

Hello and welcome to
our November 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 multiple daily injections! Our target indication of use is the fertility industry, because it's a problem close to these founders' own hearts. *But that's only the start!* #NoMoreNeedles

Here's a peek at what's inside: WSA nomination, The Globe and Mail news feature, Odlum Brown Forum Pitch Semifinalists and more. Read on to learn more about what we've been up to **Since we last spoke!**

GLOBAL RECOGNITION

Maman Biomedical has been nominated to represent Canada at the 22nd World Summit Awards (WSA)! This prestigious international award recognizes startups driving societal benefit through innovative digital solutions.

Joining the ranks of esteemed past winners like Fable (2022), this nomination validates Maman's position as a high-impact player in fertility care and beyond!



MEDIA SPOTLIGHT

In November, we were interviewed by *The Globe and Mail* for an article titled 'Why Canada excels at medical tech startups.' The piece highlights how Canadian startups are finding the support they need to drive innovation and grow their businesses. We were honored to share our unique journey as a non-university spinout, breaking the mold and forging our own path in the health tech ecosystem.

For us as first-time founders, being sought out by one of the nation's leading newspapers for a feature on Canadian excellence is a powerful validation of our leadership's strategy and execution.

ODLUM BROWN FORUM SEMIS!

From an intimidating pool of 255 candidates, we are absolutely thrilled to have been selected into the semifinals of the Odlum Brown Forum pitch competition!

We will compete with 9 other very strong contenders over 2 days of pitching in Toronto and Vancouver for the chance to claim up to \$30,000 in prizes.



2025 TEAM

Excuse to get together with my awesome 2025 team? Yes please!

Meet Dr Divya Manjunath and soon-to-be Dr Katya D'Costa, both joining us on fulltime internships come Q1 2025. Divya brings drug lifecycle research and health insurance claims management to her co-op experience, and Katya brings the biomedical engineering that complements my Materials Science expertise! Can you feel the excitement?!



PITCHED AT MD&M MEDEVICE!

Be ready for any opportunity in the Silicon Valley! One day we're pitching to mentors and potential investors, the next we've been handed an invitation to pitch on the Startup Stadium alongside 10 other startups attending the MD&M MEDevice conference in Santa Clara!

MEDevice is the premier conference and event in Silicon Valley for medical device manufacturing. Right place, right time!!



SUPPORTING THE ECOSYSTEM

From panel discussions to pitch judging, here's how we gave back this month:

- FemTech Innovation Challenge: Mentored and judged a 2-week hackathon in Waterloo — truly inspired by the students' incredible work!
- Advancing Women in Leadership: Joined ICTC's Advisory Committee to champion gender diversity in leadership.
- Invited Panelist: Shared insights as a new entrepreneur at the *Business as Unusual* Sauga Pitch Panel and explored the future of FemTech at *Spring's Essentials in Startup Investing*.

WHAT ELSE DID YOU MISS?

- H2i Pitch Perfect: Katya delivered a standout pitch in a competitive student-led arena.
- Deputy Ministers Breakfast: engaged policymakers on healthcare solutions.
- No-Code/Low-Code: Roop explored tools to accelerate MVP development.
- The Future of Fertility: Roop and Lauren connected with key stakeholders at this Empire Club event.
- Residency at The Clinic: We kicked off this 6-month program at McMasters to advance our clinical work.
- Investment Readiness: Continued strategy sessions with David Wright.



REFLECTIONS & LESSONS LEARNED

We spent 2 weeks in Silicon Valley this month. Did it break our banks? Yes. Was it worth it? We'll let the ROI speak for itself!

- 12 days, 2 executives, \$13,000
- 26 startups, 27 founders -> 27 peer-to-peer founder relationships & founder networks
- 19 Speakers -> 19 contacts for doing business in Silicon Valley
- 12 curated one-on-one investor/mentor meetings -> Silicon Valley network
- 2 dedicated networking days with 43 potential investors and strategics -> 1 potential angel, and 1 accelerator expressing interest in onboarding Maman
- 2-day manufacturing expo, 1 international conference stage pitch -> 1 site tour & 1 manufacturing partnership confirmed!

This trip was part of a long game. A high-risk gamble to jumpstart critical discussions for our upcoming \$1.5M pre-seed raise. Was it the right decision? That question haunts me every time I look at my cash flow. But I'm not walking this road blind - I'm choosing the path that gets us over the mountain fastest, even if it's the scariest or toughest to climb!

LOOKING AHEAD

- I'd love to say we're gonna take some much-needed family time over the holidays to rest up and recharge for the new year. Instead, we're gonna be taking advantage of the quiet time to catch up on some internal housekeeping!
- In other news, we'll be wrapping up our Friends & Family (F&F) fundraising round in January 2025. This is the final opportunity for close connections within our network to participate. If you're interested in learning more, please reach out directly.

