Rafael Simó
Expert in Endocrinology

Chair of the Division of Endocrinology and Nutrition at Vall d'Hebron University Hospital; Director of Diabetes and Metabolism Research Unit at Vall d'Hebron Research Institute (VHIR); Professor of Medicine & Endocrinology at the Autonomous University of Barcelona.



Dr. Francisco Fernández Avilés
Expert in Cardiology

Full Professor of Cardiovascular Medicine at the Complutense University (UCM); Chairman of the Department of Cardiology in the University Hospital Gregorio Marañón of Madrid; Scientific Director of the Spanish Network Centre for Cardiovascular Research (CIBERCV).

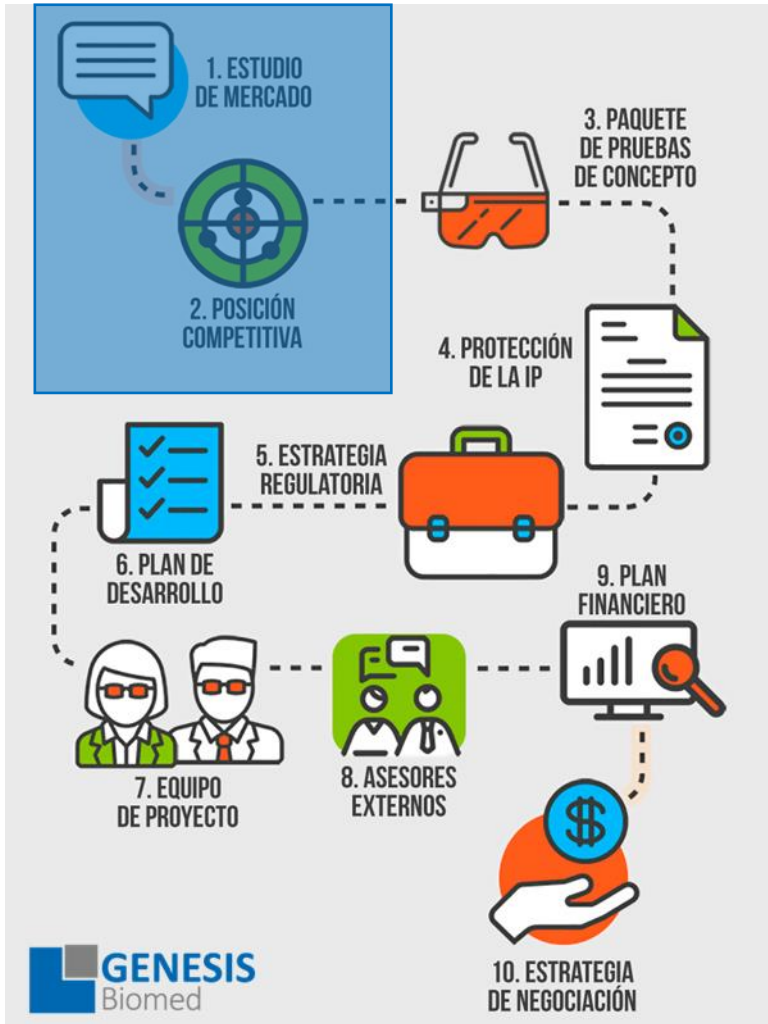
The needs we understand for a fundraising process with a startup. Our **Methodology**



For a fundraising process with a given startup, there are some important steps to accomplish prior starting the roadshow. For that purpose, an Interim CEO should lead the fundraising process, including:

- Business plan preparation and cash need dimension
- Fundraising strategy set up
- Selection of the most suitable VCs for the fundraising, taking care of:
 - Lifecycle of the current funds
 - Lifecycle of the invested projects
 - Portfolio of invested projects
- Preparation of the roadshow with investors
- Starting of the fundraising process:
 - Non-confidential approaches and contacts
 - First TCs and meetings
 - Signature of NDA
 - Starting of building the syndicate up
 - Negotiation of the Term Sheet
 - Creation of a Data Room and coordination of the Due Diligence
 - Negotiation of the Investment and Shareholders Agreement
- In the meanwhile, identification of the full-time CEO that will join the spin-off company

Our **Methodology**. Which are the 10 success factors to learn and implement? (1/5)



1. Market Analysis

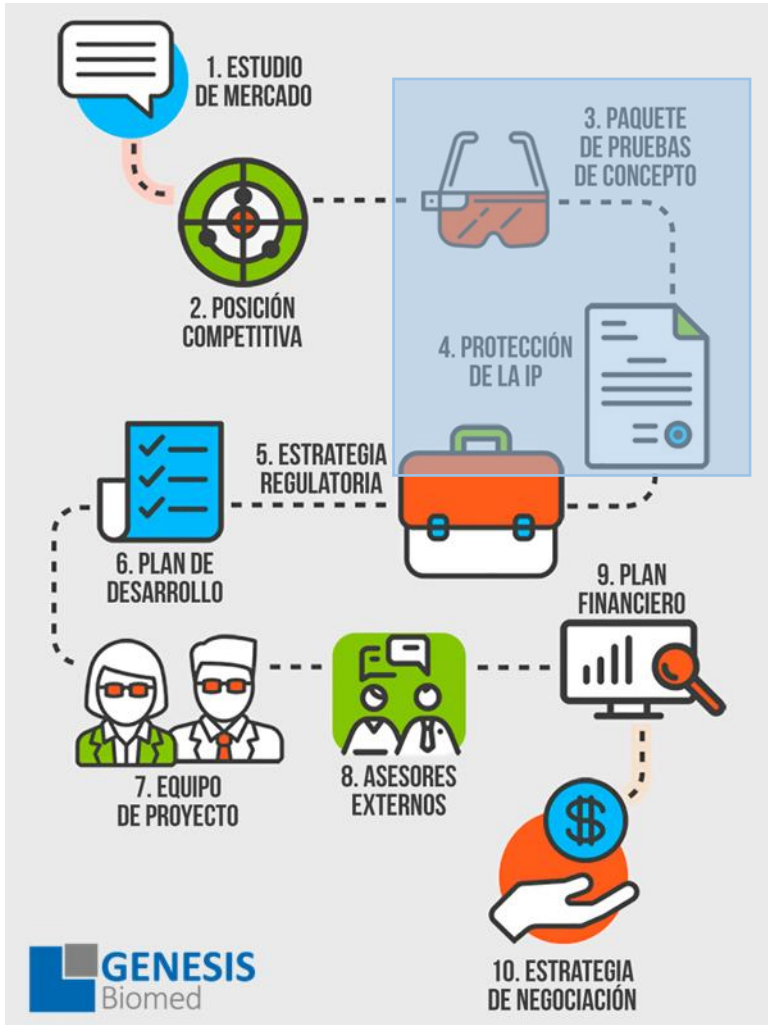
- Current unmet medical need
- Epidemiology
- Determination of market size
- Description of market trends
- Analysis of main players in the market (commercial products)
- Description of the future competitors (development projects)



2. Competitive positioning

- Analysis of main features of current and future competitors
- Price analysis
- Business model analysis
- Market share analysis
- Voice of Customer and Cost-effectiveness analysis
- Competitors matrix

Our **Methodology**. Which are the 10 success factors to learn and implement? (2/5)



3. Proof of Concept results

- Complete list and description of studies done till date
- Main results obtained and conclusion analysis
- Studies to be conducted in the future
- Current agreement with the Main Institution
- Outsourced studies and external collaborations
- R+D Gantt chart



4. Intellectual Property

- List of filed patents till date
- Analysis of the current situation of each filed patent
- List of potential future patents in the project
- Freedom to operate analysis
- License Agreement from the Institutions
- IP strategy of the company

Our **Methodology**. Which are the 10 success factors to learn and implement? (3/5)



5. Regulatory Strategy

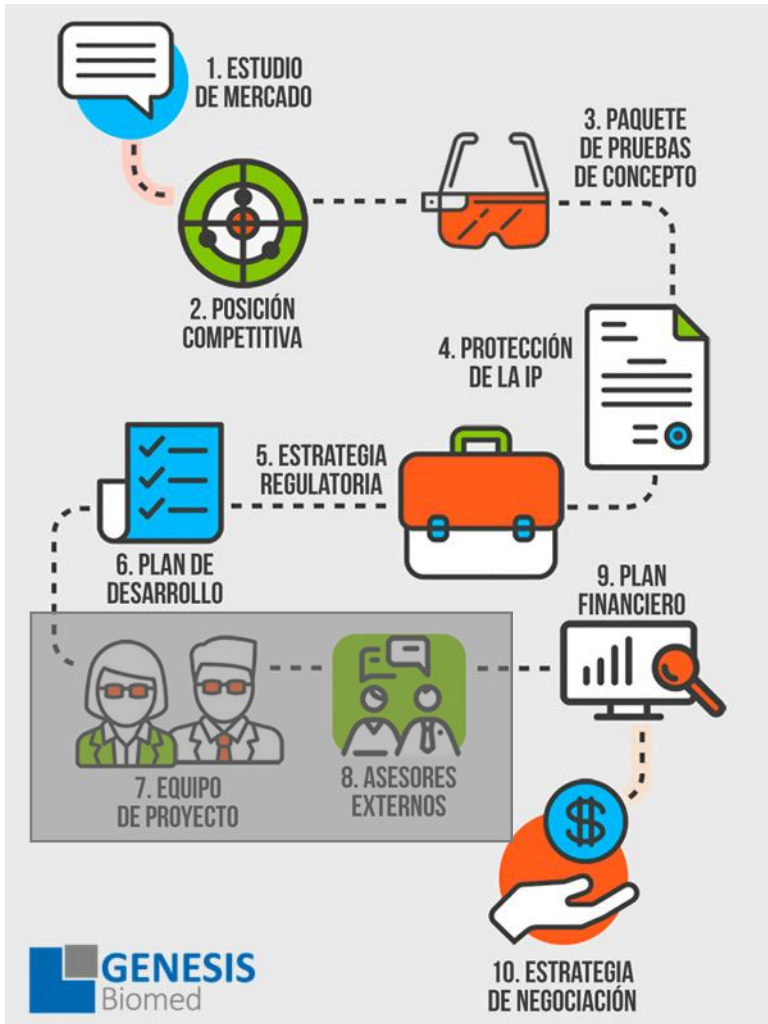
- Regulatory framework for the current project
- Analysis of the corresponding guidelines and directives
- Current regulatory considerations
- Future trends and regulatory changes
- Regulatory strategy and validation
- Regulatory roadmap



6. Development plan

- List of all needed studies for the development of the product
- Gantt chart for the whole development process
- Identification of main milestones
- Measurement of timelines
- Identification of potential outsourced partners
- Prediction of associated costs

Our **Methodology**. Which are the 10 success factors to learn and implement? (4/5)



7. Internal team of de company

- Existing team and initial roles
- Presence of a full-time CEO
- Complete job description for all needed roles in the future
- Organigram analysis and Headcount evolution in the company
- Analysis of salaries and ESOP for internal staff
- Partners Agreement, Governance and Reserved matters



8. External team

- Profiles needed for the Scientific Advisory Board
- Design of the Board of Directors
- Identification of the Chairman
- Identification of suitable outsourced roles and service providers
- Analysis of costs and quotations
- Design of ESOP for key external people

Our **Methodology**. Which are the 10 success factors to learn and implement? (5/5)



9. Financial Plan

- Definition of the Business Model of the company
- Quantification of the global cash need
- General Risk Analysis and mitigation plan
- Main financial milestones and Identification of Tranches
- Fundraising strategy for Investors and Exit scenario analysis
- Valuation of the company and Cap Table analysis
- Preparation of the Financial Plan: CF, P&L and BS



10. Strategy and Fundraising negotiation

- Selection of the most suitable investors
- Preparation of the slide deck of the company
- Roadshow and first meetings round
- Building the syndicate up
- Analysis and negotiation of the Term sheet
- Preparation of Data room for Due diligence
- Negotiation of the Investment Agreement and Partners Agreement
- Closing of the Round

Our databases with which we daily work

General Healthcare DB



Financial DB



We have been awarded with El Suplemento prize in 2022

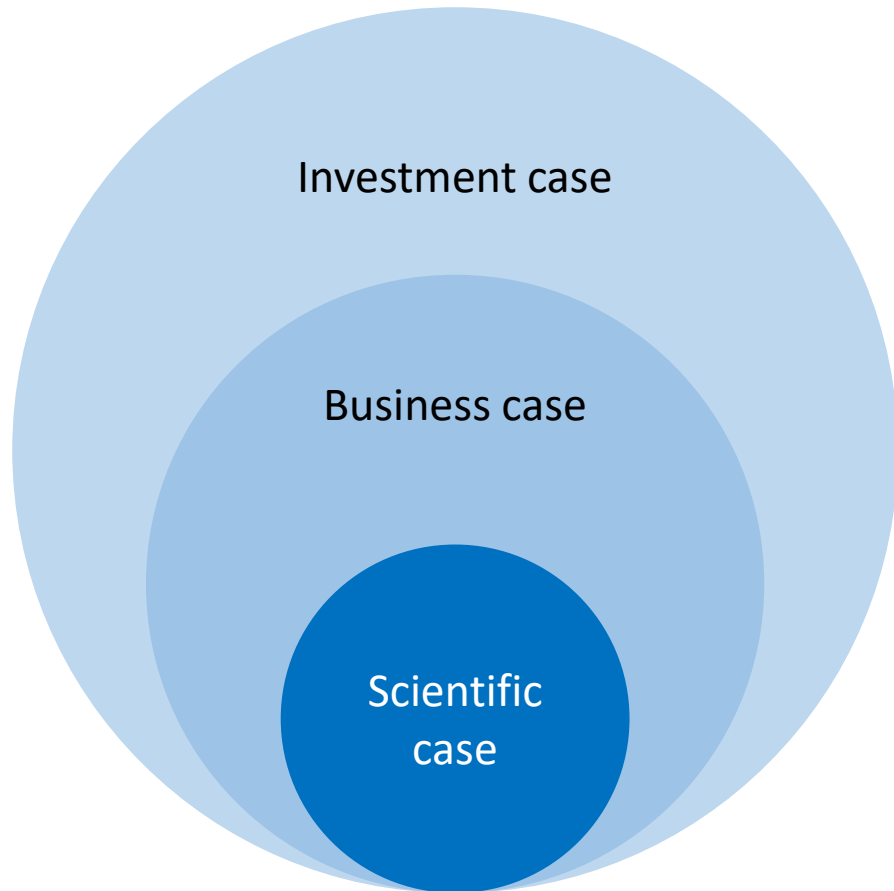


Last May 19th GENESIS Biomed received the award to the best biomedical consultancy of the XI Edition of the National Awards El Suplemento in an event that took place in the evening at the Palace Hotel in Madrid, and which also coincided with the month of the fifth anniversary of the constitution of GENESIS Biomed, thus representing an unexpected gift.

We would like to thank “Premios El Suplemento” for having considered GENESIS Biomed worthy of this award, but we would also like to thank two fundamental pillars that have allowed us to reach this point:

- To our customers
- To the entire GENESIS Biomed team

Our value proposition in fundraising projects: from the Scientific case to the Investment case



In the projects related to fundraising, we always start from the **Scientific Case**, always excellent that comes from the Research Group.

We convert it into a **Business Case**, that is containing all the aspects to be considered in a Business Plan.

Finally, creating a team between GENESIS Biomed and the Research Group, we start a process that helps the investors to create their **Investment case** that provides them support in the decision making.

Last success cases in fundraising. Our **Track record**

#	Signed deals	Sector	Round size	Year	Investors
1	AptaTargets	Pharma	4,5 M€	2017	Caixa Capital Risc, Inveready
2	Anaconda Biomed	Medtech	15 M€	2017	Ysios, Omega, Innogest, BSabadell
3	Peptomyc	Biotech	4,2 M€	2017	ALTA Life Sciences, Healthequity
4	GlyCardial Diagnostics	IVD	3,1 M€	2017	Caixa Capital Risc, Healthequity
5	MJN Neuroserveis	Medtech	750 k€	2018	Ship2B and Family Offices
6	Cornea Project	IVD	300 k€	2018	Industrial partner
7	Corify Care	Medtech	1 M€	2019	Family office and EU Funds
8	Oxolife	Pharma	300 k€	2019	Family office
9	Cornea Project	IVD	300 k€	2019	Family office
10	LiverScreen Project	Medtech	8,5 M€	2019	EU Funds
11	CreatSens	IVD	750 k€	2019	EU Funds
12	ABLE Human Motion	Medtech	2,5 M€	2019	EU Funds
13	Peptomyc	Pharma	11,4 M€	2020	Aurora Science, ALTA LS, Healthequity
14	Oxolife	Pharma	5 M€	2020	Inveready, CDTI, crowdfunding
15	CORNEA_project	IVD	1 M€	2020	Capital Cell and BAs
16	Corify Care	Medtech	2,35M€	2021	Clave Capital, CDTI, FOs and crowdfunding
17	Endolipid Therapeutics	Dermocosmetic	500 k€	2021	Family offices, Business Angels, Crowdfunding
18	MOWOOT	Medtech	1 M€	2022	Family offices, crowdfunding, ENISA
19	Thytech	Pharma	650 k€	2022	Family office and BAs

Some examples of our success stories in fundraising



- Medtech project: stratification of patients suffering from atrial fibrillation
- 2,35 M€ raised in July 2021
- Investors: Clave Capital, Grupo Mondragón, Family offices and crowdfunding



- IVD project: diagnose of keratoconus
- 1 M€ raised in Nov 2020
- Investors: Capital Cell, Family Offices and Business Angels



- Pharma project: treatment of women infertility
- 5 M€ raised in May 2020
- Investors: Inveready, CDTI, Capital Cell, Family Offices



- Pharma project: new aptamer for ischemic stroke
- 4,5 M€ raised in May 2017
- Investors: Caixa Capital Risc and Inveready



- Medtech project: new catheter for thrombectomy
- 15 M€ raised in May 2017
- Investors: Ysios, Omega, Innogest, Banc Sabadell



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



- IVD project: new biomarker for cardiovascular ischemia
- 3,1 M€ raised in October 2017
- Investors: Caixa Capital Risc and Healthequity

GENESIS Biomed becomes EIT Health Associate Partner



We have become
Associate Partner
at EIT Health
on May 14th 2018

We have also become
Members of the
Spanish Management Board
at EIT Health



We are EIT Health

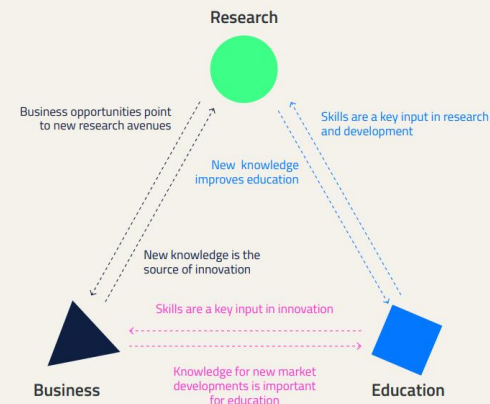
And we are a vast, vibrant community of some of the world's leading health innovators, backed by the European Union.

Working across borders and disciplines with approximately **150 EIT Health partner organisations**, we harness the brightest minds in healthcare from the worlds of business, research and education to answer some of the biggest health challenges facing Europe.

Through this unique collaborative approach, we're empowering a network of innovators to overcome barriers, challenge convention and take action.

Why? To put life-changing products and services into citizens' hands.

TOGETHER FOR HEALTHY LIVES IN EUROPE



We believe best innovation happens in the 'knowledge triangle'
– where these three worlds connect.

Participation in EU projects as proactive partners



1

Preparation of Business Plan and Sustainability Model

2

Market research and market analysis including fieldwork

3

Implantation Plan and Market Access Plan

4

Commercialization and Exploitation Plan

5

Regulatory roadmap and Regulatory development activities

6

Business Development for Licensing / M&A

Working in 18 EU funded projects. We become very proactive partners in the preparation of the proposal and in the hearings. We are also a high proactive business partner during the development of the project.

EIT Health, the main biomedical European network with TOP companies and institutions

Our presence in EIT Health as Associate partner allows us to collaborate with TOP international institutions

In the last 5 years we have worked in 15 EIT Health Projects





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