

### HOST AND MODERATOR



Fred Tannenbaum Partner Gould & Ratner For more than 25 years, Fred Tannenbaum has advised clients across a myriad of industries in more than 500 mergers, acquisitions, divestitures and strategic alliances, and in over 250 venture capital transactions. He also serves as de facto general counsel and strategic advisor to close to 100 small and mid-sized businesses. Fred guides boundary-pushing business transactions for healthcare companies, middle-market companies, private equity and venture capital funds, early stage emerging enterprises and privately held family businesses across the United

Wednesday, August 26, 2020

Noon - 1:15 p.m.

### COMPANIES

### Eterna **()**Tear

EternaTear is developing a unique next generation over the counter (OTC) preservative free artificial tear dry eye product that can also be used for drug delivery enhancing drug availability residence time. EternaTear's unique and novel formulation supplements all layers of the tear film binding them together on the ocular surface by mimicking the secretions of all the glands of the eye. By doing so EternaTear creates a stable on eye tear film providing relief up to 4X longer than currently marketed products.



SimBioSys is a technology company on a mission to deploy Computational Oncology to transform decision making and patient experience in Cancer Care. By virtualizing cancer, clinicians and patients are empowered with a better understanding of the disease and can assess all available options computationally to truly individualize treatment. SimBioSys has developed a cloud-based modeling platform that allows physicians to create a personalized virtual tumor for a patient and assess the efficacy of treatment regimens via computational simulations.



WellRight delivers complete wellness programs, addressing key dimensions of holistic health. Every aspect of the program has been designed to make well-being a lasting habit and includes variety and flexibility of customizable group and personal wellness challenges, a comprehensive Health Assessment, free coaching, clear progress bars to track results, and fun and customizable reward structures to build and maintain motivation and engagement.



Craig Asher OMX Ventures



Catherine Kleinmuntz Kleinmuntz Associates



Rachel Stillman 7wire Ventures

### BARRACUDAS

States and throughout the world.

Craig Asher is one of the managing partners at OMX Ventures. He has been investing for the past 11 years in early stage bio tools and therapeutics at the intersection of data and biology. He and the OMX Ventures team put in substantial work and money into supporting every startup in their portfolio. All of their deals come through referrals from trusted VCs, CEOs, and advisors. Some of his companies that have gone from a PowerPoint presentation to commercializing industry leading breakthrough technology include QuantaLife (sold to Bio-Rad), 10X Genomics (NASDAQ: TXG), Twist Bioscience (NASDAQ: TWST), Ginkgo Bioworks, Inscripta, and Finch Therapeutics.

Dr. Kleinmuntz currently serves as Principal of Kleinmuntz Associates. She focuses as an advisor to companies in the life science space - helping to advise startups through organization, securing funding, staffing, and product development phases. The primary focus of KA is on companies focused on biotechnology in the cancer drug discovery, information technology, and genomics spaces. Recently, the company has expanded its focus to include companies in other technology spheres. Dr. Kleinmuntz currently serves as Chairman of the Board of two technology start-ups, SimBioSys and StatusNOW. In addition, Catherine's work includes philanthropy she has done with her husband Don. The cornerstone of which was a gift to the Carle R. Woese Institute for Genomic Biology (IGB). The Kleinmuntz Center for Genomics in Business and Society serves as a platform for enhancing and accelerating the broader impact of IGB's research by providing funds and programming for commercializing promising research.

Rachel Stillman serves as an associate at 7wire Ventures where she focuses on investments in digital healthcare and technology. She was a member of the deal team for Clarify Medical, and higi. She is active with the portfolio, having provided strategic project support to companies including HomeThrive, TrainerRx, and ConsejoSano. Rachel's prior experience in venture capital includes her time at Qure Ventures, Israel's first exclusively focused digital health fund. Prior to Rachel's career in venture capital, she worked in the Healthcare Group at MB Financial Bank where she advised and supported healthcare organizations and healthcare service providers with their financing and risk management needs.

### **Our Firm**

Gould & Ratner is a law firm with a wealth of legal experience and business acumen. The firm's services are designed to reflect the needs of wellestablished organizations and growing businesses, as well as those of entrepreneurs and family offices. The touchstone of our service to clients is translating our legal skill and business experience into practical solutions that work, helping our clients succeed.

Our lawyers are trained and educated in multifaceted legal disciplines so that each can guide clients through multiple issues, rather than bounce them from attorney to attorney. However, when a team is needed, the right people are just down the hallway. More than just legal advisors, our lawyers consistently demonstrate the care and commitment that set us apart from much larger law firms.

Formed in the 1930s, Gould & Ratner has represented prominent clients in diverse and complicated matters in Chicago and around the world. We were fortunate enough that our first client was the Crown Family, whose holdings grew from its original sand and gravel company into multiple natural resource, industrial, telecommunications, transportation and real estate activities, including ownership of premier properties such as Rockefeller Center and the Empire State Building. Over the years as the number of our clients grew, we in turn have helped them grow from local family-owned operations to national conglomerates – enterprises that we still represent.

### SERVICES OFFERED

Business Reorganization and Creditors' Rights

Corporate

Environmental

Estate Planning and Wealth Transfer

Family Offices, Businesses and Entrepreneurs

Human Resources and Employment

Intellectual Property

Litigation

Private Equity and Venture Capital

Real Estate

Tax Planning and Compliance

Tax Controversy

### INDUSTRIES SERVED

#### Cannabis

Construction

**Financial Services** 

Healthcare

Hospitality, Food and Beverage

Sports and Entertainment

Telecommunications, Media and Technology

legal and business advice to its clients – which now include Fortune 500 corporations, middle-market closely held businesses, financial institutions and entrepreneurs, as well as families and their businesses – we have remained focused on our core service areas of real estate, corporate, tax, estate and succession planning, litigation, human resources and employment, intellectual property, environmental and a few related specialty fields focused on industries such as healthcare, construction, telecommunications, technology, retail, and hospitality, food and beverage.

As Gould & Ratner has continued to provide increasingly sophisticated

In this ever-changing and complex world, Gould & Ratner remains one of the few truly mid-size law firms in Chicago, but our reach extends into the Midwest, around the United States and even globally through our participation in LawExchange International. No matter the business issue or even the location involved, we are poised to provide our clients with the multifaceted approach to legal services that best achieves their goals.



Complex World. Practical Solutions.®

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Empowering Precision Cancer Care

# Opportunity Applying proven computational approaches to Cancer



Cancer Treatment as a journey with different options

Cancer can be understood via biophysical models

Computational simulations of response to therapy



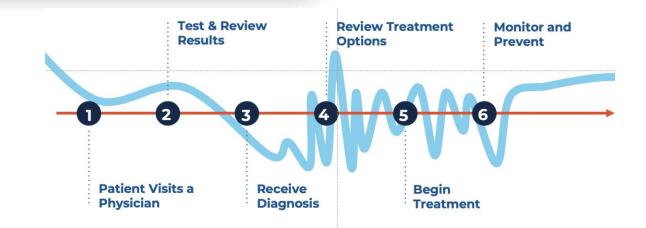
# Challenge Variation in Cancer Care

### Variation in Outcomes, Costs and Toxicity due to Treatment Selection

Survey of 130 Oncologists at San Antonio Breast Cancer Symposium (Research to Practice) Which neoadjuvant systemic therapy, if any, do you generally recommend for a patient with a 1.5-cm, ER-negative, HER2-positive, node-negative infiltrating ductal carcinoma (IDC)?

None	18%
Paclitaxel/trastuzumab	28%
Paclitaxel/trastuzumab/pertuzumab	6%
ACTH (doxorubicin/cyclophosphamide/paclitaxel/trastuzumab)	9%
ACTHP (doxorubicin/cyclophosphamide/paclitaxel/trastuzumab/pertuzumab)	12%
TCH (docetaxel/carboplatin/trastuzumab)	9%
TCHP (docetaxel/carboplatin/trastuzumab/pertuzumab)	18%
Other	1%

Drug Combination		Median nbursement Cost	Toxicity/Side Effect Ranking
None	\$		0
Paclitaxel + Trastuzumab (TH)	\$	141,000	1
Paclitaxel + Trastuzumab + Pertuzumab (THP)	s	282,925	2
Doxorubicin + Cyclophosphamide + Paclitaxel + Trastuzumab (ACTH)	s	165,700	5
Doxorubicin + Cyclophosphamide + Paclitaxel + Trastuzumab + Pertuzumab (ACTHP)	s	307,180	6
Docetaxel + Carboplatin + Trastuzumab (TCH)	s	169,567	3
Docetaxel + Carboplatin + Trastuzumab + Pertuzumab (TCHP)	s	311.037	4



### Variation in Patient Experience

Research conducted by SimBioSys with 30 cancer survivors focused on patient experience and uncertainty during cancer care.

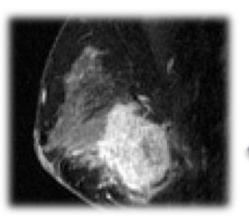


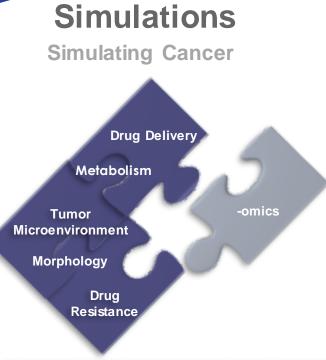
# SimBioSys: Empowering Precision Cancer Care

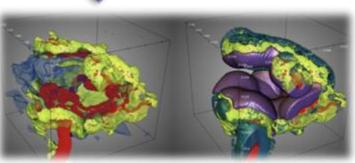
**Biophysical** 

Artificial Intelligence

**Virtualizing Cancer** 







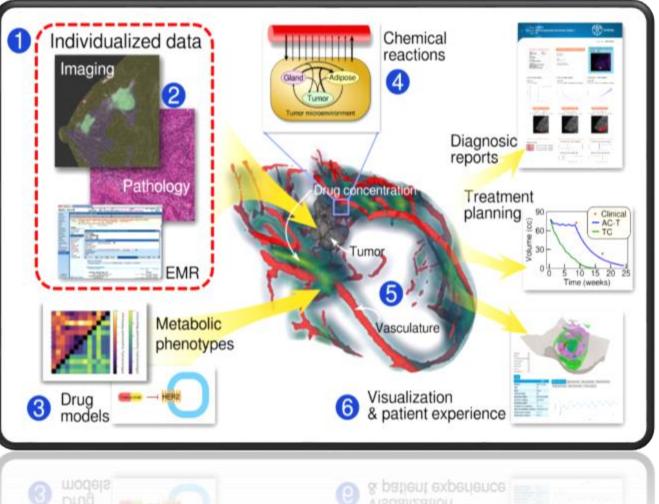
## SimBioSys TumorScope

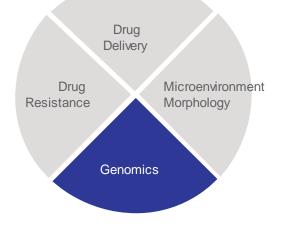
Eliminating Uncertainty, Individualizing Care

	R 🚱 Dr. Peppers
	Alvarez, Andrea 43 yrs old, Female DOB col17/1075         Infiltrating Ductal Carcinsme Staging: T 4 N 0 M 0         Histology R 0 M 0         Genetics: PR 20% HER2 N/A         Oncotype: BRCA 1 Positiv HER2 N/A         BRCA Gene: N/A           Race         Stagar Lacation         Genetics: Concotype: PR 0 M         BRCA 1 Positiv HER2 N/A         BRCA 1 Positiv N/A
Patients +	Race Stage Location Caucasian 3A Left Breast Generate Patient Sheet KI67 N/A
ashboard	Overview Order Simulation Comparisons Detailed Reports Tumor Viewer Feedback
atient List imBioSys Studies	Add Scenario + Add scenario to begin comparisons. Must add up to 2 scenario to begin comparing. A maximum of 3 scenario can be compared at one time:
	Tumor Blood Vessels
	Days: 0 () • • • • • • • • • • • • • • • • • •
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t SimBioSys	<ul> <li>P<sup>4</sup></li> <li>Barton Margaret and an anti- factor of the state of</li></ul>
	A A A A A A A A A A A A A A A A A A A
	WHAT YOUR TUMOR LOOKS LIKE Percentile Placement 97.7%  57.7% of tumors in the data are under the size of yours
_	yolume 45.7cc golfball-sized
	Longest Length Il&cm a little longer than a coaster Other Lengths 97cm, 70cm
	Other Lengths 9.7cm, 7.0cm Average Percentile 37.7%  The average tumor size is in 37.7% le. yours is only 20% larger.
	YOUR TREATMENT OPTIONS
	WITH ACT TREATMENT WITH TC TREATMENT WITH TCHP TREATMENT
	Adriamycin, Cytoxan x4 - Biweekly         Taxaterer, Cyclophosphamide Taxal x12 - Weekly         Taxaterer, Carboplatin, Herceptin, Detruzumab all at once up to x6 - every 3 weeks         Taxatere, Carboplatin, Herceptin, Pertuzumab all at once up to x6 - every 3 weeks
	YOUR TREATMENT TIMELINE "average experience, results may be vary TOP TOP TOP TOP TOP TOP TOP
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	Veck         TC         TC         TC         TC         TC         TC         TC           Week         1         2         3         4         5         6         7         8         9         10         11         12         15         16         17         18         19         20           Feeling         Good
	TC         TC         TC         TC         TC         TC           Week         1         2         3         4         5         6         7         8         9         10         11         12         15         16         17         16         19         20           Feeling         Image: Contract of the second se



# **Comprehensive Model of Cancer**

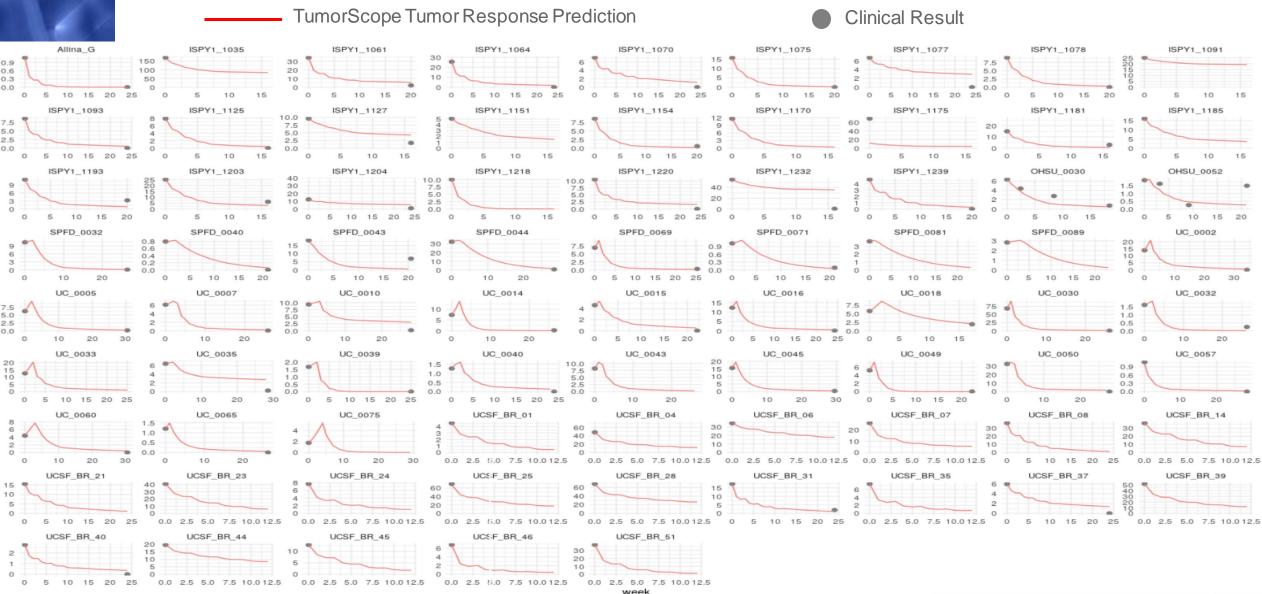




- 1. Automated segmentation of imaging and pathology
- 2. Bringing together pathology, imaging and genomics data to "virtualize" a patient's tumor
- 3. Novel scientific discoveries for tumor behavior & drug response
- 4. Determination of key chemical species and reactions with tumor and microenvironment
- 5. Biological simulations to forecast tumor response
- 6. Precise predictions of response to therapy for treatment and surgical planning

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# Data: Predicted Tumor Responses vs Clinical Results Validated in over 400 Patients



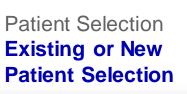
# Applications in Therapy Planning, Clinical Trials, Research and Patient Experience

Impact/Opportunity	Patient	Provider	Payor	Pharma
Right Drug for the Right Patient	YES	YES	YES	YES
Systematic De-escalation of Care	YES	YES	YES	
Individualized Dosing & Scheduling	YES	YES	YES	YES
Improved Patient Experience & Physician Collaboration	YES	YES	YES	
Reduced Need for Multiple Opinions	YES	YES	YES	
Level Playing Field for Rural Providers	YES	YES	YES	
Effective Surgical Planning	YES	YES	YES	
Adjuvant vs Neoadjuvant Selection	YES	YES	YES	
Therapy Resistance Identification	YES	YES	YES	YES
Individualized Prognostication	YES	YES	YES	
Active Surveillance Candidate Identification	YES		YES	
Sub-optimal Response Stratification		YES		YES
Virtual Trials for New Drugs and Combination Therapy				YES
Comprehensive Biomarker Development		YES		YES
Metabolic Target Identification & Analysis				YES



# **Clinical & Virtual Trial Workflow**

2



Add Patients +	Patient Information	Cancer Properties	Study Information
Add Patients +	Cancer Type		
Add Patients +		Diagnosis	Location 🕕
	Breast ~	Infiltrating Ductal Carcinoma	Left Breast
Dashboard	Stage	Grade	TIL Assessment
Patient List	3A ~	3 ~	
SimBioSys Studies	Receptor HER2 1	Receptor ER 🕦	Receptor PR 🚯
	Positive	20%	0%
	HER2: ISH Ratio	ER Percentage	PR Percentage
	Molecular Subtype 🌘	KI-67 Index 🕕	TIL Assessment
	N/A ~		
<ul> <li>Settings</li> </ul>	BRCA Gene 🚯		
toy sering.			Continue
About SimBioSys			
Dashboard / Creation Create Study Study Name:	Study Name		
Study Hume.	Keytruda BRCA		
Study Description:	- Study Description	objective response rate in TNBC Patients	
Study Creation Method O Upload CSV			
<ul> <li>Select Cases</li> </ul>			
Case Selection	Cases To Run	CRE	ATE STUDY
Abcd	Allina_A_MVvalFull		
Allina_B_MVvalFull	ISPY1_1002_MVvalFull		
Allina_C_MVvolFull	ISPY_1206		
Allina_D_MVvalFull	ISPY_1208		
Allina_E_MVvalFull	OHSU_0005		
Allina_F_MVvolFull	OHSU_0015		
Allina_G_MVvalFull	QIN-BREAST-02-0001		
Allina_H_MVvalFull Allina_J_MVvalFull	QIN_14		

Simulation Order Standard of Care and/or Experimental Therapies

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### **3** Analysis **Clinician & Patient report Patient Stratification**

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all Dashboard	Overview Order Simulation	Comparisons Detailed Reports	Tumor Viewer Feedback	
Patient List	Add Scenario + Add scenario to be Up to 3 scenario con	in comparisons. be compared at the same time.		
U Summasys States	While comparing ddAC-TH and TCH, stu success rate of 46.7%. The level of toxicity	dy shows that TCH yields better results at 95.3% in ddAC.TH is 25%, while TCH is 30% and TCH	The drug regimen of ddAC-TH has a a is 33%.	
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ੇ Programming ⊕ Settings	Incomplete Response 16% Besting	Incomplete Response 17% Brocked	Incomplete Response 17% Briston	
About SimBioSys	Residen	Krister	Kalaya	
	Incorrigiete Response 85% Cartislence	hscarginite Response 85% Canfidence	Incomplete Response 85% Cashidence	
<u></u>	This treatment would reduce the tumor size from 35.200 to 0.7100.	This treatment would reduce the tumor size from 35.2ec to 0.85ec	This treatment would reduce the tumor size from 35 2ee to 0.85ee.	Peppers 🗸
SIMBIO	98% Tumor Eradication is more than that of 93% of all the patients.	93% Tumor Eradication is more than that of 05% of all the patients.	93% Tamor Eradication is more than that of 85% of all the patients.	
*JX	The Tumor Eradication Rate would be <b>347 hours</b> , quicker than that of <b>85%</b> of all patients.	The Tumor Eradication Rate would be 30.7 hours, quicker than that of 75% of all patients.	The Tumor Enablication Rate would be 30.7 hours, quicker than that of 73% of all patients.	A Gene: A 1 Positive
Add Patie	Toxicity Level 25%	Texicity Level: 30%	Toxicity Level 35%	
1] Dashbos 22 Patient Similias	E-giltel Projection	E-gittal Projection	Segirid Projection 500 100 100 100 0 0 0 103 104 109 102 103 104 105 105 105 105 105 105 105 105	Feedback 10
÷	Tumor Viewer Expand Report	Tumor Viewer Expand Report	Tamor Viewer	×
Progra Settings Isotopic similarity About Similarity P.				É.
				. 1



# **Clinical Decision Making:** Example of Patient Communication with SimBioSys

Physician Dr. Jane Doe Diagnosis Infiltrating Ductal Carcinoma Stage 3A

Institution XYZ Cancer Center University of State Report Date 10/31/2018

The cancer cells have receptors (proteins) that attach

The cancer cells do NOT have receptors (proteins)

Human Epidermal growth factor Receptor 2

Too much HER2 protein could cause cancer to arow

to estrogen hormone, which helps them grow.

that attach to progesterone hormone.

ER+ Estrogen Receptor

Percentile Placement 57.7%

PR. Progesterone Receptor

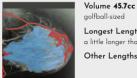
and spread more quickly.

#### PATIENT INFORMATION

ANDREA ALVAREZ DOB

01/01/1980 Gender Female Race Caucasian

#### WHAT YOUR TUMOR LOOKS LIKE



aolfball-sized Longest Length 11.8cm a little longer than a coaster Other Lengths 9.7cm, 7.0cm

Stage **3A** 

This tumor hasn't spread to

lymph nodes, or other organs.

the chest wall, breast skin,

Lymph Node Stage

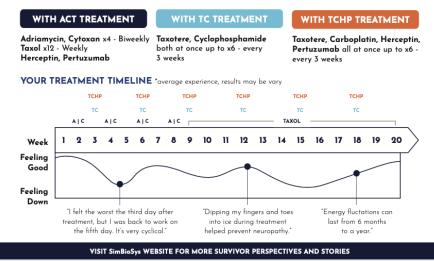
Metastasis Stage

. . .

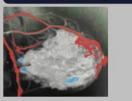
57.7% of tumors in the data are under the size of yours

Average Percentile 37.7% The average tumor size is in 37.7%ile, yours is only 20% larger.

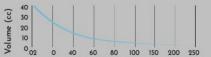
#### YOUR TREATMENT OPTIONS



### WITH ACT TREATMENT



Volume 2.8cc Nickel-sized Longest Length 11.7cm a little longer than a drink coaster Other Lengths 9.7cm, 6.4cm



Time (Days)

### SIDE EFFECTS

Regimen Toxicity 3 📩 📩 🚖 🚖 Mildly Harmful Mild toxicity that sometimes interferes with normal daily activities.

Potential Side Effects Diarrhea, Fatigue, Hair loss, Painful tingling to numbress in fingers and toes, liver injury, cough, dry skin, joint pain.

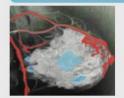
#### LONG-TERM PROGNOSIS



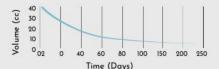
63% likelihood to not have a recurrence in the next 5 years.

85% confidence in these predictions based on information available.

### WITH TC TREATMENT



Volume 8.5cc Gumball-sized Longest Length 12.7cm a little longer than a pop can Other Lengths 10.3cm, 7.4cm



### SIDE EFFECTS

Regimen Toxicity 2 🖈 🚖 🚖 🚖 Occasionally Harmful Rare or low-grade toxicity that has little impact on normal daily activities.

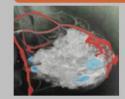
Potential Side Effects Increased risk of infection, bruising, bleeding gums, nosebleeds, breathlessness, pale skin, fatique.

### LONG-TERM PROGNOSIS

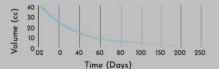


63% likelihood to not 85% confidence in these have a recurrence in predictions based on the next 5 years. information available.

### WITH TCHP TREATMENT



Volume 3.5cc Nickel-sized Longest Length 11.9cm a little longer than a drink coaster Other Lengths 9.8cm, 6.6cm



### SIDE EFFECTS

Regimen Toxicity 3 Not Harmful Uncommon or minimal toxicity that doesn't impact normal daily activities.

Potential Side Effects Nausea, hair loss, fatigue, loss of taste, sore throat or mouth sores, low white and/or red blood cells.

### LONG-TERM PROGNOSIS

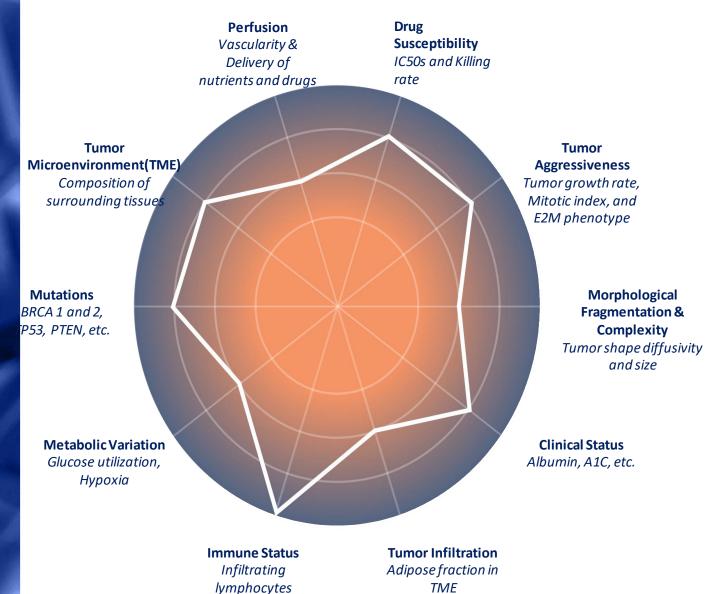


63% likelihood to not have a recurrence in the next 5 years.

85% confidence in these predictions based on information available.



# Pharma: Comprehensive Biomarker Development & Virtual Trials



- 1200 Virtual Tumors
- Standard of Care inputs
- Prediction in 30 minutes
- Use of existing PK/PD data for modeling
- Virtual Trials for Patient Selection



# **Clinician Support & Clinical Utility**

Over 130 physicians have validated the approach, clinical utility and potential impact on patient care & experience

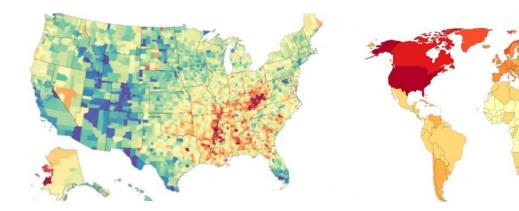
- Individualized Medicine: Drug, Dosing & Schedule
- De-escalation of Care
- Surgical Planning & De-escalation
- Effective Tumor Board Collaboration
- Address Gaps in Patient Physician collaboration
- Address Gaps in Patient Experience
- Clinical Trial Candidates determining who will not respond to Standard of Care
- Understanding Mechanisms of Variation
- Virtual Trials for Clinical Trial Selection

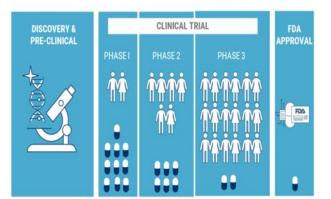
# **COVID-19 Update**

"Because of the state of the world, you guys will make a huge difference with what's going on right now.... The paradigm of treatment has changed." - Dr. Cherie Kuzmiak, University of North Carolina



# **Overall Market Opportunity**





<b>Type</b> (Oncology)	US Treatment Planning & Clinical Reporting	Global Treatment Planning & Clinical Reporting	Pharmaceutical Industry Virtual Trials & Research
Volume	<b>1.8 million</b>	18.1 million	>5000 drugs in R&D
	patients/year	patients/year	~2500 drugs in Phase II
	Source: Cancer.org	Source: GLOBOCAN 2019.	Source: Pharmaprojects®, January 2019
Market Size	<b>\$720 million</b>	<b>\$3.6 billion</b>	<b>\$1 billion</b>
	@\$400/patient	@\$200/patient	@10% Phase II

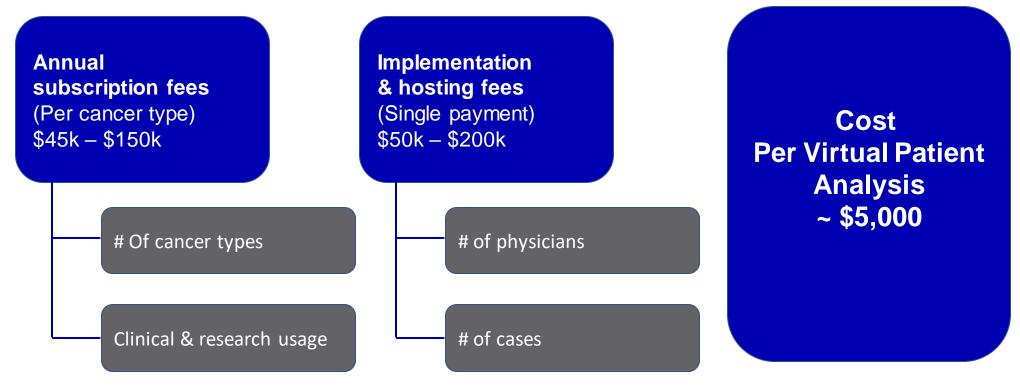
### @10% Phase II Trials Cost (\$12M) Source: https://aspe.hhs.gov/report/examination-clinical-trial-costs-and-barriers-drug-development



# Software as Service: TumorScope for Clinical Per Patient Model: TumorScope for Pharma

### Revenue Model – Health Systems

Pharma Use



Reimbursement Strategy: Subscription cost to be **subsidized** by payors to encourage use in their markets. Pricing will be adjusted in future

Revenue Forecast: Revenue expected post FDA approval in 2021 with 5 year forecast of \$70 million



# SimBioSys Leadership and Advisory Teams

Unique blend of scientific, technology and commercial backgrounds



### Tushar Pandey CEO

- SaaS Product Development & Launch (Strata)
- Healthcare Operations &
   Business Development
- MBA(Booth) & EE(UIUC)



Dr. Joseph Peterson CTO

- Simulations Expert
- -omics background
- PhD Chemistry(UIUC)



Dr. John Cole CSO

- Tumor
- MicroenvironmentsDrug Modeling
- PhD Physics(UIUC)



### Dr. Tyler Earnest VP, Medical Imaging

- Deep Learning Expert
  Medical Imaging &
  - Biological Modeling
- PhD. Computational Biology(UIUC)

**Board and Advisors** 



### Michael Hallock VP, Development

- Super/Cloud Computing Expert
- 14-year Development and R&D optimization
- MS. Comp Science

### **Clinical & Strategy Team**

Eduardo Braun MD Practicing Oncologist David Smith MD Practicing Oncologist Gordon Kuntz Oncology Pathways Strategy Julia Williams, RN Patient Advocacy Catherine Kleinmuntz, PhD Chairman, Kleinmuntz Associates Gene Robinson, PhD Executive Director, Institute of Genomic Biology, UIUC Dr. Rohit Bhargava, PhD Director, Cancer Center UIUC

### Lance Munn, PhD Professor Oncology, Harvard Medical School Don Kleinmuntz, PhD Professor Statistics and Analytics, University of Notre Dame David Kranz, PhD Professor Biochemistry & Immunology, UIUC



# simbiosys.com Contact: tushar@simbiosys.com

# HEALTHY HABITS BETTER BUSINESS

# WELLRIGHT

# Barracuda Boardroom

August 26, 2020



# **CORPORATE WELLNESS** DEFINED

### Biometric Screening

Health screening to baseline and discover unknown conditions

# Health Assessment

Questionnaire to baseline and tailor the program

# Lifestyle Coaching

Holistic, live coaching

# Education

Training to increase awareness

# Activities

Group and individual challenges to foster positive habit formation



Incentives to get employees to participate in the program



# WHY WELLNESS?

Health Cost Reduction Reduce claims costs

Improved Productivity
Reduce sick days and presenteeism

Employee Benefit Attract and retain talent

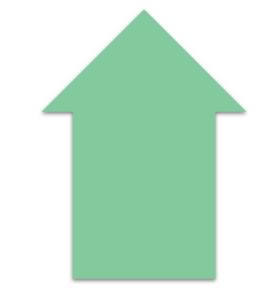
Culture Building
 Strengthen company culture

Human Performance
Help employees become better people



# MARKET **DRIVERS** Despite COVID, employers are still buying wellness





### **Mental Wellness**

Employers need to address the mental wellness needs of their employees

## **Remote Workforce**

As more employees work from home, it increases the need for a digital platform

# **Cost Savings**

Employers can upgrade their wellness program and save money at the same time



# **US MARKET** OVERVIEW



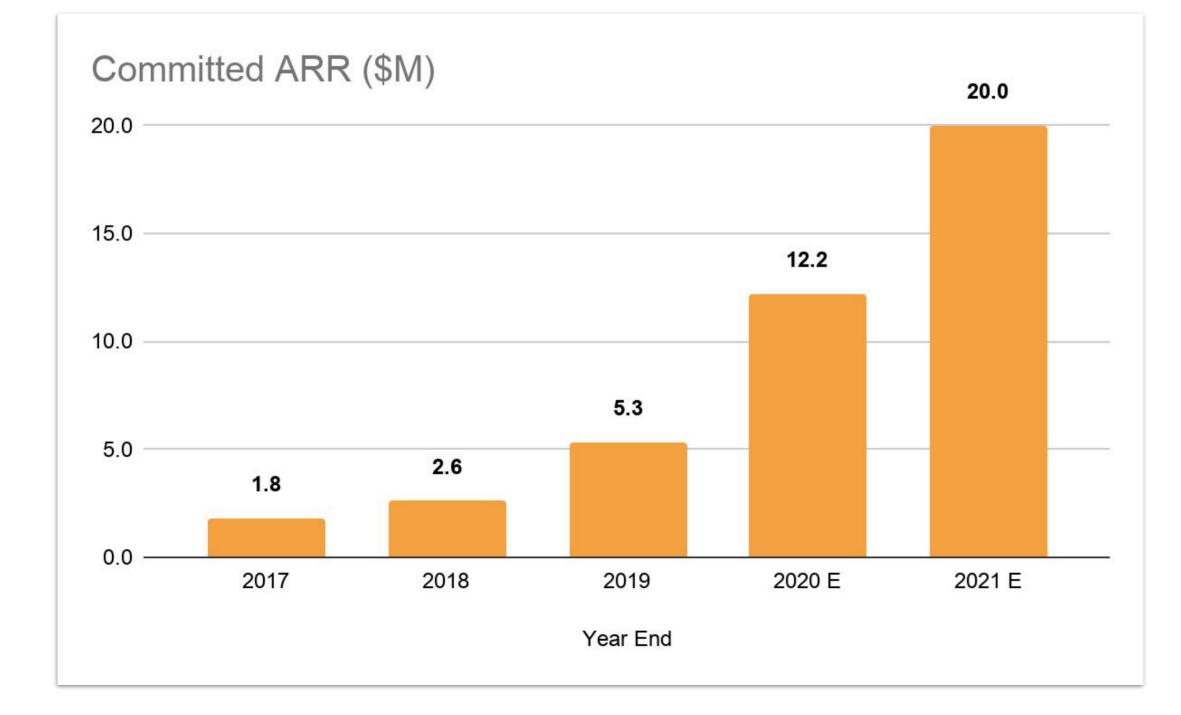
# WHY WELLRIGHT?







# SALES GROWTH



### **Net Revenue Retention** 126%

# **Gross Margin** 79%

# **Eterna <b>⊘**Tear™

### Next Generation OTC Artificial Tear for Dry Eye

### Tim Willis – Founder & CEO

Phone – (919) 241-3200 Email – Tim@EternaTear.com



Eterna **(**) Tear<sup>™</sup>

# **Eterna <b>⊘**Tear™

### Next Generation OTC Artificial Tear

Lasts 2X to 4X longer than current products & Potential Drug Delivery Vehicle



### Capital Efficient Investment – Exit <3 years

Capital efficient strategy minimizes risk delivering results in 30 months



### **Proven Team**

Decades of experience developing artificial tears that generate  $\sim$ \$350M annually



# EternaTear<sup>™</sup> Team

Deep industry expertise, renowned scientific knowledge, and proven track record



Tim Willis

### CEO

- Founder & CEO; TearScience
   Te
- 15+ Yrs in Dry Eye
- Developed 50+ ophthalmic products including SootheXP<sup>®</sup>

**TearScience**<sup>®</sup>

Allergan.

Raised ~\$300M



Diethart Reichardt **CMO** 

 Former President, Consumer & OTC Products; Allergan
 35 Years Ophthalmic Industry Expertise

📢 Allergan







Ralph Stone, PhD **CTO** 

 Former VP of Consumer R&D; Alcon
 Developed & Launched the Systane<sup>®</sup> product line
 Ophthalmic FDA Expert



W WESLEY JESSEN



- Joe Huber COO
- Former Product Manager Midmark
  Venture Finance, Life Sciences; SVB
- Ø8 years healthcare product development and finance
   Ø
   When the back of the second second
- OMBA; Duke University



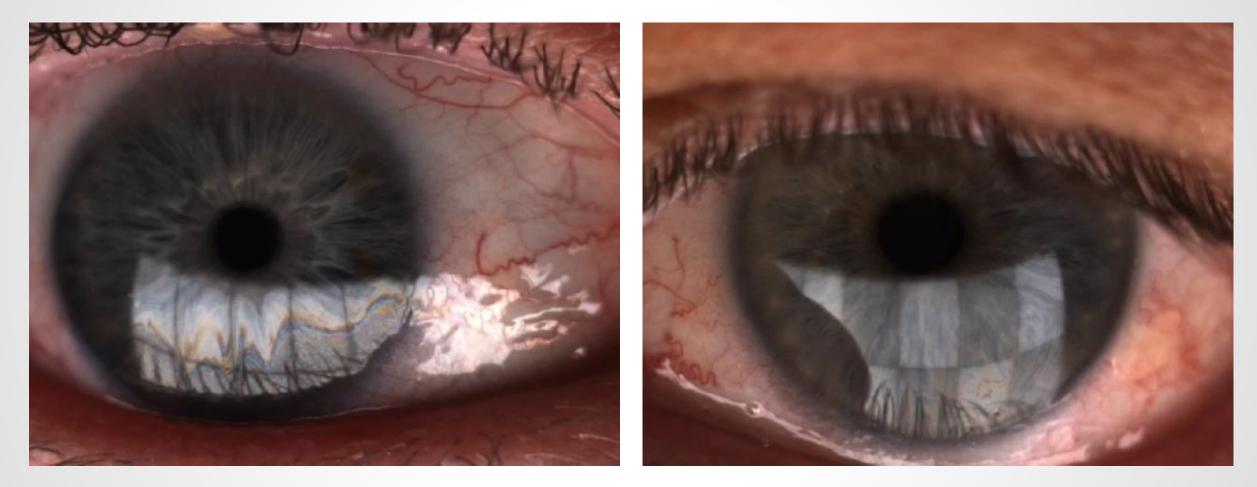


Kent Geer **CFO** 

- Former Partner &
   Entrepreneurial Services
   Manager; EY
- 30+ years serving
   Biotech, Med Device, and
   Technology sectors
- UNC Alum



# Dry Eye Defined

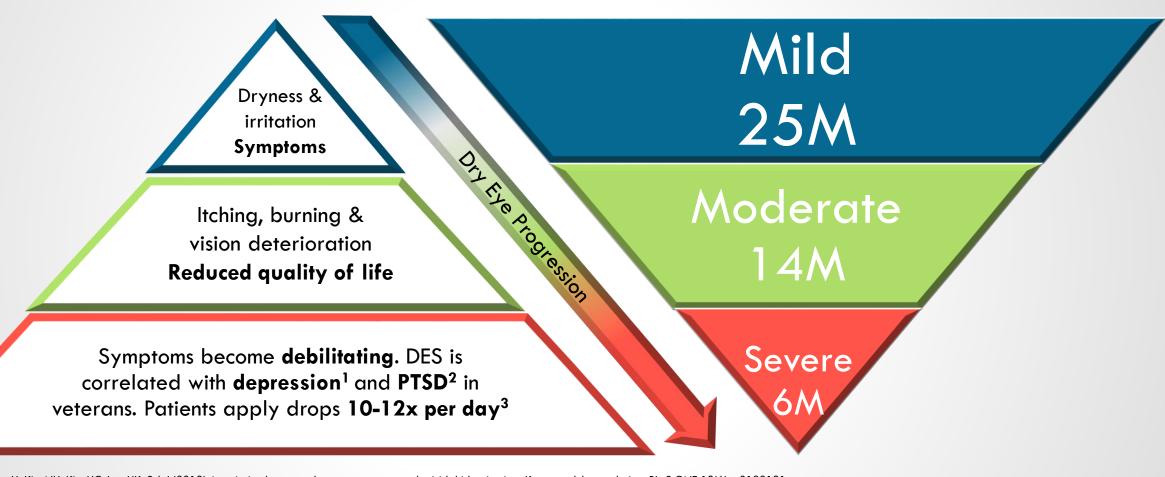


### Healthy Tear Film

Poor Tear Film

Eterna **⊘**Tear<sup>∞</sup>

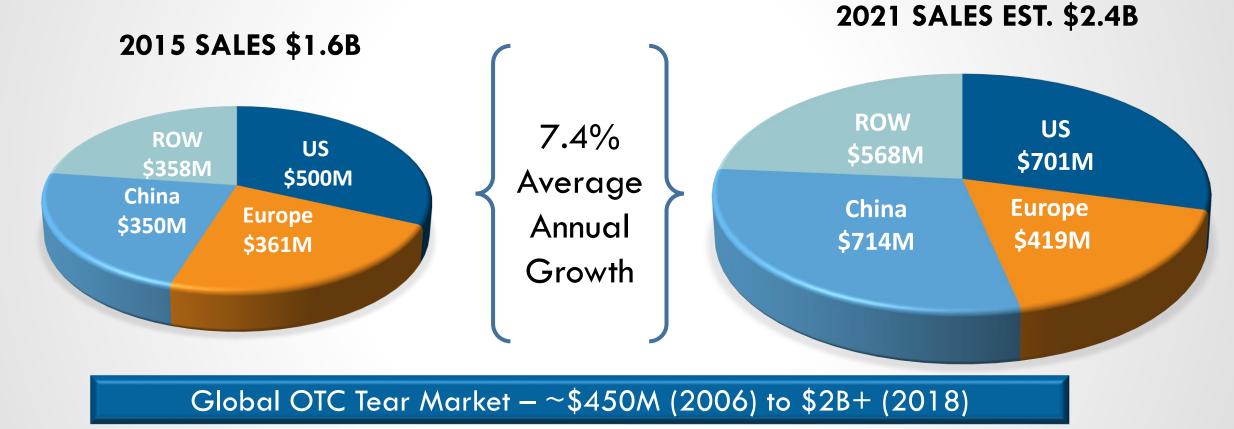
# Dry Eye Impacts Quality of Life Dry Eye Affects 15% Globally – 45M of the US Population



Um S-B, Yeom H, Kim NH, Kim HC, Lee HK, Suh I (2018) Association between dry eye symptoms and suicidal ideation in a Korean adult population. PLoS ONE 13(6): e0199131
 GALOR A, FEUER W, LEE DJ, et al. Prevalence and Risk Factors of Dry Eye Syndrome in a United States Veterans Affairs Population. American journal of ophthalmology. 2011;152(3):377-384.e2. doi:10.1016/j.ajo.2011.02.026
 Dry Eye Disease (Keratoconjunctivitis Sicca) Treatment & Management C Stephen Foster, MD, FACS, FACR, FAAO, FARVO; Chief Editor: Andrew A Dahl, MD, FACS.

### Eterna () Tear~

# \$2B+ 2019 Global OTC Tear Market \$4.2B Total Market – OTC & Rx

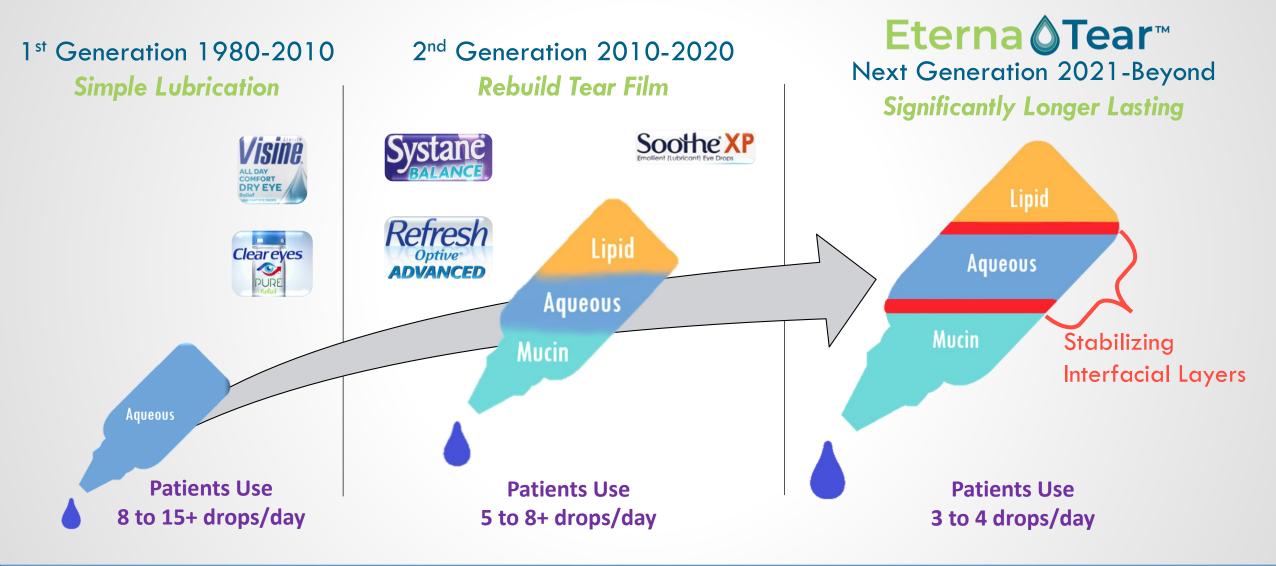


1) Market Scope 2016 Dry Eye Products Report: A Global Market Analysis for 2015 to 2021

\*In-country industry source data indicate Chinese OTC market is dominated by smaller brands & multiple distribution segments. Results in China market estimates of \$300M to be underestimated by industry reports which primarily survey hospitals. On ground market intelligence indicate China market size of \$500-\$700M in dry eye OTC products

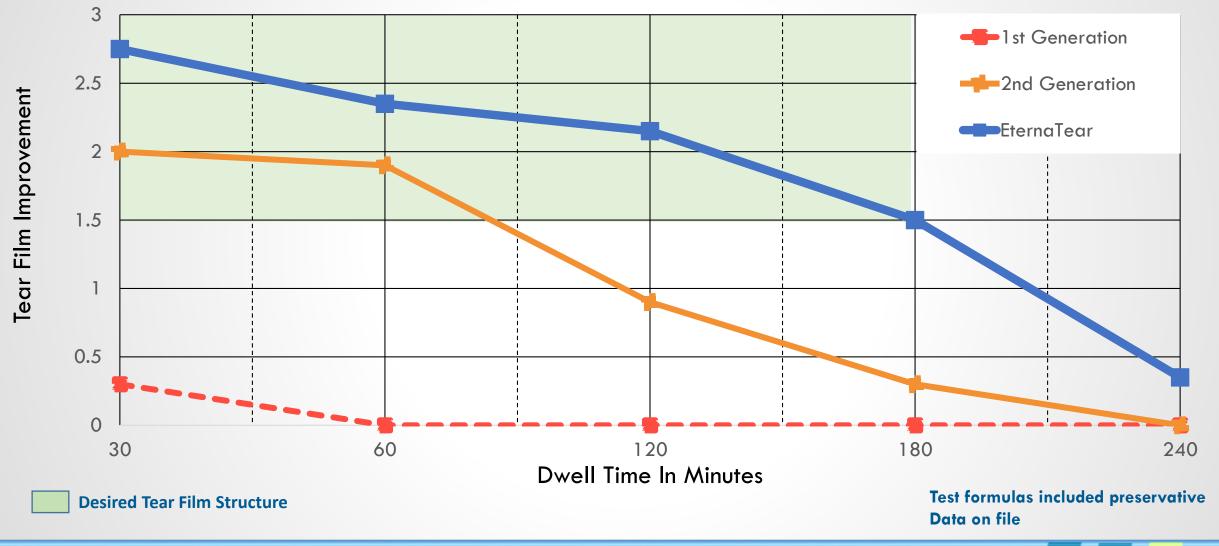


# **OTC** Artificial Tears Evolution



Eterna **(**) Tear<sup>™</sup>

# EternaTear<sup>TM</sup> on Eye Testing - Creates a Healthy Tear Film Remains on the Eye 2x-4x Longer than 1<sup>st</sup> or 2<sup>nd</sup> Generation Products



Eterna () Tear~

# EternaTear<sup>TM</sup> – Potential Strategic Acquirers 10+ Potential Acquisition Partners



Eterna () Tear™

# EternaTear<sup>TM</sup> Investment Terms

# \$4.5M at \$7M Pre-Money

- Funding achieves "Market Launch Ready Product"
- Initial Closing Completed ~\$4.2M
- Term Sheet Key Terms
  - 1X Full Participating Liquidation Preference
  - 5% Cumulative Dividend

### **10X Return Potential Exit in 30 Months**