

Hello and welcome to
our July 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 see what we've been up to **since we last spoke!**

LAB SPACE SECURED!

After months of searching, we're excited to finally be joining the Stiller Centre Convergence Lab, out at The University of Western Ontario Research Park in London, Ontario this August!

Yes - it's a bit farther than our kitchen countertop in Toronto, but we have an amazing opportunity to partner with BioNext while we're there to advance the next phases of our Maman Patch prototyping!



GROWING TEAM

We have added a new Co-founder to our team! Lauren Franzoni joins as our **Fractional COO**, bringing with her venture capital experience as a former Associate at Disruption Ventures, and a whole lot of new energy to help Roop and I keep the ball rolling!

We are so excited to have Lauren join the team! Now, does that mean that Roop (now transitioning to a new role as our **CBO**) and I can finally get some sleep?!



LIONS LAIR FINALISTS!

We have made it into the top 10 for Innovation Factory's Lions Lair competition!



Finalists were chosen by a community of Angels and VCs based on the pitch, product, commercial viability and the ability to execute. We pitch at the Gala on Sept 26th, Liuna Station, Hamilton.



WHAT ELSE DID YOU MISS?

- We were one of 21 featured startups in the Startupfest Health & Education Showcase this year. We even got our 2 mins of fame on the Startup Showcase Pitch stage!
- We believe in paying it forward. That's why we have partnered with hEr VOLUTION to engage with BIPOC girl & gender non-conforming students to ignite their passion and curiosity in STEM.
- We've moved into discussions with key funding agencies to unlock new opportunities for IP funding. Fingers and toes crossed!

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:

- Social media remains a huge part of our daily activities, but that means it's been consuming more of our times than I'd like. This month, we buckled down to develop and implement a Social Media Content Management workflow for the team to streamline content development and posting.
- Consistently engaging and nurturing my network outside of social media is something that I've been struggling with for the longest while now. This month, we developed our Stakeholder Management Plan, including Stakeholder Mapping, and Stakeholder Engagement Strategy. You tell me if it's any good!
- Our FYE is upon us, and that means our first SR&ED filing is coming due. Solving problems before they become issues, we have proactively developed our SR&ED reporting templates to capture our SR&ED work.

JOIN US TO MAKE AN IMPACT!

We're preparing to hard-launch our first raise (Friends and Family round) in the coming weeks.

52% of our \$250k ask has already been soft-committed!!

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

