

InnovateHER Local Competition

Winner:

Lada Rasochova, PhD, MBA
Dermala, Inc
J-Labs
3210 Merryfield Row
San Diego, CA 92121

Contact Info:

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Website: www.dermala.com
Place of Incorporation: Delaware

Product Description:

Dermala, Inc. is an early stage biotechnology company that uses the human microbiome to develop treatments for chronic diseases, including acne, atopic dermatitis, yeast infection, bacterial vaginosis, and urinary tract infection

Host:

CONNECT
4790 Eastgate Mall
Suite 125
San Diego, CA 92121
POC: Nate Turnbull
Email: nturnbull@connect.org
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Judges:

Silvia Mah – Founder & CEO, Hera Labs
Sergio Gurrieri – CEO, Tech Coast Angels
Kim Davis King – Director, StartR Adjunct Professor, San Diego State University

Total Participants:

12 Invited
9 Attendees

Statement of support for Dermala Inc.

A distinguished panel of three judges, all professional angel investors, reviewed a total of eleven presentations and unanimously concluded that Lada Rasochova, PhD, MBA and CEO of Dermala, Inc. best met the applied criteria at CONNECT's hosted InnovateHer Challenge. Dermala, Inc. is an early stage biotechnology company that uses the human microbiome to develop treatments for chronic diseases, including acne, atopic dermatitis, yeast infection, bacterial vaginosis, and urinary tract infection. The human microbiome is the ecological community of commensal, symbiotic, and pathogenic microorganisms that share our body space – the community of microorganisms inhabiting the human body in health and disease. Dermala develops treatments for chronic diseases, which disproportionately affect women and children. Acne is the most common skin disease in teenagers and atopic dermatitis affect mainly children. Bacterial vaginosis, yeast infection and urinary tract infection are the three most common diseases in women. Currently available treatments for these diseases are not satisfactory. Dermala and its use of the microbiome offers an innovative, sophisticated and cost effective treatment for these chronic conditions.

Dr. Rasochova has been involved in commercialization of pharmaceutical and biotechnology products for the past 20 years. She has spent more than 15 years in the private sector in various leadership positions, most recently as R&D leader and Director of New Business Development in Dowpharma division of Dow Chemical Company. While there, she built and managed the human vaccine division of the Dow Chemical Company and advanced several vaccine candidates into human clinical trials. In addition to being CEO of Dermala, Dr. Rasochova teaches graduate courses in Technology Commercialization and Venture Capital Management at UC San Diego, as well as serving as an advisor to many startup companies.

Dr. Rasochova is currently a faculty member at University of California, San Diego Rady School of Management, where she co-founded the California Institute for Innovation and Development (CIID) where she serves as the executive director, started the Rady Venture Fund where she is managing director, and co-founded two award winning startup accelerators, StartR and mystartupXX.

Dr. Rasochova received her PhD in molecular, cellular, and developmental biology from Iowa State University and an MBA from the Rady School of Management at UC San Diego. She did her post-doctoral studies at University of Wisconsin-Madison. She is an inventor of several issued patents, authored many scientific publications and received numerous national and international awards.

Dr. Rasochova experience in science, business, innovation, investing, and leadership bode well for Dermala's potential commercialization success. She and her colleagues form an incredibly talented and experienced team.

The solution Dermala offers for diseases is known as "smart therapy." It changes the way we treat and prevent chronic disease. The proposed treatment strategies are built around a doctor's visit where the microbiome is analyzed, corrected and a healthy microbiome maintained. This treatment is planned for use in chronic conditions such a acne, atopic dermatitis, yeast infection, bacterial vaginosis, and urinary tract infection.

The treatment Dermala offers is revolutionary. In the case of acne, 50 million Americans currently suffer from the condition, the majority of whom are women and their children. It is the most common skin condition in the US. Acne affects over 50% of adult women and the accompanying agony and risks associated with acne are significant. They include significant physical and psychological problems such as scarring, anxiety, reduced self-esteem, depression and sometimes thoughts of suicide. The scope of Dermala's impact is enormous, in terms of number of lives potentially positively impacted.

Even though acne is pervasive and costly, there has been no new innovation in its treatment in 30 years. The current standard of care involves OTC benzoyl peroxide agents which have varying degrees of effectiveness, antibiotics, or prescription isotretinoin, which is known to cause birth defects. Newer, safer, more effective, and lower cost treatment will have a significant impact on the lives of women and their children. Dermala is changing the acne paradigm and the negative associated consequences. It clearly fills a wide reaching need in the marketplace.

Given the science behind Dermala's revolutionary treatment, the efficacy supported by the test data, the size of the market and the experience of the entrepreneurial team, the judges feel that the potential for commercialization is outstanding.

We enthusiastically recommend Lada Rasochova and Dermal for the semi-final round of the InnovateHer competition.

Submitted by:

Nate Turnbull

CONNECT

A handwritten signature in black ink, appearing to read "Nate Turnbull", with a large "X" mark to the left of the first name.

Nate Turnbull