

Protica Bio\* <https://www.protica.bio>\*

CEO: Olga Nissan\*

CATEGORY: Biotech \*

## SESSIONS

- Personalized Medicine; Navigating Strategic Pathways – Pharma or Payers or Both
- Executive Summary

Protica Bio leverages proteomics and AI to revolutionize precision oncology and drug discovery. Our proprietary high-accuracy platform (11K proteins) identifies predictive biomarkers and novel drug targets, enhancing patient stratification and treatment efficacy with 90% sensitivity and 86% PPV. With a \$80B market opportunity, multi-central clinical study validation in Head&Neck cancer, and strong industry partnerships, we are about to advance US trials and commercialize our precision oncology solutions.

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

Originating from Prof. Tamar Geiger, Protica's technology leverages an advanced proteomics platform, enhanced by AI, to analyze 11,000 proteins per tumor sample, encompassing the low abundance. This facilitates the identification of novel biomarkers by analyzing their expression in tumors, thereby enhancing patient treatment and diagnosis. Moreover, the technology uncovers the mechanisms of action behind treatment responses or resistances, suggesting novel drug targets.

- Product Profile/Pipeline

Our product is a Laboratory Developed Test (LDT) designed to predict response to immunotherapy, both as single and combination treatments. The first application is in head & neck cancer, with a second pipeline indication for bladder cancer (urine-based predictive biomarker for BCG treatment). With a \$1B TAM (based on reimbursement codes), we collaborate with top Israeli medical centers and are expanding into the US. We've initiated discussions with a leading pharma company and signed a collaboration contract with a diagnostics company. US launch planned for early 2027.

- Business Strategy

Protica Bio integrates proteomics and AI to advance precision oncology, identifying predictive biomarkers and novel drug targets to overcome immunotherapy resistance. Short-term revenue will stem from a CLIA-certified LDT launch in 2027, while long-term growth includes biopharma collaborations, licensing, and expansion into new indications. With \$80B oncology biomarker market, Protica drives innovation, improving treatment efficacy and patient outcomes.

- What's Next?

Protica is focused on clinical trials for final product validation in Head&Neck for our AI-driven proteomics platform, creating diagnostic tools for practical clinical application. We are starting a Seed round to facilitate further development and GTM strategy. Over the next two years, we anticipate significant growth, including establishing a CLIA-certified laboratory, forging major strategic partnerships and clinical trials, and incorporating additional indications into our pipeline.