DNA BRIDGES, INC. CORPORATE & TECHNOLOGY STRATEGY AT A GLANCE

CORPORATE STRATEGY

Seasoned Scientific and Business Talent

DNA Bridges, Inc. is a leading corporate development firm that leverages seasoned scientific and business talent in the life sciences, device and pharmaceutical industries to *bridge science and products*.

FROM DISCOVERY TO LAUNCH

Our team has developed and supported the commercialization of products with combined sales over $10 billion USD. These include Herceptin, Xolair, Activase, Raptiva and Kogenate.

We Understand Today's Complex Markets

We understand how to succeed in today's dynamic life science industry, with its complex markets and regulatory environment.

Strategic Services

- ❑ Corporate and technology positioning for funding and/or acquisitions
- ❑ Structuring and negotiation of partnerships and alliances
- ❑ Market analysis
- ❑ Technology evaluation and due diligence
- ❑ Business plan development/review
- ❑ Product management and support
- ❑ Patent research and analysis
- ❑ Brand and corporate communications
- ❑ Bioprocess and manufacturing

Client Profiles

- Biotechnology companies
- Pharmaceutical companies
- Early stage biotechnology companies
- Multi-national companies
- Biosimilar companies
- Law firms
- Venture capitalists

Proven Results

- ❑ Developed strategies that have raised over $120 million USD in corporate financing
- ❑ Repositioned company in antibody space leading to series B and a $500 million USD partnership deal
- ❑ Closed over 35 partnership deals for clients
- ❑ Developed/executed 3 year strategy to take early company to profitability
- ❑ Marketing strategy that led to $12 Million in private financing
- ❑ Developed business strategy for an emerging translational medicine institute
- ❑ Developed IP strategy to allow client a license-free development program in the monoclonal antibody space

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Transitioning a Technology Company to a Biotherapeutic Company

PART 1

Technology Review and Commercialization Strategy

Challenge: A Series A Company raised $15M USD for the development of technology capable of identifying proteins using sophisticated multiplexing imaging technology. The client's Board of Directors hired DNA Bridges, Inc. to review their technology and determine the best strategy for commercialization.

Our Approach: DNA Bridges, Inc. developed a comprehensive technology evaluation and transition plan based on the following:

- Analysis of the need/demand for the company's multiplexing technology
- Assessment of technology with regards to competition and IP landscape
- Analysis of technology potential if focused on human monoclonal antibody space (MAb) exclusively from a market needs perspective
- Review of possible business models from a technology development standpoint with SWOT analysis of the resources required for implementation of each model
- Analysis of IP landscape of technologies for creation of fully human antibodies
- Analysis of competition in the realm of fully human MAbs
- Outline of validation work needed to launch MAb based technology
- Detailed analysis of pros and cons for varying business models within the MAb development arena
- Conducted technology review along with input of key in-house scientists
- Analysis of resources required to transition into a therapeutic based company

Results: The company used the transition plan to move the organization from a technology company to antibody therapeutics company. The plan was instrumental in securing the company's Series B financing.

The Company We Keep...

PART 2

Identification of Lead Product Candidates

Challenge: Once a clear path was set for transitioning the client from a technology based company to a MAb-based therapeutic company, DNA Bridges, Inc. was tasked with identifying which potential disease areas and specific targets that would best take advantage of the power of their technology

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Our Approach:

- Reviewed company's early technology validation work to assure the technology could be applied to MAb arena with sufficient specificity and sensitivity to be novel and address remaining challenges within this field
- Created a shortlist of potential disease areas to be considered as targets for development of new human MAb therapies:
  - oncology, autoimmune diseases, infectious diseases and neurodegenerative diseases
- For each disease area, an analysis of supportive literature to document the potential was assessed
- This information was then placed into a matrix which included:
  - IP landscape on MAb based approaches
  - IP landscape on specific targets within each disease area
  - Competition, both direct and in-direct was assessed for each possible new target shortlisted within each disease area
  - Analysis of market opportunities within each area with regards to market size and well as partnering activity
- Once a short list of targets within 2 disease areas was selected an analysis of required resources required was completed

Results: Company implemented recommendations which resulted in a $500M USD deal with a large pharma partner for the lead MAb candidate that entered Phase I in late 2009. Company now is now well positioned for growth and has established a strong pipeline of novel well targeted therapeutics in critical markets.

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