

[130] A NEXT GENERATION PLATFORM FOR DEFINITIVE TREATMENT ANSWERS IN PERSONALIZED CANCER MEDICINE

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- **Investment Rational**

Curesponse has developed a revolutionary approach to cancer personalized medicine by developing a functional drug sensitivity test to evaluate the most powerful drug for individual cancer. Today there is no definitive tests that recommends which is the best drug for a patients treatment and current approaches, such as genomics, fall short. The technology has achieved preclinical validation and is currently undergoing clinical trials with established pharma and patient activities.

- **Business Strategy**

Curesponse will have two main go to market strategies. The first is direct to patient sales of the proprietary test, allowing cancer patients to understand which is the best treatment for them. The second is partnerships with pharmaceutical companies who are interested in collaborating to use the proprietary functional tests for patient selection in clinical trials or to assist with optimizing their R&D pipeline.

- **Core Technology**

Curesponse has merged next generation genomic sequencing with a cutting edge cancer drug sensitivity assay to predict patient response. The platform was developed by scientists at the Weizmann Institute to provide patients with definitive answers in cancer drug treatment.

Product Profile/Pipeline

Curesponse is currently in clinical trials to validate the predictive potential of the clinical assay. The company is currently working to achieve ISO 15189 approval based on these trials and intends to begin marketing the test in the coming year. In parallel, Curesponse is working closely with pharma projects on cutting edge projects in the field of cancer drug development.

- **What's Next?**

Key milestones include completion of the clinical trials to obtain final regulatory approval as well as advancing additional partnerships with pharma.