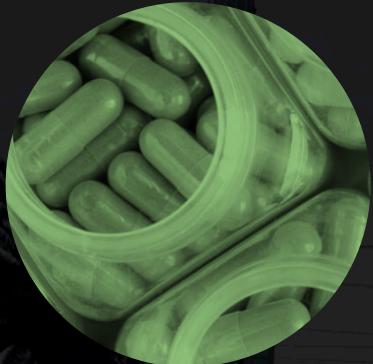




floragraph



# The Problem



## Industry

- There is a **lack of federal regulation** in the probiotic industry
- The ingredients of probiotics **do not match their labels**
- It is difficult to **differentiate** the quality of probiotic providers in the currently **booming market**

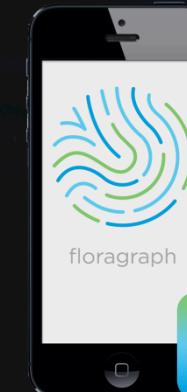
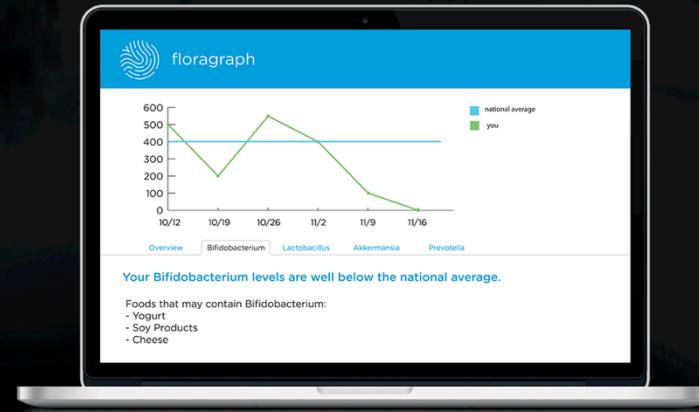
## Consumers

- Infants born via **C-section** and consumers with **digestive issues**, need quick data about the **progress** of their gut health
- Current microbiome testing solutions are **expensive**, **inconvenient**, and do not provide helpful insights into the **temporal flux** of a user's personal microbiome data



# The Solution

- In-house microbiome sequencing device delivering results in hours instead of weeks
- User-friendly device that requires no professional experience
- Data mapping for microbiome test results
- Desktop or mobile application platform to analyze results over time

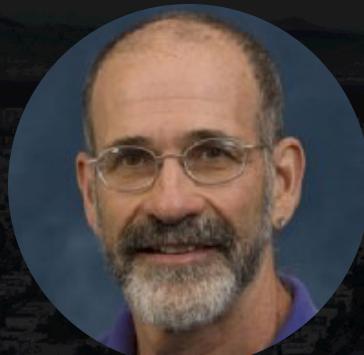


# Our Vision

Floragraph brings valuable insights about personal microbiome profiles to the health-conscious consumer



# Our Leaders



Jeff - CEO

- 3-time former CTO & seasoned biotechnology consultant
- Author of 50 journal articles and 15 awarded U.S. patents
- BS in Electrical Engineering from MIT
- MS and Ph.D. from Stanford University in Materials Science



Alicia - CSO

- 20 years of industry R&D experience in the microbiology, biotechnology, and microarray fields
- Developed technology behind \$60+ million microarray comparative genomic hybridization at Agilent Technologies
- Created products in the areas of DNA probe design, nucleic acid labeling, hybridization, microscopy, and bacterial identification.



# Market Opportunity

## Industrial Market

- A brand certification/quality assurance tool for probiotics companies
- Currently a \$32 billion market
- Projected 2020 market size slated to exceed \$60 billion

## Consumer Market

- Direct-to-consumer sales after initial industry validation
- Over a million C-sections annually affecting one-third of all births
- 70 million people who suffer daily from digestive issues: a \$100 billion market
- Gut health influences numerous non-digestive diseases



# Competitive Advantage

- Floragraph fills a niche market; there is no other device like it on the market; competitors fulfill different use cases
- Floragraph delivers time-sensitive results
- Enables users to easily track data over time
- Empowers the everyday consumer to gather powerful insights into their personal microbiome allowing them to track changes in diet and health
- Alicia and Jeff have the advantage of a vast professional network within the microbiome industry for early product testing



# Revenue Model

## Industry

- \$70-\$100 per identification of bacteria strain
- \$250 per quantification of bacteria strain

## Consumer

- \$99 for the device, which ships with a set of testing strips
- \$29 per pack of testing strips
- Subscription-based model for either purchasing strips or for access to the data analysis application



# Go-to-Market Strategies

## Industry

- Events & tradeshows
- Providing content for users to become more familiar with your company
- Search engine optimize website
- Education and thought leadership: white papers, blogs, webinars

## Consumer

- Influencer Marketing
  - Mom bloggers promoting product
- Social Media Marketing
  - Promote online presence and identity
- Email Marketing
  - Inform and educate consumers in a simplified way
- Guerilla Marketing
  - Free ebooks & word-of-mouth influence
  - Meetup groups



# Funding Proposition

- How much will the device actually cost?
- What is the markup?
  - Generally there is a much greater markup for industry B2B sales
- What level of funding does Floragraph need to make it to the next level?
  - This is not where Floragraph reaches its next \$1 million in funding, it's where Floragraph reaches its next million customers
  - Pitch what this level of funding translates into for the business' growth
- Traction thus far and anticipated growth
- Exit strategy

