

# UriWatch LLC “Liquid Thermometer”

## *Early Cancer Detection In Urine*

### UriWatch LLC

#### “Liquid Thermometer”

#### Team:

##### Johan de Rooij, PhD, MBI

Tumor cell biologist at UMCU, The Netherlands. Over 50 publications; entrepreneur with experience in diagnostics; life-science investor.

##### Alexandre Matov, PhD

Biomedical scientist based in San Francisco with experience in computational biology and cancer research; senior member of IEEE.

#### Financial needs:

UriWatch is seeking \$1 million in equity finance which will be spent on the development of the most powerful set of biomarkers and the design of a prototype product.

#### Use of funds:

5% Sample processing/handling  
15% Cell biology/tech salary  
20% Genome sequencing  
15% Bioinformatics pipeline development  
10% System engineering  
5% System administration  
5% Legal fees  
5% PP&E expenses  
5% Front-end engineering  
5% Back-end engineering  
10% Management salary

## COMPANY INTRODUCTION

UriWatch is an early stage company that aims to bring molecular diagnostics to the consumer market. To this end, the team combines expertise in tumor biology, molecular diagnostics, statistical analysis and consumer relations. The business model is based on the emerging concept that nucleic acid biomarkers (DNA, RNA derivatives), indicative of health and disease, are present in urine and can therefore be used as the basis for simple, personalized tests to monitor health and detect disease at early stages when treatment is still affordable and has a high chance of success.

## THE OPPORTUNITY

With age, our chances of acquiring a life-threatening disease (cancer, cardiovascular, neurological) increase greatly. Science is giving us an increasing amount of treatment options, but **the biggest bottleneck for conquering those life-threatening diseases is the time of diagnosis**. Early diagnosis tremendously increases the chances of cure or the length of symptom-free survival. **We need simple and accessible tests to monitor our health and detect disease as early as possible**. Such tests will increase the quality and the length of our lives and reduce the costs of ageing by increasing treatment efficiency.

## OUR SOLUTION

We aim to develop the “**liquid thermometer**”. This simple product **will measure a set of cancer biomarkers in an urine sample**. Deviations from healthy baseline conditions will inform you of the potential presence of cancer and of which type of cancer. By using the liquid thermometer when you are healthy, you establish your own personal baseline, which will strongly increase the accuracy of cancer detection. By using the liquid thermometer bi-annually, **you are immediately warned if the first signs of cancer appear**.

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#### Expected revenue:

2020: \$0.2M

2024: \$1M

2027: \$>20M

#### Growth markers:

Companion diagnostics

Biomarker discovery

Personalized medicine

#### Milestones:

Proof of concept: 2-3 years

Series A: 3-5 years

Commercial system: 5-7 years

## CUSTOMER BENEFIT

Cancer usually starts without physical complaints and is often detected at later stages when cure is no longer possible and treatments such as chemotherapy become needed which are a great burden and in many cases only prolong life for a limited time. **By “liquid thermometer” monitoring, early stage detection can be achieved, which reduces the burden of treatment and increases the chance of cure,** because an operation often allows complete removal of early stage cancer without the need of chemotherapy and risk of recurrence. Bi-annual monitoring of our health may also enhance our piece of mind when our chances of developing cancer simply increase with our age.

## OUR VISION

**Detected early on, most tumors** can successfully be resected surgically and patients **can be cured**. Personalized health monitoring will allow people to take control of their own health and increase their chances of detecting cancer early and surviving the disease without major long term problems. This will enhance the wellbeing of our people and reduce the costs of healthcare associated with the treatment of advanced stage cancer. We want to become the company which that provides affordable, accurate tests to the people, which informs on time of an emerging malignancy.

## OUR BUSINESS MODEL

We will offer a consumer healthcare product based on the analysis of urine samples. The price of this product will be low, hundreds of dollars, because we will focus on a small group of carefully selected biomarkers. Our customers will have their samples analyzed every six months.

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