**[83] FUNCTIONAL ANNOTATION AND DRUG RESPONSE DIAGNOSTICS FOR PERSONALIZED CANCER TREATMENT, BY NOVELLUSDX**

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**ABSTRACT TEMPLATE for Company Presentations**

**Questions for Biotech/Pharma; Medical Devices and Health IT/Digital Health categories are:**

* **Investment Rational**
Combining a highly experienced team, cutting-edge technology, and a propriety service, NovellusDx tailors actionable treatment for cancer patients. NovellusDx generates live-cells expressing patient genes, and monitors their activity and response to drugs. Acting in the untapped, ~15B market of oncology diagnosis, NovellusDx is collaborating with over a dozen leading hospitals to deliver evidence-based treatment and with pharma companies developing drugs.
* **Business Strategy**
NovellusDx serve two market segments through its laboratory:
1. **Personalized medicine:** Help the treating oncologist tailor the recommended treatment, for better clinical outcomes and reduced treatment costs
2. **Drug development:** Support pharma companies in drug development, stratifying patients for clinical trials, and uncovering new market segments for existing drugs

The two provide short-term (service fees) and long-term (royalties) revenue opportunities.

* **Core Technology**
NovellusDx developed a unique process to automatically clone hundreds of patient genes into expression constructs. Then, print patient-specific chips containing the patient’s oncogenes. Lastly, express the patient oncogenes in live cells. This allows us to monitor the effects of the patient oncogenes on the signaling activity of the cells before and after drug incubation helping to tailor the treatment.
* **Product Profile/Pipeline**
The technology addresses a critical unmet need in cancer personalized medicine with an estimated market of $12B -$15B annually. Today, NovellusDx is collaborating with leading medical centers worldwide including MD Anderson and Mayo Clinic, and partnering with pharma companies to enable faster drug development. The next generation of the technology will functionally characterize liquid biopsies as well.
* **What's Next?**
NovellusDx’s Jerusalem-based CLIA-certified commercial lab will open in Q3 2016 able to process thousands of samples. We are about to embark on a large multi-center clinical trial that will demonstrate our clinical utility.

Alongside, NovellusDx is adding more genes to its repertoire, as well as, the ability to characterize liquid biopsies which are changing the face of cancer treatment.