HOST AND MODERATOR

Fred Tannenbaum
Partner
Gould & Ratner

For more than 25 years, Fred Tannenbaum has advised clients across a myriad of industries in more than 500 mergers, acquisitions, divestitures and strategic alliances, and in over 250 venture capital transactions. He also serves as de facto general counsel and strategic advisor to close to 100 small and mid-sized businesses. Fred guides boundary-pushing business transactions for healthcare companies, middle-market companies, private equity and venture capital funds, early stage emerging enterprises and privately held family businesses across the United States and throughout the world.

Wednesday, August 26, 2020

Noon - 1:15 p.m.

COMPANIES

EternaTear

EternaTear is developing a unique next generation over the counter (OTC) preservative free artificial tear dry eye product that can also be used for drug delivery enhancing drug availability residence time. EternaTear's unique and novel formulation supplements all layers of the tear film binding them together on the ocular surface by mimicking the secretions of all the glands of the eye. By doing so EternaTear creates a stable on eye tear film providing relief up to 4X longer than currently marketed products.

SIMBIOSYS

SimBioSys is a technology company on a mission to deploy Computational Oncology to transform decision making and patient experience in Cancer Care. By virtualizing cancer, clinicians and patients are empowered with a better understanding of the disease and can assess all available options computationally to truly individualize treatment. SimBioSys has developed a cloud-based modeling platform that allows physicians to create a personalized virtual tumor for a patient and assess the efficacy of treatment regimens via computational simulations.

WELLRIGHT

WellRight delivers complete wellness programs, addressing key dimensions of holistic health. Every aspect of the program has been designed to make well-being a lasting habit and includes variety and flexibility of customizable group and personal wellness challenges, a comprehensive Health Assessment, free coaching, clear progress bars to track results, and fun and customizable reward structures to build and maintain motivation and engagement.

BARRACUDAS

Craig Asher
OMX Ventures

Craig Asher is one of the managing partners at OMX Ventures. He has been investing for the past 11 years in early stage bio tools and therapeutics at the intersection of data and biology. He and the OMX Ventures team put in substantial work and money into supporting every startup in their portfolio. All of their deals come through referrals from trusted VCs, CEOs, and advisors. Some of his companies that have gone from a PowerPoint presentation to commercializing industry leading breakthrough technology include QuantaLife (sold to Bio-Rad), 10X Genomics (NASDAQ: TXG), Twist Bioscience (NASDAQ: TWST), Ginkgo Bioworks, Inscripta, and Finch Therapeutics.

Catherine Kleinmuntz
Kleinmuntz Associates

Dr. Kleinmuntz currently serves as Principal of Kleinmuntz Associates. She focuses as an advisor to companies in the life science space – helping to advise startups through organization, securing funding, staffing, and product development phases. The primary focus of KA is on companies focused on biotechnology in the cancer drug discovery, information technology, and genomics spaces. Recently, the company has expanded its focus to include companies in other technology spheres. Dr. Kleinmuntz currently serves as Chairman of the Board of two technology start-ups, SimBioSys and StatusNOW. In addition, Catherine's work includes philanthropy she has done with her husband Don. The cornerstone of which was a gift to the Carle R. Woese Institute for Genomic Biology (IGB). The Kleinmuntz Center for Genomics in Business and Society serves as a platform for enhancing and accelerating the broader impact of IGB's research by providing funds and programming for commercializing promising research.

Rachel Stillman
7wire Ventures

Rachel Stillman serves as an associate at 7wire Ventures where she focuses on investments in digital healthcare and technology. She was a member of the deal team for Clarify Medical, and higi. She is active with the portfolio, having provided strategic project support to companies including HomeThrive, TrainerRx, and ConsejoSano. Rachel's prior experience in venture capital includes her time at Qure Ventures, Israel's first exclusively focused digital health fund. Prior to Rachel's career in venture capital, she worked in the Healthcare Group at MB Financial Bank where she advised and supported healthcare organizations and healthcare service providers with their financing and risk management needs.

Our Firm

Gould & Ratner is a law firm with a wealth of legal experience and business acumen. The firm's services are designed to reflect the needs of well-established organizations and growing businesses, as well as those of entrepreneurs and family offices. The touchstone of our service to clients is translating our legal skill and business experience into practical solutions that work, helping our clients succeed.

Our lawyers are trained and educated in multifaceted legal disciplines so that each can guide clients through multiple issues, rather than bounce them from attorney to attorney. However, when a team is needed, the right people are just down the hallway. More than just legal advisors, our lawyers consistently demonstrate the care and commitment that set us apart from much larger law firms.

Formed in the 1930s, Gould & Ratner has represented prominent clients in diverse and complicated matters in Chicago and around the world. We were fortunate enough that our first client was the Crown Family, whose holdings grew from its original sand and gravel company into multiple natural resource, industrial, telecommunications, transportation and real estate activities, including ownership of premier properties such as Rockefeller Center and the Empire State Building. Over the years as the number of our clients grew, we in turn have helped them grow from local family-owned operations to national conglomerates – enterprises that we still represent.

SERVICES OFFERED

- Business Reorganization and Creditors' Rights
- Corporate
- Environmental
- Estate Planning and Wealth Transfer
- Family Offices, Businesses and Entrepreneurs
- Human Resources and Employment
- Intellectual Property
- Litigation
- Private Equity and Venture Capital
- Real Estate
- Tax Planning and Compliance
- Tax Controversy

INDUSTRIES SERVED

- Cannabis
- Construction
- Financial Services
- Healthcare
- Hospitality, Food and Beverage
- Sports and Entertainment
- Telecommunications, Media and Technology

As Gould & Ratner has continued to provide increasingly sophisticated legal and business advice to its clients – which now include Fortune 500 corporations, middle-market closely held businesses, financial institutions and entrepreneurs, as well as families and their businesses – we have remained focused on our core service areas of real estate, corporate, tax, estate and succession planning, litigation, human resources and employment, intellectual property, environmental and a few related specialty fields focused on industries such as healthcare, construction, telecommunications, technology, retail, and hospitality, food and beverage.

In this ever-changing and complex world, Gould & Ratner remains one of the few truly mid-size law firms in Chicago, but our reach extends into the Midwest, around the United States and even globally through our participation in LawExchange International. No matter the business issue or even the location involved, we are poised to provide our clients with the multifaceted approach to legal services that best achieves their goals.

gould+ratner

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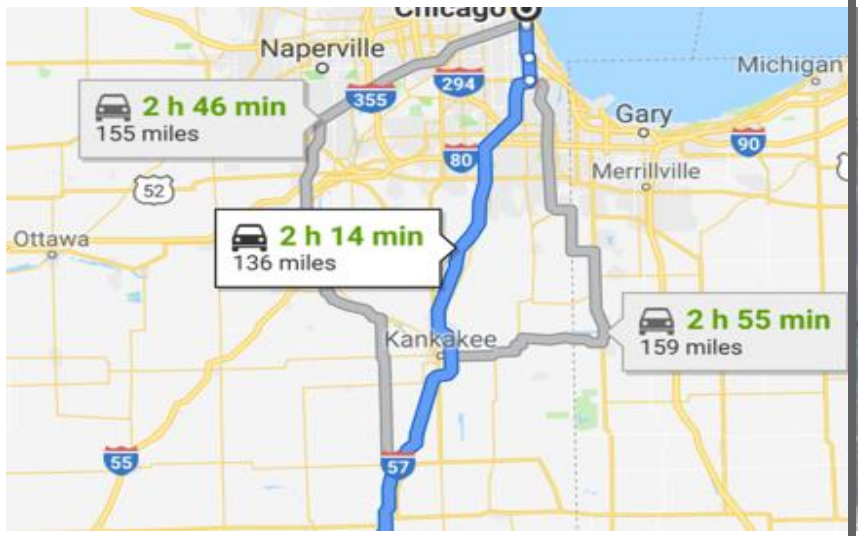
Empowering Precision Cancer Care

Opportunity

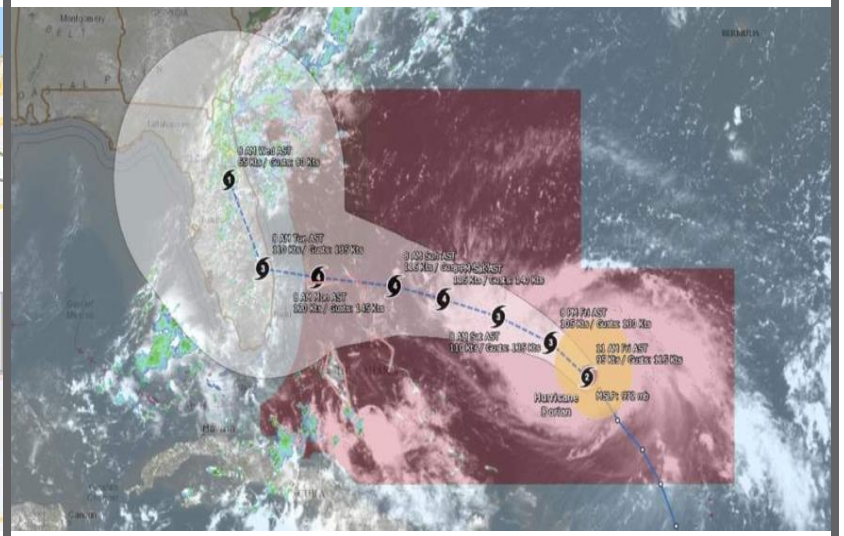
Applying proven computational approaches to Cancer

Navigation



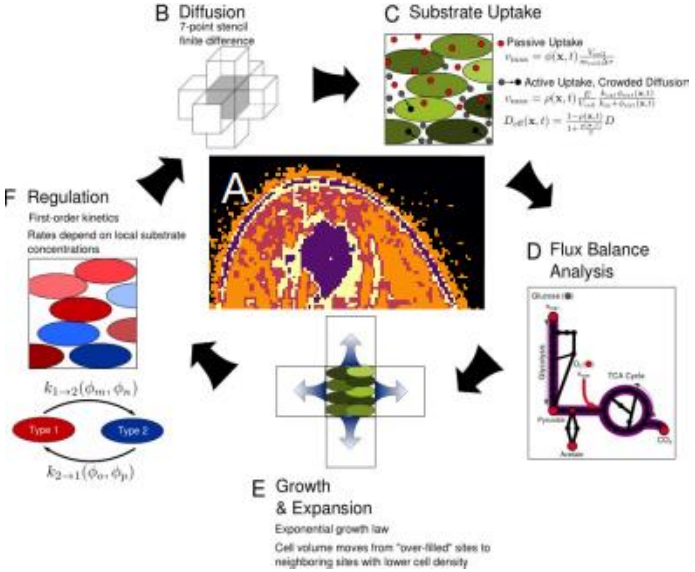
Cancer Treatment as a journey with different options

Weather Forecast



Cancer can be understood via biophysical models

SimBioSys TumorScope

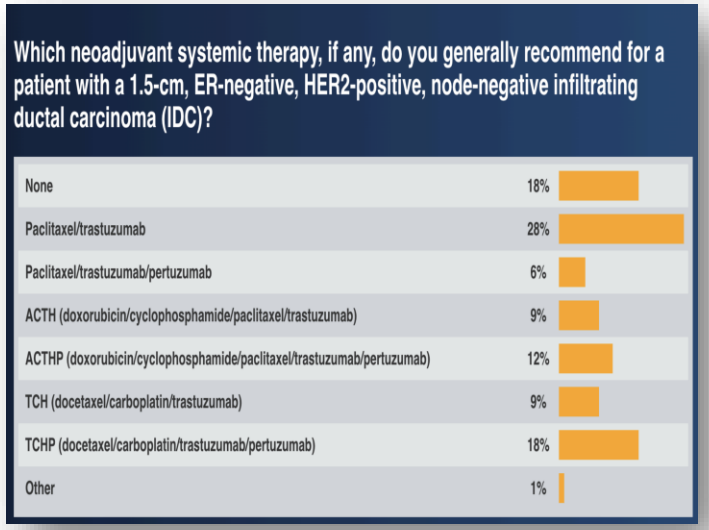


Computational simulations of response to therapy

Challenge
Variation in Cancer Care

Variation in Outcomes, Costs and Toxicity due to Treatment Selection

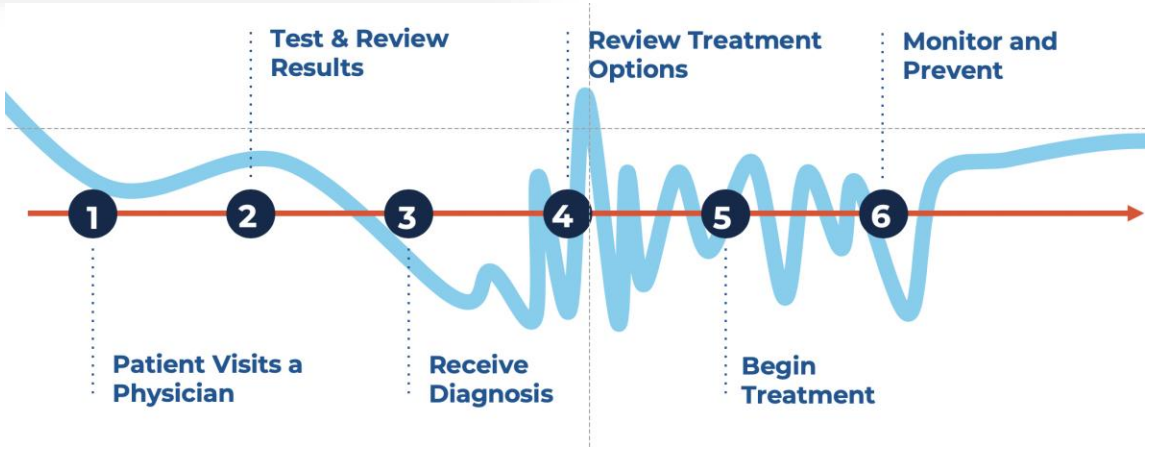
Survey of 130 Oncologists at San Antonio Breast Cancer Symposium (Research to Practice)



Drug Combination	Median Reimbursement Cost	Toxicity/Side Effect Ranking
None	$ -	0
Paclitaxel + Trastuzumab (TH)	$ 141,000	1
Paclitaxel + Trastuzumab + Pertuzumab (THP)	$ 282,925	2
Doxorubicin + Cyclophosphamide + Paclitaxel + Trastuzumab (ACTH)	$ 165,700	5
Doxorubicin + Cyclophosphamide + Paclitaxel + Trastuzumab + Pertuzumab (ACTHP)	$ 307,180	6
Docetaxel + Carboplatin + Trastuzumab (TCH)	$ 169,567	3
Docetaxel + Carboplatin + Trastuzumab + Pertuzumab (TCHP)	$ 311,037	4

Variation in Patient Experience

Research conducted by SimBioSys with 30 cancer survivors focused on patient experience and uncertainty during cancer care.



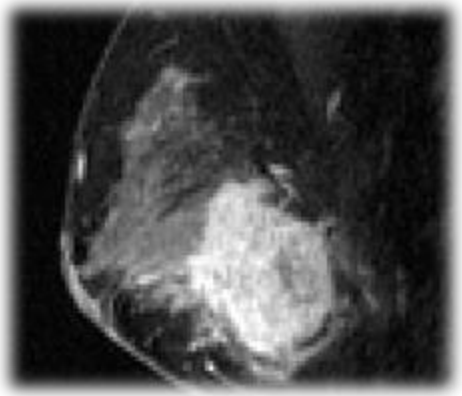
SimBioSys: Empowering Precision Cancer Care

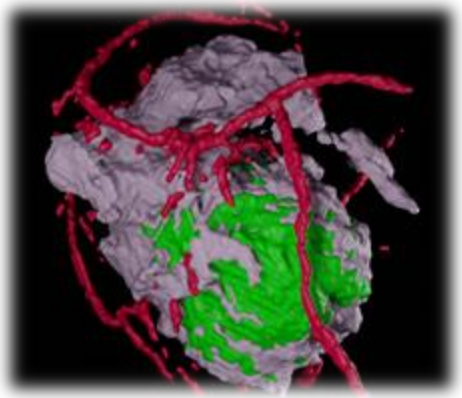
Artificial Intelligence

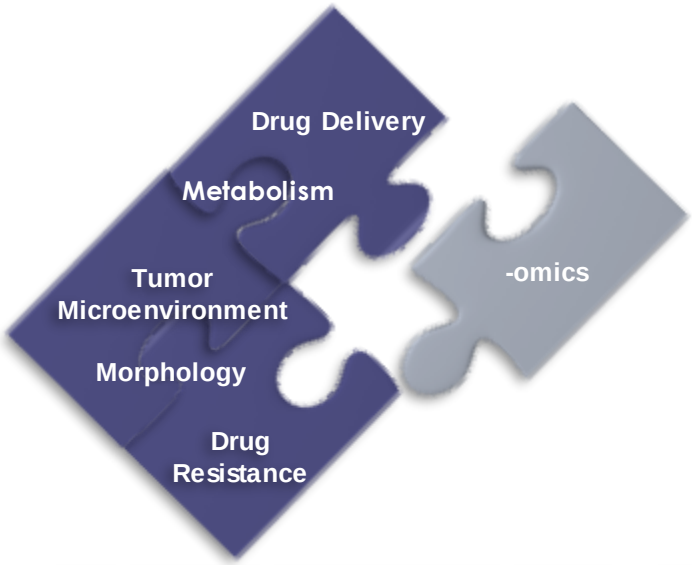
Virtualizing Cancer

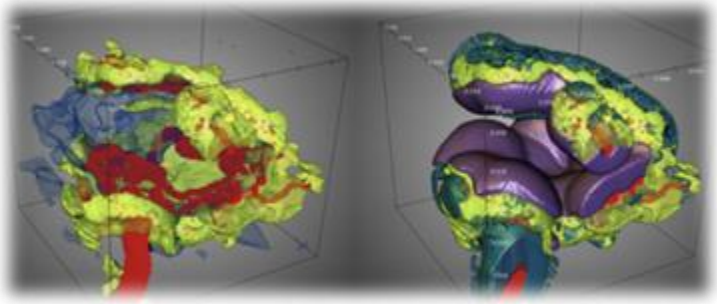
Biophysical Simulations

Simulating Cancer



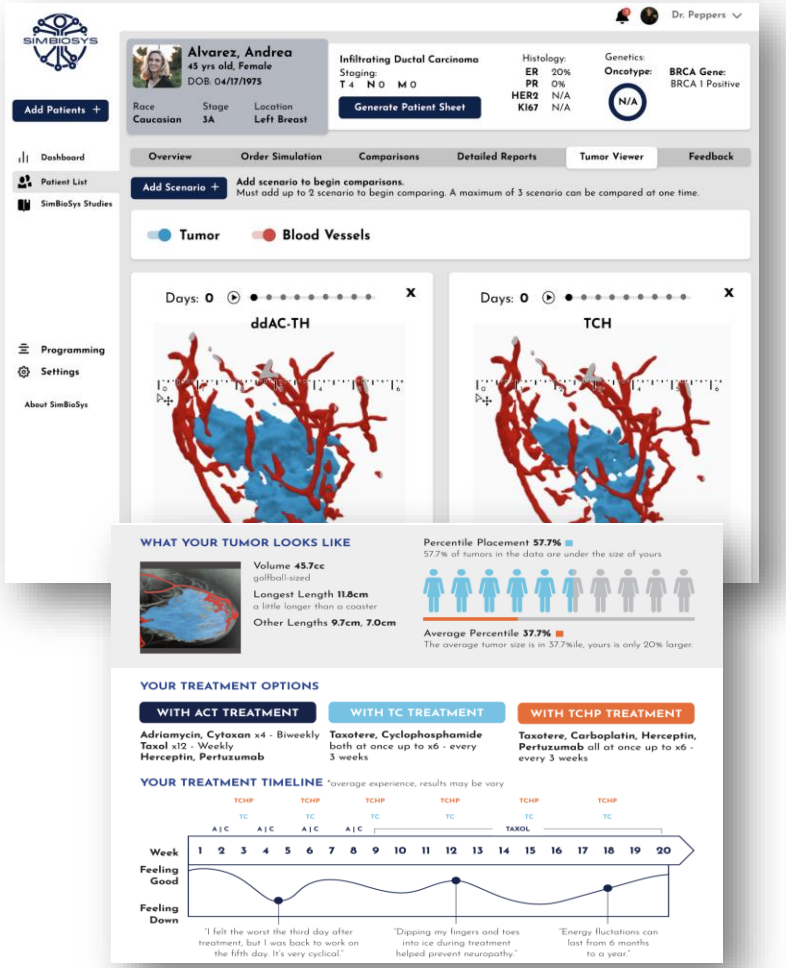




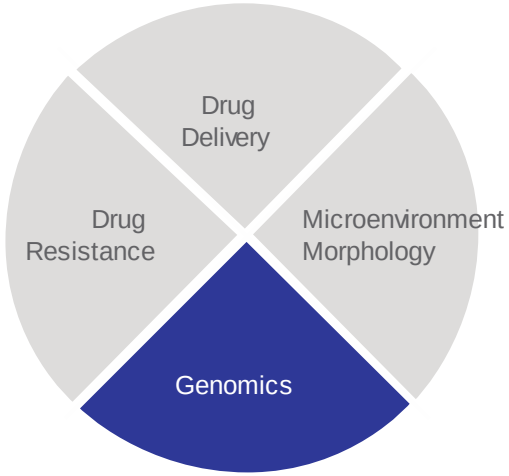


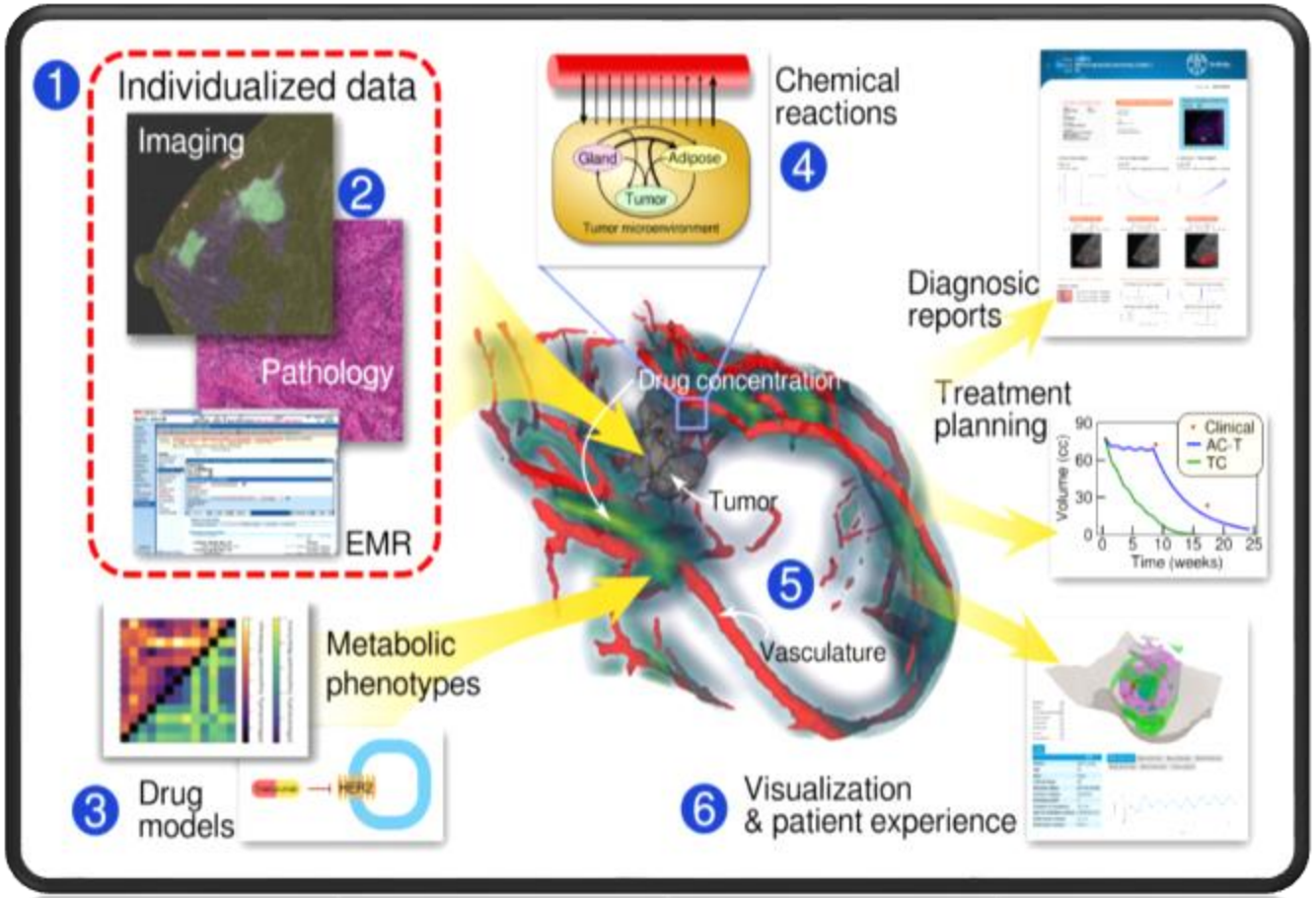
SimBioSys TumorScope

Eliminating Uncertainty, Individualizing Care



Comprehensive Model of Cancer





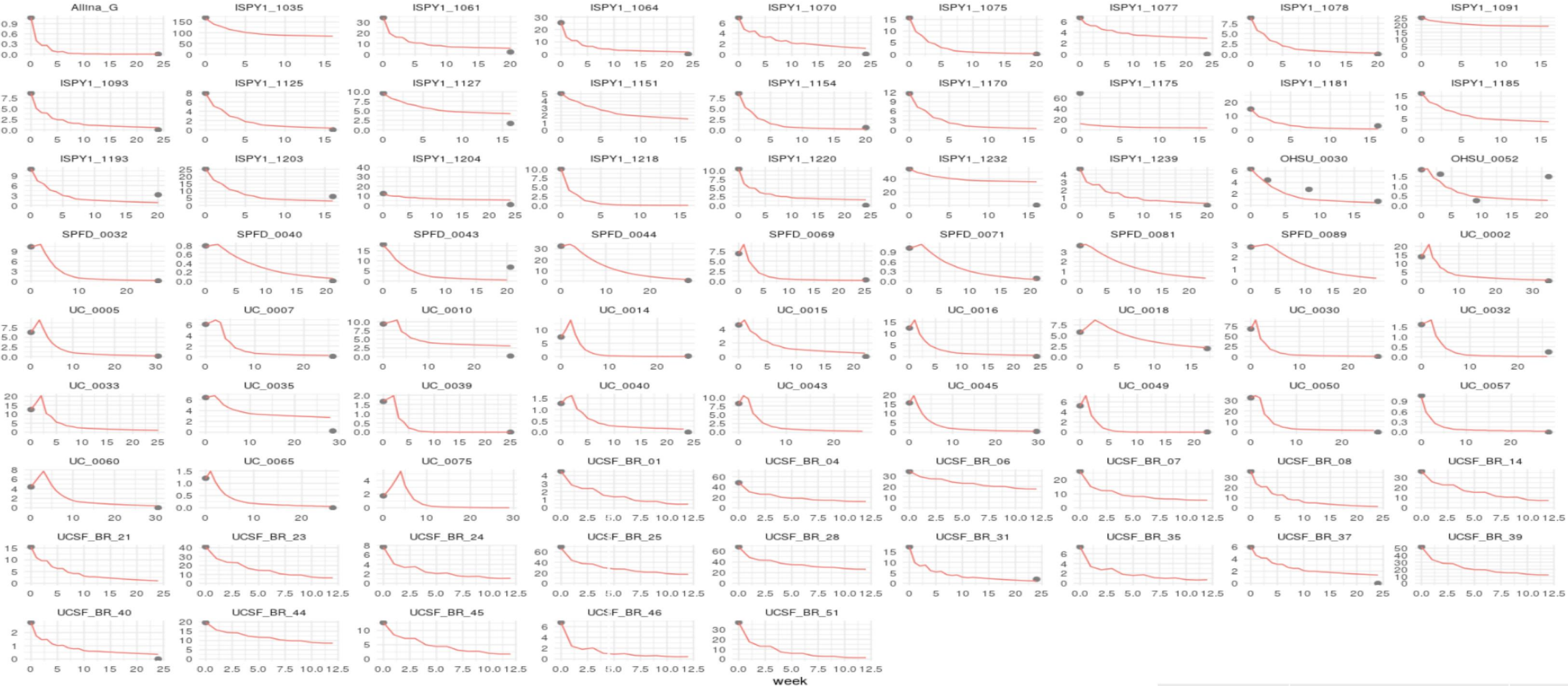
1. Automated segmentation of imaging and pathology
2. Bringing together pathology, imaging and genomics data to ”virtualize” a patient’s tumor
3. Novel scientific discoveries for tumor behavior & drug response
4. Determination of key chemical species and reactions with tumor and microenvironment
5. Biological simulations to forecast tumor response
6. Precise predictions of response to therapy for treatment and surgical planning

Data: Predicted Tumor Responses vs Clinical Results

Validated in over 400 Patients

TumorScope Tumor Response Prediction

Clinical Result



Applications in Therapy Planning, Clinical Trials, Research and Patient Experience

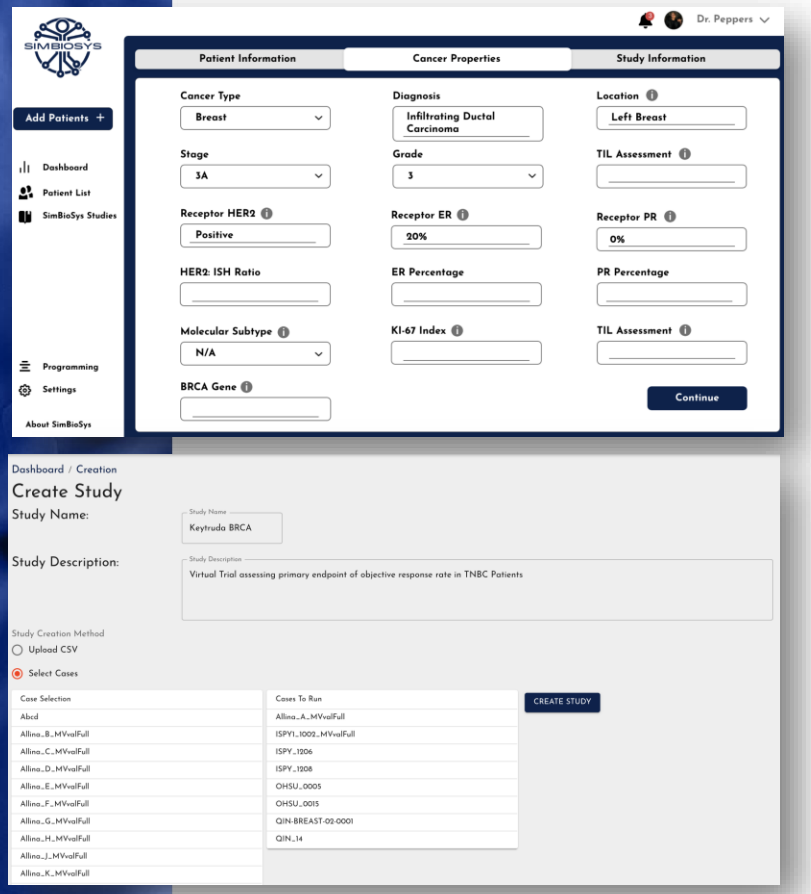
Impact/Opportunity	Patient	Provider	Payor	Pharma
Right Drug for the Right Patient	YES	YES	YES	YES
Systematic De-escalation of Care	YES	YES	YES	
Individualized Dosing & Scheduling	YES	YES	YES	YES
Improved Patient Experience & Physician Collaboration	YES	YES	YES	
Reduced Need for Multiple Opinions	YES	YES	YES	
Level Playing Field for Rural Providers	YES	YES	YES	
Effective Surgical Planning	YES	YES	YES	
Adjuvant vs Neoadjuvant Selection	YES	YES	YES	
Therapy Resistance Identification	YES	YES	YES	YES
Individualized Prognostication	YES	YES	YES	
Active Surveillance Candidate Identification	YES		YES	
Sub-optimal Response Stratification		YES		YES
Virtual Trials for New Drugs and Combination Therapy				YES
Comprehensive Biomarker Development		YES		YES
Metabolic Target Identification & Analysis				YES

Clinical & Virtual Trial Workflow

1

Patient Selection

Existing or New Patient Selection



2

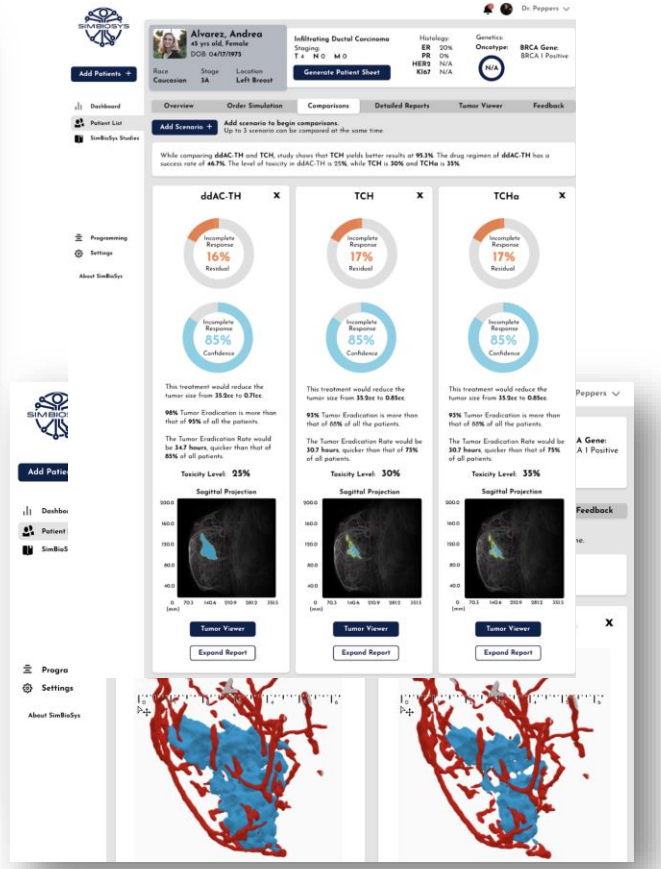
Simulation Order

Standard of Care and/or Experimental Therapies

3

Analysis

Clinician & Patient report Patient Stratification



Clinical Decision Making: Example of Patient Communication with SimBioSys

Physician **Dr. Jane Doe**
Diagnosis **Infiltrating Ductal Carcinoma**
Stage **3A**

Institution **XYZ Cancer Center**
University of State
Report Date **10/31/2018**

PATIENT INFORMATION

ANDREA ALVAREZ

DOB
01/01/1980
Gender
Female
Race
Caucasian

Stage **3A**
This tumor hasn't spread to the chest wall, breast skin, lymph nodes, or other organs.

Lymph Node Stage
0

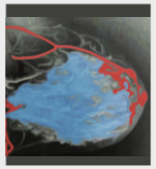
Metastasis Stage
0

ER+ **Estrogen Receptor**
The cancer cells have receptors (proteins) that attach to estrogen hormone, which helps them grow.

PR- **Progesterone Receptor**
The cancer cells do NOT have receptors (proteins) that attach to progesterone hormone.

HER2+ **Human Epidermal growth factor Receptor 2**
Too much HER2 protein could cause cancer to grow and spread more quickly.

WHAT YOUR TUMOR LOOKS LIKE



Volume **45.7cc**
golfball-sized

Longest Length **11.8cm**
a little longer than a coaster

Other Lengths **9.7cm, 7.0cm**

Percentile Placement **57.7%**
57.7% of tumors in the data are under the size of yours

Average Percentile **37.7%**
The average tumor size is in 37.7%ile, yours is only 20% larger.

YOUR TREATMENT OPTIONS

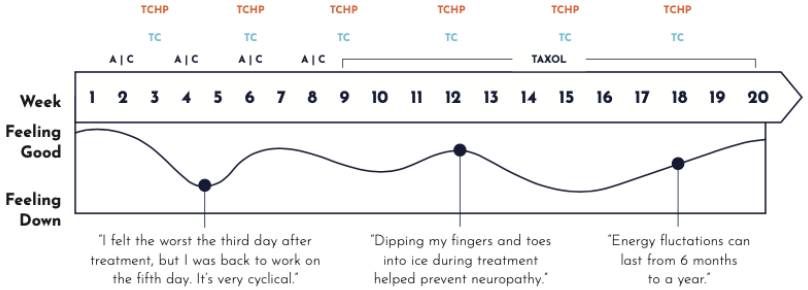
WITH ACT TREATMENT
Adriamycin, Cytoxan x4 - Biweekly
Taxol x12 - Weekly
Herceptin, Pertuzumab

WITH TC TREATMENT
Taxotere, Cyclophosphamide both at once up to x6 - every 3 weeks

WITH TCHP TREATMENT
Taxotere, Carboplatin, Herceptin, Pertuzumab all at once up to x6 - every 3 weeks

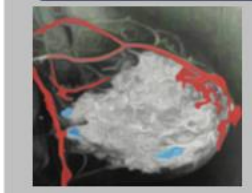
YOUR TREATMENT TIMELINE

*average experience, results may be vary

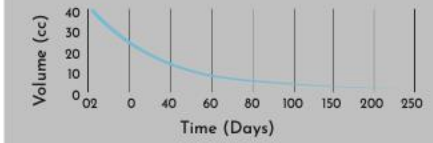


VISIT SimBioSys WEBSITE FOR MORE SURVIVOR PERSPECTIVES AND STORIES

WITH ACT TREATMENT



Volume **2.8cc**
Nickel-sized
Longest Length **11.7cm**
a little longer than a drink coaster
Other Lengths **9.7cm, 6.4cm**



SIDE EFFECTS

Regimen Toxicity **3**
Mildly Harmful Mild toxicity that sometimes interferes with normal daily activities.

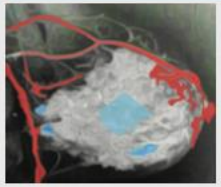
Potential Side Effects Diarrhea, Fatigue, Hair loss, Painful tingling to numbness in fingers and toes, liver injury, cough, dry skin, joint pain.

LONG-TERM PROGNOSIS

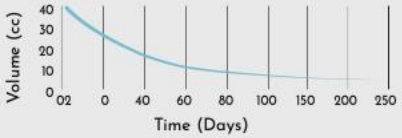
63% likelihood to not have a recurrence in the next 5 years.

85% confidence in these predictions based on information available.

WITH TC TREATMENT



Volume **8.5cc**
Gumball-sized
Longest Length **12.7cm**
a little longer than a pop can
Other Lengths **10.3cm, 7.4cm**



SIDE EFFECTS

Regimen Toxicity **2**
Occasionally Harmful Rare or low-grade toxicity that has little impact on normal daily activities.

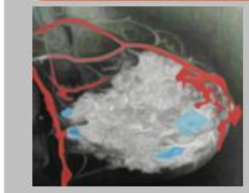
Potential Side Effects Increased risk of infection, bruising, bleeding gums, nosebleeds, breathlessness, pale skin, fatigue.

LONG-TERM PROGNOSIS

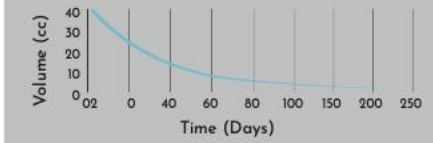
63% likelihood to not have a recurrence in the next 5 years.

85% confidence in these predictions based on information available.

WITH TCHP TREATMENT



Volume **3.5cc**
Nickel-sized
Longest Length **11.9cm**
a little longer than a drink coaster
Other Lengths **9.8cm, 6.6cm**



SIDE EFFECTS

Regimen Toxicity **3**
Not Harmful Uncommon or minimal toxicity that doesn't impact normal daily activities.

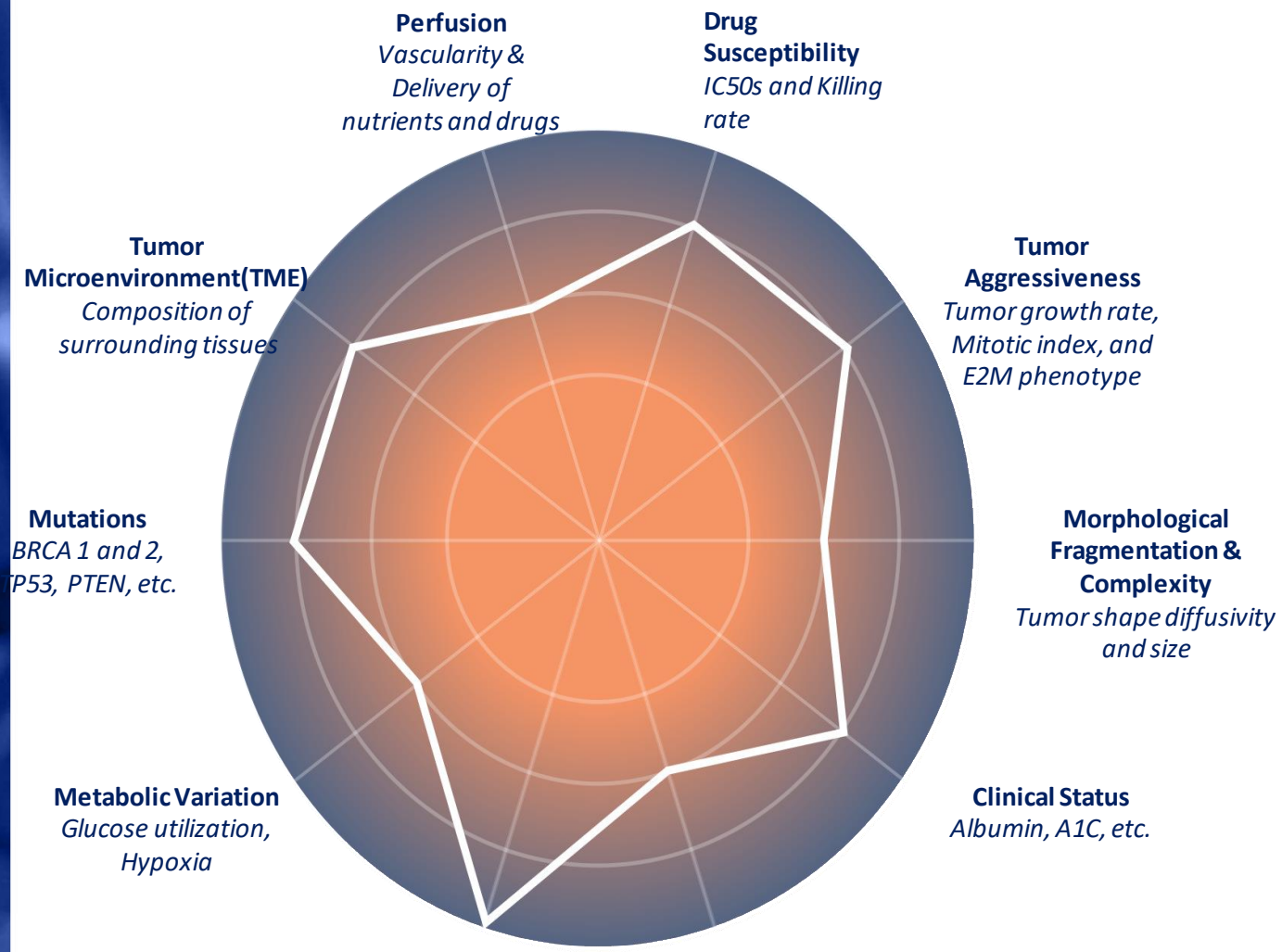
Potential Side Effects Nausea, hair loss, fatigue, loss of taste, sore throat or mouth sores, low white and/or red blood cells.

LONG-TERM PROGNOSIS

63% likelihood to not have a recurrence in the next 5 years.

85% confidence in these predictions based on information available.

Pharma: Comprehensive Biomarker Development & Virtual Trials



- 1200 Virtual Tumors
- Standard of Care inputs
- Prediction in 30 minutes
- Use of existing PK/PD data for modeling
- Virtual Trials for Patient Selection

Clinician Support & Clinical Utility

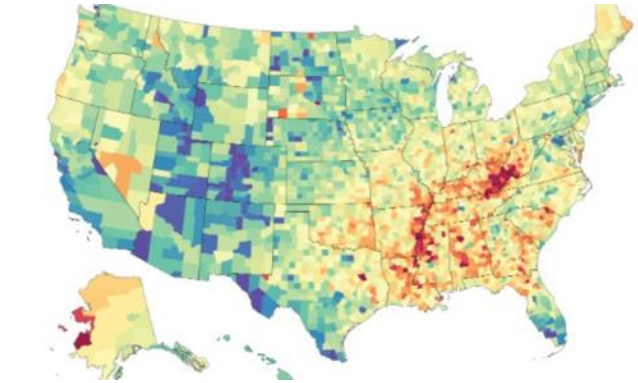
Over 130 physicians have validated the approach, clinical utility and potential impact on patient care & experience

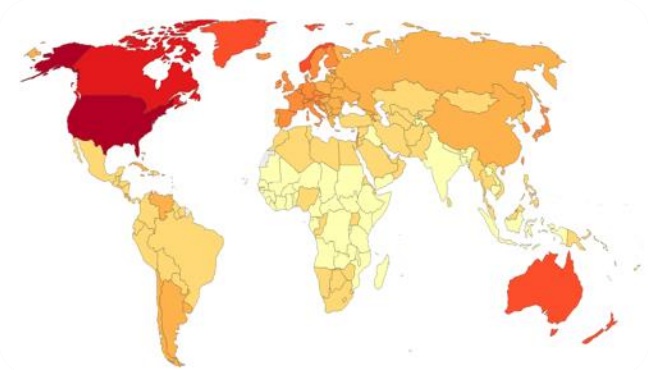
- Individualized Medicine: Drug, Dosing & Schedule
- De-escalation of Care
- Surgical Planning & De-escalation
- Effective Tumor Board Collaboration
- Address Gaps in Patient – Physician collaboration
- Address Gaps in Patient Experience
- Clinical Trial Candidates – determining who will not respond to Standard of Care
- Understanding Mechanisms of Variation
- Virtual Trials for Clinical Trial Selection

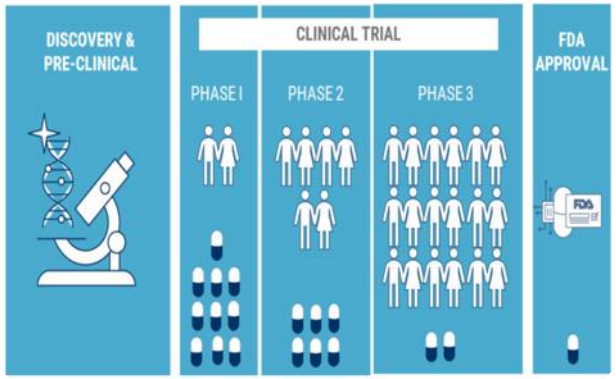
COVID-19 Update

"Because of the state of the world, you guys will make a huge difference with what's going on right now…. The paradigm of treatment has changed."
- Dr. Cherie Kuzmiak, University of North Carolina

Overall Market Opportunity







Type (Oncology)	US Treatment Planning & Clinical Reporting	Global Treatment Planning & Clinical Reporting	Pharmaceutical Industry Virtual Trials & Research
Volume	1.8 million patients/year Source: Cancer.org	18.1 million patients/year Source: GLOBOCAN 2019.	>5000 drugs in R&D ~2500 drugs in Phase II Source: Pharmaprojects®, January 2019
Market Size (USD)	**$720 million** @$400/patient	**$3.6 billion** @$200/patient	**$1 billion** @10% Phase II Trials Cost ($12M) Source: https://aspe.hhs.gov/report/examination-clinical-trial-costs-and-barriers-drug-development

Software as Service: TumorScope for Clinical
Per Patient Model: TumorScope for Pharma

Revenue Model – Health Systems

Annual subscription fees
(Per cancer type)
$45k – $150k

- # Of cancer types
- Clinical & research usage

Implementation & hosting fees
(Single payment)
$50k – $200k

- # of physicians
- # of cases

Pharma Use

Cost Per Virtual Patient Analysis ~ $5,000

Reimbursement Strategy: Subscription cost to be **subsidized** by payors to encourage use in their markets. Pricing will be adjusted in future

Revenue Forecast: Revenue expected post FDA approval in 2021 with 5 year forecast of $70 million

SimBioSys Leadership and Advisory Teams

Unique blend of scientific, technology and commercial backgrounds

Tushar Pandey
CEO

- SaaS Product Development & Launch (Strata)
- Healthcare Operations & Business Development
- MBA(Booth) & EE(UIUC)

Dr. Joseph Peterson
CTO

- Simulations Expert
- -omics background
- PhD Chemistry(UIUC)

Dr. John Cole
CSO

- Tumor Microenvironments
- Drug Modeling
- PhD Physics(UIUC)

Dr. Tyler Earnest
VP, Medical Imaging

- Deep Learning Expert
- Medical Imaging & Biological Modeling
- PhD. Computational Biology(UIUC)

Michael Hallock
VP, Development

- Super/Cloud Computing Expert
- 14-year Development and R&D optimization
- MS. Comp Science

Clinical & Strategy Team

Eduardo Braun MD Practicing Oncologist
David Smith MD Practicing Oncologist
Gordon Kuntz Oncology Pathways Strategy
Julia Williams, RN Patient Advocacy

Board and Advisors

Catherine Kleinmuntz, PhD
Chairman, Kleinmuntz Associates
Gene Robinson, PhD
Executive Director, Institute of Genomic Biology, UIUC
Dr. Rohit Bhargava, PhD
Director, Cancer Center UIUC

Lance Munn, PhD
Professor Oncology, Harvard Medical School
Don Kleinmuntz, PhD
Professor Statistics and Analytics, University of Notre Dame
David Kranz, PhD
Professor Biochemistry & Immunology, UIUC

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Contact: tushar@simbiosys.com

HEALTHY HABITS BETTER BUSINESS

WELLRIGHT

Barracuda Boardroom

August 26, 2020

CORPORATE WELLNESS DEFINED

- **Biometric Screening**
  Health screening to baseline and discover unknown conditions
- **Health Assessment**
  Questionnaire to baseline and tailor the program
- **Lifestyle Coaching**
  Holistic, live coaching
- **Education**
  Training to increase awareness
- **Activities**
  Group and individual challenges to foster positive habit formation
- **Rewards**
  Incentives to get employees to participate in the program

WHY **WELLNESS?**

- **Health Cost Reduction**
  Reduce claims costs
- **Improved Productivity**
  Reduce sick days and presenteeism
- **Employee Benefit**
  Attract and retain talent
- **Culture Building**
  Strengthen company culture
- **Human Performance**
  Help employees become better people

MARKET **DRIVERS**

Despite COVID, employers are still buying wellness

Mental Wellness

Employers need to address the mental wellness needs of their employees

Remote Workforce

As more employees work from home, it increases the need for a digital platform

Cost Savings

Employers can upgrade their wellness program and save money at the same time

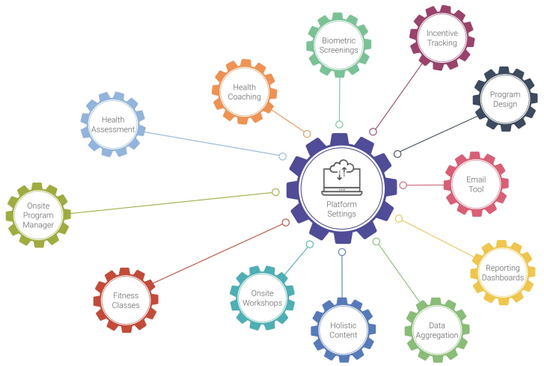
US MARKET OVERVIEW

Mature but wide-open market

WHY **WELLRIGHT?**

1 CONFIGURABLE PLATFORM

As your program evolves, our flexible platform grows with you.



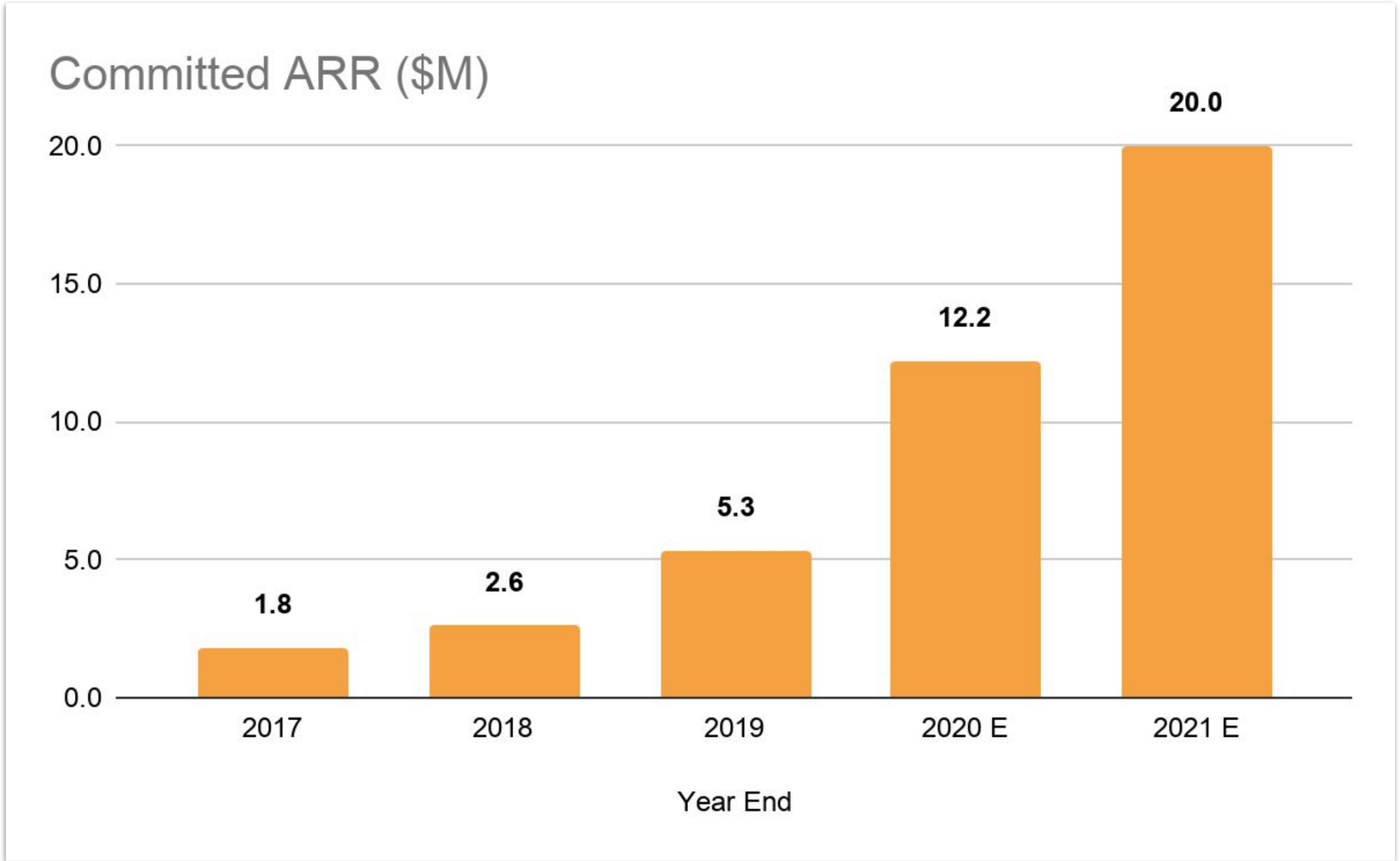
2 WELLNESS CONTENT

Over 400 activities, 100 microlearning courses and Intensive Learning Experiences keep your program fresh.

3 DESIGN EXPERTS

Our certified account managers help you design the perfect program for your organization.

SALES **GROWTH**



Net Revenue Retention
126%

Gross Margin
79%

EternaTear™

Next Generation OTC Artificial Tear for Dry Eye

Tim Willis – Founder & CEO

Phone – (919) 241-3200 Email – Tim@EternaTear.com

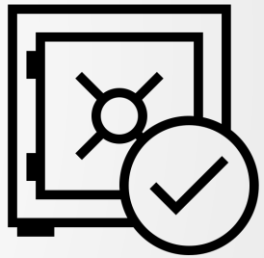
EternaTear™

Next Generation OTC Artificial Tear

Lasts 2X to 4X longer than current products & Potential Drug Delivery Vehicle

Capital Efficient Investment – Exit <3 years

Capital efficient strategy minimizes risk delivering results in 30 months



Proven Team

Decades of experience developing artificial tears that generate ~$350M annually

EternaTear™ Team

Deep industry expertise, renowned scientific knowledge, and proven track record

Tim Willis

CEO

- Founder & CEO; TearScience
- 15+ Yrs in Dry Eye
- Developed 50+ ophthalmic products including SootheXP®
- Raised ~$300M

TearScience®

Allergan

Diethart Reichardt

CMO

- Former President, Consumer & OTC Products; Allergan
- 35 Years Ophthalmic Industry Expertise

Allergan

CooperVision

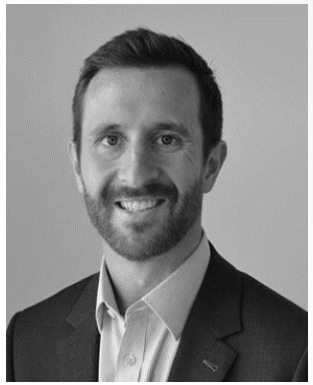
Ralph Stone, PhD

CTO

- Former VP of Consumer R&D; Alcon
- Developed & Launched the Systane® product line
- Ophthalmic FDA Expert

Alcon

WESLEY JESSEN



Joe Huber

COO

- Former Product Manager Midmark
- Venture Finance, Life Sciences; SVB
- 8 years healthcare product development and finance
- MBA; Duke University

midmark

svb Silicon Valley Bank

Kent Geer

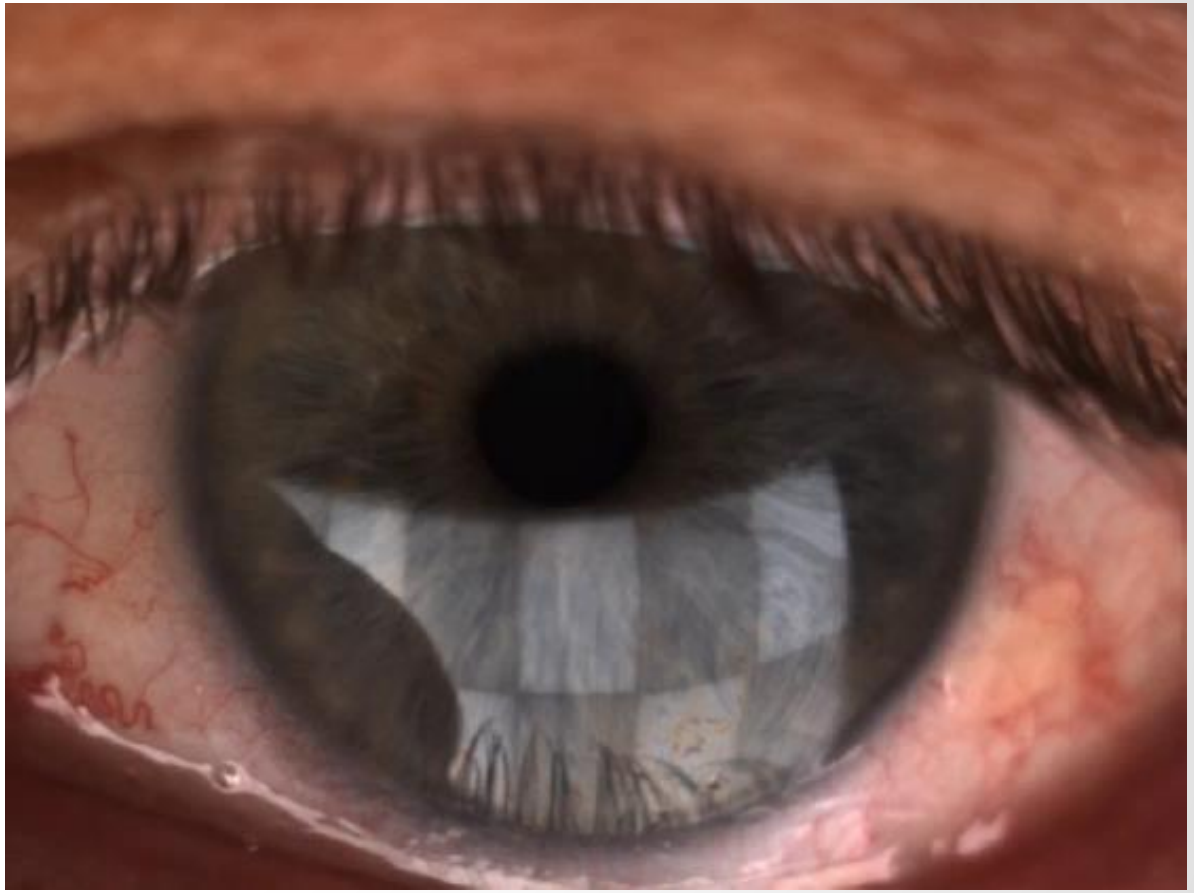
CFO

- Former Partner & Entrepreneurial Services Manager; EY
- 30+ years serving Biotech, Med Device, and Technology sectors
- UNC Alum

EY

Dry Eye Defined

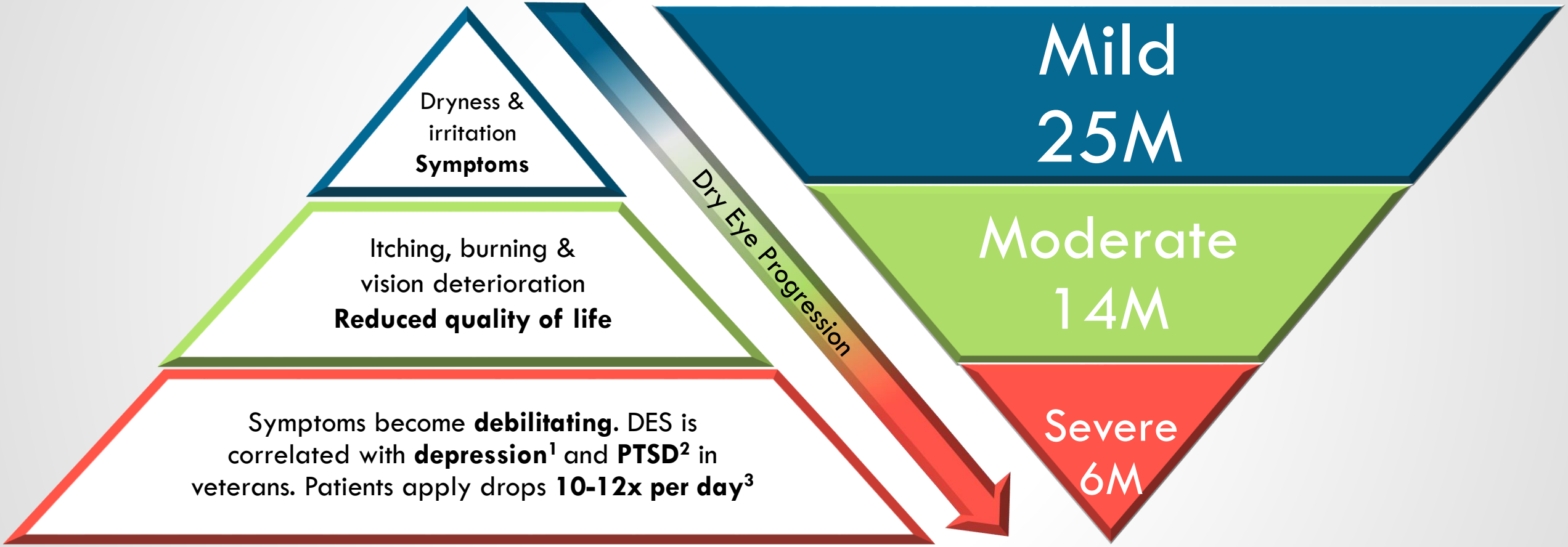
Healthy Tear Film



Poor Tear Film

Dry Eye Impacts Quality of Life

Dry Eye Affects 15% Globally – 45M of the US Population



1) Um S-B, Yeom H, Kim NH, Kim HC, Lee HK, Suh I (2018) Association between dry eye symptoms and suicidal ideation in a Korean adult population. PLoS ONE 13(6): e0199131

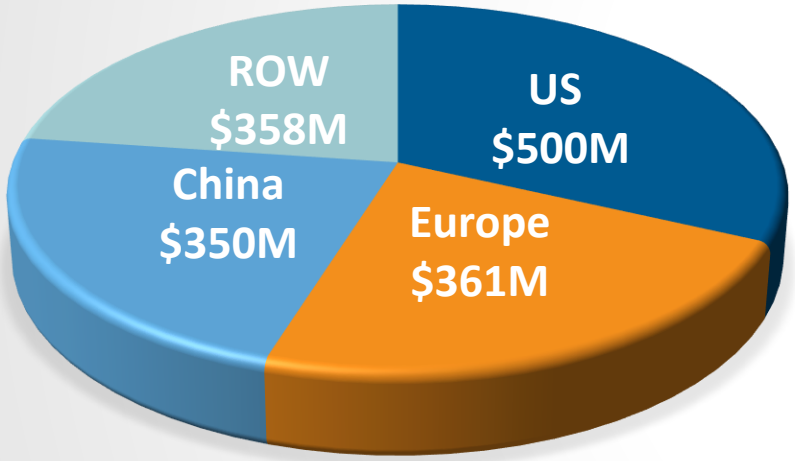
2) GALOR A, FEUER W, LEE DJ, et al. Prevalence and Risk Factors of Dry Eye Syndrome in a United States Veterans Affairs Population. American journal of ophthalmology. 2011;152(3):377-384.e2. doi:10.1016/j.ajo.2011.02.026

3) Dry Eye Disease (Keratoconjunctivitis Sicca) Treatment & Management C Stephen Foster, MD, FACS, FACR, FAAO, FARVO; Chief Editor: Andrew A Dahl, MD, FACS.

$2B+ 2019 Global OTC Tear Market

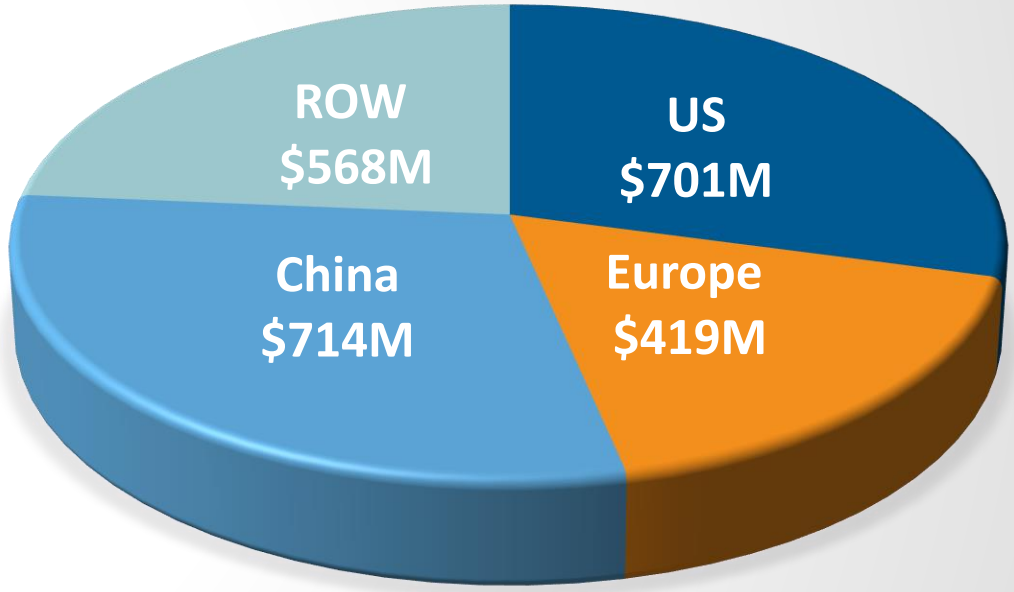
$4.2B Total Market – OTC & Rx

2015 SALES $1.6B



7.4% Average Annual Growth

2021 SALES EST. $2.4B



Global OTC Tear Market – ~$450M (2006) to $2B+ (2018)

1) Market Scope 2016 Dry Eye Products Report: A Global Market Analysis for 2015 to 2021

**In-country industry source data indicate Chinese OTC market is dominated by smaller brands & multiple distribution segments. Results in China market estimates of $300M to be underestimated by industry reports which primarily survey hospitals. On ground market intelligence indicate China market size of $500-$700M in dry eye OTC products*

OTC Artificial Tears Evolution

1st Generation 1980-2010
Simple Lubrication

Visine ALL DAY COMFORT DRY EYE Relief

Clear eyes PURE Relief

Aqueous

Patients Use
8 to 15+ drops/day

2nd Generation 2010-2020
Rebuild Tear Film

Systane BALANCE

Soothe XP Emollient (Lubricant) Eye Drops

Refresh Optive ADVANCED

Lipid

Aqueous

Mucin

Patients Use
5 to 8+ drops/day

EternaTear™
Next Generation 2021-Beyond
Significantly Longer Lasting

Lipid

Aqueous

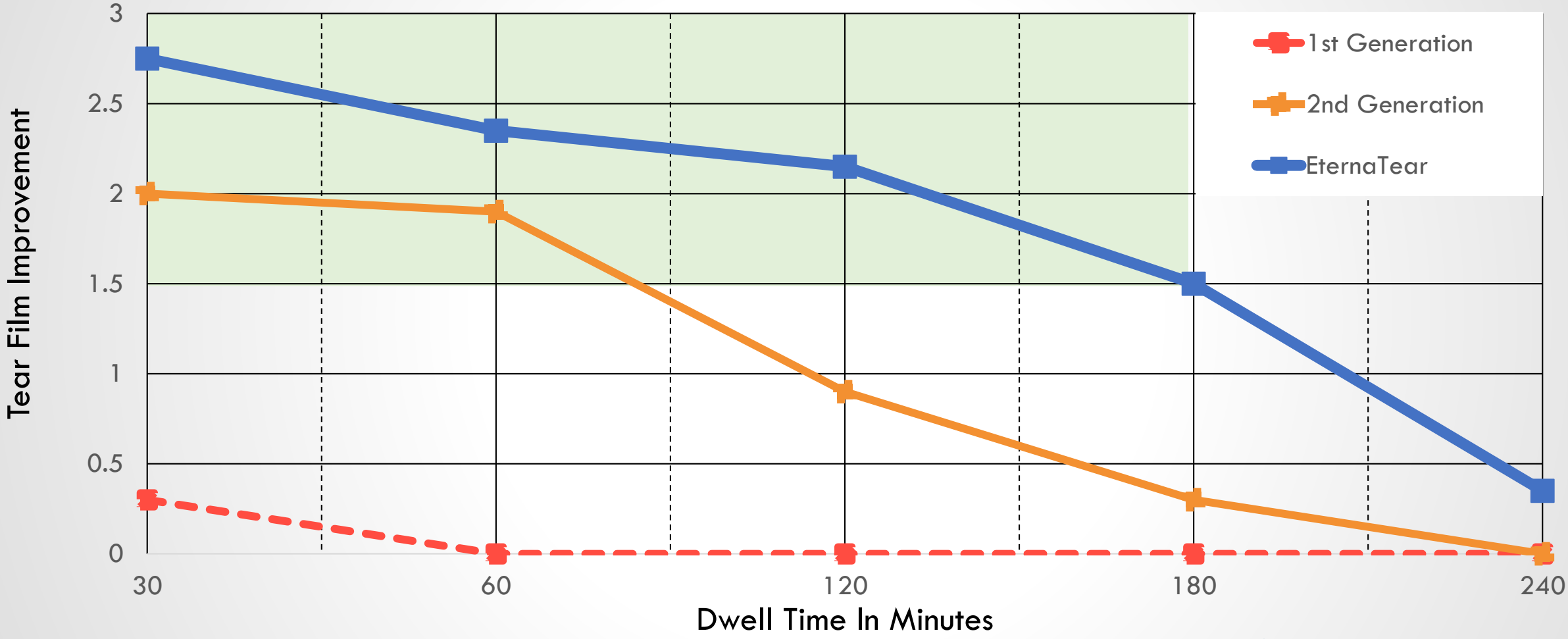
Mucin

Stabilizing
Interfacial Layers

Patients Use
3 to 4 drops/day

EternaTear™ on Eye Testing - Creates a Healthy Tear Film

Remains on the Eye 2x-4x Longer than 1st or 2nd Generation Products



Test formulas included preservative
Data on file

EternaTear™ – Potential Strategic Acquirers

10+ Potential Acquisition Partners

EternaTear™ Investment Terms

$4.5M at $7M Pre-Money

- Funding achieves “Market Launch Ready Product”
- Initial Closing Completed ~$4.2M
- Term Sheet Key Terms
  - 1X Full Participating Liquidation Preference
  - 5% Cumulative Dividend

10X Return Potential Exit in 30 Months