

[68] NOVELLUSDx FUNCTIONAL ONCOLOGY DIAGNOSTICS

Moti Gal⁰, Michael Vidne¹, ¹ Novellusdx

Investment Rational

Combining a highly experienced team, cutting-edge technology, and a propriety service, NovellusDx tailors actionable treatment for cancer patients using only NGS data. NovellusDx generates live-cells expressing patient genes, and monitors their activity and response to drugs. Acting in the untapped market of functional oncology diagnosis, NovellusDx collaborates with leading hospitals to deliver evidence-based treatment and with Pharmas developing drugs.

Business Strategy

NovellusDx serves two market segments through its *CLIA accredited lab*:

Drug development: Support Pharma companies in drug development, stratifying patients for clinical trials, and uncovering new market segments for existing drugs. NovellusDx captures the value created through future earnings.

Personalized medicine: A service to help oncologists tailor the recommended treatment, for better clinical outcomes and reduced treatment costs.

Core Technology

Starting with only sequencing data, NovellusDx developed an automated process for synthesizing patients' mutations and express them in live cells. The cells are scanned under the microscope and automatic image analysis algorithms quantify the level of signaling activity generated by each mutation and the effect different drugs have on it. NovellusDx is in commercial phase running over 6,000 tests/year.

Product Profile

NovellusDx covers the majority of targeted therapies for solid tumors and addresses a \$15B market. NovellusDx has a capacity of 6,000 tests/year (10,000 by Q3) which are utilized for collaborations with MD Anderson, Memorial Sloan Kettering and 20 world leading cancer centers. Additionally, NovellusDx has four partnerships with Pharmas and three with global diagnostics companies.

What's Next?

NovellusDx continues to incorporate new genes to enhance its functional gene panel, as well as new targeted therapies that are being approved or in clinical trials into its system. NovellusDx plans to open labs in the US, Europe and Asia in order to establish presence, increase capacity, and broaden commercial collaborations with pharma and diagnostics companies in these markets.