



ACTIGENOMICS

One line pitch:

Actigenomics™ (swiss cpy): a ground-breaking new family of active nutritional ingredients (ANIs), targeting functional food and nutraceuticals markets

Market Analysis:

Market is huge and fast growing: functional food and drink market: 128 Bn ; + 10 % year ; Nutraceuticals : 48 Bn ; + 4 % year; Additives for animal nutrition market should reach 18.7 Bn by 2016. The first four products, ready for commercialization, address 4 major health problems: - lipid metabolism: 2.1 billion people are obese or overweight and suffering or at risk of developing metabolic diseases. - immunity: the market is very large, ranging from immuno-depressed to general prevention, e.g. of winter infections. - sleep quality: an estimated 30% of the world population suffers from sleep disorders. - bone metabolism: 40 % of women above the age of 50 years, i.e 7-8% of the world population.

Value proposition:

Pre-clinical and clinical studies have demonstrated that these 4 ANIs are the most effective non-drugs on these markets and have no side effect. ANIs are more and better efficient than all competition, the only or among the only to clinically prove their efficacy, the only to have a very attractive and consumer expected way of efficacy (improvement of global health status through restoration, redynamisation of natural regulations), demonstrated with the genomic understanding. ANIS ARE AMONG THE VERY FEW TO BE ABLE TO GET PROPRIETARY HEALTH CLAIMS. The claims have a significant value for multinational operators participating in the food and beverage as well in the nutraceutical industry.

Business Model:

Actigenomics has a unique business model with immediate acquisition of turnover through introduction of the ANIs in market-leading high-volume products in combination with existing actives to provide a definitive competitive advantage to leader or challenger in markets in which all products and competitors use identical active ingredients.

IP and Regulatory situation:

The four products are already patented or in process of patenting, protected by a strong IP strategy (2 patents granted- one worldwide, one US + Europe- 3 patents shall be granted in the coming years- 1 patent already in national phase- 2 patents in process). Furthermore, Actigenomics owns trade secrets, which make the formulas non replicable. ANIs are based on natural ingredients that have been approved by the European Food Standards Agency (EFSA) and the North-American FDA as food ingredients.



actigenomics.

COMPANY PROFILE

- **Website:**
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- **Field:**
- **Contact:**
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- **Location:**
Route de la Corniche 4
1066 Epalinges
Switzerland
- **Founded in:** //06/2011
- **Employees:** 7
- **Financial information (€):**
 - **Company stage:**
Commercial availability
 - **Capital raised to date:**
2M
 - **Monthly burn rate:**
150 k€
 - **Capital seeking and date:**
5M€Q1 2017
- **Investors:**
founders , private investors