

Hello and welcome to
our August newsletter:

Since we last spoke...

If you absolutely hate the idea of taking daily injections, then you'll love what we're doing here at Maman Biomedical - we're developing proprietary controlled-release therapeutic patches and gels that eliminate the burden of daily multiple injections! Our target indication of use is the fertility industry, because it's a problem close to these founders' own hearts. #NoMoreNeedles #PainFreeIVF

Read on to hear from our COO, Lauren, on what we've been up to **since we last spoke!**

FUNDRAISE & CAMPAIGNING!

Building on our strong network and traction, Maman Biomedical has been gaining serious momentum leading up to the launch of our \$250k Friends & Family round on September 18th! (..psst: that's only **2 days** away!)

In the midst of our fundraising campaign, we have been accepted into *Flip the Script*, joined as an *AdvaMed* Member, were shortlisted for the *Mayo Clinic's Innovation Exchange*, and accepted into *TAP Life Sciences!*

These efforts have already resulted in our receiving **\$50k** of financing from DELIA, contributing to a **22% HARD** commitment *pre-launch!*

T-MINUS
2
DAYS
TO LAUNCH

GROWING TEAM

Our small-but-mighty team keeps growing!

In addition to Lauren Franzoni joining as our co-founder and **COO**, we have some new team members who will be focusing on driving forward our technical initiatives and regulatory readiness.

We're thrilled that Dr. Divya Manjunath (PharmD, MS Reg Affairs) will be coming on board as our **Clinical, Regulatory, & Medical Affairs Lead!**

We have also begun working with **Venture For Canada** to bring on **3** awesome **interns** and have been overwhelmed by the offers we've received to volunteer to help our mission.



PATHWAYS TO THE VALLEY

We applied to two programs focused on launching us into the Silicon Valley ecosystem... and were accepted into **BOTH!!**

We couldn't be more excited that Latchmi and Lauren will be participating in *both* the **Canadian Entrepreneurs in Life Sciences' Valley Ready** and **CWN's Pathway to Silicon Valley** programs – including attending a week of investor meetings and networking in the Bay Area this November!



WHAT ELSE DID YOU MISS?

- We were accepted into **SpinUp** – University of Toronto's first wet lab incubator. This is a massive win and will provide us with **2 years of lab space** at UofT's Mississauga campus!
- We've been approved as an **IPON** client – helping us to move the needle on our **IP strategy!**
- Latchmi has been invited to speak at the "Tech For Good" panel on the main stage of Toast's **Summit for Women in Tech** in Calgary this month!

The Toast Summit

FOR MORE WOMEN IN TECH

LESSONS LEARNED

We're project managers - we never miss an opportunity for lessons learnt!! This month, here's what kicked our butts and how we fought back:

- While it is incredibly exciting to be getting accepted to programs and pitch competitions left, right, and centre, we're also now faced with the challenge of balance. We are carefully deciding where to focus to maximize our efforts and outcomes, employing key decision-making criteria such as alignment between program objectives and deliverables with our own strategic goals.
- On-boarding is tough – managing a growing team at an incredibly busy time is no small feat, but our C-Suite team has banded together to divide and conquer these challenges.
- Being in the leadership of a Startup is *very* different from the corporate world. In Roop's own words, "*In a Startup you're the PMO, Legal, Admin and HR all rolled into one. There's no sending the file off to another department. You **are** the other department.*" So, this means we each need to be comfortable wearing all those different hats and knowing where to go when troubleshooting.

JOIN US TO MAKE AN IMPACT!

We're officially hard-launching our first raise (Friends and Family round) in just **2 days on Sept 18!**

+ **40% of our \$250k ask has already been soft-committed pre-launch!**

Want in? Check our website for further information, or Ask me how!

