

# GENESIS Biomed

## Corporate Presentation

January 2026



---

BARCELONA · MADRID · VALENCIA

Please contact us at:  
Baldiri Reixac 4, 08028 Barcelona  
Velázquez 34, 28001 Madrid  
Travesía 15E, 46024 Valencia  
[contact@genesis-biomed.eu](mailto:contact@genesis-biomed.eu)  
+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** public and private institutions, companies and investors.

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 80 M€ in the last years in 21 rounds.

We are Associate Partner at EIT Health and we are engaged to 25 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 25 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



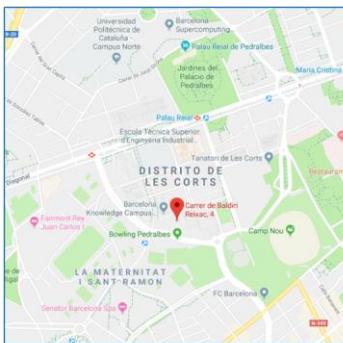
Barcelona



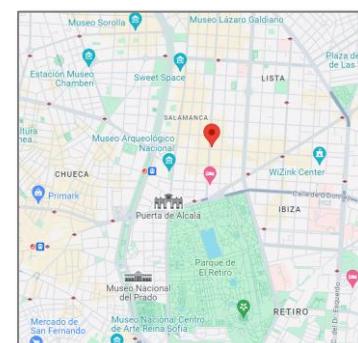
Madrid



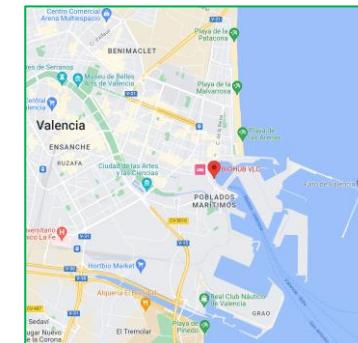
Valencia



**GENESIS Biomed HQ**  
Barcelona Science Park, Tower 1  
Baldíri Reixac 4  
08028 Barcelona



**Madrid Office**  
Calle de Velázquez 34  
28001 Madrid



**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.

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.

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.

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

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 a specific area.

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.

# Our current client portfolio (1/6): Startup and Spinoff companies

## Spin-off and start-up companies



# Our current client portfolio (2/6): Academic, research and technological centers

## Academia & Research

### barcelona<sup>beta</sup>

BRAIN RESEARCH CENTER



IdIB Gi

### CiMUS

Center for Research  
in Molecular Medicine and  
Chronic Diseases



Parc Científic de Barcelona  
UNIVERSITAT DE BARCELONA



Bosch i Gimpera  
UNIVERSITAT DE BARCELONA



CÁTEDRA  
Udg - Dexcom  
Inteligencia Artificial en Diabetes



ICN2  
Institut Català de Nanociència i Nanotecnologia  
EXCELENCIA SEVERO OCHOA



ainia



UAB  
Universitat Autònoma de Barcelona



iQAC



CSIC  
CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS



i3M



cnio



eurecat



ICFO



bist



IQS



IQS  
PERSONA CIENCIA EMPRESA  
EXECUTIVE EDUCATION



Lifesomix



ICMAB  
INSTITUT DE CIÈNCIA DE MATERIALS DE BARCELONA



CSIC  
CONSEJO SUPERIOR DE INVESTIGACIONES CIENTÍFICAS



LEiTET  
Technological Center  
member of TECNIO



Universidad de Navarra



Universidad de Sevilla



idm



cnm  
Centro Nacional de Microelectrónica  
IMS



nonbiosis



ISABIAL  
INSTITUTO DE INVESTIGACIÓN SANITARIA Y BIOMÉDICA DE ALICANTE



ciber-bbn  
Biomedical Research Networking Center  
Bioengineering, Biomaterials, Nanomedicine



Universidad Miguel Hernández



KATHOLIEKE UNIVERSITEIT  
LEUVEN



Leartiker  
MEMBER OF BASQUE RESEARCH & TECHNOLOGY ALLIANCE



Fundació Universitat Empreses de les Illes Balears



Universidad de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



Universidade de Lisboa



University of Oxford



The University of Dublin



University of Copenhagen



Universidade de Coimbra



University of Cyprus



Karolinska Institutet



Trinity College Dublin



University of Copenhagen



Fraunhofer



PRIFYSGOL ABERYSTWYTH  
UNIVERSITY



Nova



# Our current client portfolio (3/6): Hospitals and Healthcare Research Institutions

## Healthcare



## Our current client portfolio (4/6): Big and mid-size companies

Big & mid-size companies



## Our current client portfolio (5/6): Investors and Institutions

### Investors



**Sabadell**  
BStartup



**Angels**  
santé

JORMAVI



**cap-digital**  
Paris Region

### Institutional

**ACCIÓ**

Generalitat  
de Catalunya



CaixaResearch Institute  
"la Caixa" Foundation

**WE MIND**  
Cluster

*ítemas* *isciii*  
Plataforma de dinamización e innovación de las capacidades  
Industriales del Sistema Nacional de Salud



**spegc**  
Sociedad de  
Promoción Económica

**ANDORRA RECERCA + INNOVACIÓ**

competitividad  
empresarial

**ice**

**Junta de**  
Castilla y León

**FECYT**

FUNDACIÓN ESPAÑOLA  
PARA LA CIENCIA  
Y LA TECNOLOGÍA



**ICEX**  
España  
Exportación e Inversiones

**FONDATION DE L'AVENIR**  
Accélérateur de progrès médical

**iMidea**  
alimentación

★★★★★

**Crísis**  
contra el cáncer



Asociación  
Duchenne Parent Project  
España  
contra la distrofia muscular de Duchenne y Becker

**PallAPuPas**

**ECHO**  
European Children's  
Hospitals Organisation

**Ship2B**  
ADVENTURERS FOR A BETTER WORLD

**DKV**  
Salud y bienestar

**ELPA**  
European Liver  
Patients' Association

**FENEXY**  
fundación para la curación de  
las lesiones medulares

**AA**  
Arrhythmia Alliance

**Eseniors**

## Our current client portfolio (6/6): EU and National funded projects where we are partners



SAVE-COR

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

Harmonics

**CURE-AF**



**BREATHE**

**EMCare**



**FiSPlat**



Artificial intelligence driven platform  
for atrial fibrillation stratification



ProVerum



**POSITIVE**

**QuickStitch**  
Innovation

**CKDSENS®**



**LIVER SCREEN**



**barcelonaBeta**  
BRAIN RESEARCH CENTER

**EVERAI** MEDICAL  
TECHNOLOGIES



**iVIC**  
**aCUP-E**  
**E-Placement**  
**SCRATCH**

**12-CLIP**  
**DejaloBot**  
**Hop2Market**  
**Sergreen**



**phems**



**corify care**  
Solving cardiac arrhythmias

**ViNN**

**DIGI-HEART**

## Our key performance indicators 2017-2024

### CONSULTING PROJECTS

**506** Total Projects

From our Foundation in May 2017

**323** Total Clients

Startups, Hospitals, Academia, Investors, Big companies

**17** Different project types

From Business Plan to Strategic Plan

**22** Closed financial rounds for our clients

With Venture Capital, Family Offices and Business Angels

**86 M€** Raised for our clients

Private and also public fundraising

**27** European projects in which we participate

Horizon Europe, EIT Health, EIT Digital and H2020

**5** Databases with private access

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

### ABOUT US

**12** team members

Directors, Managers and Consultants

**2** founding partners (CEO and COO)

Cap table 50 / 50%

**100%** organic growth

Without capital increase or debt

**11 M€** accumulated turnover in 2017-2025

Foreseen closing 2025 at 2 M€

**250 m2** offices and facilities

Barcelona Science Park, Madrid Down-Town and Marina de Valencia

**3** sites: Barcelona, Madrid and Valencia

Close to our clients in the main biomedical clusters

**8** Memberships and accreditations

ACCIO, EIT Health, ITEMAS, ASEBIO, CataloniaBio&HT, Bioval, DIH·bio, CITT

### MANAGED VEHICLES

**2** Investment vehicles raised

GENESIS Ventures y GENESIS Tech Transfer Boost

**3,5 M€** investables

With both vehicles

**20** invested companies

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

# GENESIS Biomed: a team of 12 professional and passionate people

## Our Management Team



**Josep Lluís Falco**  
Managing partner & CEO  
Chemist PhD, MBA



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



**Joan Carles Fernández**  
Planning Director  
Pharmacist PhD



**Jordi Ortiz**  
Quality Director  
Chemist



**Mireia Samitier**  
Knowledge M. Director  
Biologist



**Agostino Romeo**  
Senior Manager  
Adv. Materials PhD

## GENESIS Biomed: our Management Team



**Josep Lluís Falcó**

Managing partner and CEO

[josep.lluis.falco@genesis-biomed.eu](mailto:josep.lluis.falco@genesis-biomed.eu)

**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.

## GENESIS Biomed: our Management Team



**Natalia de la Figuera**  
Managing partner and COO  
[natalia.delafiguera@genesis-biomed.eu](mailto:natalia.delafiguera@genesis-biomed.eu)

### **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

## GENESIS Biomed: our Management Team



**Jordi Ortiz**  
Quality Director  
[jordi.ortiz@genesis-biomed.eu](mailto:jordi.ortiz@genesis-biomed.eu)

**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.

## GENESIS Biomed: our Management Team



**Joan Carles Fernández**

Planning Director

[joan.carles.fernandez@genesis-biomed.eu](mailto:joan.carles.fernandez@genesis-biomed.eu)

**Joan Carles Fernàndez. 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.

## GENESIS Biomed: our Management Team



**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.

**Mireia Samitier**

Knowledge M. Director

[mireia.samitier@genesis-biomed.eu](mailto:mireia.samitier@genesis-biomed.eu)

## GENESIS Biomed: our Management Team



**Agostino Romeo**

Senior Manager

[agostino.romeo@genesis-biomed.eu](mailto:agostino.romeo@genesis-biomed.eu)

**Agostino Romeo. PhD, MSc, and BSc in in Science and Technology of Innovative Materials, biomedicine orientation, (Università degli Studi di Parma). Postdoctoral researcher in organic transistors for biosensing (Institute of Materials for Electronics and Magnetism – National Research Council, Parma, Italy) and non-invasive electrochemical biosensing (Institute for Bioengineering of Catalonia, Barcelona, Spain)**

Agostino has over 13 years of experience in research and technology transfer in the healthcare and biomedical sectors, bringing a unique blend of scientific, project management, and business expertise. As a researcher, he led cutting-edge research in biosensors for non-invasive point-of care diagnostics, whereas as a technology transfer manager, he managed over 40 translational projects in the Oncology, In Vitro Fertilization, Spinal Cord Injury, Dermatology, Infectious Diseases, and Cardiovascular areas driving the commercialization of innovative healthcare solutions.

During the past 6 years spent as Innovation, Tech Transfer, and Business Development Manager at VHIR and IBEC, Agostino secured over 20 partnerships with the industry and the establishment of 5 academic spin-offs. His experience extends to preparing and managing competitively-funded projects, managing intellectual property, conducting valorization actions, negotiating contracts, and engaging with investors. He has been lecturer at VHIR's Master in Translational Biomedical Research and IBEC's internal training on Tech Transfer. He also has experience with regulatory development of drugs and medical devices, market access, and quality issues related to the implantation of R+D+I management systems in research organizations.

Agostino joins **GENESIS** Biomed in November 2024, leveraging his multidisciplinary expertise and passion for disruptive healthcare technologies. His goal is to help clients navigate the complexities of healthcare innovation to effectively deliver new solutions to unmet clinical needs.

## 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 DESCÓ**  
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).

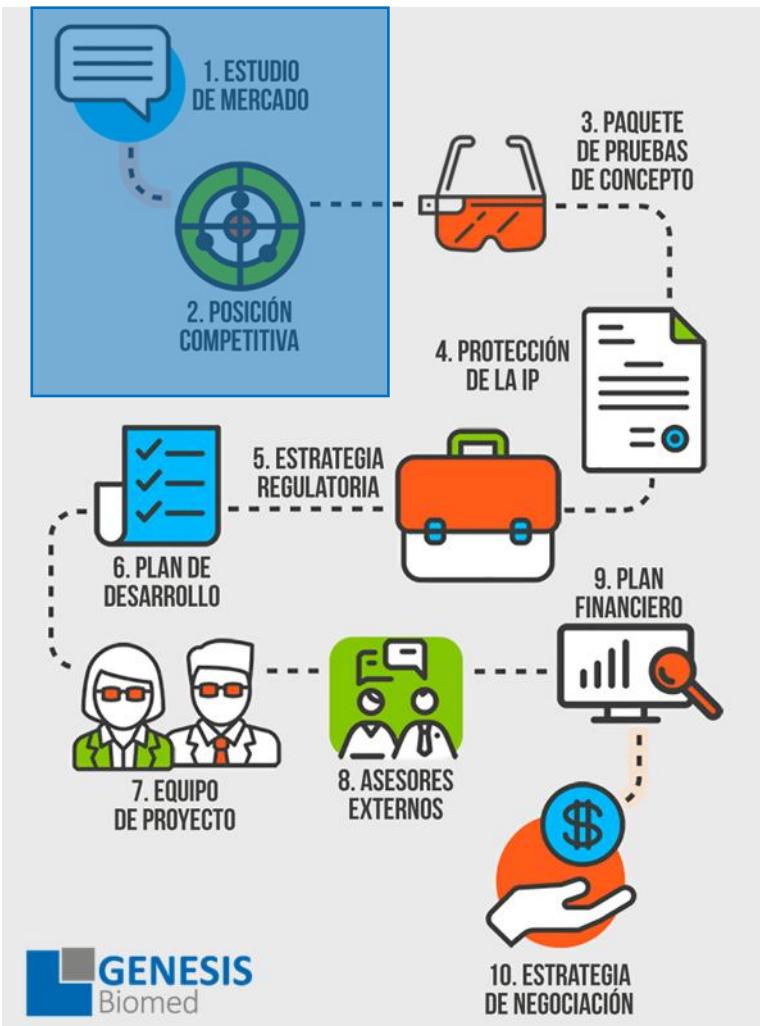
# The needs we understand for a fundraising process with a startup. Our **Methodology**



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

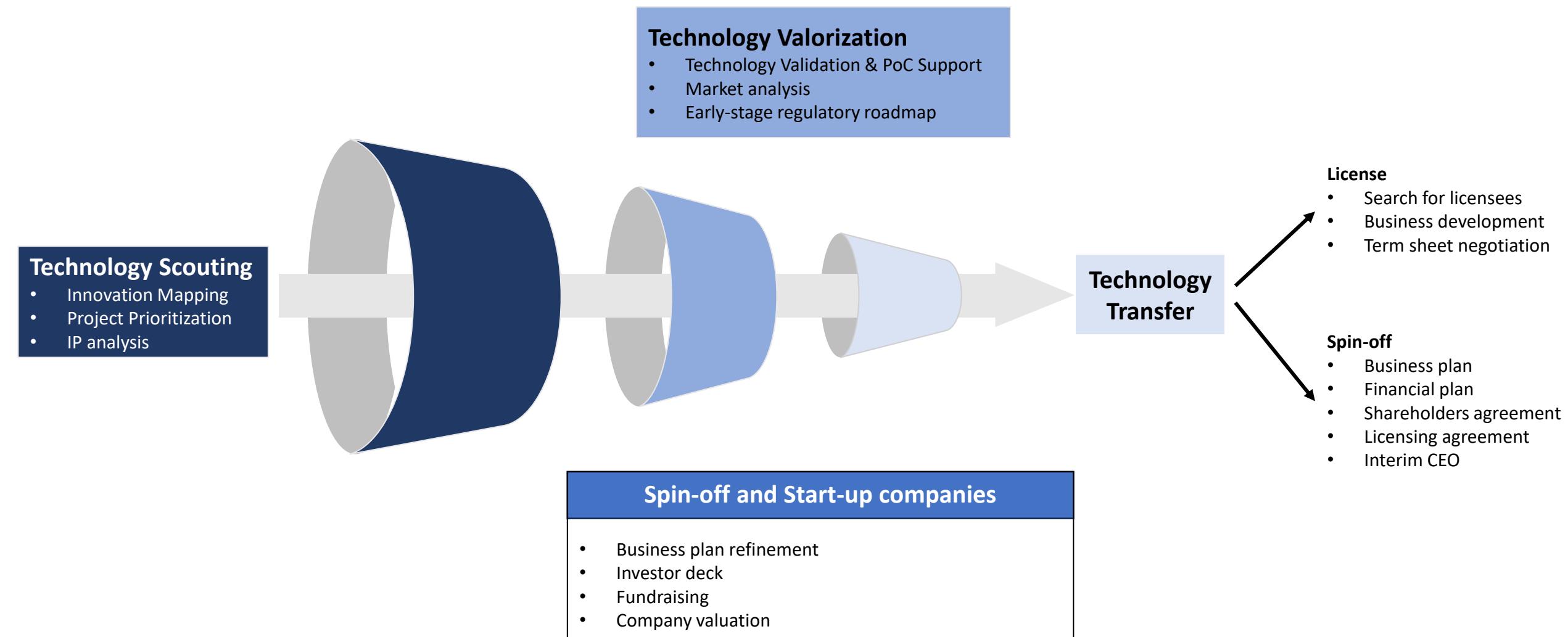
- Definition of the Business Model of the company
- Quantification of the global cash need
- General Risk Analysis and mitigation plan
- Main financial milestones and Identification of Tranches
- Fundraising strategy for Investors and Exit scenario analysis
- Valuation of the company and Cap Table analysis
- 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

# Funnel of services for academic organizations



## Our databases with which we daily work

General Healthcare DB



Pharma + Medtech + Clinical Trials



Financial DB



## We have been awarded with El Suplemento prize in 2022

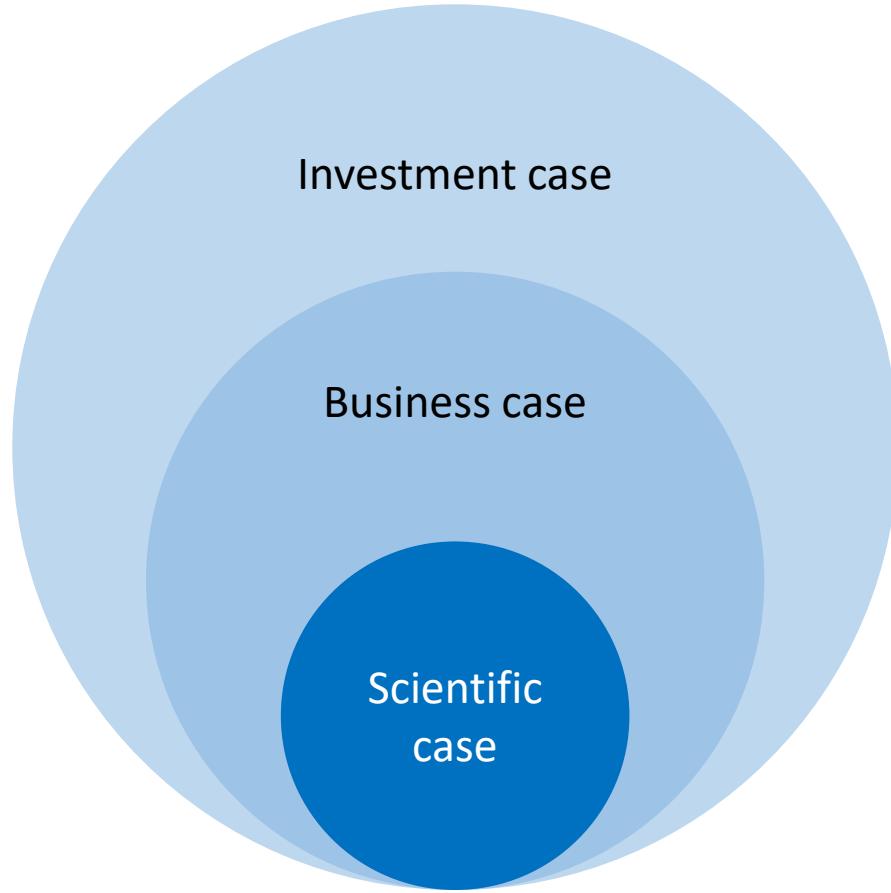


Last May 19th GENESIS Biomed received the award to the best biomedical consultancy of the XI Edition of the National Awards El Suplemento in an event that took place in the evening at the Palace Hotel in Madrid, and which also coincided with the month of the fifth anniversary of the constitution of GENESIS 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
21	Corify Care	Medtech	7 M€	2024	Clave Capital, CDTI, Fos and public funds
22	Corify Care	Medtech	6 M€	2025	Clave Capital, CDTI, FOs and public funds

## Some examples among our 22 success stories in **fundraising**



- Medtech project: stratification of patients suffering from atrial fibrillation
- 6 M€ raised in September 2025
- Investors: Clave Capital, Grupo Mondragón, Family offices and crowdfunding



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



- 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**



<b>Project preparation</b>	<b>1</b>	Active search for all calls in European programs: EIT Health, Horizon Europe and others
	<b>2</b>	Evaluation of calls to identify potential matching with our current and past clients
	<b>3</b>	Creation of consortia with other potential institutions, with GENESIS Biomed integrated as business partner
	<b>4</b>	Drafting of the assigned business activities in the application document
	<b>5</b>	Support in the submission and evaluation process, with proactive participation in hearings and support programs
<b>Project execution</b>	<b>1</b>	Proactive partner in all assigned business activities, including leadership of business WP (refer to next slide)
	<b>2</b>	Support to the lead partner or coordinator in the project management activities
	<b>3</b>	Lead of activities towards the creation of startups as commercial vehicle, with GENESIS Biomed as co-founder
	<b>4</b>	Proactive participation in the monitoring reviews and audits
	<b>5</b>	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 became  
Associate Partner  
at EIT Health  
on May 14<sup>th</sup> 2018



## We are EIT Health

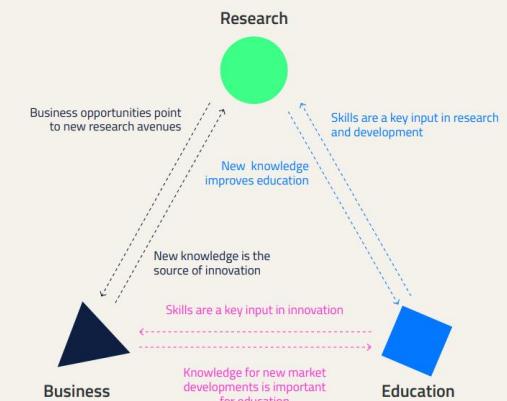
And we are a vast, vibrant community of some of the world's leading health innovators, backed by the European Union.

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.

## 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



©GENESIS Biomed

**Barcelona Office:**

Barcelona Science Park  
Tower I, offices 3B01, 4B03-05-06  
Baldiri Reixac 4-8  
08028 Barcelona  
+34 93 403 58 53

**Madrid Office:**

Velázquez 34  
28001 Madrid

**Valencia Office:**

Travesía 15E  
46024 Valencia

[contact@genesis-biomed.eu](mailto:contact@genesis-biomed.eu)  
[www.genesis-biomed.com](http://www.genesis-biomed.com)



BARCELONA · MADRID · VALENCIA

GENESIS Biomed is member of:

