



The network at 15: An SME Perspective of Collaboration with Corporates

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Enterprise Europe Network Annual Conference

#EEN2023

#EENis15

Bilbao, Spain

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Overview

- Introduction to PulmoBioMed Ltd
- Strategic aims
- Corporate engagement outlook
- Do's and don'ts

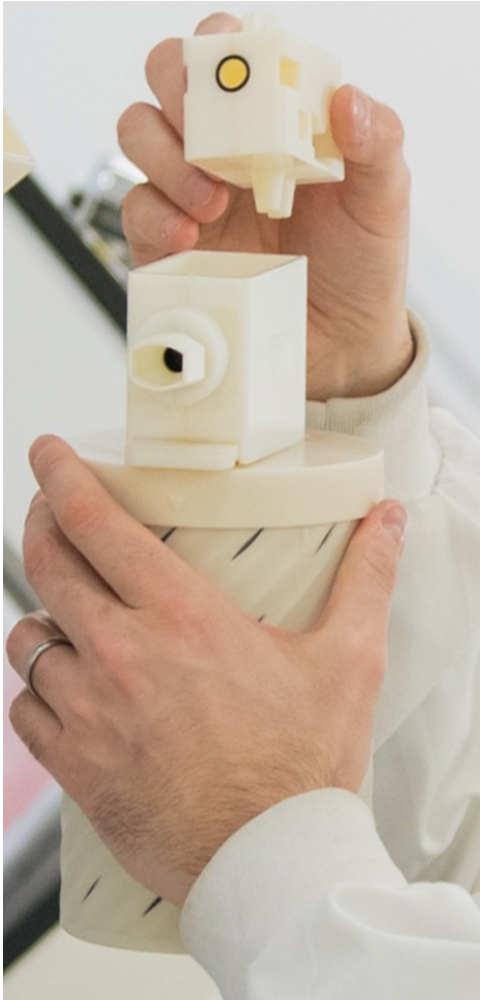
Lung tests are failing patients

WHY:

- Non-specific answers
- Expensive or invasive tests
- Mis- or late diagnoses
- Infrequent Monitoring
- Trial-and-error treatments

HOW:

- Stethoscopes
- X rays every 6 months
- CT / MRI / PET are costly
- Nasal swab utility limited
- Endoscopy is high risk



PBM-HALE™ collects deep lung fluids

- Non-invasively
- Without contamination
- Access to all markers
- Low cost
- Easy to use
- Clinically proven

Granted patent families: WO2917153755A1, WO2019053423A1

For better health outcomes

- Accelerated diagnosis
- Continued monitoring
- Outside hospitals
- Effective treatments
- Mass producible
- Affordable
- Safe

Our Focus: Disrupting asthma diagnosis

A \$6.7 Bn global market¹

- 25.3M USA patients²
- 250,000 new cases *p.a.*
- 16 visits before diagnosis³
- Trial and error treatment
- 50% have no option¹

One-Stop Asthma Test

- Single 2 min breath sample.
- Proprietary markers.
- A Single day to:
 - Accurate diagnosis
 - Effective treatment

A Platform: Oncology



Prof. Karol Sikora
Professor of Cancer Medicine
Consultant Oncologist, Hammersmith Hospital

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“PBM-HALE™ could
unlock personalised
medicine
for lung cancer relapse”

2.5 M tests *p.a.* in US + UK



THE UNIVERSITY OF
BUCKINGHAM



Imperial College Healthcare
NHS Trust

A Platform: Pneumonias



Wonnie Ryu MD
Pulmonary Critical Care Clinician
Assistant Professor at Yale

“PBM-HALE™ means
no more guesswork
when treating pneumonias”

1.2 M hospital tests *p.a.* in US+UK

Route to Market: B2B, Bundling, Distribution

Manufacturing

- UK process (Year 1)
 - Class I USFDA 510(k) exempt registration
 - 3 CPT codes
- Sub-licensed globally (Year 3)

Partnering - Distributors

IVD lab test
providers



LRTIs
Lung Cancer
Asthma

Biotech/Pharma
CROs &
Researchers



New Uses

Licensing

POC instrument
manufacturers



Businesses
Governments

Customers & Partners

UK Government (confidential)

New drug candidates

- Anti-inflammatories (Germany)
- Anti-infectives (USA)
- Asthma treatments

Lower Respiratory Tract Infections

- Ag tests (Australia)
- SEQ Dx (Austria / South Korea)
- >35 US Corp. (3 of these from EU)

Lung Cancer (USA)

- RNA-SEQ for driver mutations
- 13 tests for 18 personalised treatments

Corporate partnerships: a how to



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Novo Nordisk
Boehringer Ingelheim
GSK
Philips
Bayer
Roche

Pfizer
Lilly
Regeneron

Corporate partnerships: a how to



Plug and Play
Head Office Accelerator
Sunnyvale,
CA, USA

Corporate partnerships: a how to

“We connect the largest corporations

to the world's best startups

*through industry-focused accelerator
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in Silicon Valley and beyond”

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Well-known Unicorns:
Logitech
Google
Paypal
Dropbox

What can startups do?

- Network
- Present
- Pitch
- Warm introductions
- Target the DMU
- Have a chat
- Be PATIENT
- Not protect (before you talk)
- Not talk / get out there
- Not give (before you take)
- Give up
- Push too hard / frequently
- Give free samples without clear terms
- Rush into deals
- Not prepare a fall back
- Work only with the big names



Thank you



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