BIG BOOSTER
INTERNATIONAL STARTUPS ACCELERATION PROGRAM
CONNECTING LYON & BOSTON


# INOVOTION

inovotion
WHICH MOLECULE WILL STAND OUT

## One line pitch:
Fast, sensitive, reliable and affordable in vivo anti-cancer efficacy assays for drug discovery and personalized medicine.

## Market Analysis:
The market for drug discovery and treatment for cancer patients is unfortunately quite huge. There are currently 8.2 million people dying of cancer worldwide every year, each at a cost of approximately 20-100k€ each in developed countries. In 2015 the world market is evaluated at 100 bn $/year and rising in the years ahead . The Cancer Drug discovery market is faced with an unparalleled crisis in R&D productivity: between 1993 and 2014, R&D costs for a single new drug launched on the market have increased by 240%, reaching €1.5 billion. The market for mouse-based in vivo testing in drug discovery is about 30 € billion per year, considering that it currently uses 25 million mice each year.

## Value proposition:
Inovotion develops a groundbreaking new technology for growing human tumors both from the patients' individual cancer cells as well as from classical cancer model cell lines. This approach allows us to test the efficacy of various anti-cancer therapies specifically for a given tumor. This technology uses a new in vivo evaluation step, using the chicken egg model that can be completed with a genomic analysis of the tumor. Our model is fast, sensitive, efficient, and affordable, reduces animal testing, can be scale-up at an industrial level. This approach identifies optimal therapies quickly, enables the increase R&D productivity in drug discovery and cancer patient care in clinic.

## Business Model:
Our company is structured around two distinct business models. First, we have an activity for the evaluation of toxicity and efficacy for drug discovery. This service is already on the market through four different offers. Our clients are small, medium and large Pharma and biotech companies and or academic groups having anticancer drug programs. Second, we develop a diagnostic/companion test for personalized medicine. We extend efficacy testing for chemotherapy protocols for individual patients using xenografts of the patient's tumor cells. We are currently finalizing a proof-of-concept for these tests and will start a clinical assays in collaboration with the Hospices Civils de Lyon (HCL).

## IP and Regulatory situation:
Intellectual Property is in the assay process itself, and is protected as secret know-how. Some parts of the process could be patented, but we've decided to keep these secret, following counsel from specialized consultants to avoid giving competitors indications on how to address the problem. We have an exclusive license from the Université Grenoble Alpes (license #: 14UJF6111), the "freedom to operate" analysis for INOVOTION was carried out and confirmed to be positive.

## COMPANY PROFILE

- **Website:**
  Inovotion.com
- **Field:**
- **Contact:**
  VIALLET Jean
  jean.viallet@inovotion.com
- **Location:**
  5 Avenue du Grand Sablon
  38700 La Tronche
  France
- **Founded in:** //2015
- **Employees:** 6
- **Financial information (€):**
  **- Company stage:**
  Commercial availability
  **- Capital raised to date:**
  250K€
  **- Monthly burn rate:**
  12k€
  **- Capital seeking and date:**
  800K€ June 2017
- **Investors:**
  UGA , Jean Viallet , Emilien Dosda , Mathieu Heller