The Vioxx Story

- Vioxx generated $2.5 billion revenue in 2003
- Merck expects court costs of $958 million up to 2007
Our Opportunity

- Return lost revenue
- Decrease development costs
- 9.5% average revenue increase in industry over past 8 years
Introducing Personalized Medicine

We will provide:

- Identification of genetic mutations
- Information for development of “testing kit”
- Market analysis
Our Discovery Process

- Sample acquisition
- Meta-analysis
  - Identifying genomic suspects
- Real-Time QPCR
  - Quantitative testing
- Data analysis
  - Statistical modeling
Marketing

- Direct Marketing
- Trade Shows
- Journals and Magazines
- Online ads
## Competitive Analysis

<table>
<thead>
<tr>
<th>Product</th>
<th>Data Resource</th>
<th>Enable Drug Reintroduction</th>
<th>Genome Based</th>
<th>Application to Specific Field*</th>
<th>Range** of Application</th>
</tr>
</thead>
<tbody>
<tr>
<td>IMH Health</td>
<td>Yes</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>Broad</td>
</tr>
<tr>
<td>Monogram Biocience</td>
<td>Yes</td>
<td>No</td>
<td>Yes</td>
<td>Yes</td>
<td>Narrow</td>
</tr>
<tr>
<td>ACCEL Pharma</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Broad</td>
</tr>
</tbody>
</table>

*The degree of accuracy for a specific type of disease or drug.

**The degree to which the data/model can be applied in testing various types of diseases or drugs.
Business Model

Drug Sales | Contract Price
--- | ---
<$10 million | $300,000
<$50 million | $500,000
<=$500 million | $1,000,000
>=$500 million | $1,500,000
Financial Model

- Positive cash flow at first sale
- Break-even occurs at second sale

<table>
<thead>
<tr>
<th></th>
<th>2007</th>
<th>2008</th>
<th>2009</th>
</tr>
</thead>
<tbody>
<tr>
<td>Net Sales</td>
<td></td>
<td>$570,000</td>
<td>$950,000</td>
</tr>
<tr>
<td>Total Expenses</td>
<td>($200,354)</td>
<td>$421,591</td>
<td>$474,772</td>
</tr>
<tr>
<td>Net Earnings</td>
<td>($200,354)</td>
<td>$148,409</td>
<td>$475,228</td>
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</tbody>
</table>
Projected Cash Flows
Next Steps

• Secure Funding
• Validate Model
• Explore Strategic Partnerships
Ethical Issues

- General Pharmaceutical Ethics
- Overgeneralization
  - Restricting options for patients
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