



Company Pitch: **OncoGuard** **Diagnostics**

Presented by: Crunch Time



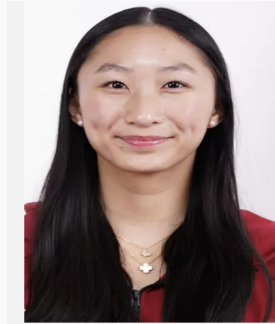
Meet Our Team



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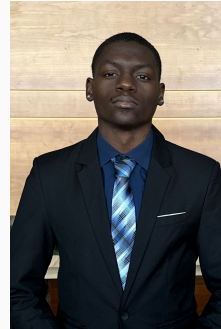
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Problem Statement

This Private Equity Firm is looking for a **dynamic** and emerging business in the **healthcare industry** as well as strategies to make the company **grow** over the course of 5 years.



Our Proposal

OncoGuard Diagnostics Overview:

- High-growth biotech firm specializing in liquid biopsy cancer diagnostics.
- Non-invasive, highly accurate tests revolutionizing cancer detection.
- Positioned in a \$10B+ addressable market with strong reimbursement tailwinds.

Investment Thesis:

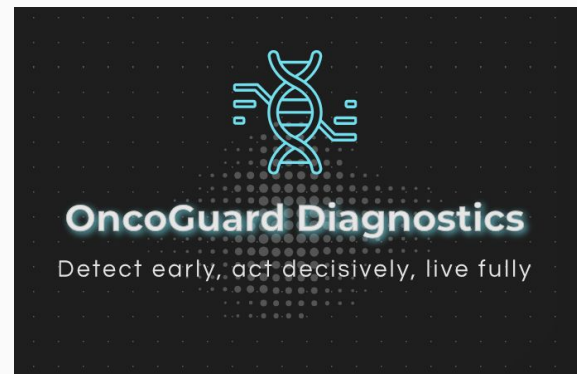
- 5x revenue growth from \$400M (2022) to \$1.95B (2029).
- Gross margins expand to 75%; profitability achieved by 2025.
- Net income reaches \$424M by 2029, delivering strong investor returns.

Strategic Growth Plan:

- Expand hospital & insurance partnerships to accelerate adoption.
- Invest in AI-driven diagnostics and multi-cancer screening.
- Scale operations with centralized testing facilities & lab automation.

Investment Opportunity:

- Clear exit strategy via IPO or M&A (2028-2029).
- Cash reserves of \$1.6B by 2029, ensuring liquidity & financial strength.
- Diversified revenue streams & controlled debt minimize risk exposure.



Buyer Persona

Who We Are Targeting:

- Growth-focused private equity firms seeking high-revenue scalability.
- Investors with expertise in healthcare, biotechnology, or diagnostics.
- Firms interested in pre-IPO opportunities with a clear exit strategy.

What They Are Looking For:

- High-growth investment – 5x revenue increase from \$400M to \$1.95B.
- Strong margins – 75% gross margin by 2029 with clear profitability by 2025.
- Leadership in precision oncology diagnostics, a rapidly expanding sector.

Why OncoGuard Is the Right Fit:

- Scalable business model with minimal risk exposure & strong cash flow.
- Exit strategy via IPO or strategic M&A within 5-7 years.
- Diverse revenue streams & growing market penetration, ensuring high investor returns.

3-Year Budget

- **Revenue & Growth Investments**

- Revenue expected to grow from \$680M (2024) to \$1.1B (2026).
- \$120M allocated to sales & marketing to expand hospital partnerships and increase test adoption.
- \$90M dedicated to international expansion, targeting EU & APAC markets.

- **R&D & Product Development**

- \$325M total R&D investment over three years to develop AI-driven diagnostics and multi-cancer screening.
- \$80M set aside for FDA approvals & clinical trials for expanded test offerings.
- \$50M invested in AI-driven analytics to enhance diagnostic accuracy.

- **Operational Scaling & Profitability**

- \$300M allocated to lab automation & infrastructure upgrades to cut costs and improve efficiency.
- Gross margins improve from 69% (2024) to 72% (2026) through cost efficiencies.
- Operating income grows from -\$15M (2024) to \$110M (2026), driving OncoGuard toward sustained profitability.

KPIs - Key Performance Indicators

Revenue Growth & Market Expansion

- Revenue projected to grow from \$680M (2024) to \$1.95B (2029).
- Track quarterly and annual revenue growth rates.
- Number of hospital and insurance partnerships secured.

Gross Margin Expansion & Cost Efficiency

- Gross margins increase from 69% (2024) to 75% (2029).
- Monitor cost per test reductions & supply chain optimizations.
- Operational efficiency improvements through lab automation.

Profitability Milestones & Operating Income Growth

- Profitability achieved by 2025, with net income reaching \$424M by 2029.
- Operating income grows from -\$15M (2024) to \$430M (2029).
- Track EBITDA & free cash flow generation.

Cash Reserves & Liquidity Strength

- Cash reserves grow to \$1.6B by 2029, ensuring financial flexibility.
- Monitor cash conversion cycle & operating cash flow efficiency.

R&D Pipeline & Regulatory Approvals

- Expansion into breast, pancreatic, and prostate cancer diagnostics.
- Track FDA approvals & commercialization timelines.
- R&D investment as a percentage of revenue.

Risk Assessment

Regulatory & Compliance Risks

- FDA approval timelines and potential regulatory delays.
- Evolving government policies on liquid biopsy reimbursement.
- Mitigation: Early engagement with regulatory agencies, strong clinical trial design, and multiple ongoing approval applications.

Market Adoption & Competitive Pressure

- Slower-than-expected adoption by hospitals and insurers.
- Increased competition from biotech firms developing similar diagnostic tools.
- Mitigation: Expanding partnerships with key hospitals, insurers, and pharma companies; continuous product differentiation through AI-driven diagnostics.

Operational & Supply Chain Risks

- Potential disruptions in lab operations or delays in scaling automated testing facilities.
- Dependence on key suppliers for specialized reagents and materials.
- Mitigation: Investing in redundant suppliers, in-house manufacturing capabilities, and automation to reduce reliance on external vendors.

Financial & Liquidity Risks

- Increased R&D and infrastructure investment could impact short-term cash flow.
- Changes in insurance reimbursement rates affecting revenue forecasts.
- Mitigation: Strong cash reserves, diversified revenue streams, and cost-efficient scaling to sustain profitability.

Exit Strategy Risks

- IPO market volatility or slower M&A activity could delay exit timelines.
- Valuation risks if financial performance does not align with investor expectations.
- Mitigation: Flexibility in exit strategies (IPO or acquisition), maintaining strong financial fundamentals, and ensuring long-term revenue stability.

Management Strategy

Solution 1: Experienced Leadership & Operational Excellence

- Build a high-performing executive team with biotech, diagnostics, and commercialization expertise.
- Strengthen cross-functional collaboration between R&D, operations, and sales teams to drive efficiency.
- Implement data-driven decision-making to optimize resource allocation and performance.

Solution 2: Scalability & Infrastructure Development

- Expand centralized testing facilities to handle increased demand while maintaining high accuracy and efficiency.
- Invest in AI-driven automation to streamline diagnostic processes and reduce operational costs.
- Develop robust supply chain partnerships to ensure reliability and cost efficiency in sourcing critical lab materials.

Solution 3: Financial Discipline & Long-Term Growth Planning

- Focus on profitable scaling, achieving sustainable operating margins and free cash flow growth.
- Optimize capital allocation strategies, prioritizing high-ROI R&D investments and market expansion.
- Prepare for a high-value exit strategy through IPO or M&A by ensuring long-term financial stability and strong investor relations.

User Journey Map

Awareness & Education

- Patients and healthcare providers learn about OncoGuard's liquid biopsy tests through physician outreach, medical conferences, and digital marketing.
- Insurance companies and healthcare systems begin to recognize the benefits of early cancer detection using non-invasive methods.
- Patients become aware through doctor recommendations, online research, or family history screenings.

Diagnosis & Treatment Planning

- Test results are delivered to the ordering physician and patient through a secure digital platform.
- Oncologists use the results to determine the best course of treatment, whether it's early intervention, monitoring, or further diagnostic testing.
- If necessary, the physician recommends follow-up care, precision medicine treatments, or additional screenings.

Physician Consultation & Test Ordering

- Oncologists, primary care physicians, and specialists determine if a liquid biopsy is appropriate based on the patient's history and risk factors.
- The physician orders an OncoGuard test through the hospital, clinic, or telehealth provider.
- Insurance verification and reimbursement checks are processed to ensure coverage.

Sample Collection & Processing

- The patient visits a partnered lab or clinic for a simple blood draw, requiring minimal preparation and no invasive procedures.
- The sample is shipped to OncoGuard's centralized testing facilities, where AI-driven automation ensures high accuracy and fast turnaround times.
- Results are processed within 7-10 days, significantly faster than traditional biopsies.

Continuous Monitoring & Follow-Up

- Patients at risk for recurrence or progression can undergo routine liquid biopsy monitoring, reducing the need for repeated invasive biopsies.
- Physicians track patient response to treatment through regular testing intervals, allowing for real-time adjustments to care plans.
- Long-term data collection and AI analytics improve OncoGuard's testing accuracy and predictive capabilities over time.



Future Value Stream

Expanded Oncology Test Portfolio

- Develop and commercialize multi-cancer detection panels beyond colorectal and lung—targeting breast, pancreatic, and prostate cancer.
- Launch of pan-cancer screening tools for high-risk populations to drive broader adoption and higher revenue per patient.
- Generate multiple reimbursable test SKUs per patient over time.


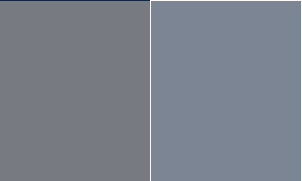
Companion Diagnostics & Biopharma Partnerships

- Collaborate with pharmaceutical companies to develop companion diagnostics that support targeted therapy selection.
- Leverage proprietary genomic data to create co-branded solutions for oncology drug development.
- Monetize biomarker insights and treatment response data through long-term licensing and data access agreements.

AI-Powered Clinical Decision Support

- Develop a real-time clinical decision support platform powered by AI and machine learning.
- Offer physicians treatment guidance, risk stratification, and personalized screening recommendations.
- Expand monetization through subscription-based access for providers and enterprise health systems.

International Expansion & New Revenue Channels

- Enter emerging global markets through joint ventures and distribution agreements in Europe, Asia-Pacific, and LATAM.
 - Explore adjacent verticals like early detection for rare cancers and non-oncology applications (e.g., infectious disease, organ rejection).
 - Introduce direct-to-consumer testing for high-risk individuals with at-home sample collection.
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**Thank
you!**

Q&A

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