

 CortiLens

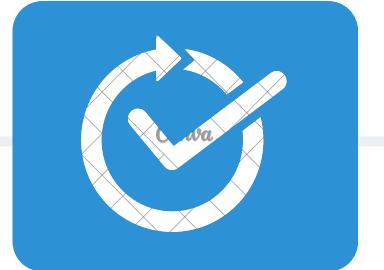
AstraZeneca 

# The Headlines

“Enhancing patient care and outcomes in the rare disease community”



**NON-INVASIVE**



**CONTINOUS**



**ACCURATE**



**LIFE CHANGING**



## The Headlines

Why We Care

The Problem

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# CortiLens

Exclusive license to  
distribute our  
technology

70/30 revenue split



Investment in R&D

Laboratory facilities  
and distribution  
contacts

AstraZeneca 

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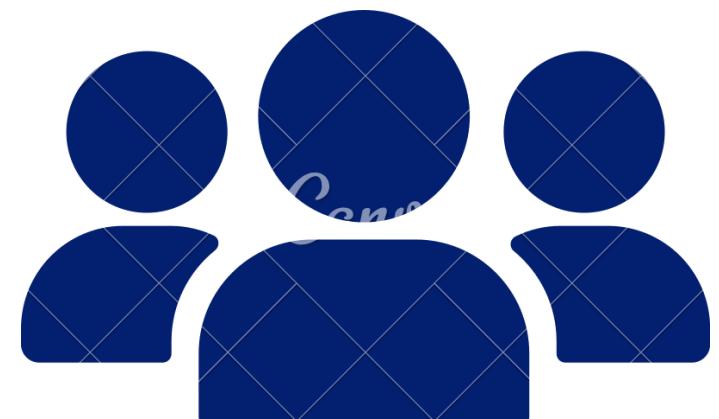
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One in 17 people are affected by a rare disease which equates to approximately 3.5 million people in the UK



On average, it takes over four years to receive an accurate diagnosis for a rare disease



95% of rare disease do not have a treatment available

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# Life with Addison's

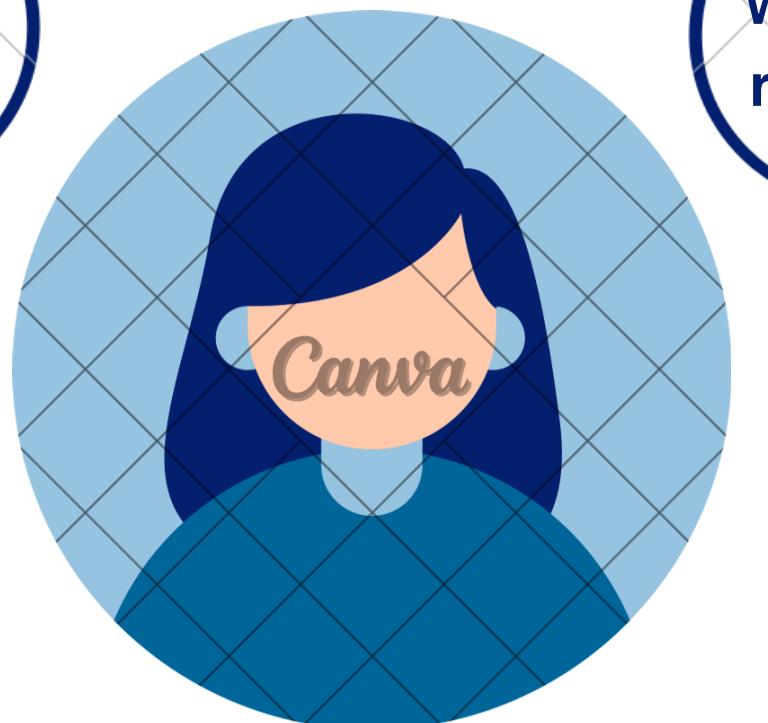


I was extremely ill, I nearly died before they diagnosed it because it is very rare...

I could hardly eat and ended up being delirious and so dehydrated...

...various doctors didn't recognise the symptoms even though they were very obvious.

...I was so exhausted, that if I wanted to walk across the living room I'd have to take a rest half way.



**Jane Rindl, 68**  
Living with an Addison's diagnosis for  
48 years

The Headlines

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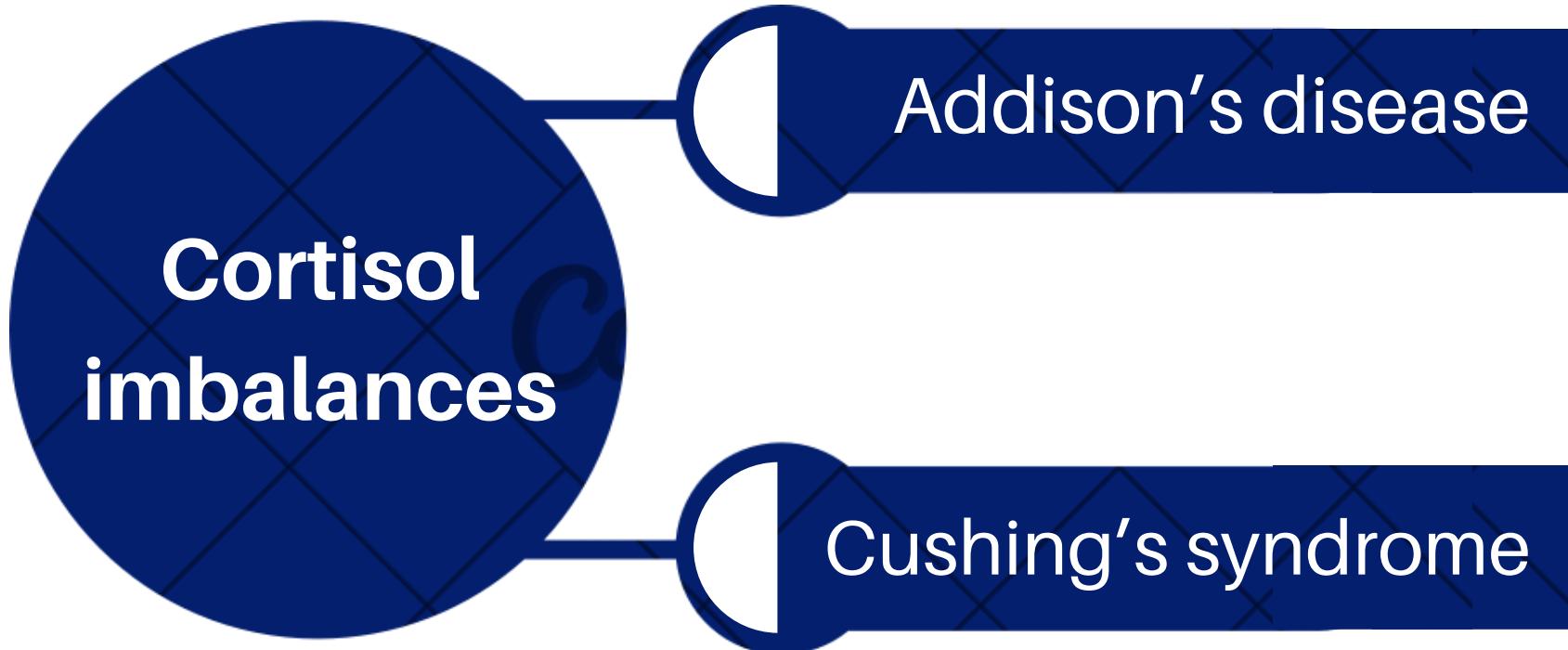
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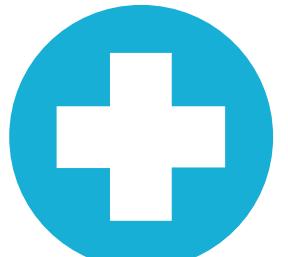
Inaccurate dosages and risk of adrenal failure



Delayed diagnosis



Secondary adrenal insufficiency



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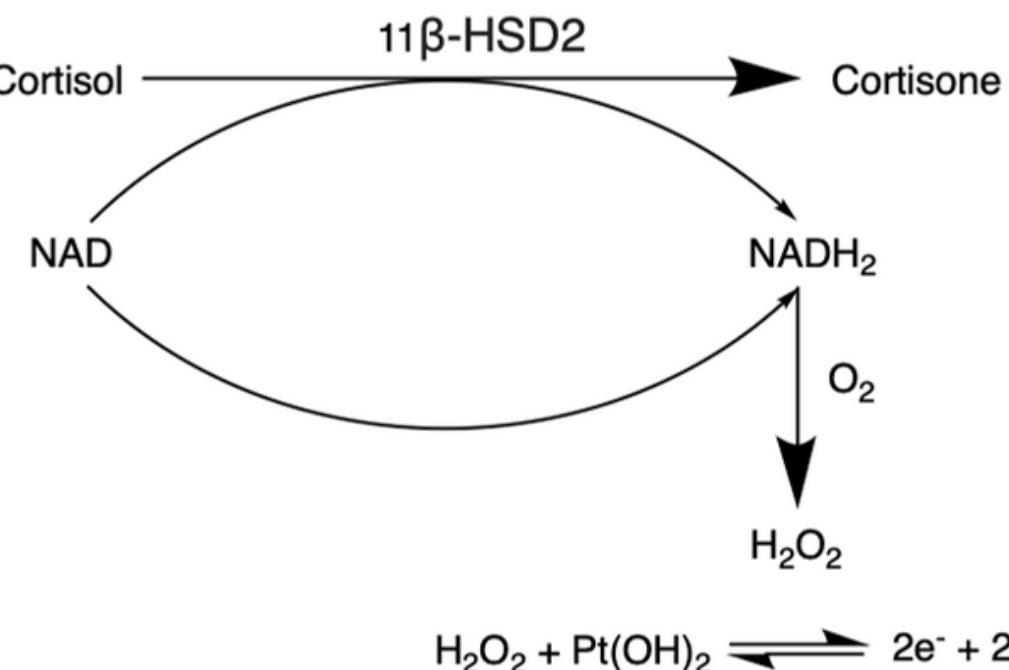
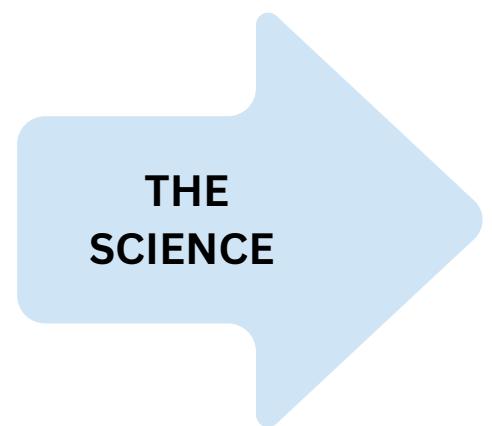
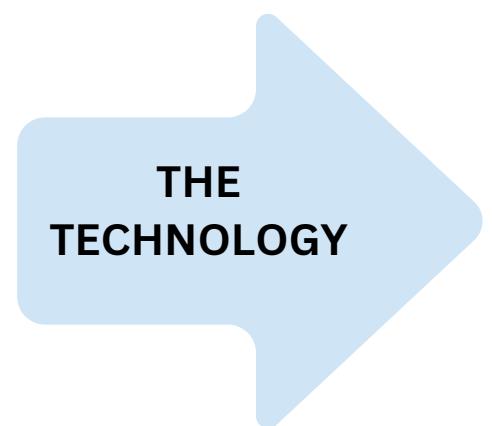
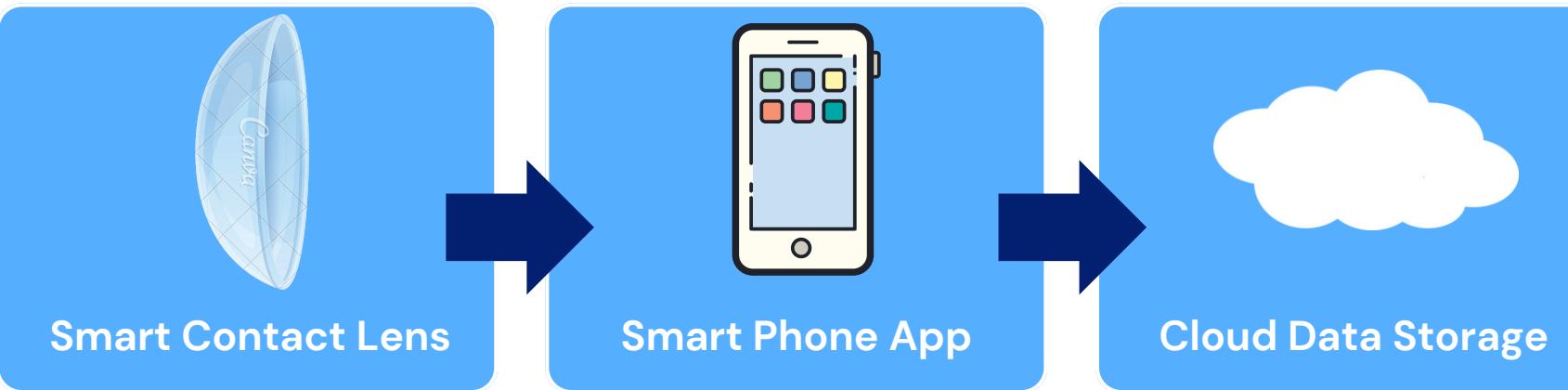
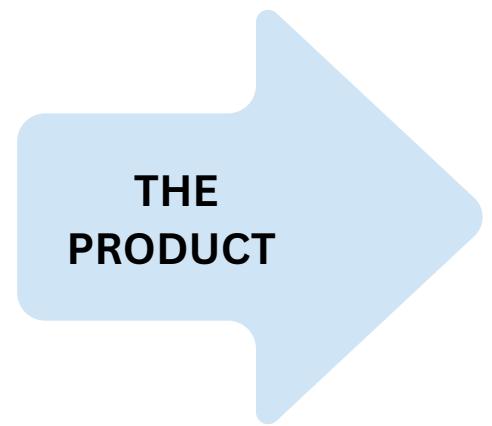
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# The solution: C- $\beta$



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# Research & Development



## PROPOSITION

Proposition of  $11\beta$ -HSD2 enzyme in cortisol detection.

2021



## PATENT GRANTED

CortiLens' C- $\beta$ <sup>®</sup> technology is protected in the UK.

2023



2022

Testing of proposed CCM mechanism, proving efficacy of  $11\beta$ -HSD2.

## INITIAL RESEARCH

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# Research & Development

Where we are currently



**Proof of concept for a cortisol-monitoring contact lens.**

**TODAY**



**No initial signs of toxicity or harm.**

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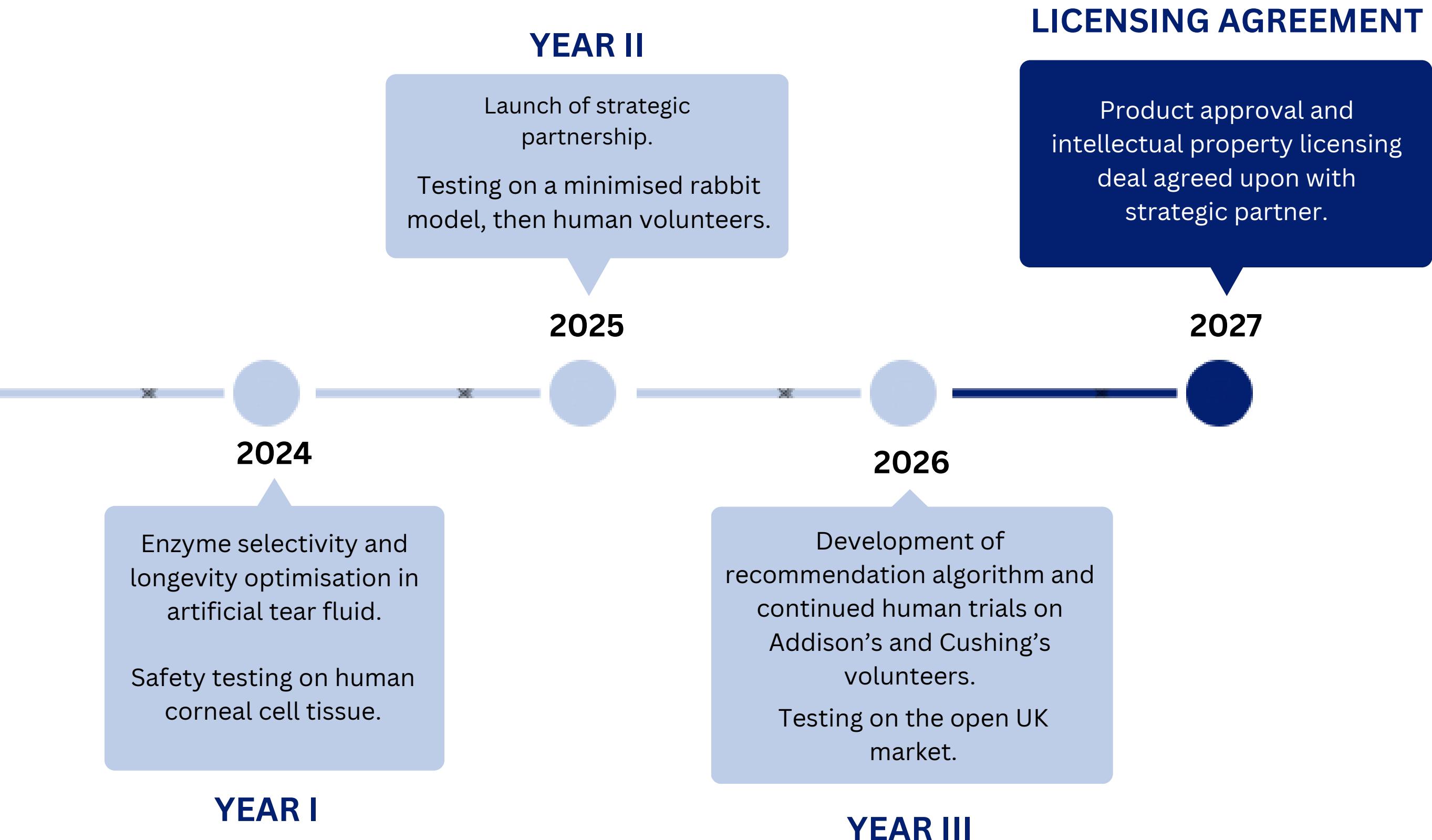
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# Research & Development

## Our three year plan



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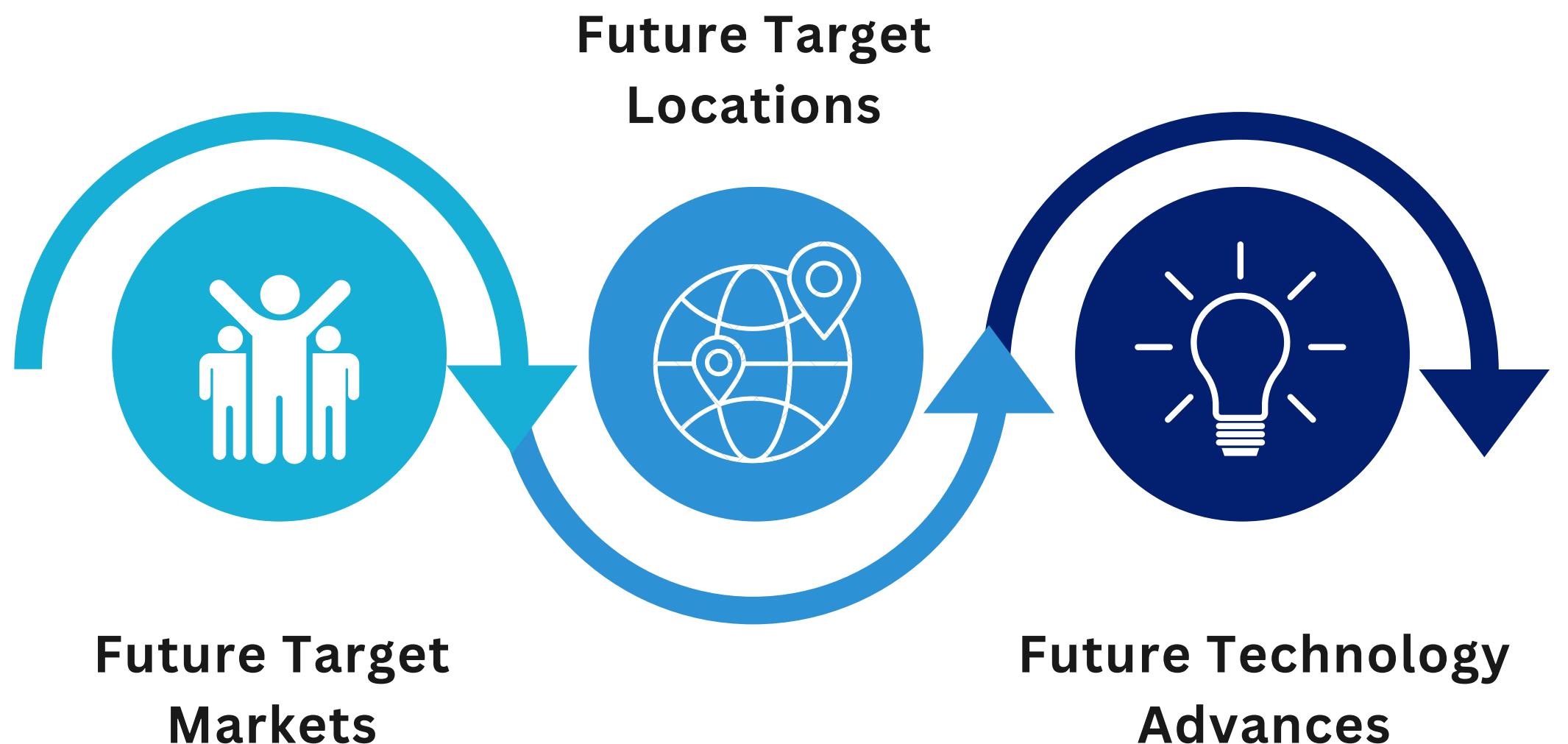
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# Future Opportunities



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# Market Size



# Target Market



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# Accessing the Market



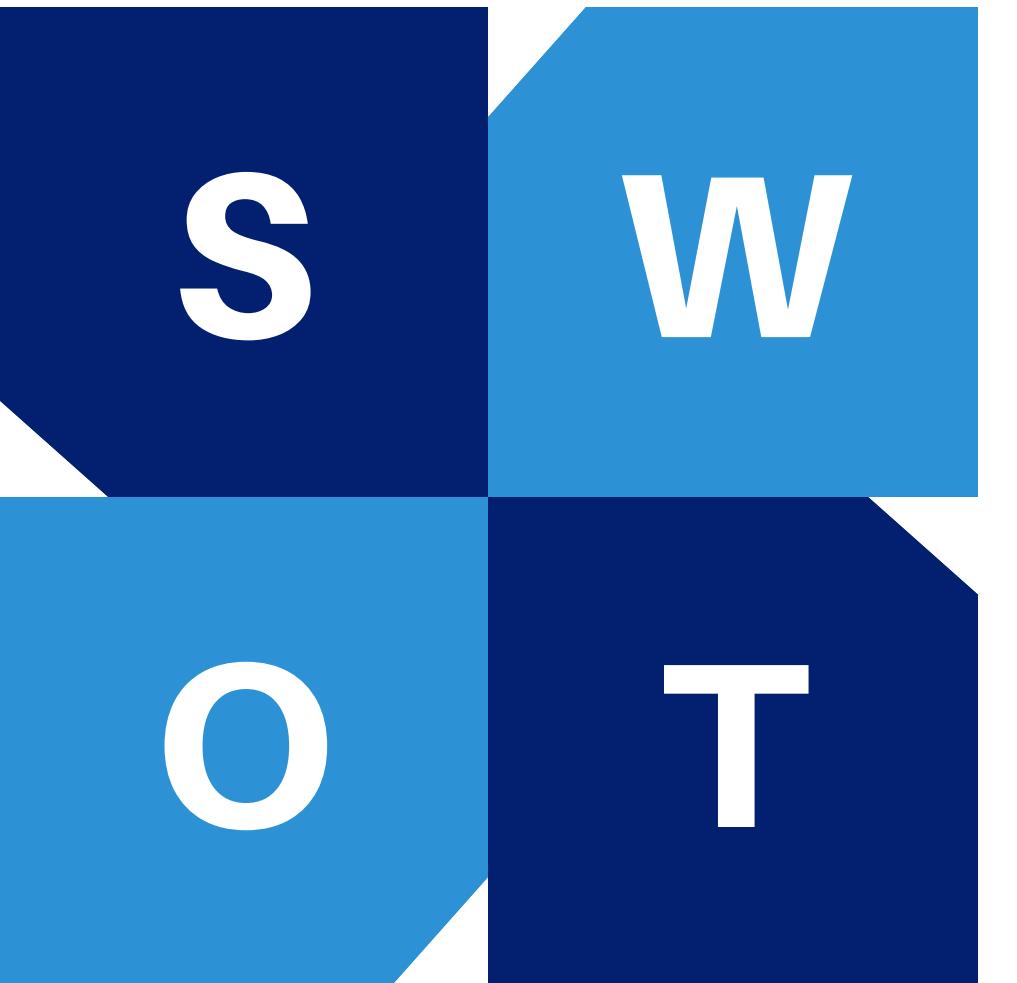
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## STRENGTHS

- Non-invasive, convenient and accurate
- Niche market
- Accessibility
- No CCM on market

## OPPORTUNITIES

- Global interest in health technology
- Expansion into stress management
- Multifaceted diagnostic tool
- Integrated AI



## WEAKNESSES

- High costs
- Lack of familiarity
- Limited market knowledge

## THREATS

- Data privacy
- Supply chain issues
- Competitors
- Display of misinformation

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## Our Market

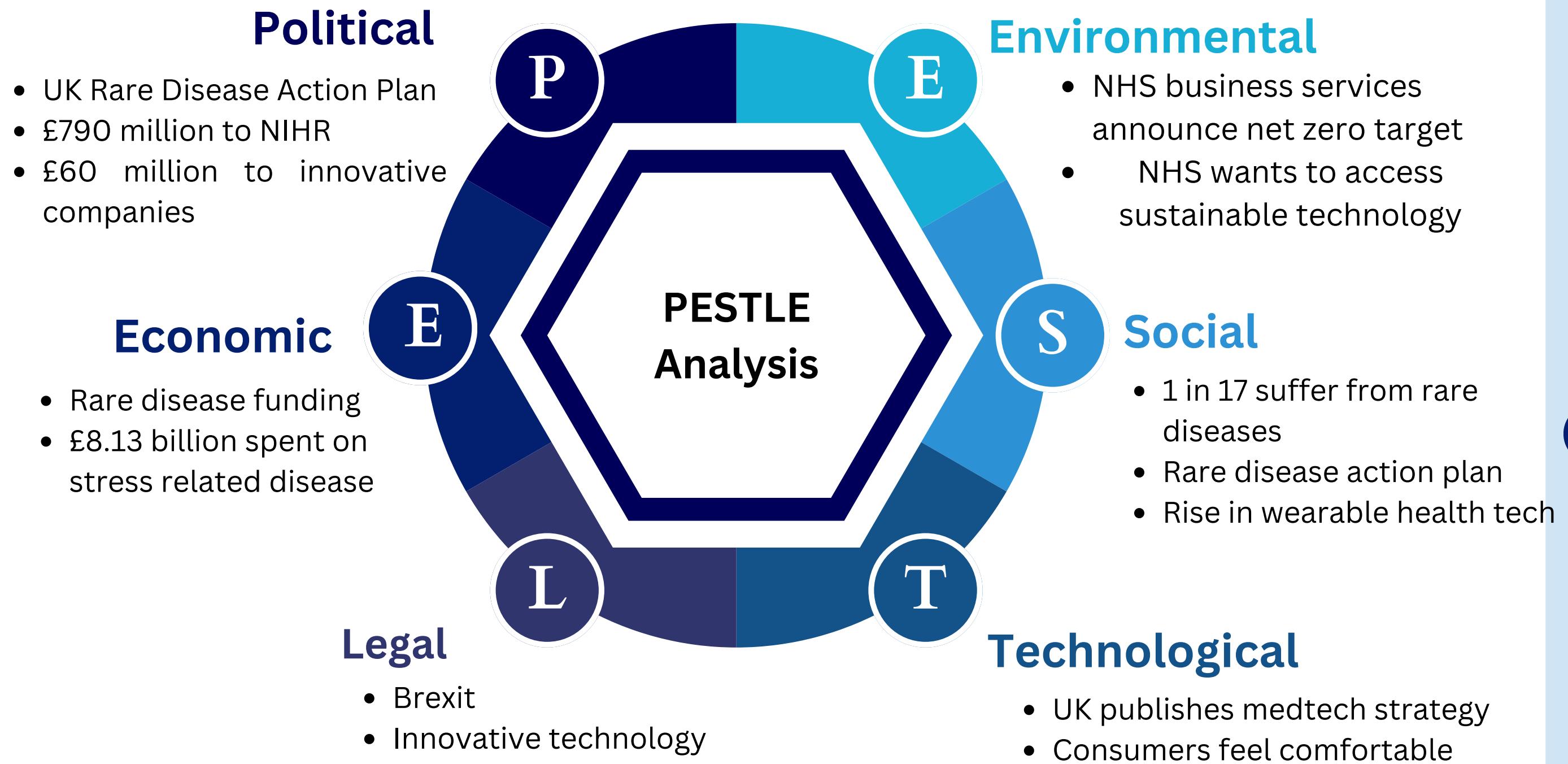
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# Primary Market Research: Survey

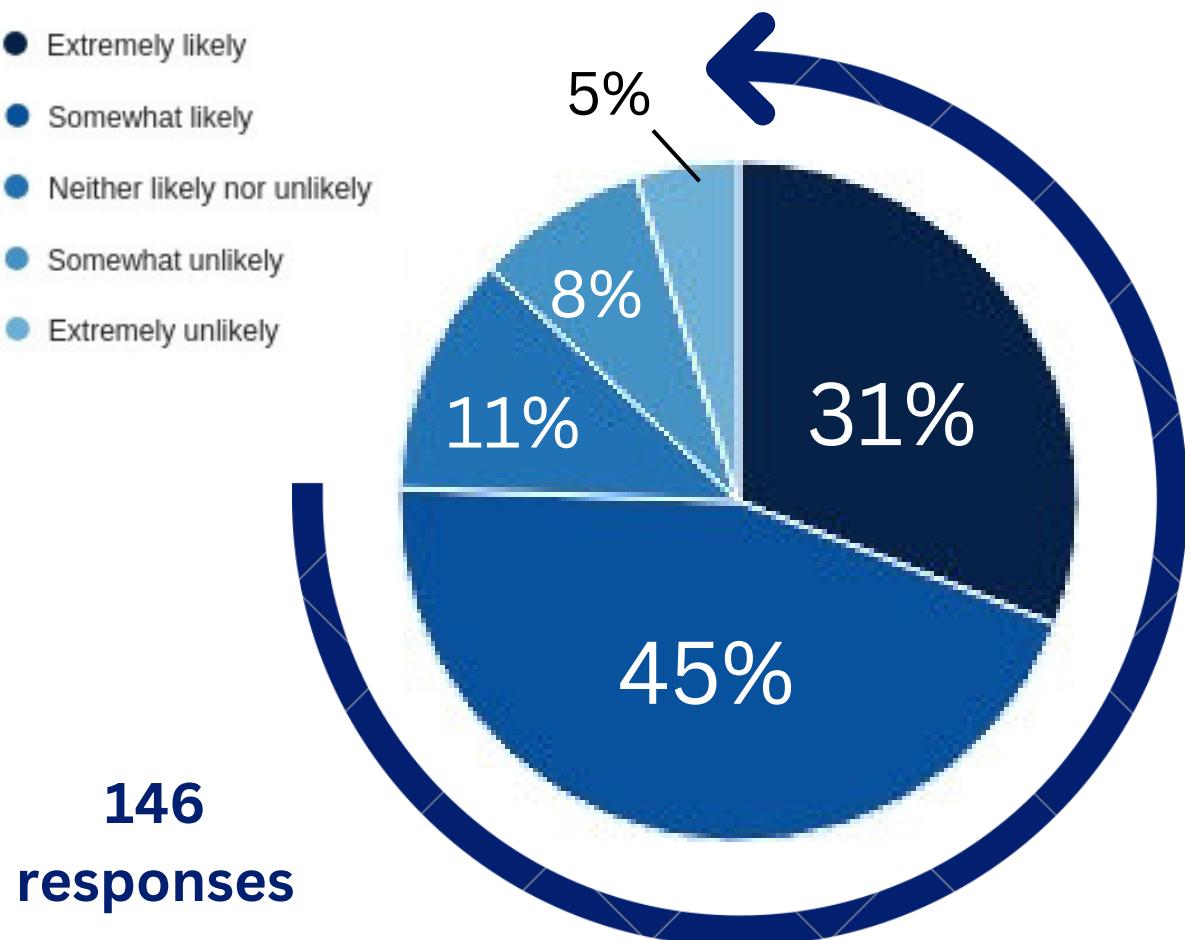


82% of respondents say they are interested in learning more about their cortisol levels.

82%

146  
responses

- Extremely likely
- Somewhat likely
- Neither likely nor unlikely
- Somewhat unlikely
- Extremely unlikely

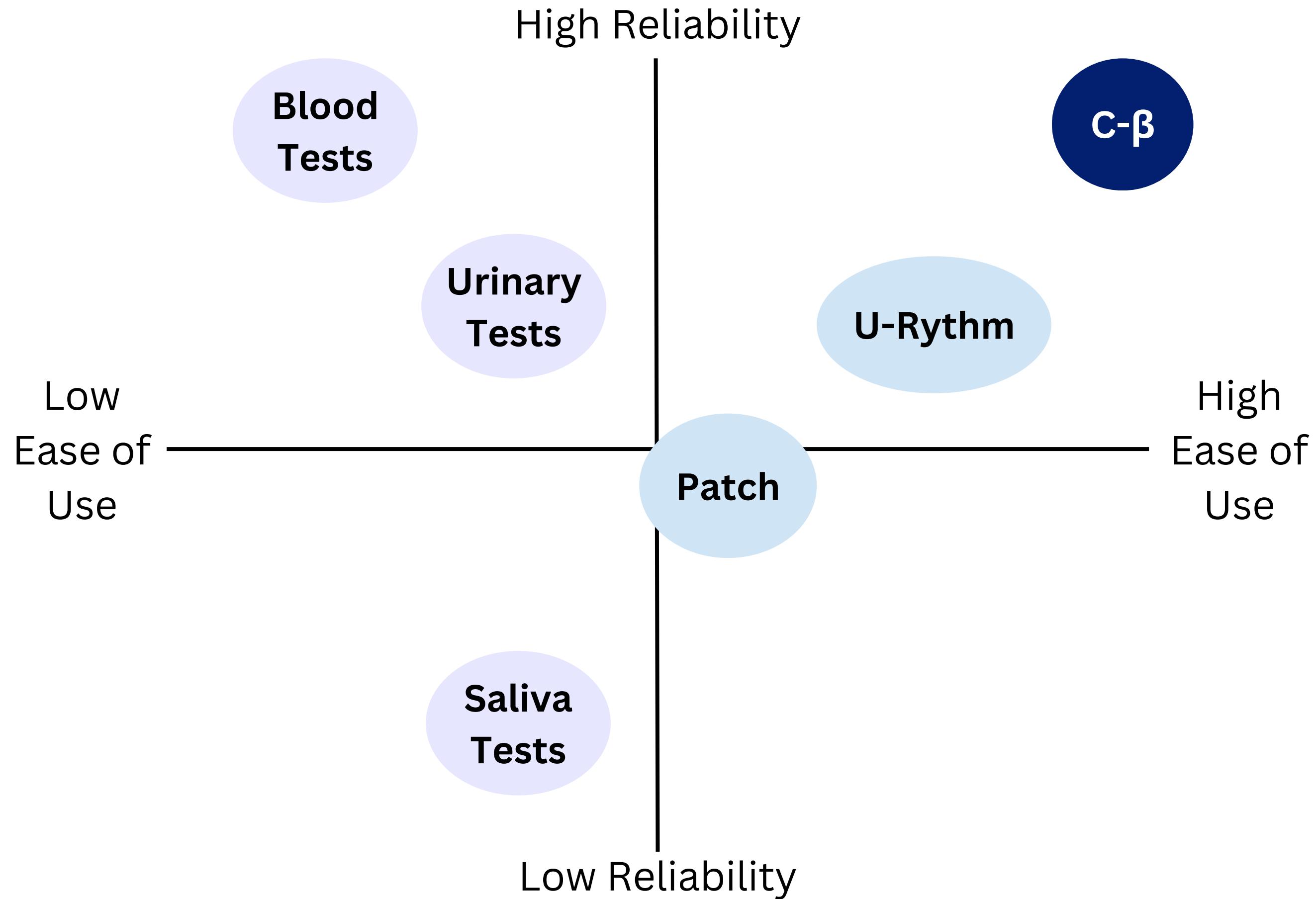


76%

76% say they are '*somewhat likely*' or '*extremely likely*' to consider using C- $\beta$ <sup>®</sup> if they received a medical diagnosis requiring them to monitor their cortisol levels.

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# Competition

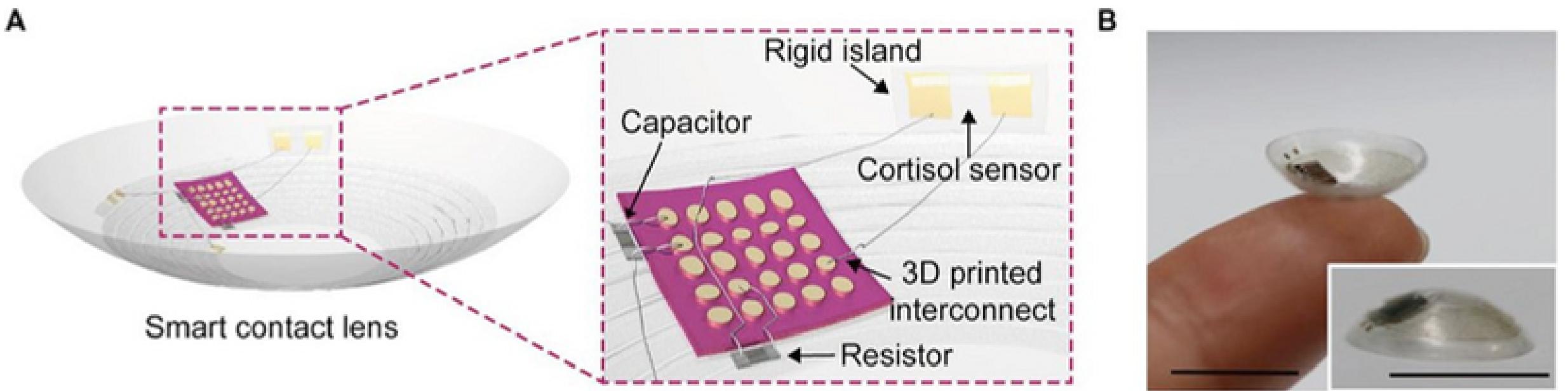


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# Competing Smart Contact Lens



- A team of academics at Yonsei University, are developing a '**smart, soft contact lens for immunosensing of cortisol**'
- uses **graphene Field Effect Transistor (FET)**
- Granted **patent** on 27/07/21



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# Marketing Strategy



## 1. Route to Market



## 2. Product Awareness & Confidence



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# Marketing Strategy



## 1. Route to Market



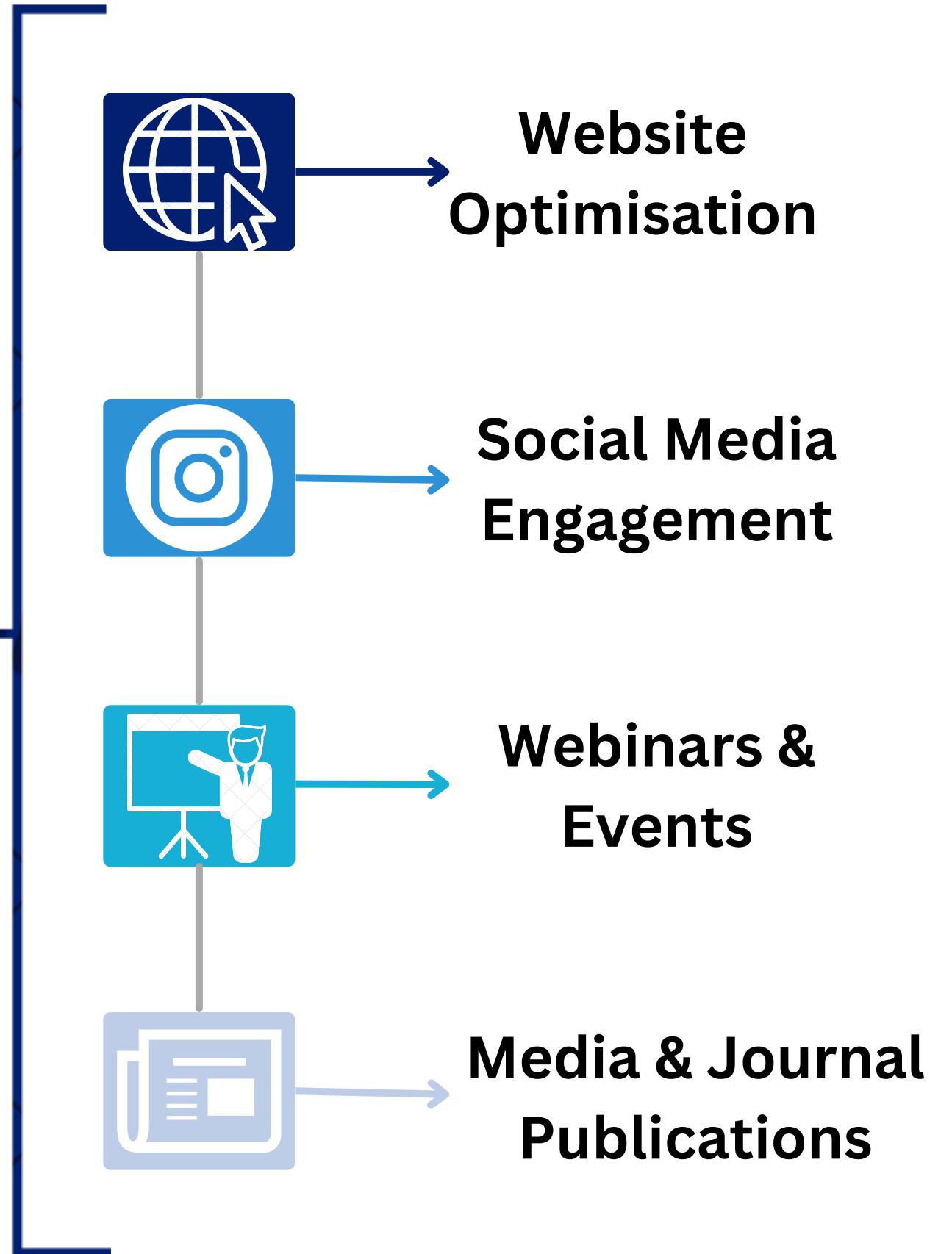
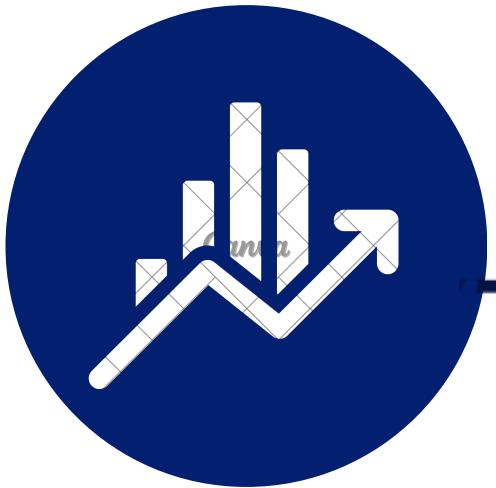
Current Solutions	Cost to NHS
6-monthly blood tests	£50
Hydrocortisone day curves	£300
Diagnostic tests	>£1000

Saving NHS  
> £1,606,000

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# Marketing Strategy

2. Product Awareness & Confidence

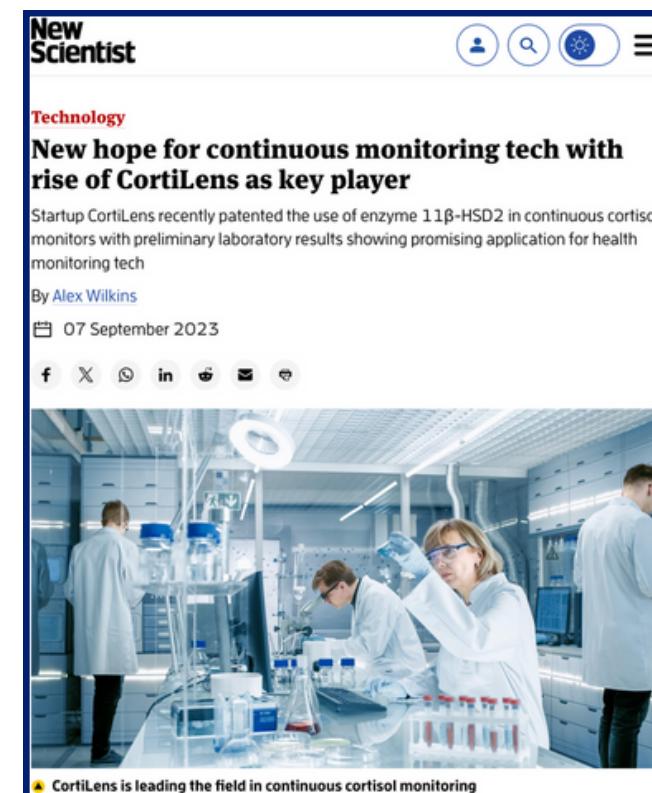


Website Optimisation

Social Media Engagement

Webinars & Events

Media & Journal Publications



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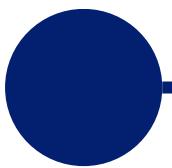
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# Intellectual Property

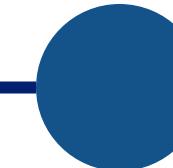
## Current and Future Patents



2023



2024



2025



FUTURE



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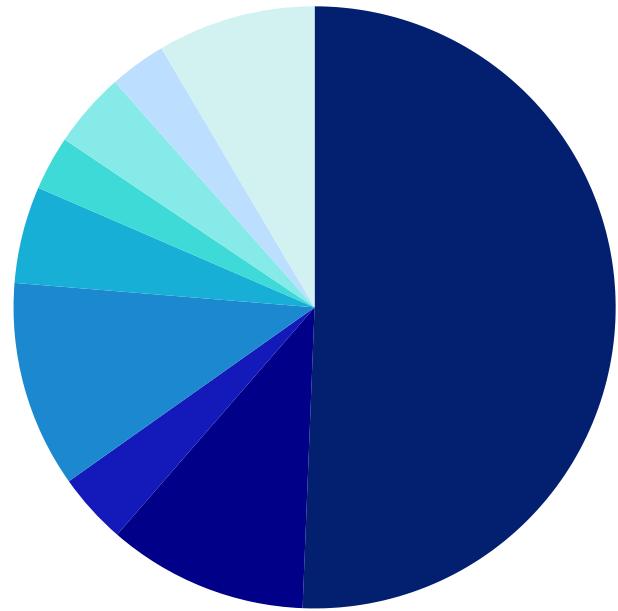
# Regulatory Compliance & Ethical Standards



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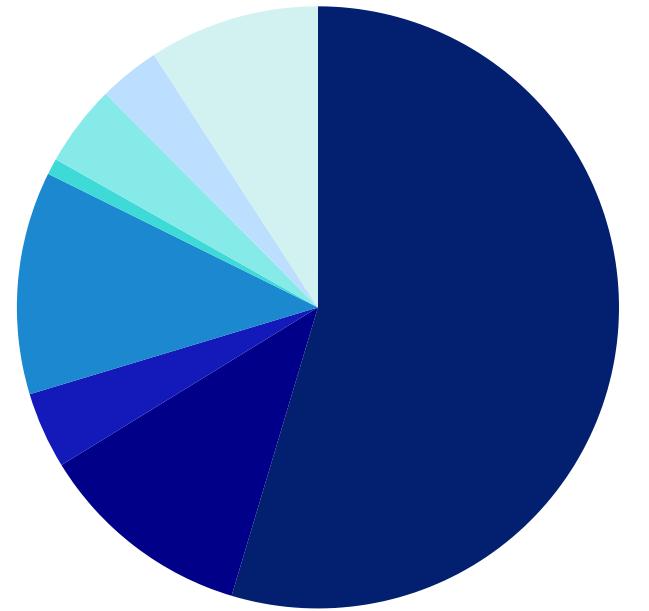
# Projected 3-Year Expenditure

A breakdown of CortiLens Ltd.'s proposed costs of 3-year R&D plan



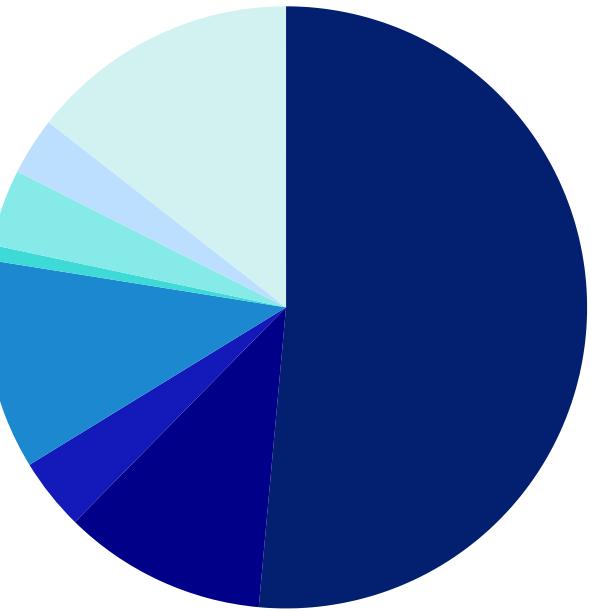
**£288,336**

**Year 1**



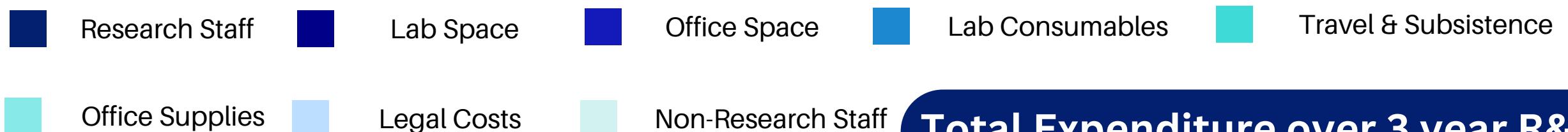
**£257,256**

**Year 2**



**£272,856**

**Year 3**



**Total Expenditure over 3 year R&D Plan**  
**£818,447.76**



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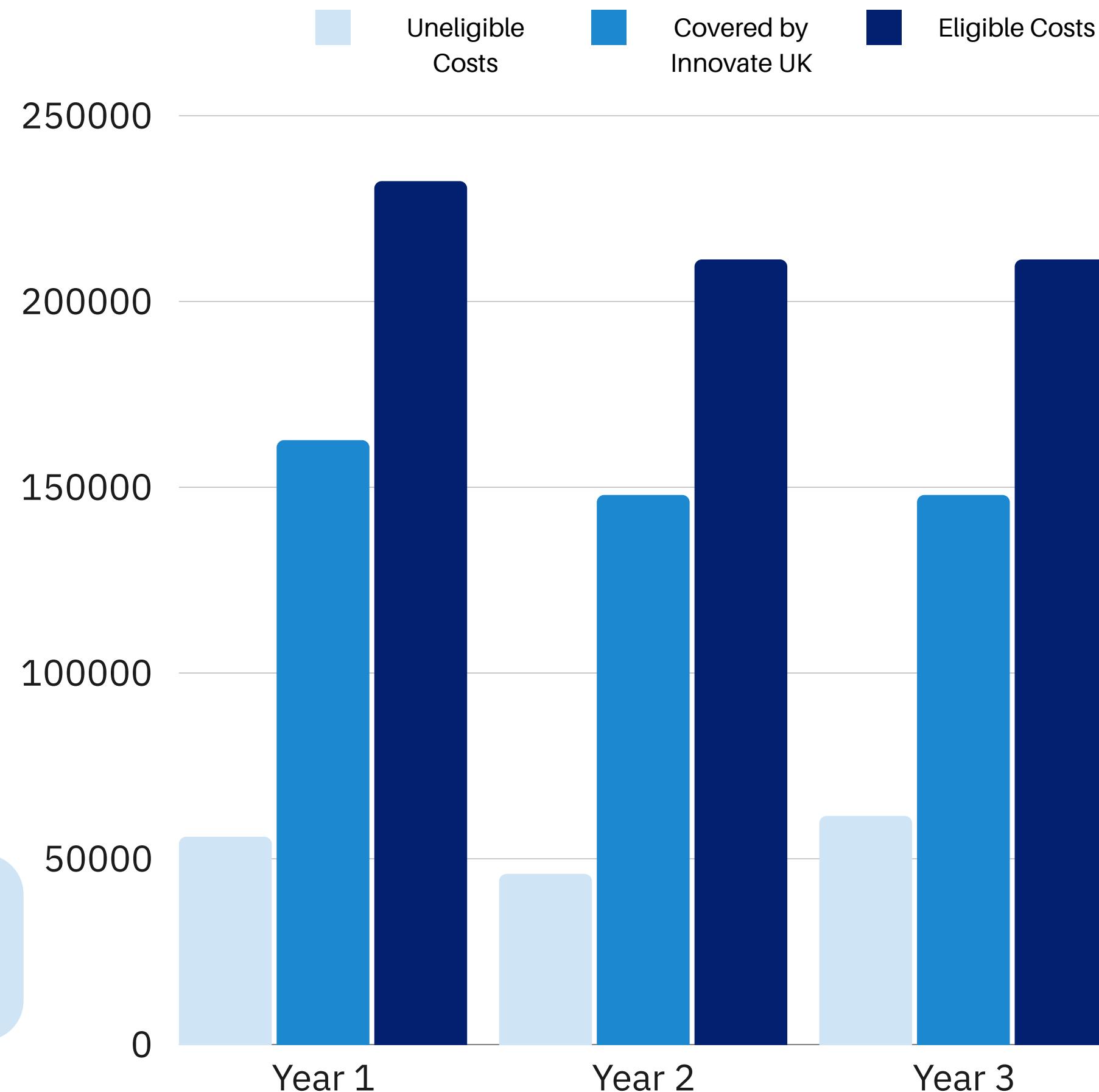
# Innovate UK Grant

CortiLens Ltd. Successfully Applied to the  
Innovate Uk SME Grant



**CortiLens Ltd.  
qualify to claim back  
70% of all Scientific  
Costs within their 3  
years fundamental  
research and  
development of C-β.**

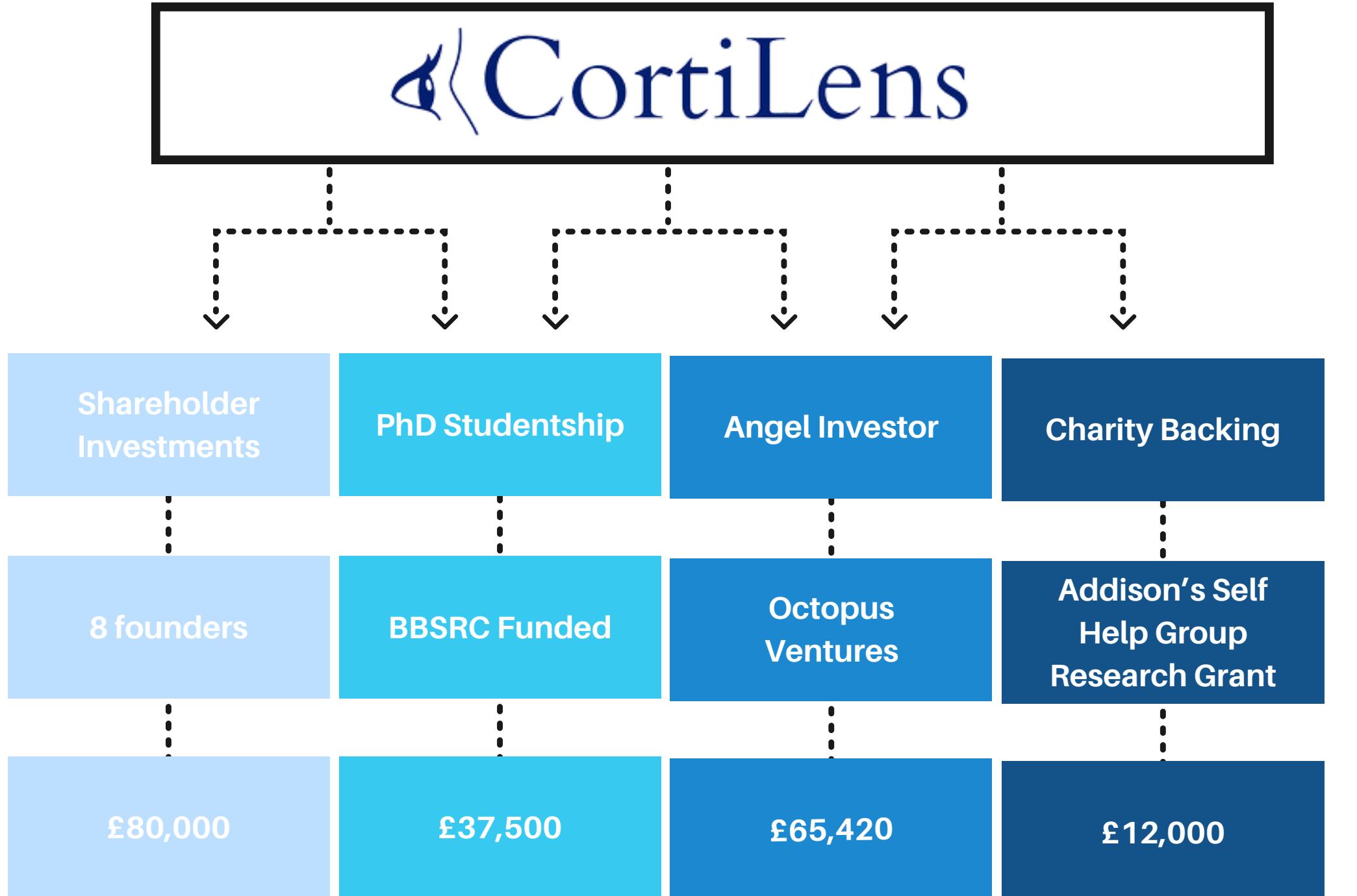
**Shortfall Costs Total  
£359,919.76**



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# Investment and Funding Model

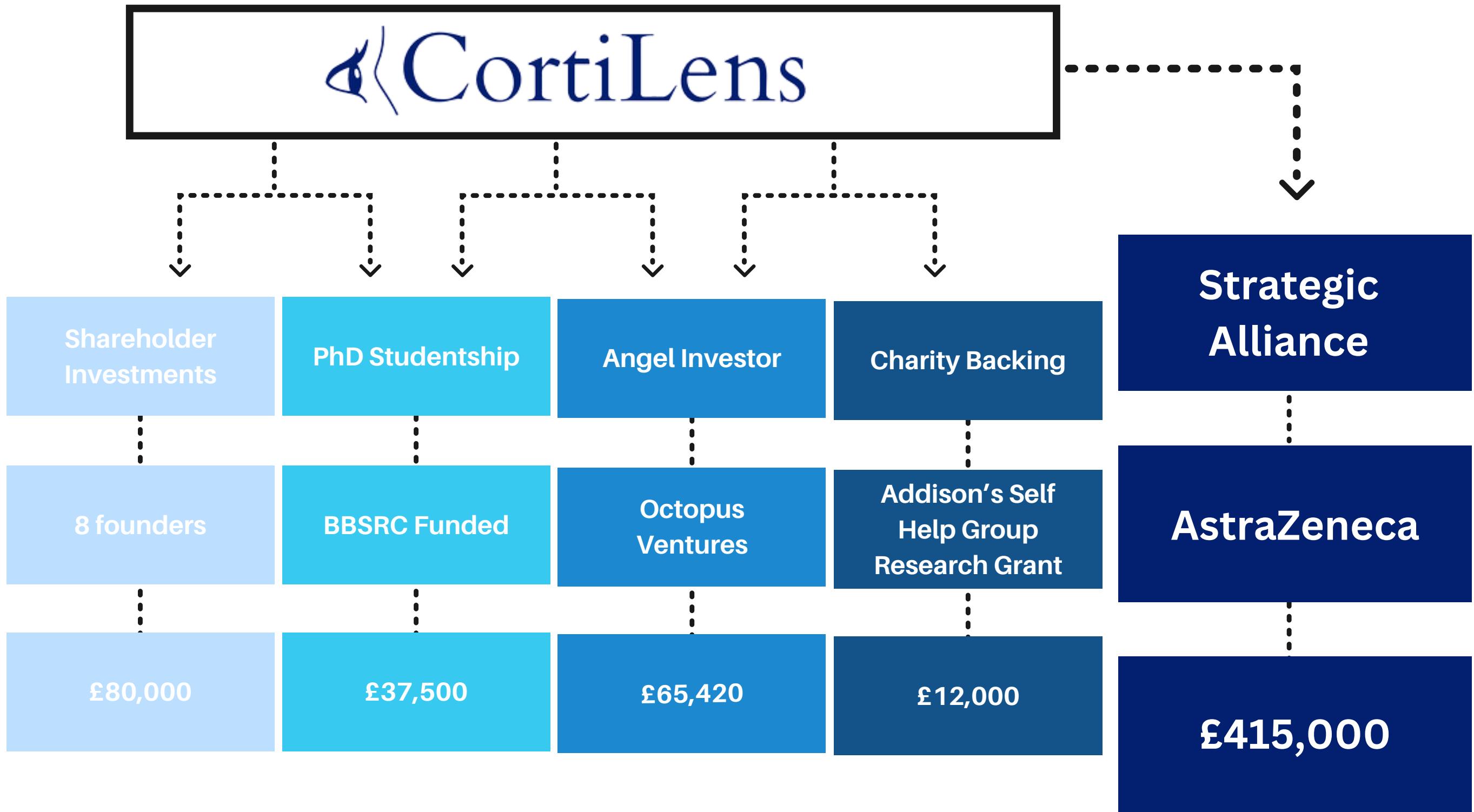
CortiLens Ltd have already secured financial backing from multiple organisations.



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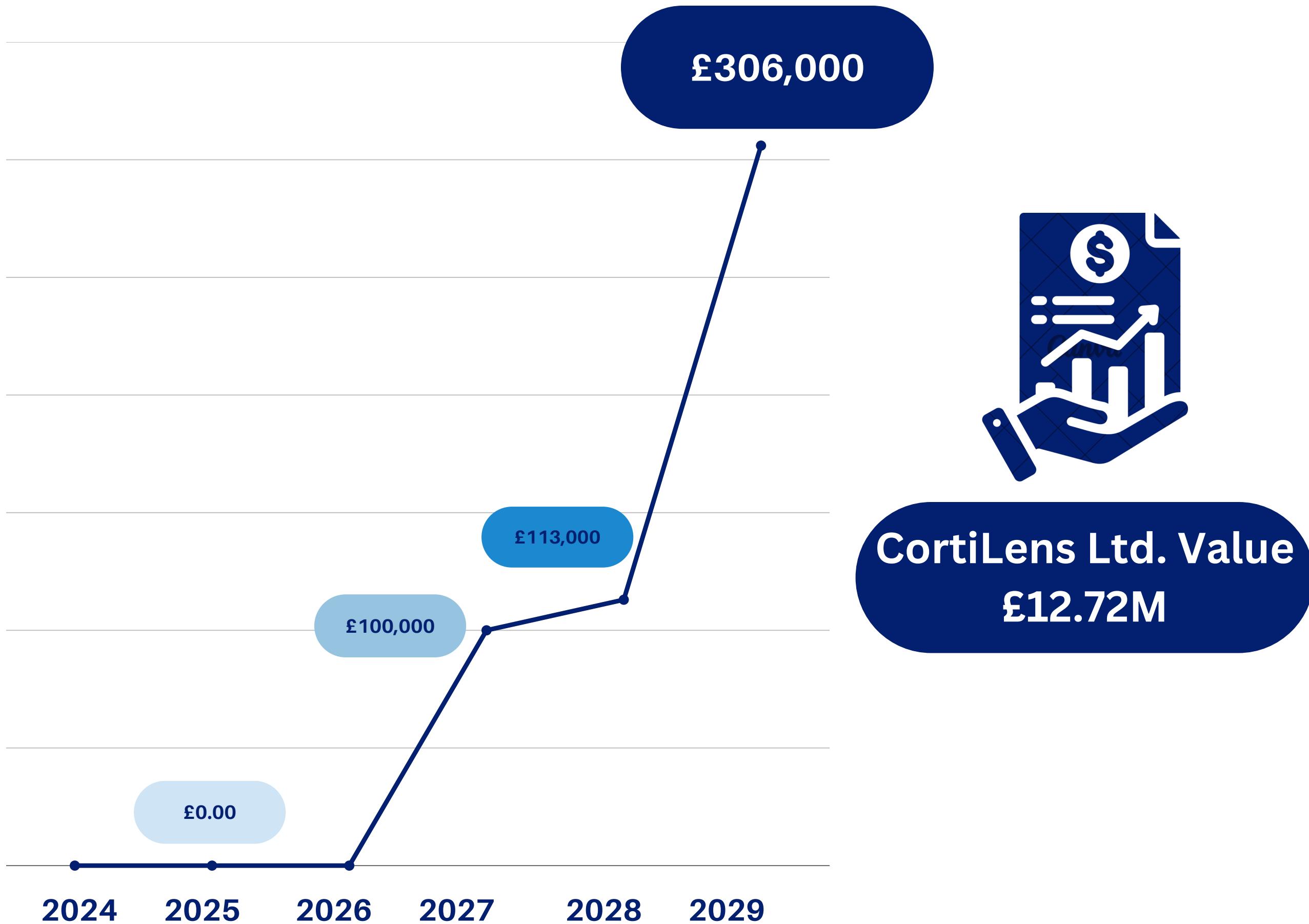
# Investment and Funding Model

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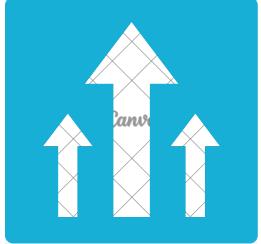
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# Commercial Proposition



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## Competitive advantage

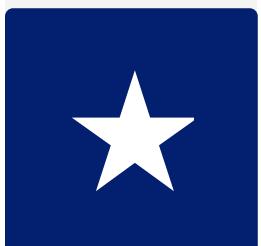
Non-Invasive, Continuous, Accurate



## Strategic Partnership Opportunity



## Shared Values



## Make an Impact

Enhance patient quality of life while alleviating pressure  
on the NHS

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# Concluding Remarks



**“Enhancing patient care and outcomes in the rare disease community”**



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# Risk Analysis



Risk	Likelyhood	Impact	Rating
<b>Failure to retain or acquire talent</b>	3	4	12
<b>Unable to scale operations financially</b>	4	3	12
<b>Global market volatility increasing costs</b>	3	3	9
<b>New competitive entrants reduce demand</b>	2	3	6