

ABSTRACT TEMPLATE

Company name Novid-20 **Website** <https://novid-20.com>

CEO name Eli Pinthus

CATEGORY: Bio Food

SESSION: The Next Bite; Evidence Based Bio-Food by Design

- **Executive Summary / Investment Rational Briefly describe the company's technology or therapeutic focus; the market opportunity, progress made to date, key partnerships or joint ventures, investment to date; and management strengths.**

Novid-20 Ltd. has developed Cinnovir, a natural liquid extract from Cinnamomum cassia, highly concentrated in polyphenols and exhibiting antiviral activity against various enveloped viruses. The company has produced Cinnovir lozenges and plans clinical trials for HSV-1 efficacy. The global prevalence of HSV presents a major market opportunity. Novid-20 recently secured a NIS 3 million seed investment from the IIA and Fresh Start Incubator

- **Core Technology What is the technology, its uniqueness, and its value proposition?**

Cinnovir utilizes a patented extraction process to derive polyphenol-rich compounds from Cinnamomum cassia bark. These compounds inhibit viral attachment to host cells, reducing infection potential and cytotoxicity. Additionally, the company has developed Cinnovir-enriched, sugar-free lozenges with no cinnamon flavor. This technology offers an efficacious, broad-spectrum, natural antiviral alternative to existing treatments

- **Product Profile/Pipeline Briefly describe the company's product/pipeline, status, and market potential. Discuss milestones, potential collaborations, and partnerships.**

Cinnovir is available as lozenges, designed for user-friendly administration. Preclinical studies demonstrate its efficacy against HSV-1, HSV-2, influenza, and COVID-19. Ongoing research includes evaluating its mechanism of action and conducting human clinical trials for HSV-1 patients. Existing antiviral treatments often fail to provide sufficient relief during outbreaks, and there is a lack of natural antiviral treatments capable of reducing viral load.

- **Business Strategy Briefly describe how the company will apply its core technology, generate short-term and long-term revenues.**

Novid-20 Ltd.'s business strategy involves producing Cinnovir concentrate and lozenges through subcontractors. The company will adopt a B2B model, selling the concentrate to application manufacturers and the lozenges to wholesalers. Strategic partnerships will focus on marketing and distribution. The company will prioritize R&D to develop new, evidence-based products, ensuring both short-term and long-term revenue growth.

- **What's Next? R&D, Preclinical / Clinicals, Organizational Plans, Financial Plans**

The company plans further research on Cinnovir's mechanism of action against HSV-1 and will initiate human clinical trials with HSV-1 patients. These studies aim to validate efficacy and support business development and marketing strategies to differentiate the product in the food supplement competitive market.