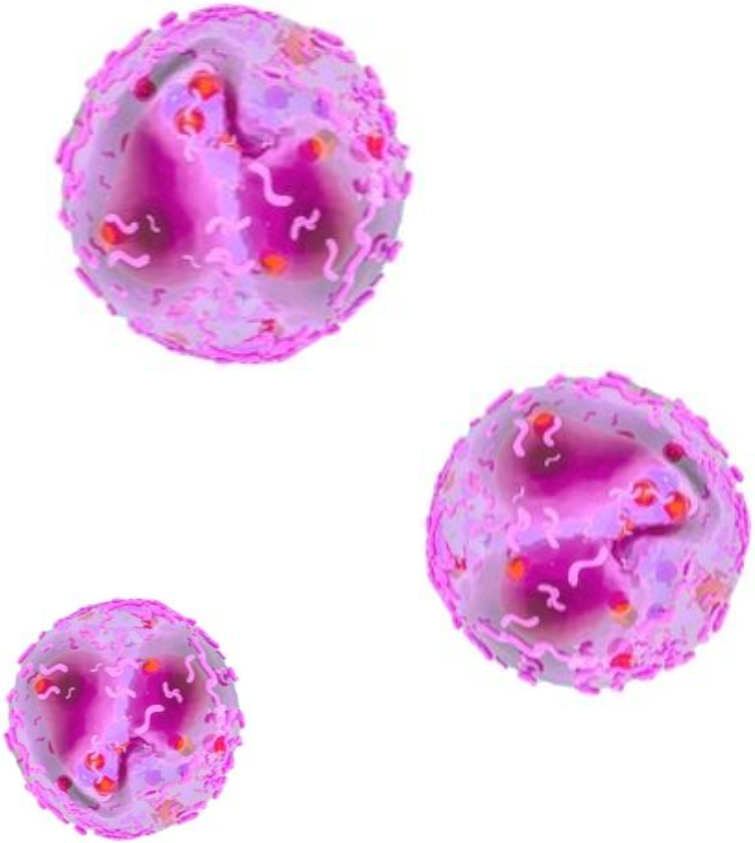
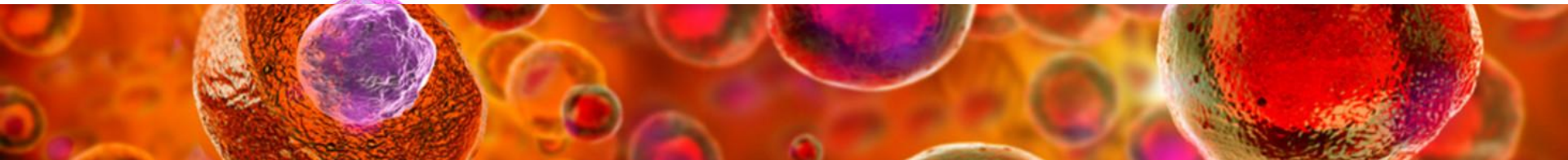


# FIRST CHOICE BIO
## PRIMARY CELL PRODUCTS

A Delaware C-Corporation, established 2023

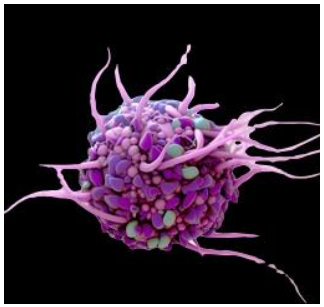
**Human Cell Samples with**
**Clinical Data**
**for Preclinical Research**



# OUR PRODUCTS AND SERVICES

## Human Cell Samples

- Whole Blood
- Bone Marrow
- Cord Blood[1]
- Mobilized Blood
- Nasal Swaps and other Tissue Samples



## Isolated Cells*

*isolation by apheresis = a procedure in which blood is drawn and separated into its components by dialysis; some are retained, and the rest are returned to the donor by transfusion.
Conducting research on an isolated population of cells, rather than a heterogenous mixture of cells, is a common approach to reduce experimental complexity. This allows research to confidently attribute observed effects and responses to a particular cell-type.

## Customized Laboratory Services and Real-Time Data Integration

FIRST CHOICE
BUSINESS COURIERS
A Division of FBC Enterprises LLC

## Customized Courier Delivery Services

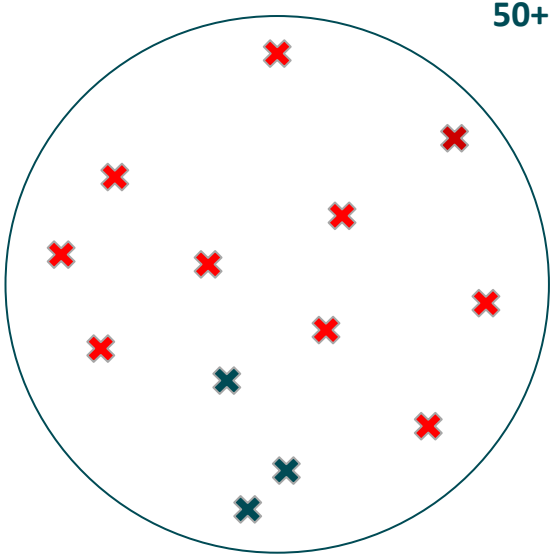
Global, Same Day and On Demand

## FOR RESEARCH PURPOSES ONLY!

[1] **Soon to be complemented with a game changer, STEM-CELLS FROM MATERNAL MILK, becoming available late Q1 2025**

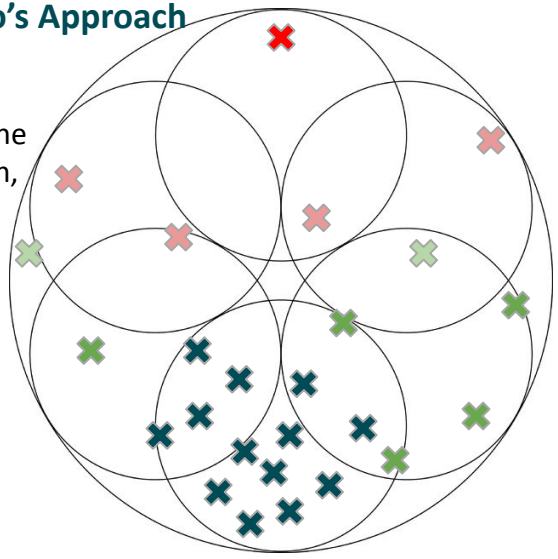
# THE APPROACH

## 50+ Years of Research vs First Choice Bio's Approach



Samples from the General Population;
No Upfront Data;
If the biomarkers are not similar, the sample fails Reproducibility

Samples from Subcategories of the General Population, Based on Similar Biomarkers, i.e. **Individualization of Samples**



= high reproducibility / high drug efficacy potential
= lower reproducibility / indicating potential but drug may need adjusting
= refocus, different approach needed
= no reproducibility

Blind Samples;
Aiming for One-Cure-Fits-All;
**Stab-In-The-Dark Approach**;
75-80% Failure Rates for Reproducibility and Translation into Clinical Phase I.

Individualized Smart Samples, Based on **Real-Time generated Data**;
**Focus at First on One Subcategory, Based on Biomarkers;**
**Then the Overlapping Subcategories, and so on;**
**Expanding the Approach Logically from Within;**
Improved Reproducibility and Translation Rates.

# THE PROBLEM

- DONOR and REPEAT DONOR SHORTAGES

  10+% Annual Global Increase in Demand = **Sample Shortages & Delays**

- A LACK OF DONOR DIVERSITY = **Non-representative Cell Samples**

- COMPROMISES ON SAMPLE QUALITY & RELIABILITY = **Unworkable Cell Samples**

# THE CONSEQUENCES

75+% Of all preclinical research **fails Reproducibility and Translation** into clinical Phase I, resulting in:

$35+B In **Wasted Resources**, annually, in the US alone! Globally $80+B

# THE SOLUTION (1) TOTAL TRANSFORMATION

INTRODUCING: **SMART SAMPLES**

1: First Choice Bio will be an **A.I. driven** Preclinical Research Supply Company, emphasizing on Precision, Quality and Service, Speed and Scalability.

2: With **Data Backed** Market Penetration through samples with deep, Real-Time, Clinical Insights.

3: And **Integrate** Donor and Researcher Ecosystems, choosing to be the seamless, dynamic and secure, A.I. aligned Connection between all parties.

# THE SOLUTION (2) OUR INTELLECTUAL PROPERTY

**1: Patent pending**
On the **collection process**: A.I.-composed questionnaires to prompt certain physiological responses from a donor-subject, before and / or during the collection process.
**(USPTO # 63470604)**


**2: Patent pending**
On the **production process**: Employing innovative laboratory services to provide unique and Real-Time Data to take away the current stab-in-the-dark approach.
**(USPTO # 63466905)**

**3:** Applying these patents, our ever increasing generative and interactive databases will align our SMART samples with Researchers' Demands, helping them to improve on reproducibility and translation rates.

# THE SOLUTION (3) OUR PIVOTS AND SOCIAL IMPACT

We will pivot towards LMI (Low & Medium Income) neighborhoods for **more** Donors

We will pivot towards BIPOC (Black, Indigenous and People of Color) communities for more Donor **Diversity**.

Reimbursing our donors generously for their efforts is therefore part of our **social impact**!

And one can argue that saving the research industry billions of dollars on an annual basis is also a form of social impact. It will open the road and speed up the access and availability to **more personalized and individualized drug treatments** and ultimately **disease prevention, based on biomarker combinations**.

Moving away from the one cure fits all approach, because so far it never has!*

*See case study in addendum

# AND ALSO: COLLABORATIONS

A **Strategic Partnership** with **Rxperius** gives us Access to 1M+ Disease State Donors.

A **Partnership** with **UMASS Biorepository** for frozen Disease State Tissue Samples.

An **Exclusive** **Global Sales Agreement** of a brand new Maternal Milk stem-cell product-line, becoming available end of Q1, 2025 through **STEMilk, Inc.**

Multiple **Collaborations** provide us with a slew of Laboratory Services, which we can offer additionally.

Always on the look-out for more Strategic Partnerships, because:
To speed up Research, the World needs more Collaboration!

# THE MARKET (PART 1, FOR THE SAN FRANCISCO CENTER)

## Total Addressable Market (TAM)

**Global** preclinical Contract Research (CRO) market in 2031 equals **$60+B** / YoY Growth ~10% (No exact data from non-CRO preclinical research available, Estimated $15B,[1] included)

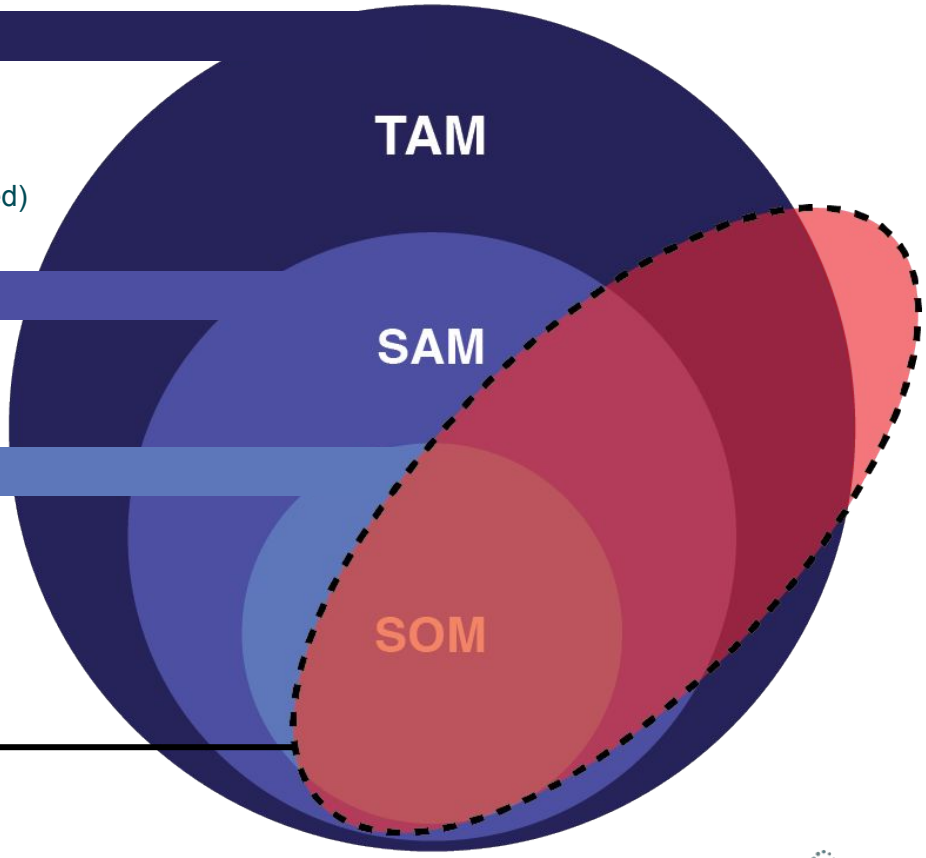
## Serviceable Addressable Market (SAM)

**US market $28B** in 2031 ~ 45% of the global market

## Serviceable Obtainable Market (SOM)

**Greater SF Bay Area** ~11% of the US Market, **$3B**

Our CRM = National & International ~28,000 Researchers
Soc. Media: Industry Followers & Connections = ~19,000
Distributor Sales, National & International = $600,000.00+




[1] from 2022 reports: GrandviewResearch.com, PrecedenceResearch.com & PLOSBiology.org excluding non-contract research
All based on the value of SMART samples, anticipated to be double the price of unscreened samples



Continued

# OUR GLOBAL OPPORTUNITY (THE MARKET, PART 2)

The global market for SMART preclinical research samples will be ~**$60B** in size by 2031.

- Every red dot is an inquiry for and or an overnight shipment of fresh or frozen material by First Choice Bio.

The main advantage of the US and some European countries is that we are able to reimburse donors for their contributions. While many Asian populations have religious or ideological objections against tissue sample donations of any kind.

A global network of collection centers is our goal!
Due to the perishable nature of the product!

# OUR GO TO MARKET STRATEGY

## Products

- Paving the way through smart samples
- Competitively priced product
- Product diversity
- Focus on Donor recruitment:
  After all, no Donors, no Product
- Short turnaround times
- Customized screening & delivery
- Data Supported Product and Sales

## Markets

- ~80% of all product is being used for cancer research
- The greater San Francisco Bay Area; the wider US and the world.
- It is a recession proof, demand driven industry with organic growth through:
  i) process optimizations and
  ii) new product offerings

## Timeline

- Q2 2024: Securing disease state product lines
- Q4 2024: Establishing East and West Coast collaborations
- Q2 2025: Finalize seed round / sign up staff / start donor database
- Q3 2025: Healthy product line coming from Bay Area Collection Center and Laboratory

## Customers

All preclinical research:

- Biotechnology
- Pharmaceutical
- Life Sciences
- Precision Medicine
- Governmental and
- Academic Research Institutions

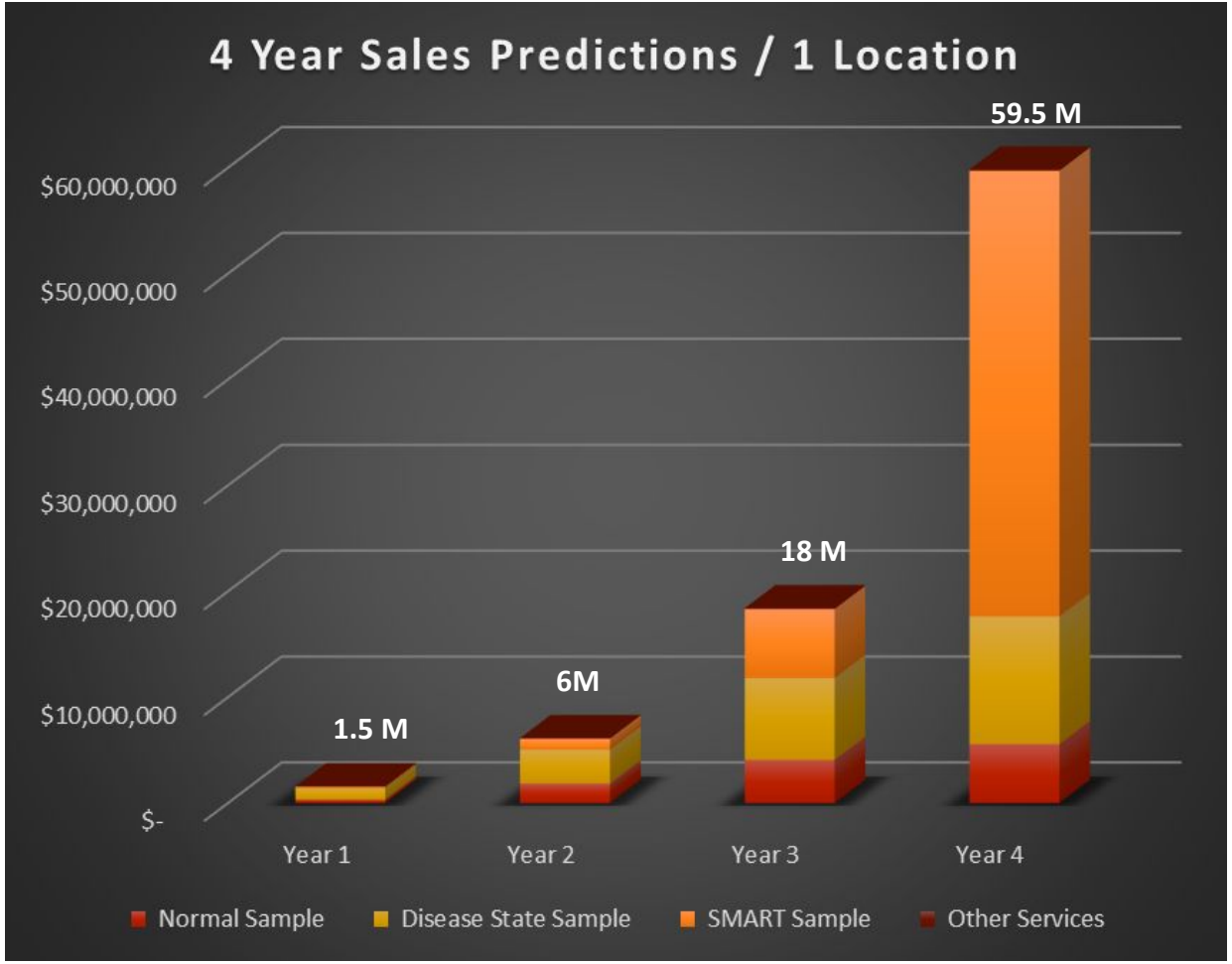
## Competitive Advantage

- A multi-patent pending production process that includes pre-screening;
- Outside sales people drive added value;
- Location and Donor Convenience create more, and more representative samples;
- Additional innovative laboratory services
- Collaborations, to create higher Reproducibility & Translation
- A.I. driven, from donor recruitment to sample and demand matching

## Channels

- GEO, Generative Engine Optimization (replacing SEO and Local SEO)
- CS oriented & outside sales representatives; Word of Mouth
- Email marketing, Referral Marketing and PPC, Pay Per Click
- Social Media Marketing
- CRM of 35,000+ Potential Customers
- 17,000+ Research Industry Connections

# THE BUSINESS MODEL / ONE LOCATION




B2B Sales of human donor primary cell samples, (Normal, Disease State and SMART), and laboratory services, strictly for Discovery and Preclinical research.

Largest RfQ so far:
~$750,000

**Weighted average Profit Margin**

**70+%**

# REVENUE GENERATION

**More Donors**

**A**: Donor Supply from A.I. generated donor recruitment

**B**: Screening Samples/ Pre-Procurement Data/ Quality Control and Laboratory Services

**C**: Increase Pre-Procurement Choice / Better Match / More Data / Higher Quality / Increase Reproducibility and Translation

**D**: Additional Products through more Collaborations and Strategic Partnerships

**E**: Additional Laboratory Services through more Collaborations and Strategic Partnerships

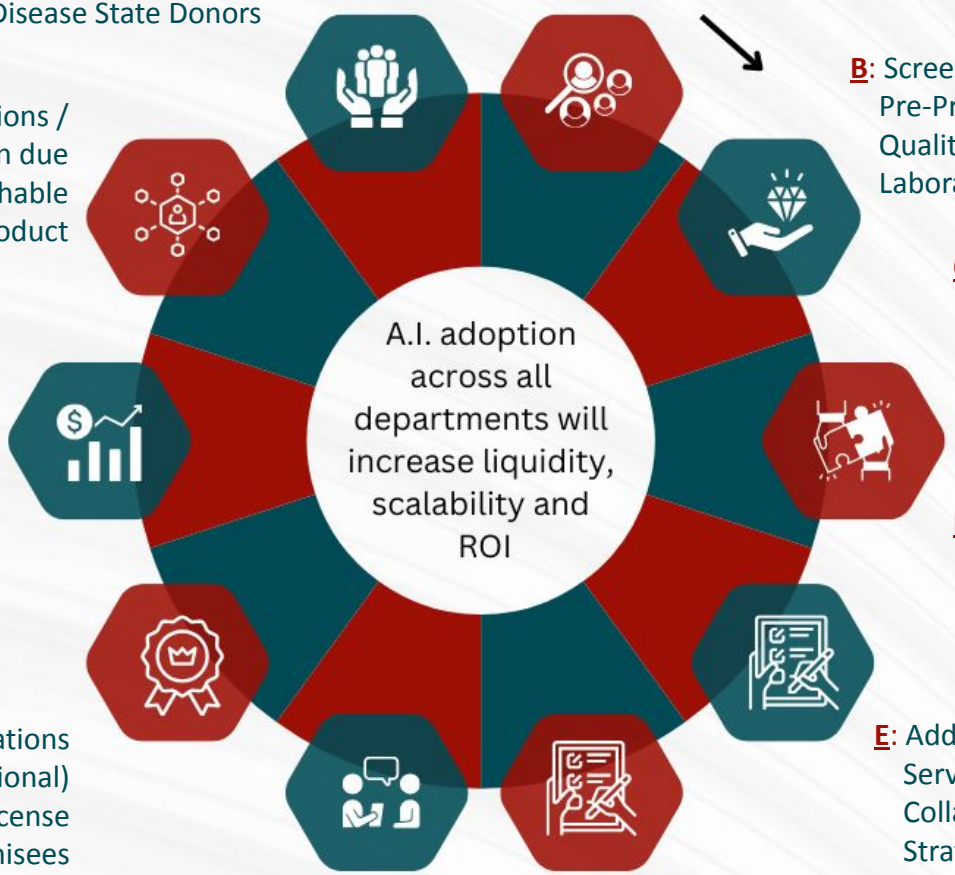
**F**: Potential Collaborations with (international) Distributors, License Holders / Franchisees

**G**: More Pre-Procurement Data / More Customers

**H**: Increased Demand / Increased Revenue-potential per Location

**I**: More Locations / Global Expansion due to Perishable Nature of Product

**J**: Access to 1M+ potential Disease State Donors






FIRST CHOICE BIO
PRIMARY CELL PRODUCTS

# WHY US? WHY NOW?

TRACTION → 130+ Customers

REVENUE → **$ 2.5M+** In RfQs

We operate in a demand driven market with 10+% annual growth: We have successfully finalized the new Proof of Concept and most Product Market Fit has been established.
We are now lacking the production facility(-ies) for collection and processing, and therefore we cannot convert these RfQs into Sales Orders.
The limited shelf-life of fresh material (~48 hrs), unreliable supply and the rather cumbersome shipping by FedEx et al also hinder us with any such order fulfillment.

We have already received **3 M&A proposals**, one from a competitor, two from industry verticals; Quote: ".... After having a chance to meet with you, we see tremendous potential for you to be part of our community...."
This obviously proves also what industry insiders are saying, "this is a no-brainer" and that "we are onto something here!"
And recently we also received a proposal for overseas distribution!

But for now, we the founders, consider such a merger or acquisition premature!

Amongst our Customers:

ultragenyx pharmaceutical
Boston Children's Hospital — Until every child is well
UCSF Health
GILEAD
BECKMAN COULTER
bluebirdbio
Stanford University
CUre Line — Intelligent Healthcare Life System



FIRST CHOICE BIO — PRIMARY CELL PRODUCTS

# REVENUE EXPANSION

"Normal", Healthy Human and Disease State Human Donor Cell Samples

**Product Market Fit**

Products and Laboratory Services through Collaborations

Examples: Non-Human Cell Samples

**Product Market Fit**

**Patent #1:** Smart Samples, screened for >150* Biomarkers and Mutations

*Number will increase over time.

**Proof of Concept Established**

**>2.5M dollars in RfQ's so far!**

New Products and Laboratory Services through new Collaborations Example: through CellsBin we can provide Data Analysis correlating OMIC's etc.

**Product Market Fit**

Following where the Demand goes, we Copy and Paste Collection Centers to Existing and New Biotech Hubs, Globally

**Multiply, over and over again! Due to the Perishable Nature of the Product.**

Business Development:

New Products, **(Patent #2)** Laboratory Services and new Collaborations

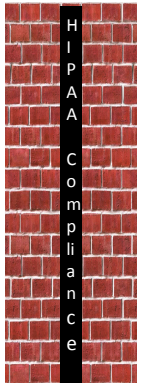
**Expand on Products and Laboratory Services**

**70+% Avg Gross Profit**

# THE COMPETITIVE EDGE

Donor Database

No Specific Focus
=
Blind Samples




Some Incidental A.I. may or may not have been introduced

Researcher has no idea about the sample they will receive.
Making the approach for the researcher a **total stab in the dark**.
Consequently:
Reproducibility and translation rates are <25%

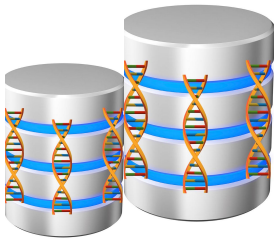
## THE COMPETITION

VS

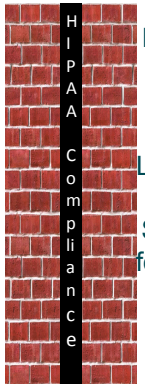
## FIRST CHOICE BIO

### A.I. generated Donor Outreach and Donor Selection

**Focus** is on:
Donor Biomarkers, also
Donor Appeal
Donor Convenience for **Repeat Donors!**
Donor Diversity
Also access to at least 1 external donor database!



Donor Databases

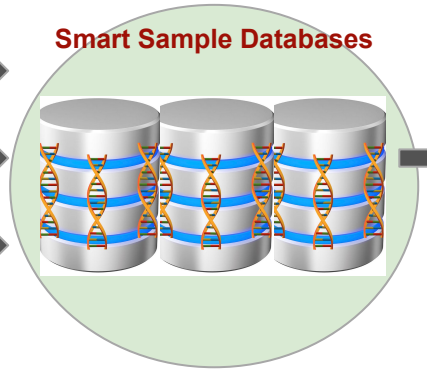



Patented collection and processing

Additional Laboratory Services

Screening samples for 150+ biomarkers and mutations

**Smart Sample Databases**



### A.I. generated Matching of Samples with Researchers' needs

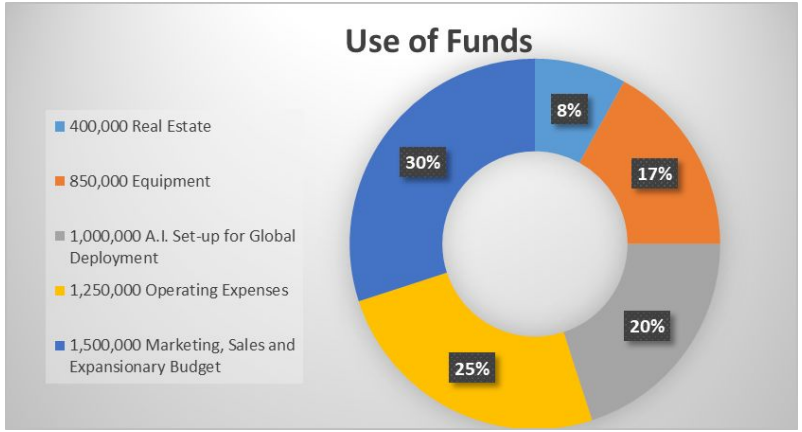
Researcher has a **broad selection** of data to choose from, **prior to procurement**.

Thereby creating the basis to positively influence reproducibility and translation rates during Discovery and Preclinical Research.

A.I. = Artificial Intelligence

# THE ASK

We are now raising a Seed Round of US $5M for our first Collection Center and Laboratory in San Francisco.




Funds will also support the A.I. Implementation towards a Scalable, Global Integration and Future-ready Solution.

## Pre-Seed Round SAFE

| | |
|---|---|
| JumpStart Foundry | $ 150,000.00 |
| Founders, Family & Friends | ~$1,250,000.00 |

# THE EXIT

We already received 3 M&A proposals. But for now we, the founders, consider such an M&A premature!

First Choice Bio, Inc. management realizes therefore that an M&A or any other form of exit can be in the works at any given time.

**Comparables** (in the SF Bay Area):
PPA TN in Berkeley was acquired by Bio-IVT in 2019
AllCells was acquired by Discovery Life Sciences in 2022
Canventa is fully owned by StemCell Technologies

# OUR TEAM

## Kamran Tahamtanzadeh, B.A. (Founder & Chief Business Development Officer)

Degree in Molecular and Cellular Biology-Genetics Track- UC Berkeley

29 years of life sciences experience, former CEO of multiple precision medicine companies

## Johannes Breukers, B.S. (Founder & CEO)

Genetics and Animal Husbandry, MKV Horst, The Netherlands

Degree in Computer Sciences, Spherion, Auckland, New Zealand

40+ Years founder entrepreneur in The Netherlands, New Zealand and in California; Multiple Exits

## Sam Vasilevsky, Ph.D. (Founder, COO & Medical Director)

Degree in Molecular Cell Biology / Immunology, Uniformed Services University, Bethesda, MD

Postdoctoral Research at NIH & University of Lausanne, Switzerland 12 Publications in peer reviewed journals

In regards to the formation of an advisory board we have principle agreements with:
**Ms. Michelle Cunningham** from STEMilk,
**Mr. Baback Gharizadeh** from Chapter Dx,
**Mr. David White** from David White Consulting and
**Mr. Tim Kapp** of Cinco.ai.

FIRST CHOICE BIO
PRIMARY CELL PRODUCTS

At the PINNACLE of PRECLINICAL and A.I.

Johannes / Jan Breukers

Cell Phone:
+1-707-333-0902

jan@firstchoicebio.com

We Sell Cells!
For Discovery and Preclinical Research

# ADDENDUM
## TO RECAP

With our smart samples we will start modeling more accurately the predictions of drug acceptance, early in the drug development pipeline.
Drug trial failure is costing biotechnology companies US$ 80+ Billion, annually!

With the current approach one can wonder how often things slip through the “standard” safety tests. Raising questions about how many promising drugs we might be wrongly discarding and how many dangerous ones we're letting through, ultimately prescribing them also to the wrong people.

The drug development industry will become more personalized, abandoning the “blockbuster drugs”, the one cure fits all approach, and this can only be achieved based on data.
Data from SMART SAMPLES. And A.I. will provide First Choice Bio with that platform.

We will therefore become something like a Preclinical Contract Development Organization, at Discovery and Preclinical level, **also** for the personalization of drug development. Which will potentially increase the market for SMART samples even further!
And with one goal only, make drug development most effective and efficient, right from the start!

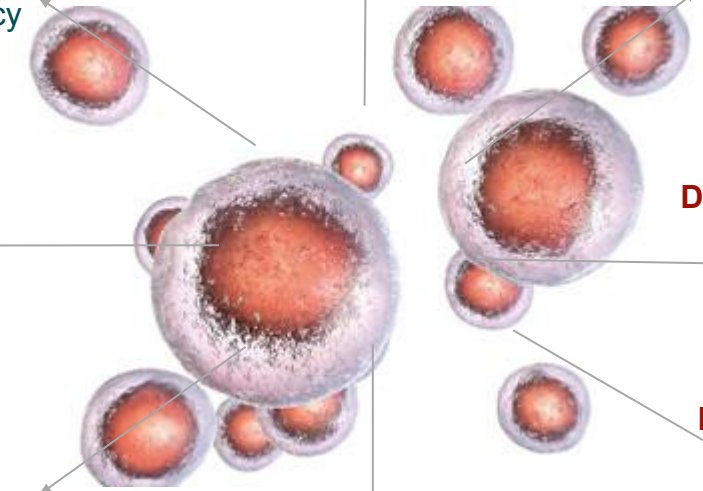
# ADDENDUM

## A.I. APPLICATION THROUGHOUT

**Donor Recruitment:**
Donor & Diversity Optimization
Targeted Recruitment,
Automation & Staff Efficiency

**Global Market Expansion:**
Strategy Refinements
Value Proposition Refinement
General Efficiency

**Sample Screening & Quality Assurance:**
Automated Screening
Real-Time Data Generation
Improved Accuracy



**Regulatory Compliance & Risk Elimination:**
Compliance Monitoring
Threat (Cyber) Analysis &
Automated Reporting

**Data Management & Insights:**
Interactive Data Management
Real-Time Data Driven Insights

**Internal Logistics:**
Production Optimization
Lean Manufacturing
Staff Efficiency & Automation

**Inventory Management:**
Inventory Optimization
Dynamic Pricing Models
Production Optimization

**External Logistics:**
Route Planning
Collection & Shipping Scheduling
Shipping Optimization

**CRM & Customer Interaction:**
AI Powered CRM
Customer Feedback Analysis, but
NO CUTTING BACK on our Commitment to Outside Salespeople

# ADDENDUM

**Example Case Study**: Kite Pharma & Gilead working on a cancer drug called Yescarta.
This was initially a drug Research & Development project, trajected to be a one-cure-fits-all approach.

2009: Kite Pharma was founded with a focus on CAR-T Cells.
By 2009 they had a clear idea about their thesis, so we're not including the time it took to compile the hypothesis. A year, maybe longer!

2012: Collaboration started with the National Cancer Institute.
Based on "normal" samples, from at the time self declared healthy human donors, they start aiming for reproducibility.
Normal samples, means no data at all, except for a screening for 4 viral diseases, for the safety of the researcher.

2015: Sufficient reproducibility has been achieved so that now clinical trials can start.

2017: Gilead buys up Kite Pharma and things get sped up! While Kite Pharma had already applied for a Biologics License, with the backing of Gilead a **priority review** by the FDA was obtained and within a year the drug made it to the market.
This was made possible by the designation of it being a "Breakthrough Therapy" with promising clinical trial results.

2018: Manufacturing of the drug commenced.
Yescarta is however not universally successful. Results show only 40% of patients with B-Cell Lymphoma achieved complete remission after 1 year. Many patients have achieved significantly improved quality of life.
60% of all patients do not respond to Yescarta, others later relapsed.
Severe side effects can occur, including life-threatening toxicities.
Limited success also in treating solid tumors.

2025: Ongoing Research: To reduce relapse rates / to eliminate lethal toxicity / to target other cells besides B-cell cancer / to explore combinations with other therapies

In summary:
Yescarta, while on the market now for 7 years, is certainly not effective in all cancer types, not even in all B-Cell Lymphoma cancer patients, and challenges like toxicity and relapse remain and are still being studied now, 17+ years later!