

# Investment Deck.

(Formerly Aurora Medical Innovations)

**2/3** of clinical trials fail due to  
insufficient recruitment (UK) **30,000**  
patients annually die awaiting  
potential ground-breaking  
treatment (USA)

# Current Solution

And Their Drawbacks

**NWEH.co.uk**

**Not Patient Centered**

**Limited To GP Data**

**No liaison With  
Advocacy Groups**

**Antidote.com**

**No Clinician Input**

**No ISO Certification**

**No Access To Medical  
Records**

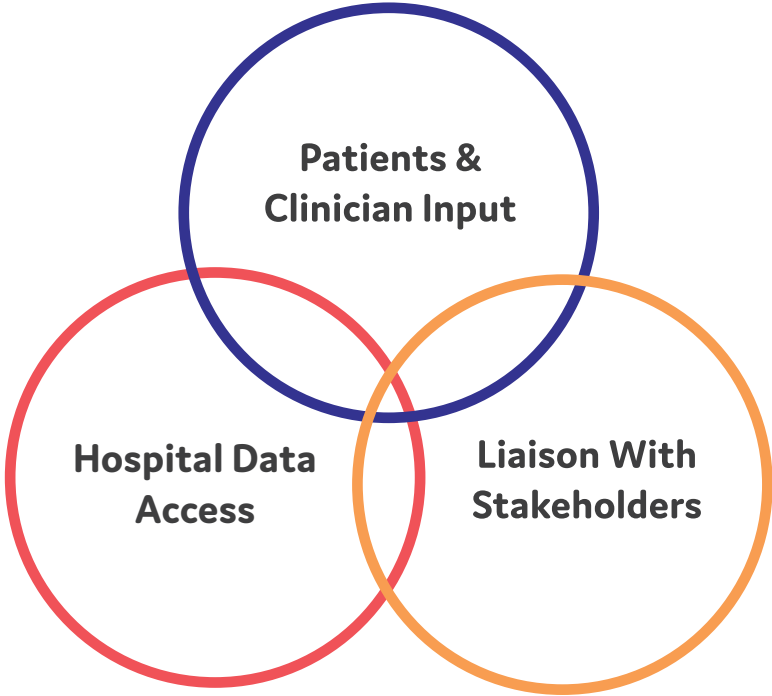
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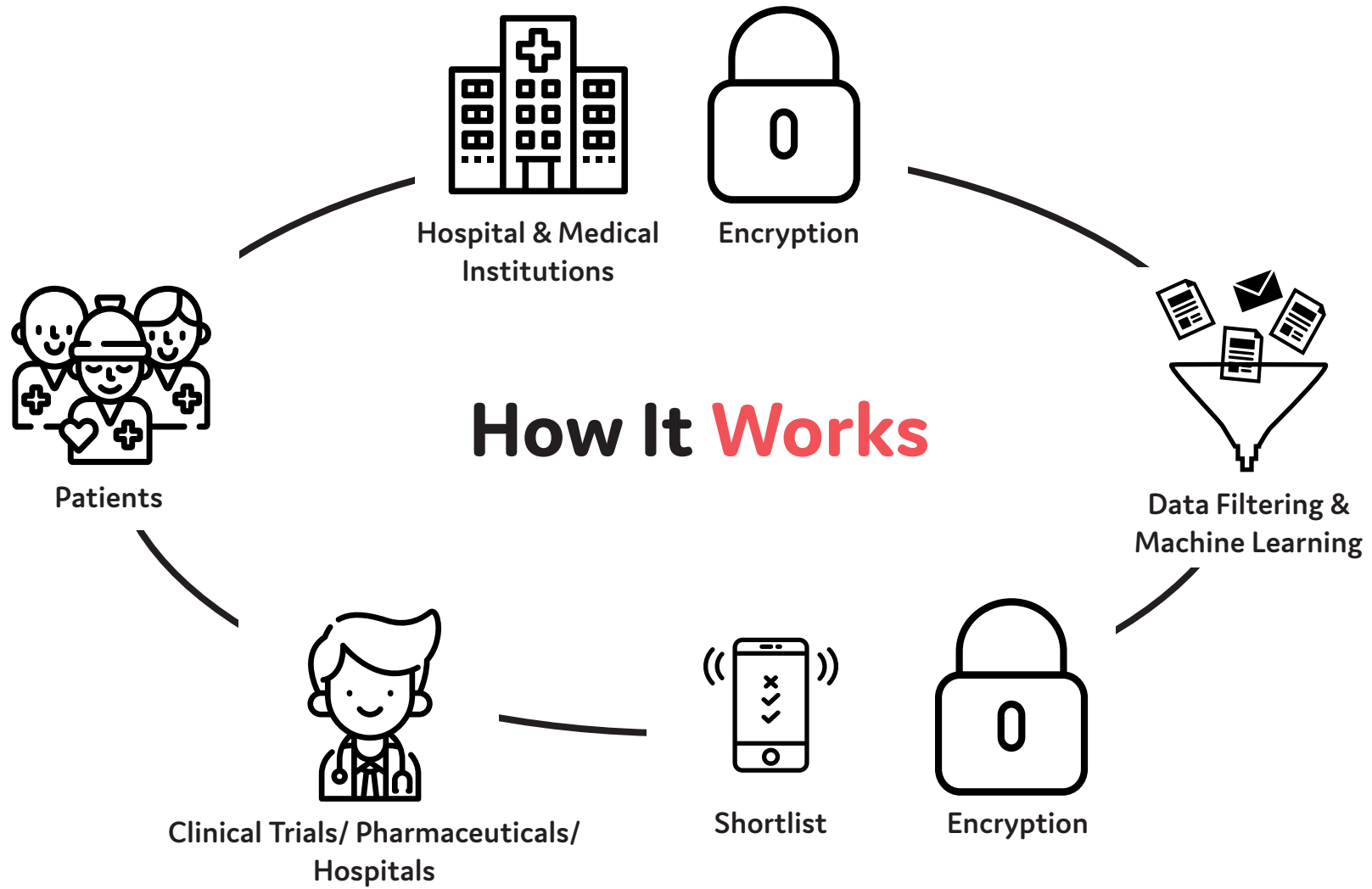
**No Electronic  
Patient Data Access**

**No liaison With  
Pharma**

**No Coverage In The  
NHS**

# Our Solution





# Partnership With L2S2

<http://www.l2s2medical.com>

**They provide their domain expertise in accessing and handling NHS data, security and systems integration**

**Curenetics will design the match algorithms, data-filtering, AI platforms & liaison with clinicians & patients**

# Key Benefits **Intended**

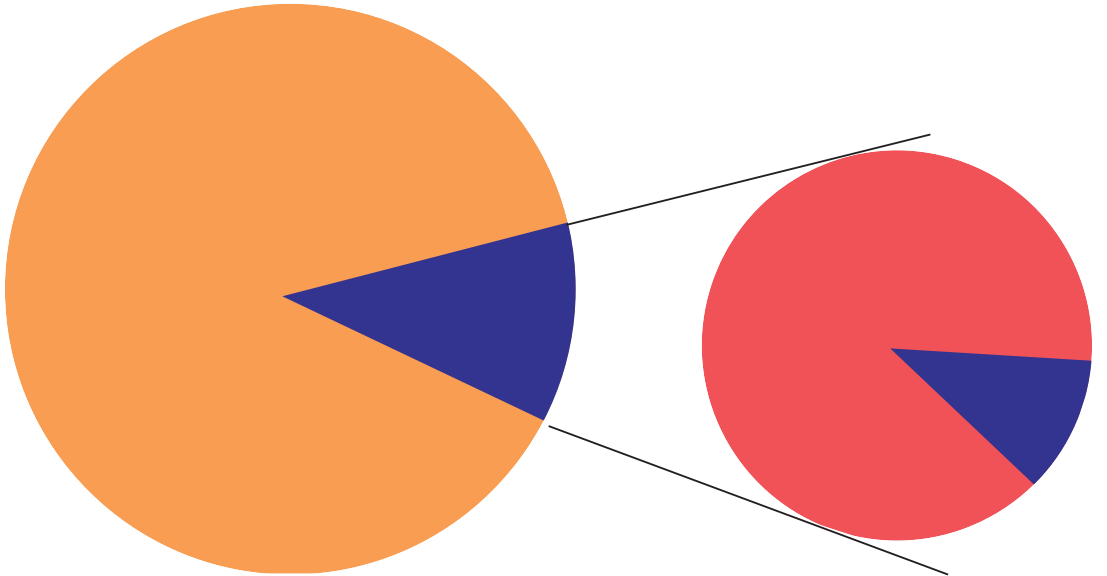
**Save lives** - increase trial availability for patients with no further treatment options.

**Successful trials** - increase trial participation and recruitment

**Time and money saved** - for hospitals and the pharmaceutical industry

**Accelerate Drug Development**

# Market Opportunity



**Global Trials Market**  
£14.6 Billion

**UK Trials Market**  
£1 Billion

**Cancer Trials**  
£160 Million

**300 000 People In The UK**  
New cancer patients enrolled onto clinical trials each year



# Revenue Model

**Initially** - Pay Per Patient Matched

(£1000-2000 / Patient)

**Eventually** - Pay Per Trial, Approx £150 000 / Trial.

(Depending On Trial Size)

**Subscription Model Available As An Option**

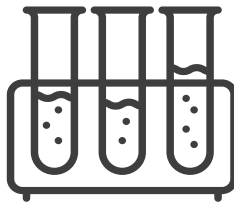
**Individual Contracts With Upfront Payment To Be Agreed Upon, Which Will Enable Us To Develop Sufficient Cash Flow.**

# Revenue Model



**Pharmaceuticals**

Subscription  
**£150,000** / patient



**Trial Sponsors**

**£1000-2000**  
**per patient**  
Subscription  
**For Grants**



**Hospital**

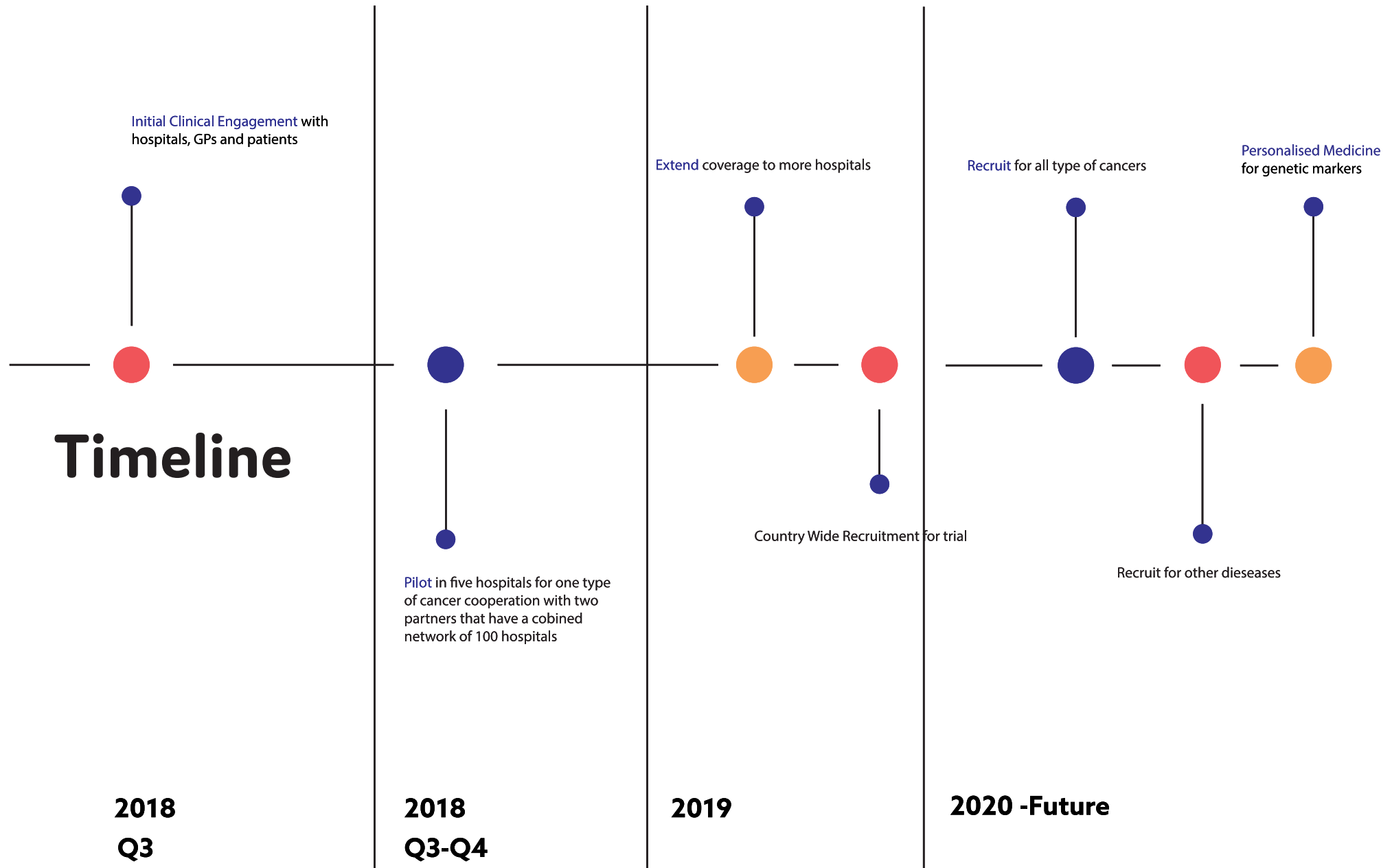
**Free**



**Patients**

**Free**

# Timeline



# Financials



	Year 1	Year 2	Year 3
<b>Total Revenue</b>	£1.876.667	£5.926.667	£9.220.000
<b>Total Cost</b>	£982.725	£3.348.935	£3.832.976
<b>Total Profit</b>	£893,942	£2.577.732	£5.387.024

# Meet The Team



**Sola Adekele MBBS,MRCP MBA**  
Co-founder  
Oncologist/domain expert



**Jamie Brough**  
Co-founder  
CTO



**Robert Van Der Zam**  
NED&Investor



**Paul Gaudin**  
Non Exec Chair  
Serial Entrepreneur



**Dr. Philip Gaffney PHD, OBE**  
Advisor  
Expert in interfacing medical sys and big data



**Jane Aldridge**  
Advisor  
Business Strategy And Development



**Mr. Veeru Kasi**  
Urological surgeon MBBS, PhD, MRCS



**Dr. Tom Hughes**  
Medical Informatics Advisor  
Consultant in emergency medicine, Oxford

# Traction

## Current

## Prospective

### Healthcare



Partnerships with ~100 hospitals through our NHS-integrated collaborators

### Pharmaceuticals



7/15 pharma companies contacted interested in working with us



### Patients



In contact with EU charities



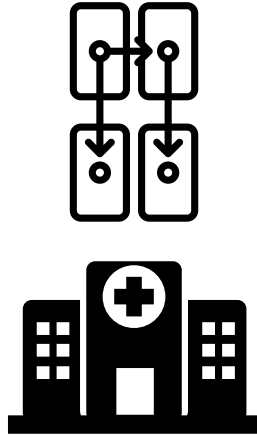
### Clinical Research



### Events



# Funding



**£100,000 prototype**  
within 5 hospitals  
and pharma



**£500,000** for  
iteration, team  
devpt & marketing



**£2M scaling**  
for setting up at  
full scale & full-time  
team

# Want To Know More?



**Sola Adekele**

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# Thank You!



**Curenetics**