CERIM STRATEGY-CARD PVA-MV

Date:	07.09.2010
Case name:	Genetic factors in autoimmune diseases
Organisation:	University Hospital Rostock + PVA-MV
Involved actors:	Prof. Dr. Saleh Ibrahim + Lars Krüger + Moritz von Grotthuss

Long term exit strategy

Mid-term goal is to establish a company selling test kits and analytical services to the pharma industry and to diagnostics centers. The kits/services will be used for quick and cheap diagnosis of autoimmune disorders such as MS and RA and for drug-screening purposes by the pharma companies.

Long term goal it to combine the pharmacogenetics knowledge with high-through-put screening and/or large-quantity data analysis in order to develop equipment/software for the pharma industry. The long term goal will require substantial amount of capital, thus we will exit through investments from VC, pharma/diagnostics companies or IPO.

Brief description of milestones for the next 12 months

- *Technology*: Completed preclinical testing for the diagnosis of MS. Develop a pre-prototype for a high-through-put screening/large-quantity data analysis device.
- *Market*: Developed a strategy for executing required clinical studies. Develop a commercialisation strategy for other autoimmune disease application areas besides MS.
- *IP*: Internationalize the IP portfolio and file further patents of interesting markers.
- *Team*: Strengthening the team with clinical testing and regulatory competence
- *Business Case*: Receive investments or funding for executing clinical studies. Established contacts to potential customers (pharma companies and diagnostics centers)

Brief description of actions required to reach milestones

- *Technology*: Perform preclinical tests at University Hospital Rostock
- *Market*: Identify demands for required further clinical testing and involve new resources in developing a strategy for executing these studies. Investigate other application areas in the autoimmune disease area lacking proper diagnostic methods where a genetic marker can be used. Start developing a commercialisation strategy for this area as well.
- *IP*: Identify in which countries the IP-portfolio should be internationalized (consider both potential customers and the cost factor). Investigate the IPR situation for other genetic markers related to autoimmune disease.
- *Team*: Identify which competence need the project requires in 1-3 years of time. Start scouting for such personnel.
- *Business Case*: Identify public funding programs and apply if suitable. Identify early VC.