

ACCELPharma

IPRO 353



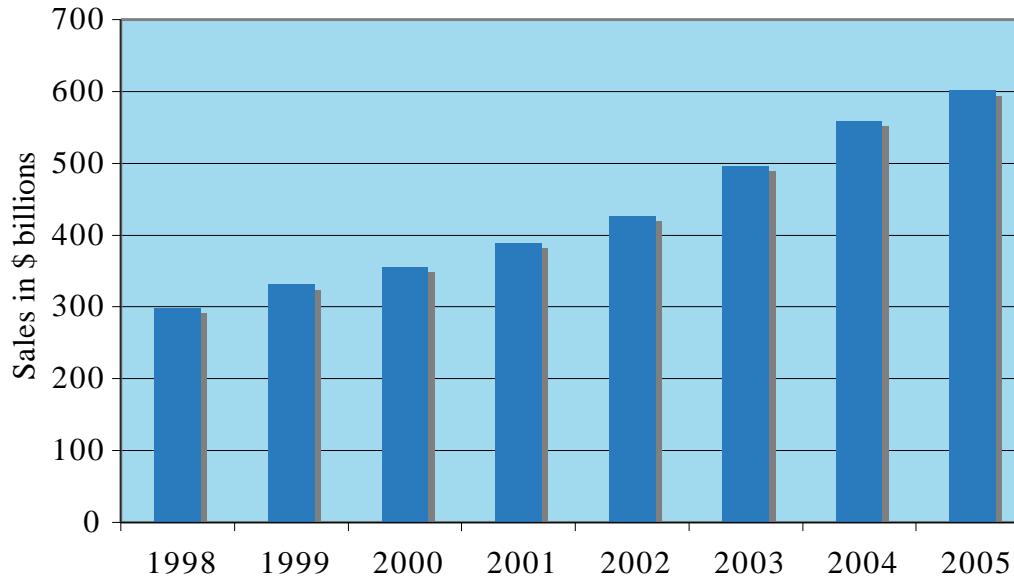
The Vioxx Story

- 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



Our Solution

Introducing Personalized Medicine

We will provide:

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



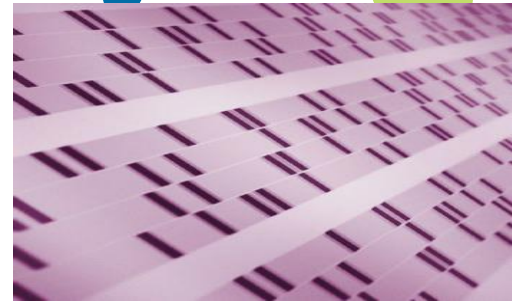
Our Discovery Process

- 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



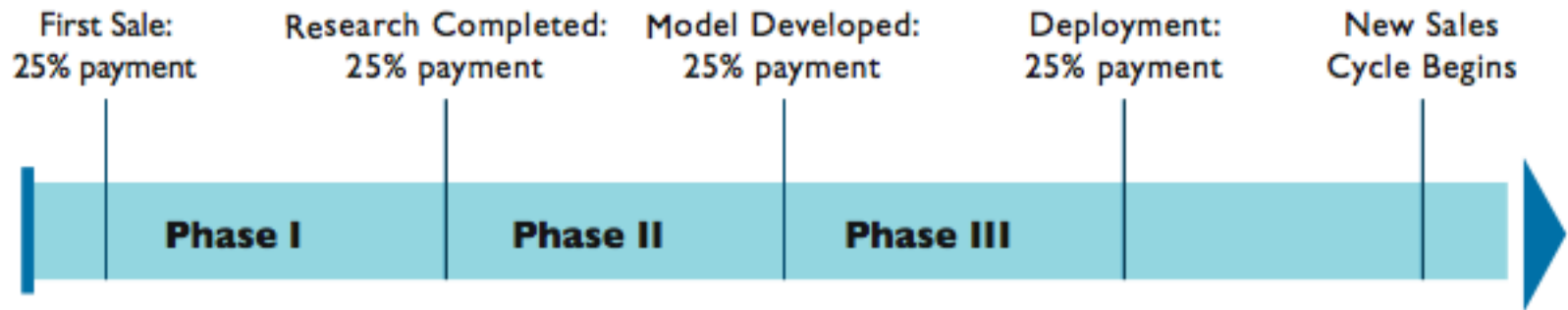
Competitive Analysis

	Product	Data Resource	Enable Drug Reintroduction	Genome Based	Application to Specific Field*	Range** of Application
IMH Health	Consulting Service	Yes	No	No	No	Broad
Monogram Bioscience	Diagnostic Tool Kit	Yes	No	Yes	Yes	Narrow
ACCEL Pharma	Diagnostic Tool Kit	Yes	Yes	Yes	Yes	Broad

* 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

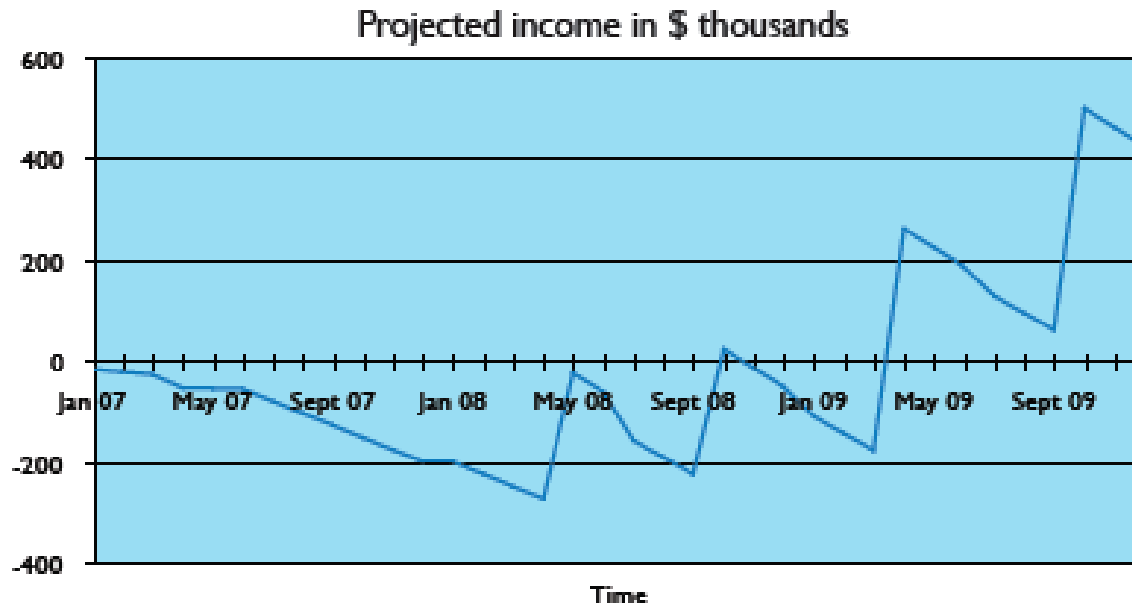
Financial Model

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

	2007	2008	2009
Net Sales		\$570,000	\$950,000
Total Expenses	(\$200,354)	\$421,591	\$474,772
Net Earnings	(\$200,354)	\$148,409	\$475,228

Financial Model

Projected Cash Flows



Next Steps

- Secure Funding
- Validate Model
- Explore Strategic Partnerships

Ethical Issues

- General Pharmaceutical Ethics
- Overgeneralization
 - Restricting options for patients

ACCELPharma

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