

GENESIS Biomed

Corporate Presentation



BARCELONA · MADRID · VALENCIA

April 2024

Please contact us at:

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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 68,5 M€ in the last years in 20 rounds.

We are Associate Partner at EIT Health and we are engaged to 23 EU projects with TOP EU institutions: H2020, Horizon Europe, EIT Health and EIT Digital.

Our expertise domains are biopharmaceutical, biotechnological, medical devices, *in vitro* diagnostic, digital health, artificial intelligence, nutraceutical and cosmetic. With more than 20 years of expertise in the healthcare sector, we are born in May 2017 and we are headquartered in the Barcelona Science Park, and also with company sites in Madrid center and at La Marina in Valencia.

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.

Our locations: Barcelona, Madrid and Valencia

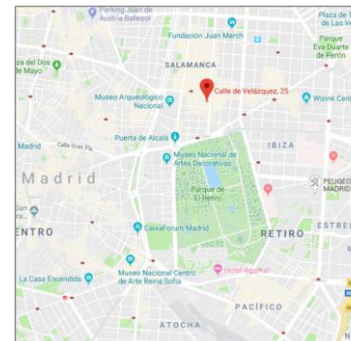


Barcelona



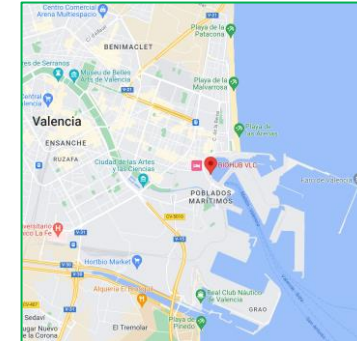
GENESIS Biomed HQ
Barcelona Science Park, Tower I
Baldri Reixac 4
08028 Barcelona

Madrid



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

Valencia



Valencia Office
Travesía 15E
46024 Valencia

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. Due Diligence.

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

Market Analysis

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

5

Regulatory & Development Plan

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

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

7

Investment Analysis & Company valuation

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

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.

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

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.

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.

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.

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

14

Intellectual Property

Design of IP protection strategy, Selection of the optimal technology transfer route, Preparation of exploitation license agreements, Patent intelligence studies

15

Legal services

Advice on the foundation of NewCo, Preparation of shareholders agreement and cap table, Support in the negotiation of investment rounds and contracts, Advice on data protection and governance

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





















































































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 and National funded projects where we are partners

eit Health

SAVE-COR
Stratification of Atrial and Ventricular Arrhythmias based on Non-invasive Electrocardiographic Imaging

RRR

able
human motion

FiSPlat

HARMONICS

AF-FINE
Artificial intelligence driven platform for atrial fibrillation stratification

CKDSens®

FACET SYSTEM

INVESTOR NETWORK

ProVerum

HOOP

Walk TEST

QuickStitch
Innovation

mini

POSITIVE

HORIZON 2020

EU-PEARL
EU PATIENT-CENTRIC CLINICAL TRIAL PLATFORMS

LIVER SCREEN

Recognised

Interreg Sudoe
CARDIOPATCH
Luxembourg Regional Development Fund

MJN
Quality life for everybody

Horizon Europe

phems

eit Digital

barcelonaBeta
BRAIN RESEARCH CENTER

EVERAI MEDICAL TECHNOLOGIES

itemas iscii
Plataforma de dinamización e innovación de las capacidades industriales del Sistema Nacional de Salud

iVIC

aCUP-E

E-Placement

SCRATCH

12-CLIP

DejaloBot

Hop2Market

Sergreen

GOBIERNO DE ESPAÑA MINISTERIO DE INDUSTRIA, COMERCIO Y TURISMO

corify care
Solving cardiac arrhythmias

DIGI-HEART

VINN

Our key performance indicators 2017-2022

PROYECTOS DE CONSULTORÍA

308 Proyectos en total

Desde nuestra fundación en mayo de 2017

260 Clientes diferentes

Startups, Hospitales, Academia, Inversores, Gran empresa

17 tipologías de proyectos diferentes

Desde Business Plan hasta Planes Estratégicos

20 rondas privadas cerradas para nuestros clientes

Con inversores de capital riesgo, family offices y business angels

68 M€ levantados para nuestros clientes

Financiación privada y pública

23 proyectos europeos en los que participamos

Horizon Europe, EIT Health, EIT Digital y H2020

5 Bases de datos con acceso

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

SOBRE NOSOTROS

15 empleados

Directores, Consultores senior, Consultores y Office Manager

2 socios fundadores

Al 50% cada uno

100% crecimiento orgánico

Sin ampliaciones de capital ni deuda

7,6 M€ de facturación acumulada

Previsión de cierre de 2023 en 2 M€

250 m2 oficinas

Parc Científic de Barcelona, Centro de Madrid y Marina de Valencia

3 sedes: Barcelona, Madrid y Valencia

Cerca de nuestros clientes en los principales polos biomédicos

8 Memberships actuales

EIT Health, ITEMAS, ASEBIO, CataloniaBio&HT, Bioval, CSMC, DIH-bio, CITT

VEHÍCULOS GESTIONADOS

2 vehículos de inversión levantados

GENESIS Ventures y GENESIS Tech Transfer Boost

3,5 M€ invertibles

Entre los dos vehículos

15 proyectos participados

Y con un potencial de hasta **25** proyectos invertidos

GENESIS team: 13 very committed and passionate people



Josep Lluís Falcó
Managing partner & CEO
Business Development Director
Chemist PhD, MBA



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



Joan Carles Fernàndez
Planning Director
& Senior Consultant
Pharmacist PhD



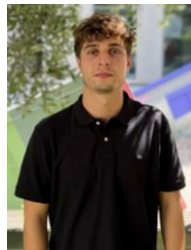
Jordi Ortiz
Quality Director
& Senior Consultant
Chemist



Mireia Samitier
Knowledge M. Director
& Senior Consultant
Biologist



Berta Tenas
Senior Consultant
Biotechnologist



Víctor García
Consultant
Biotechnologist



Blanca González
Comms manager &
Consultant
Pharmacist



Elena Dapía
Consultant
Biotechnologist



Alonso López-Villalón
Consultant
Biologist



Rafael Sáenz de Tejada
Consultant
Pharmacist



Andrea Requena
Consultant
Biotechnologist



Ariadna Teixidó
Consultant
Biomedical Sciences



Asier González
Consultant
Biomedical Engineer

A highly committed team



Josep Lluís Falcó
Managing partner and CEO
Business Dev. Director

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. 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

Natalia de la Figuera

Managing partner and COO

natalia.delafiguera@genesis-biomed.com

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



Mireia Samitier

Knowledge M. Director
& 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 these 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



Berta Tenas
Senior Consultant

berta.tenas@genesis-biomed.com

BSc in Biotechnology (Universitat de Vic, 2020) and Master in Technology and Management of Biotech companies (CESIF, 2021).

Berta has experience in the field of research, as she has worked at the Department of Chemistry at UAB (Barcelona), at the Neurosciences Research Area at VHIR (Barcelona) or at Sciensano (the Belgian National Institute of Public Health in Brussels).

At Sciensano, Berta worked as a scientific research assistant studying the effects of particular matter (PM) exposure on lung inflammation, where she acquired both scientific and personal skills.

After her degree, Berta completed an MSc in Technology and Business Management to discover another field of biotechnology, the business sector. Afterwards, Berta joined **GENESIS** Biomed in January 2021.

During these years working in consultancy, she has gained experience in the development of strategic plans (both for companies and institutions), in the development of business plans and in providing support in technology transfer, among other skills.

Berta also works in the **GENESIS** Biomed's investment fund, **GENESIS** Tech Transfer Boost, where she analyses the most attractive investment opportunities in the healthcare sector.

Berta is passionate about life sciences and is eager to help all entrepreneurs and institutions to move their projects forward.

A highly committed team



Víctor García Reinoso

Consultant

victor.garcia@genesis-biomed.com

BSc in Biotechnology and Biology (UdG - University of Girona, 2021) and MSc in Management of Health Biotech Companies (CEU-ASEBIO, 2023).

Biotechnologist and biologist with previous research experience in the field of astrobiology and neurobiology, collaborating with the Department of Environmental Sciences at UdG and the Systems Neurobiology Group at IBBTEC. At the end of his double degree, he completed a MSc in Management of Health Biotech Companies (CEU-ASEBIO) at CEU-San Pablo (Madrid). Through all this, Víctor has improved his personal and professional skills, especially those oriented towards the link between science and business.

Víctor joins **GENESIS** Biomed in September 2022. In his role, he has been involved in preparation of business and strategic plans, as well as contributing to the formulation of effective fundraising strategies for diverse companies and institutions. He is eager to continually improve his business and entrepreneurial skills, ensuring that he remains an asset in the life science landscape.



Blanca González

Comms Manager & 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.

A highly committed team



Elena Dapía

Consultant

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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.



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.

A highly committed team



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.



Andrea Requena

Consultant

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BSc in Biotechnology (UVic- Universitat de Vic, 2021) and Master's Degree in Pharmaceutical & Biotechnology Management at Universidad de Navarra | IESE Business School.

Biotechnologist with experience in bioinformatics research. Selected for a Scholarship in the Banco Santander Explorer Program, based on management and business. Her Master's degree gave her a global vision of the pharma-biotech sector and taught her how to work in a diverse environment. Working for a Pharmaceutical consulting firm has allowed Andrea to acquire a critical vision within products business case, competitors' analysis, epidemiological models, market analysis, KOL's management, and strong adaptive capacity. Her final master's degree project was focused on obesity and iron deficiency.

She joins **GENESIS** Biomed in February 2023. Eager to change and impact patient's life by combining her scientific and business background.

A highly committed team



Ariadna Teixidó i Pomares

Consultant

ariadna.teixido@genesis-biomed.com

BSc in Biomedical Science (UIC – Universitat Internacional de Catalunya, 2022) and Master's Degree in Pharmaceutical & Biotechnology Management at Universidad de Navarra | IESE Business School.

Her academic career has provided her with a comprehensive understanding of the pharmaceutical and biotechnology industry, from development and research to management and marketing. She completed her final degree project in a neuroscience research group at the Centro Superior de Investigaciones Científicas (CSIC), which allowed her to acquire strong attention to detail, analytical, and communication skills. Her master's degree, developed following the case methodology, has allowed her to develop a more critical and analytical mindset, with the aim of formulating strategic and innovative solutions.

Ariadna joins **GENESIS** Biomed in March 2024. Eager to contribute and improve the health and well-being of society.



Asier González Guruciaga

Consultant

asier.gonzalez@genesis-biomed.com

BSc in Biomedical Engineering (UPNA – Public University of Navarre, 2022) and Master's Degree in Innovation and Entrepreneurship in Biomedical Engineering (UB – University of Barcelona, 2024)

Biomedical Engineer with experience in the management of digital health projects (e-Health), leading the implementation of innovative solutions within the health sector. With experience in the development of a research project in the area of bioinformatics-data science, in a research center, Asier has complemented his technical knowledge with the Master in Innovation and Entrepreneurship in Biomedical Engineering (UB - EIT Health), which has given him a more entrepreneurial and innovative perspective, allowing him to understand the health ecosystem from a global vision, including the technology part, strategic management and regulations, allowing an effective technology transfer.

Asier joins **GENESIS** Biomed in April 2024, willing to contribute within the innovation ecosystem in the health sector.

Our Business Advisory Board



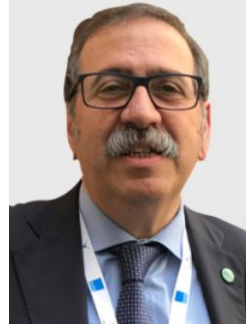
ÓSCAR ALEGRE
LEGAL



JORGE BARRERO
INNOVATION



SALOMÉ DE CAMBRA
INVESTMENT



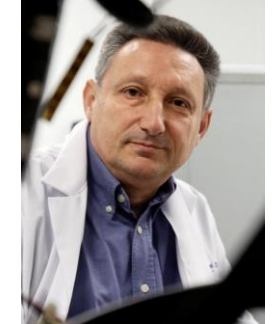
XAVIER CANALS
MEDICAL DEVICES



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).

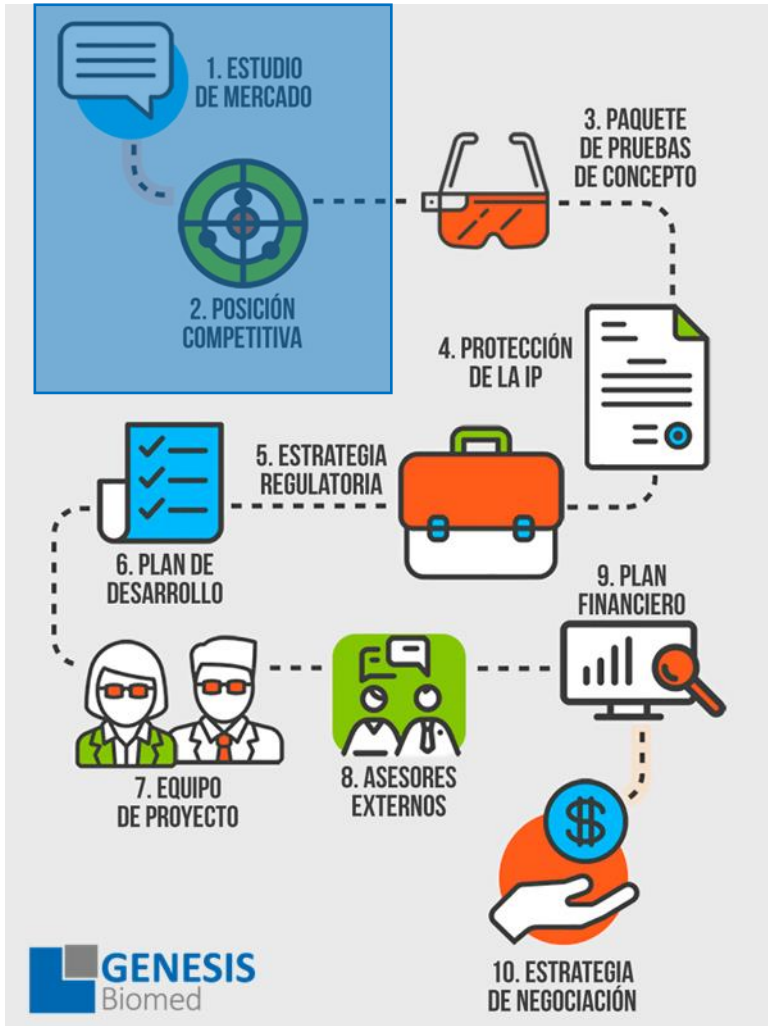
The needs we understand for a fundraising process with a startup. Our **Methodology**



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

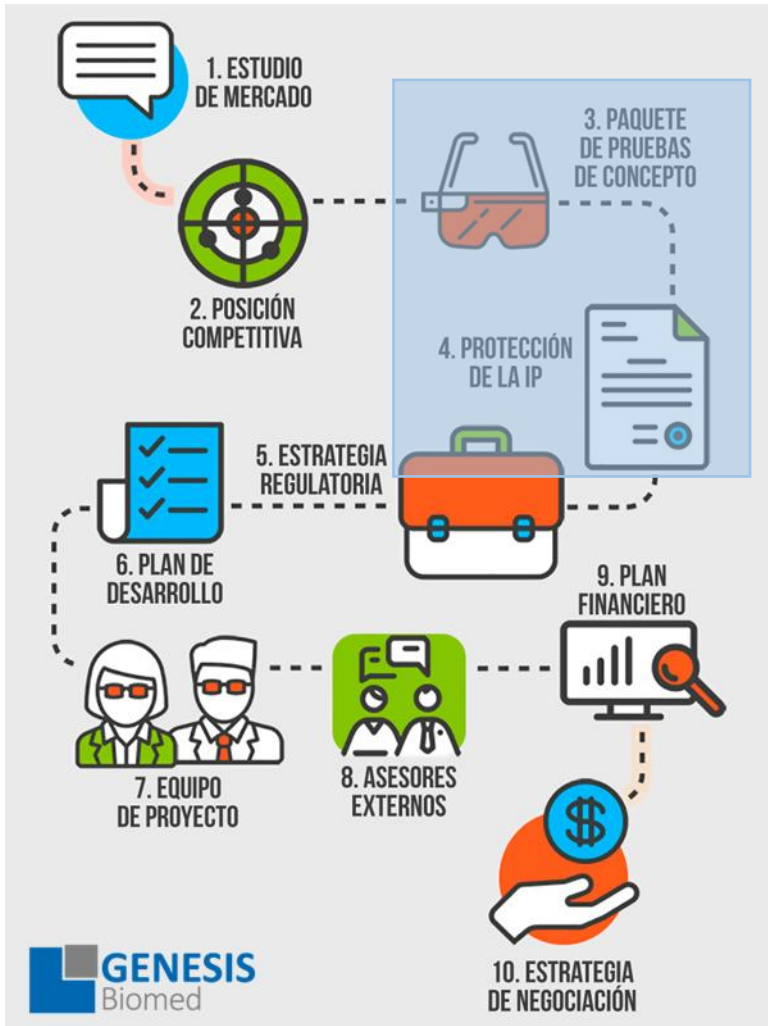
- Current unmet medical need
- Epidemiology
- Determination of market size
- Description of market trends
- Analysis of main players in the market (commercial products)
- Description of the future competitors (development projects)



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

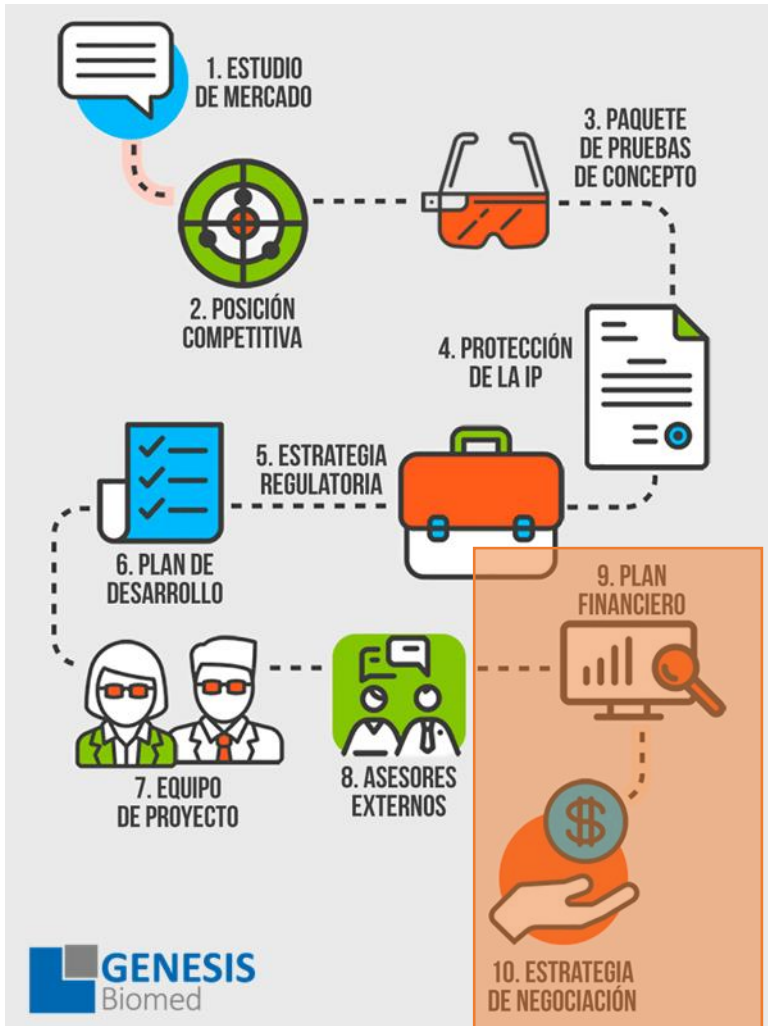
- Existing team and initial roles
- Presence of a full-time CEO
- Complete job description for all needed roles in the future
- Organigram analysis and Headcount evolution in the company
- Analysis of salaries and ESOP for internal staff
- Partners Agreement, Governance and Reserved matters



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

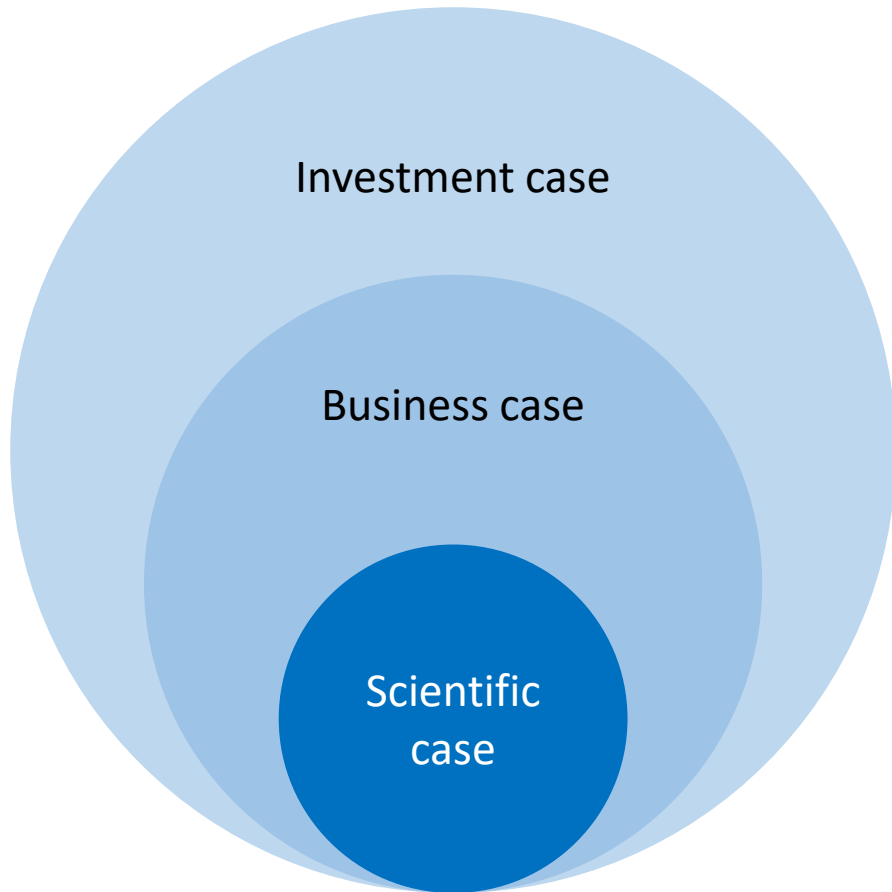


Last May 19th GENESIS Biomed received the award to the best biomedical consultancy of the XI Edition of the National Awards El Suplemento in an event that took place in the evening at the Palace Hotel in Madrid, and which also coincided with the month of the fifth anniversary of the constitution of GENESIS 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
20	Renalyse	IVD	1 M€	2023	Fundación Botín, Business Angels, EU Funds

Some examples of our success stories in fundraising



- IVD project: diagnose of chronic kidney disease
- 1 M€ raised in July 2023
- Investors: Fundación Botín, Business Angels and EU Funds



- 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



- 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

Participation in EU projects as proactive partners: **Our value proposition**



Project preparation

- 1 Active search for all calls in European programs: EIT Health, Horizon Europe and others
- 2 Evaluation of calls to identify potential matching with our current and past clients
- 3 Creation of consortia with other potential institutions, with GENESIS Biomed integrated as business partner
- 4 Drafting of the assigned business activities in the application document
- 5 Support in the submission and evaluation process, with proactive participation in hearings and support programs

Project execution

- 1 Proactive partner in all assigned business activities, including leadership of business WP (refer to next slide)
- 2 Support to the lead partner or coordinator in the project management activities
- 3 Lead of activities towards the creation of startups as commercial vehicle, with GENESIS Biomed as co-founder
- 4 Proactive participation in the monitoring reviews and audits
- 5 Support in all justification process and related management activities

Participation in EU projects as proactive partners: **Our business activities**



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

Creation of startup from consortia as commercial vehicle

6

Regulatory roadmap and Regulatory development activities

7

Business Development for Licensing / M&A

GENESIS Biomed becomes EIT Health Associate Partner



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.

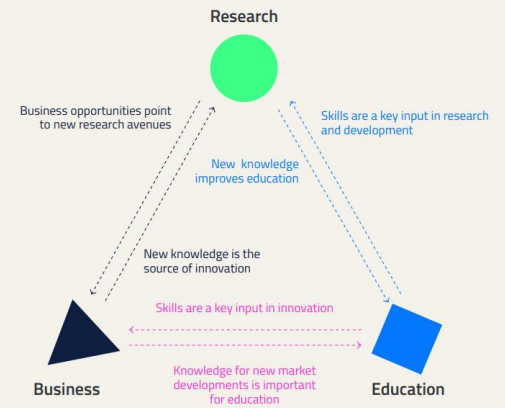
Working across borders and disciplines with approximately **150 EIT Health partner organisations**, we harness the brightest minds in healthcare from the worlds of business, research and education to answer some of the biggest health challenges facing Europe.

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 became Associate Partner at EIT Health on May 14th 2018



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

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

We are in the TOP5 most active Associate Partners in the entire EIT Health at European level



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GENESIS Biomed is member of:



Fins a 30/12/2030