

# Maman Biomedical™



*Alleviating Pain, Nurturing Families™*

## COMPANY

**Website:** <https://mamanbiomedical.ca/>

**Year Established:** 2024

**Patents/Trademarks:** In-progress

**Stage:** MVP - Validating

**Industry:** Life Sciences – Fem Tech

**E-mail Address:** [info@mamanbiomedical.ca](mailto:info@mamanbiomedical.ca)

## TEAM

### **Founders and Management Team:**

**Founder & CEO** - Dr. Latchmi Raghunanan, PhD Materials Science. 13 years expertise translating soft matter chemistry from bench to scale, 5 granted patents, 15 peer-reviewed publications, 4 years leading R&D, & IP at a medical device startup.

**Co-founder & CBO** - Roopchand Raghunanan, PMP, PgMP. 20 years executive-level leadership expertise in organizational process development.

**Co-founder & COO** - Lauren Franzoni. Life Science, Commerce and VC expertise.

### **Board of Advisors:**

Reproductive Endocrinologist, Reproductive Biologist, Regulatory Expert, Biomaterials Translational Scientist, Startup Expert.

## FINANCIAL INFO

**Revenue:** Pre-revenue

**Monthly Burn:** \$36,000

**Funding to Date:** \$104,500

**Capital Seeking:** \$250,000 F&F, Sept 2024

## USE OF FUNDS

**Strategy:** Leverage \$250,000 into \$430,000 through non-dilutive grants.

53% Product Development (Salaries, lab, equipment, consumables, trials).

12% Business Development (Conferences).

8% Operations (Office rent, non-R&D salary, insurance, IT, travel).

27% Legal (IP, accounting, tax).

## COMPANY OVERVIEW

**Problem:** Infertility affects every 1 in 5 couples in North America, and in vitro fertilization (IVF) is a common solution. However, the current IVF standard of care requires upwards of 20 injections over 8-10 days, making the process invasive and uncomfortable.

**Value Proposition Statement:** We eliminate the pain and inconvenience of repeated injections with our innovative drug delivery solutions, ensuring consistent dosage and minimal impact on lifestyle.

**Technology:** Maman Biomedical is pioneering slow-release drug delivery systems to revolutionize fertility treatment:

- *Maman Gel™*, our single-injection product that maintains effective hormone levels for the entire treatment cycle; and
- *Maman Patch™*, our needle-free alternative that provides consistent hormone delivery without injections.

**Current State of Development:** MVP testing and validation stages.

## MARKET

**Target Market:** North American fertility market, valued at \$20B in 2021.

**Market Opportunity:** *Maman Patch™*: \$1B; *Maman Gel™*: \$3.5B

## BUSINESS MODEL AND TRACTION

**Revenue Model:** Sales to Pharmacies. *Maman Patch™*: premium-priced; *Maman Gel™*: value-priced.

**Go to Market Strategy:** Partnerships with fertility clinics and doctors established during product development.

**Distribution Model/Channel Partners:** Licencing agreements with major pharmaceutical manufacturers who will use their established distribution channels to Fertility Clinics and Pharmaceutical suppliers.

**Current Traction:** Ongoing discussions with 3 Clinics and 5 Reproductive Endocrinologists; early agreements for 2 pilot studies; lab space secured; patent and trademark searches in progress; 50k of current Family & Friends fundraising round already committed.

## MILESTONE PLAN

### **Milestones:**

- *Next 3 months:* In Lab R&D commences, Provisional Patent filed.
- *At 6 Months:* Pilot animal study completed; Pre-seed funding round in-progress, product feedback and refinement commenced.
- *At 12 Months:* Additions to Provisional Patent filed, Trademarks secured, early pre-clinical validation commenced.

**Activities and Resources:** Research & Product Development. Resources: 1 Materials Scientist (CEO expertise); 1 Mitacs postdoc (Biology); 2 interns (Chemistry, Clinical); lab space, consumables & freeze-dryer; pilot trial & Key Opinion Leader fee; operations and legal services.

**Challenges:** We're aggressively raising a back-to-back \$250k Friends and Family round and a \$1.5M Pre-Seed round; we're on the lookout for a lead investor, deep pockets, and follow-on investors.

## PARTNERS

