

Hello and welcome to  
*our September 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

If we had one word to describe our Q3, it would be Traction. And September was peak traction. We've had a series of quite literal wins **since we last spoke**, and I'm excited to share these in this month's newsletter!

## LIONS LAIR WIN!

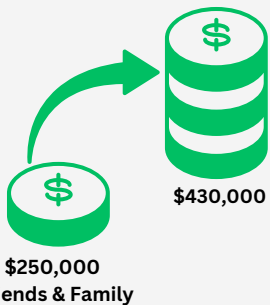
We're thrilled to have placed third in Innovation Factory's Lions Lair competition on Sept 26th, which was showcased live on Cable 14 television! And just as awesome - we got to take home **\$7,500** in cold hard cash! This win is a testament to the progress we've made and the exciting future ahead for our team.



## FUNDING

This month, we launched our CAD **\$250,000** F&F round. Huge shout-out to the NCDFC for being the first check in!

We have also received a **+\$10k** seed funding grant from the York Entrepreneurship Development Institute (YEDI) this month, adding even more momentum to our fundraising efforts.



## PARTNERSHIPS

Engaging with our community has paid out in spades for us over the months, and we're just as thrilled to give back!

This month, my cofounders ran - *okay, walked* - with Fertility Matters Canada in their 6th Annual Fertility Matters 6K, an event dedicated to fertility awareness and advocacy.

This month, I also got the incredible opportunity to participate in my first panel at the Toast Summit in Calgary, speaking about the importance of aligning profit with purpose - something I'm unapologetic about as we build and grow Maman Biomedical.





# ALBERTA INNOVATION WEEK

We completed the API Life Sciences Venture Coaching program this month with a strong presence at the Life Sciences Innovation Week in Alberta. Notably, we showcased Maman Biomedical on several stages during the week's events, including the fun 30-sec Elevator Pitch: the Networking Mixer Gameshow.

## WHAT ELSE DID YOU MISS?

- We became NRC-IRAP clients this month - a huge win for us, allowing us to pursue a **\$15,000** HEALHI grant via Innovation Factory to go towards a clinical partnership with St. Joes in Hamilton.
- My team continues to evolve. I'm in discussions with some wonderful experts who will bring immense value to our advisory board, and have added **2** new volunteers to our science team. More to come once we've signed on the dotted lines!
- We onboarded Osler as our corporate and employment counsel, completing our Legal & Financial Advisory team alongside Smart & Biggar (formerly Bereskin & Parr) for IP counsel, and First CFO for accounting and financial planning.



## LOOKING AHEAD

- October: Pitching and more pitching! Look out for us at the Elevate Festival's unicorn opening night showcase; Merck Innovation Challenge and SIS Women's Health Conference in London, UK; the Canada SynBio 2024, and the Startup Canada Tour in Waterloo/Kitchener!
- November: We're heading south of the border to explore potential strategic partnerships and investment opportunities. **Let us know if there's someone you think we should connect with!**

## REFLECTIONS & LESSONS LEARNED

#FirstTimeFoundersFumble. Did you know that advertising your raise on social media or your website is actually a no-go under securities laws?! If you're like us and hadn't come across this before, basically startups aren't allowed to solicit for investment publicly.

I always assumed that startups built in stealth to protect their IP. But with our lawyers and the internet advising against **speaking about your fundraise during your fundraising**, it's easy to see why.

Hmmm... what if I don't want to be quiet? What if I'm building publicly and sharing is part of my journey? If you're building publicly and trying to figure it out like us, here's our understanding of what's allowed and not allowed.

- ✓ **Allowed: facts** - for example, 'we're raising \$250,000 from qualified investors.'
- ✗ **Not allowed: future-facing/ promises** - for example, 'we're going to be a million-dollar company'
- ✗ **Not allowed: solicitation/ coercion** - for example, 'Invest in us to make an impact'

