

Essential ingredients for a successful startup

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COO, PolyPid

Key Ingredients? Key words!

novelpitch
Funding Teamwork
Believe Scalable
limits Sales
have Reinvent
Optimism
global Partnerships
disruptive
Passion
Honesty
Razor Market
product focus
Excellence
competitive
Versatile
Connections
customer
personalized
Value
Leadership
orientated
razorblade

This is what the VCs say:



This is what the VCs say:

10 Erogenous VC Zones

1. Elevator Pitch
2. The Problem
3. Your Solution
4. Market Size
5. Business Model
6. Proprietary Tech
7. Competition
8. Marketing Plan
9. Team / Hires
10. Money / Milestones

Teaser Image
Goes Here

Money Shot
Goes Here



The Money Shot:
Demo
Screen Shots
Video



**Business
Metrics**
(NOT Revenue
Projections)

AARRR!



**Cu\$tomers
Testimonial\$**

"This St
Rocks."**

What's a good startup? Entrepreneur's view

- I want to build a successful business
- My tools: Cool technology and Innovation!
- I have an awesome product – look at these great features!

So –

- Why don't they **all** get it?
- I need to create a prototype/POC as quickly as possible
- I need enough money to make the dream a reality.....but -
- I don't want to lose control



What's a good startup?

Investor's view

- Risk: people, funding, market
- How long will my investment be tied up for
- Products? sell me benefits not features
- Show me competitive barriers
- What's the business model? “is he realistic?”
- Can he get me there?
 - Track record
 - Do I get a “warm and fuzzy feeling”
 - Can he create a successful team?
- **Don't tell: show**



So many different views - what is the truth?



So many different views - what is the truth?



Some bedtime stories:

1. My personal Story
2. The PolyPid Story
3. The Friendly Angels Club Story

My Personal Story

1997-2006

- Legal Counsel, Elbit Ltd.
- Legal counsel, Ofer Bros. group
- Partner, Amit, Pollak, Matalon & Co.
Law Firm



My Personal Story



Money isn't everything

I want to make decisions!

I LOVE biotech and want the industry to grow in Israel

I want to hold others to their promise and be accountable for my deliverables

My Personal Story

2006- current

- Lumenis - turnaround
- Biosense Webster – growth in a corporate America environment
- PolyPid - nurture from childhood to IPO(?)
- Friendly Angels Club



- Follow your heart – its worth it!
- Honesty and integrity in a tough environment
- Learning on the job. All the time.
- Culture shock on a daily basis
- Creating partnerships
- Give credit to others!
- Celebrating diversity
- A lot of hard work!

The PolyPid story



*Revolutionizing post-surgical
specialty medication with sustained,
local release*

PolyPid snapshot

Established: 2008

PLEX™ Technology: Local drug delivery matrix enabling highly effective and safe treatment for a period of up to several months

Pipeline: Focused on the development and commercialization of multiple solutions for the prevention and treatment of infections

Stage: Validated clinical proof of concept; Entering Phase III; First read out expected during 2016

Employees: 35

Production: Scale up GMP capabilities (CMO in Europe & Israel)

Patents: 13 granted patents & Over 50 pending applications worldwide providing multiple layers of protection to 2029 and beyond



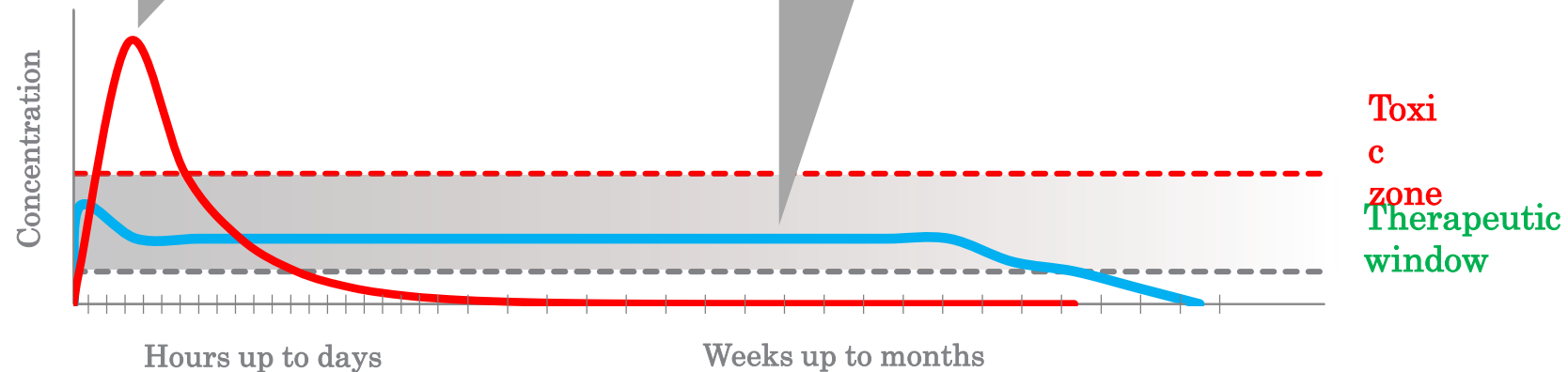
PLEX™ sets new standards - effective release over months

Available common local delivery platforms

- High & potentially toxic initial burst
- Non-linear & limited controlled release
- Often too short duration

PLEX™

- Predetermined, controlled release time span, up to months
- Constant, linear, controlled rate (zero-order kinetics)



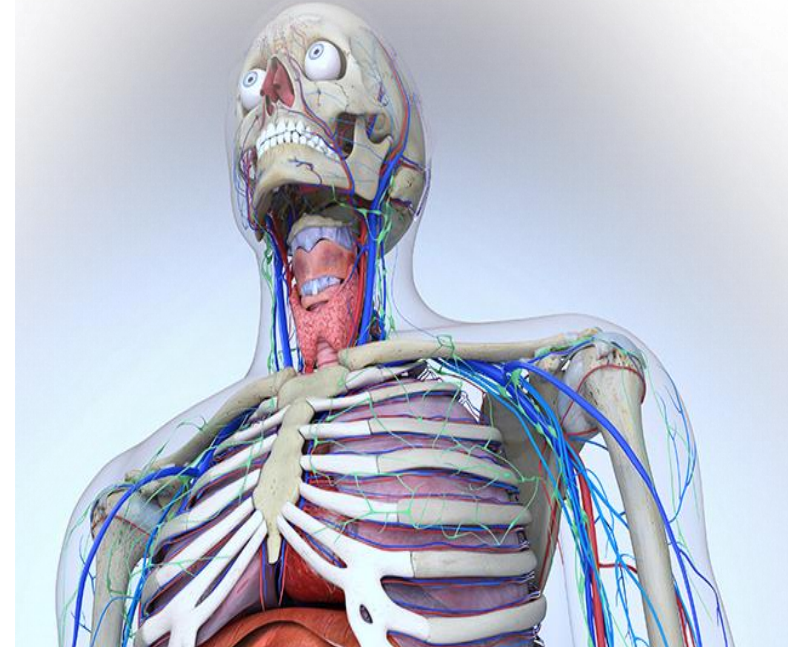
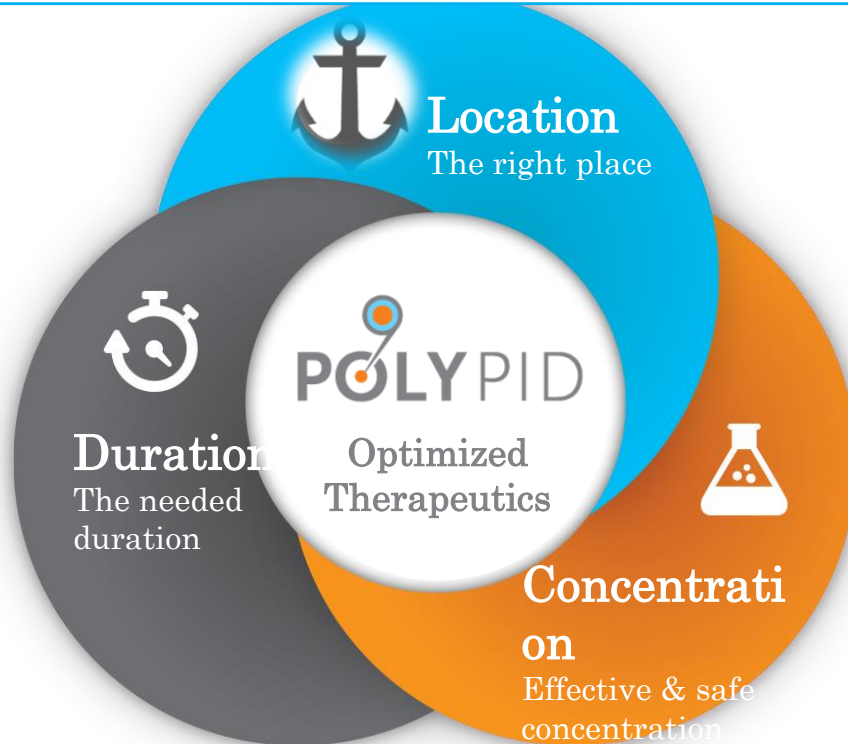
PLEX™ platform - optimized therapeutics for local delivery

Additional critical factors

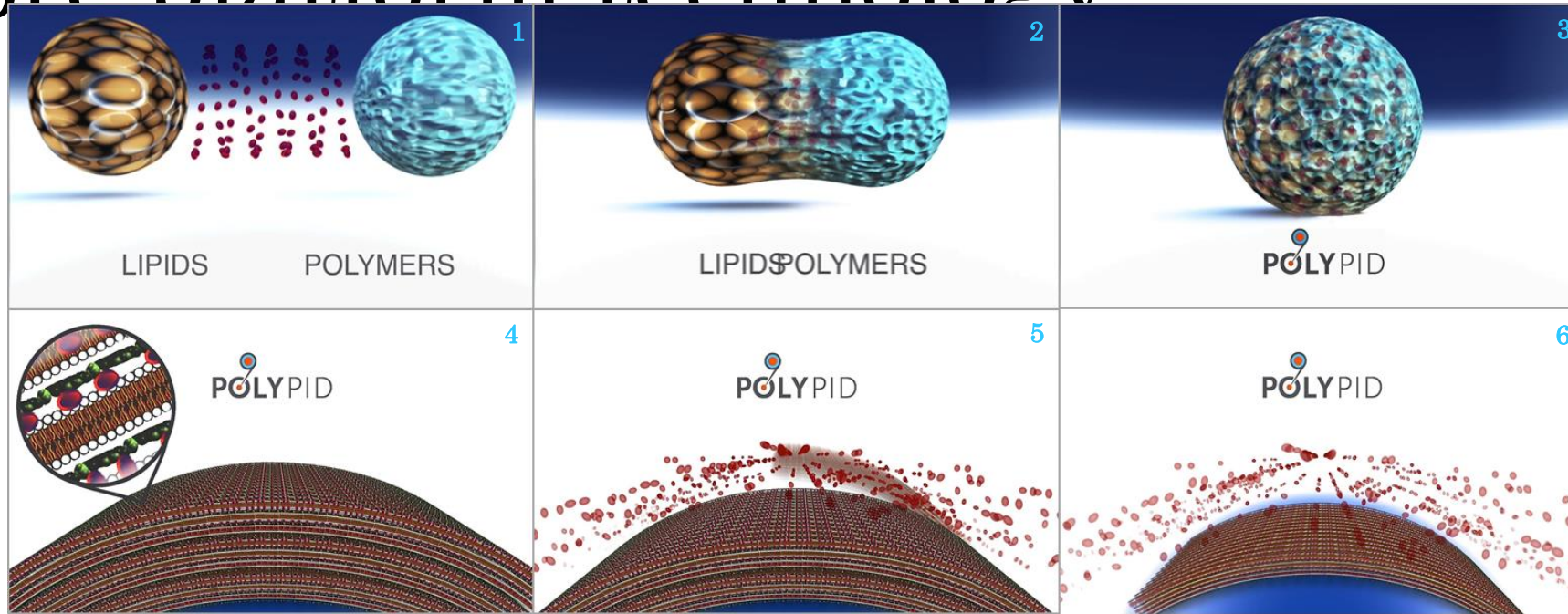
- Implanting a drug reservoir directly into the site
- **Anchoring the drug reservoir over the needed duration**

Key locations/organs/damaged areas

Wounds, surgery, bones, brain, pancreas etc. cannot be well targeted via systemic circulation



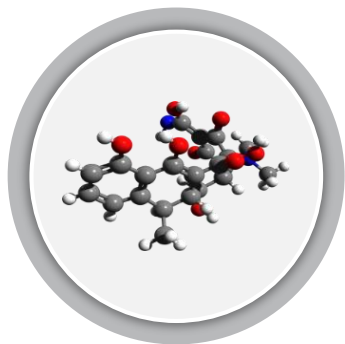
Core platform technology



On a molecular level, polymers and lipid self-assembled into thousands of alternating layers that encapsulate the drug. Drug captured between the layers released over time by the gradual degradation of the layers

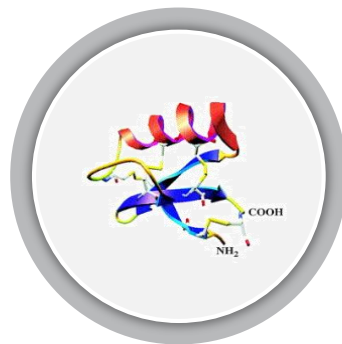
PLEX™ platform - breadth of drug applications

PLEX fits any size or physical characteristics



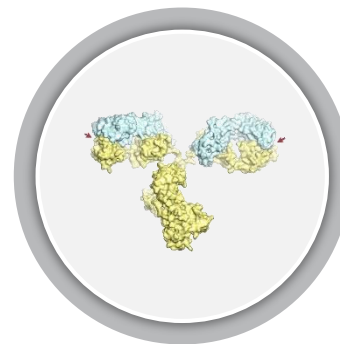
Small molecules

Antibiotics¹,
NSAID³, Anti-
fungal³, Steroids²,
Analgesics³, Anti-
cancer²

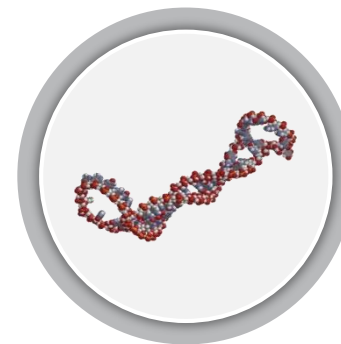


Peptides

Several tested;
including anti
microbial²



Proteins &
Antibodies
Antibodies² &
Growth factors²

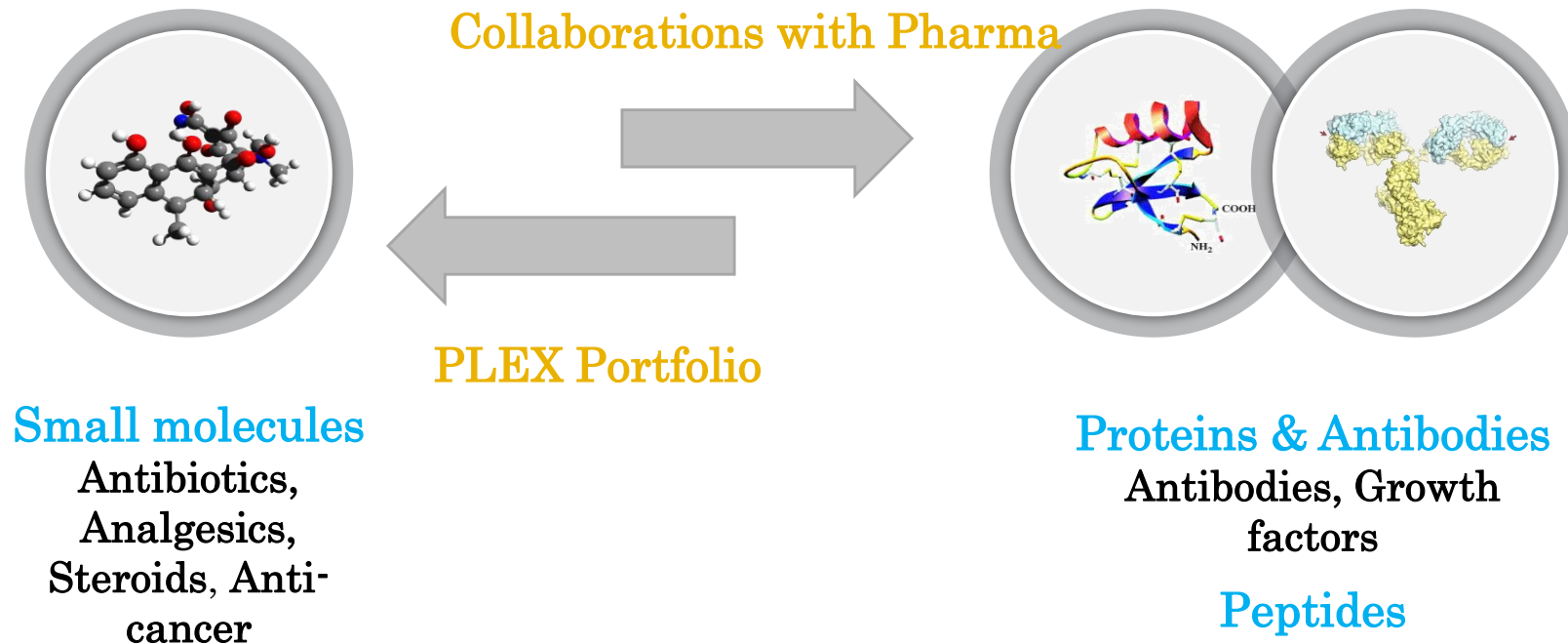


Nucleic acids
based drugs
Plasmid DNA³ &
siRNA³

- Over 20 different drug types validated: encapsulation and controlled release
- Pre-clinical studies - several different animal models:
 - Bone growth and recovery – proteins, growth factors (BMP2)
 - Anti-infection - small molecules and peptides, bacterial contaminated bones, including resistant bacteria
 - Anti-inflammation – steroids
 - Anti-cancer – small molecule

¹clinical stage | ²*in-vivo* POC | ³*in-vitro* POC

PLEX™ platform – Dual business development strategy



The PolyPid story – questions to deal with on a daily basis:

- Focus? Market
 - Dental?
 - Trauma?
 - SSI?
 - Big pharma?
- Focus? Regulatory and Clinical
 - Device?
 - Pharma?
- DIY or partnership?
- Internal growth/outourcing?
- All guns blazing/conserve your energy?

The key to your success

- Know what you don't know
- Seek advice
- Leave your ego at home
- Be decisive
- Failure is a good thing – if we learn from it



SO....share your exciting story!



Thank you