Pure Marrow

Transforming Stem Cell & Marrow Harvesting

FINANCIAL INFORMATION
Company Stage: Pre-clinical
Seed Capital Raised: $500,000
Seed Capital In-Process: $1,000,000
Series A Planned: $7,500,000

USE OF SEED FUNDS
Pre-clinical studies
Regulatory pre-submissions
Product development

MANAGEMENT TEAM
CEO: Paul Tessier. 35 years in medical products at HP, Philips, Radianse, TII, and CIMIT. Founder & COO of Radianse; founder & president of TII.

CSO & Founder: Elliott Brown M.D. Associate Professor Yale University, Assistant Professor, Brown Diagnostic Radiology, Musculoskeletal section Brown University School of Medicine.

ADVISORS
Mike Dempsey, Co-executive Director Yale CBIT.
Claire Williams, President & CEO, Dragon Consulting Group
Anthony Laurentano, Nelson Mullins, Boston MA.
Jake Holdreith, Robins Kaplan, Minneapolis, MN.

PARTNERS
Design: Catapult Product Development, Waltham MA.
Regulatory: MedReg Associates, Jamestown RI.
Manufacturing: Cadence, Staunton, VA

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Business Vision: To transform stem cell therapy by providing a clinically relevant dose of autologous, purified stem cells without genetic manipulation or culture.

Customer Problem: Limited in vivo stem cell availability and purity are the main barriers to the stem cell revolution. To obtain a clinical dose, cells must either be culture-augmented, in some cases by genetic modification or obtained from allogenic sources. These “manufactured” cells raise concerns such as tumorigenicity, host rejection, decreased efficacy and inflammatory reaction.

Solution/Products: We develop products to rapidly release large quantities of autologous stem cells from in vivo niches to harvest them at the time of therapy. We accomplish this by using intraosseous stem cell releasing drugs with a proprietary harvesting needle, in a fast, low-complexity, low-cost procedure. Pre-clinical testing has produced a 24X stem cell yield over traditional bone marrow aspiration.

Target Market: Primary market segments are regenerative medicine, research & clinical trials, and marrow transplant. The proprietary needle also serves the cancer diagnostic & monitoring segment. The addressable market estimates at $1.3B with tremendous growth potential from new therapies in regenerative medicine.

Business Model: We will sell kits comprised of stem cell releasing drugs and our proprietary needle. We anticipate that different drug combinations will maximize the release of specific stem cell types (e.g. hematopoietic, mesenchymal). The proprietary needle will be sold alone into the cancer diagnostic & monitoring market. Gross margins are projected to be greater than 70%.

Competitors: Most competing technologies & companies in the stem cell field are focused on in vitro technologies that include genetic manipulation and/or culture of cells and use allogenic cells due to the difficulty and cost of producing individual doses for a specific patient from autologous cells.

Competitive Advantage: We provides products that enable high-yield in vivo sourcing in a fast, low-complexity, low-cost procedure producing safe, autologous, multipotent stem cells.

Marketing/Sales Strategy: KOLs will be utilized to build awareness & credibility among clinicians & scientists in target market segments who frequently are direct buyers and who have an influence on purchase committees. A mix of direct sales and distributors will focus on high volume customers.

Financials: Initial revenue will be generated by needle sales which will help support drug development. Utilizing repurposed drugs will allow approvals through the 505b2 pathway, minimizing cost and time to market. To reach cash flow breakeven the company requires investments totaling $20M.