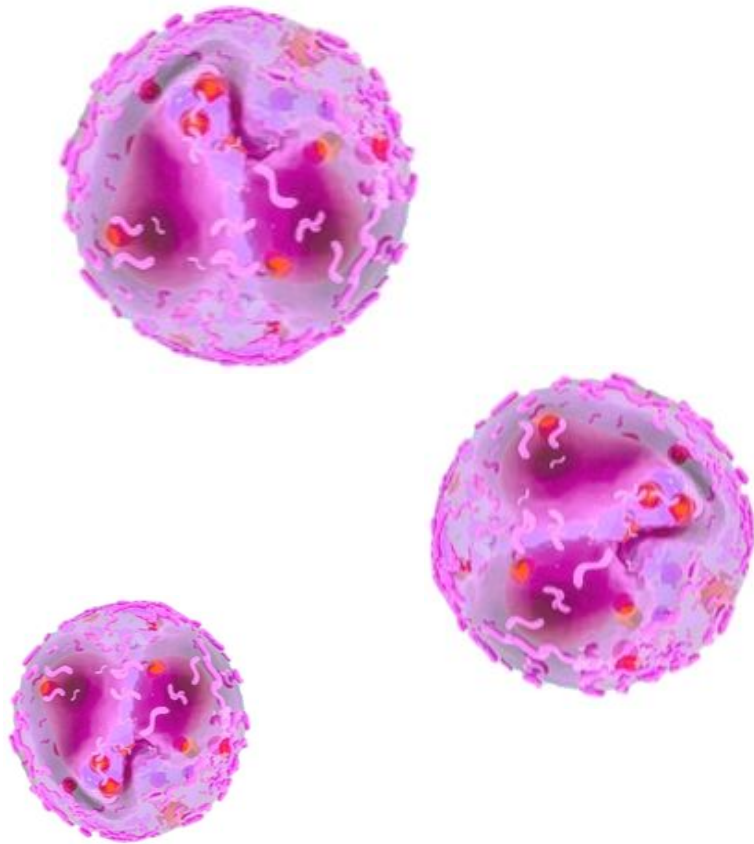




FIRST CHOICE BIO

PRIMARY CELL PRODUCTS

A Delaware C-Corporation, established 2023

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

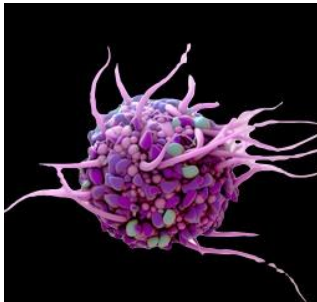


WHAT ARE HUMAN CELL SAMPLES?



Human Cell Samples

- Whole Blood
- Bone Marrow
- Cord Blood
- Nasal Swabs and other Tissue Samples



Isolated Cells from those samples



Customized Laboratory Services



AT ISSUE: THE SUPPLY INDUSTRY NOW

80+ Years of Preclinical Biotech Research

Random Samples from the General Population;
No Upfront Data;

A **Stab-In-The-Dark Approach**, looking for the one-cure-fits-all, the **unicorn** drugs.

75-80% Reproducibility Failure Rates, and

No definite cures, just indefinite treatments!

With Side Effects, Exclusions and “Results May Vary”.

NO! Results Will ALWAYS Vary, because We Are All Different!

**YES! The pharmaceutical industry is all about marketing pills,
NOT ABOUT CURING PEOPLE! (anymore)**



BUT ALSO OTHER ISSUES THAT PLAGUE SUPPLY

- 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 FIRST CHOICE BIO APPROACH

Instead of the general population we screen samples for Biomarkers* and mutations, thus creating Population **Subcategories**.

Individualization of Samples

Creating Proprietary Data, providing researchers with **= SMART Samples**

Where similar Biomarker Sequences trigger Similar Responses! AKA:

Personalized Medicine, which is finding more and more support from researchers across the globe.

And that is just the beginning, Proteins, DNA, RNA, Antibodies, Gut-biome (Bacteria, Fungi, Viruses, etc), those are areas to screen and consequently redefine those **Subcategories**.

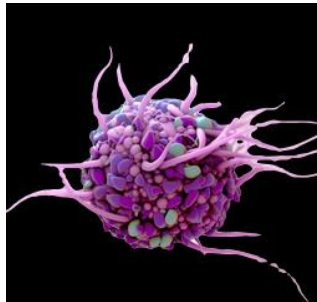
Animal testing can be reduced, ultimately phased out; Replacements like In Silico models and Organ-On-a-Chip systems will benefit greatly from our approach.

OUR PRODUCTS AND SERVICES



Human Cell Samples

- Whole Blood
- Bone Marrow
- Cord Blood¹
- Nasal Swabs and other Tissue Samples



Isolated Cells from those samples with

Real-Time Clinical
Data, Insights



and
Collaborations



Customized Laboratory Services and **Collaborations**

FIRST CHOICE
BUSINESS COURIERS
A Division of FBC Enterprises LLC

Customized Courier Delivery Services

Global, Same Day and On Demand

¹ Soon to be complemented with a game changer, STEM-CELLS FROM MATERNAL MILK, becoming available later in 2025

THE SOLUTION (2) OUR INTELLECTUAL PROPERTY



The Dawn of a New Age in Preclinical Research, powered by patents, real-time Insights and A.I. composed Donor Profiling!

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 and the AI generative and predictive proprietary 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 sequencing**.

Moving away from the one cure fits all approach, **because after 80+ years it still has not!***

*See case study in addendum



AND 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 later in 2025 through **STEMilk, Inc.**

ChapterDx, developing increased biomarker screening methods.

Executive Management Consulting Services by **David White Consulting** and **Tim Kapp of Cinco.AI**, a recognized leader and educator in AI.

People that believe in our approach!

Diverse Collaborations that will provide us with a slew of Laboratory Services, which we can offer additionally.

First Choice Bio: 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 \$15B¹ included)

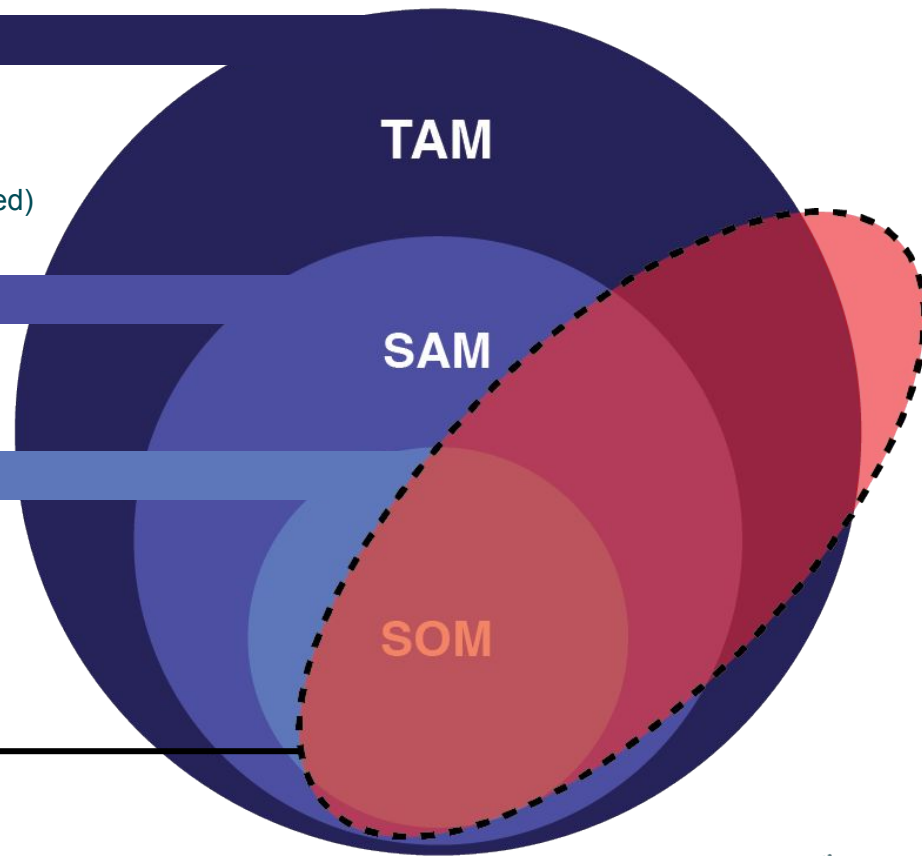
Serviceable Addressable Market (SAM)

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+



2031

¹ from 2022 reports: [GrandviewResearch.com](https://www.grandviewresearch.com),
[PrecedenceResearch.com](https://www.precedenceresearch.com) & [PLOSbiology.org](https://www.plosbiology.org) excluding non-contract research
All based on the value of SMART samples, anticipated to be double the price of unscreened samples

OUR GLOBAL OPPORTUNITY (THE MARKET, PART 2)



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



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
- Q4 2025: Finalize seed round / sign up staff / start donor database
- Q1 2026: Normal Healthy and SMART product line coming from Bay Area Collection Center and Laboratory



Customers

All preclinical research:

- Biotechnology
- Pharmaceutical
- Life Sciences
- Precision Medicine
- Medical Technology
- 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



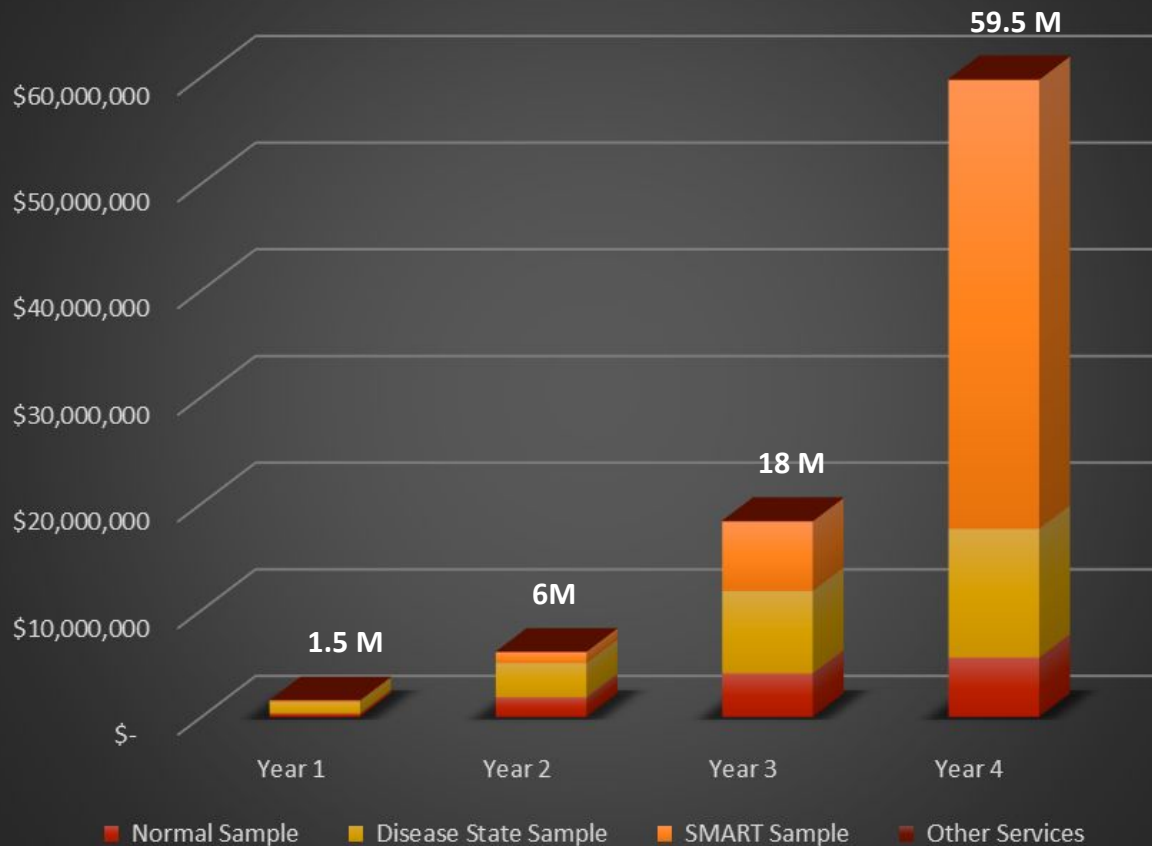
Channels

- 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

REVENUE PREDICTION / ONE LOCATION



4 Year Sales Predictions / 1 Location



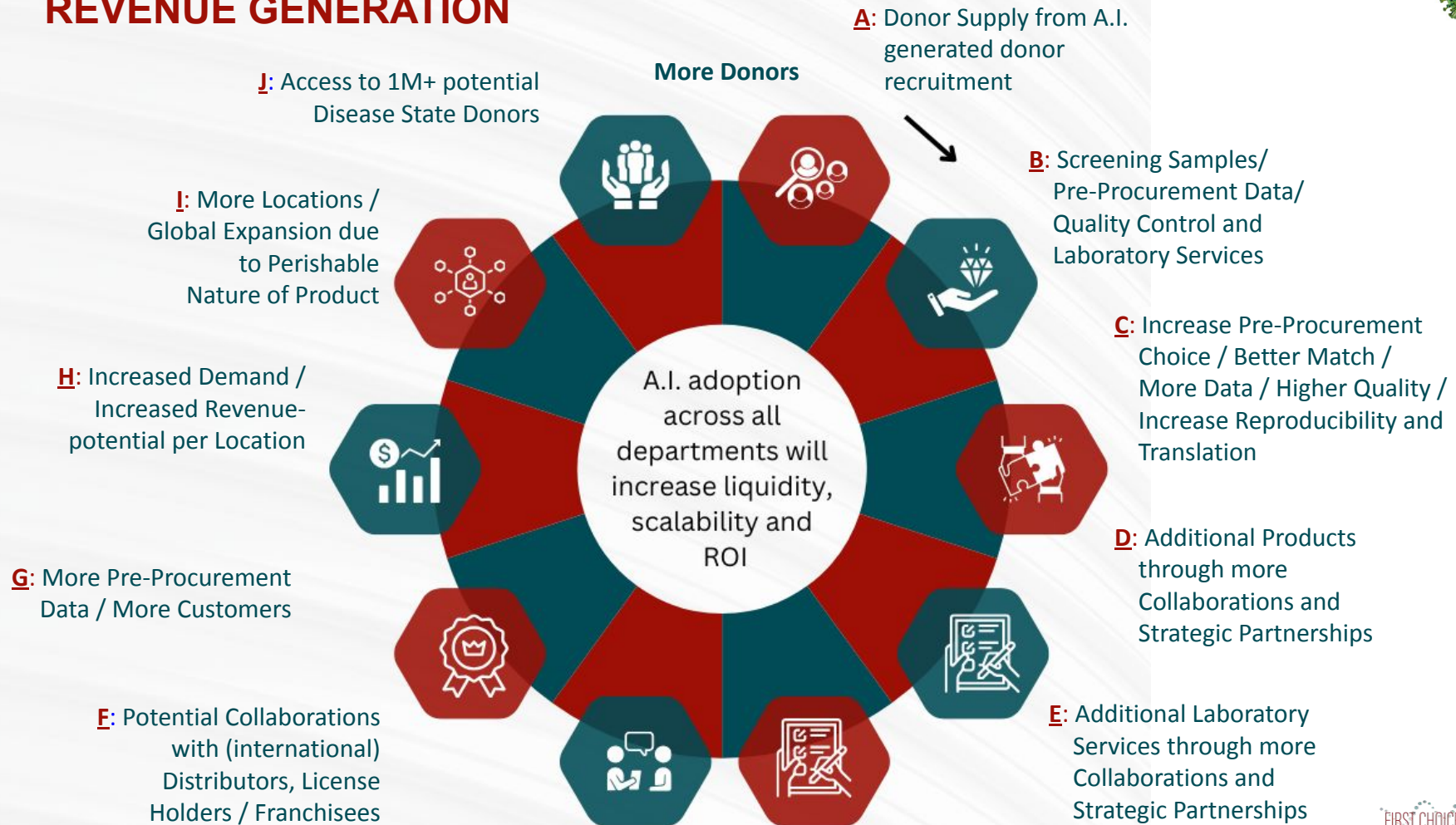
B2B Sales of human donor primary cell samples, (Normal, Disease State and SMART), and Integrated Laboratory Services, strictly for Discovery and Preclinical Research.

Largest RfQ so far:
~\$750,000

Weighted average
Profit Margin

70+%

REVENUE GENERATION



WHY US? WHY NOW?

TRACTION



130+ Customers

REVENUE



\$ 2.75M+ 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 **4 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!

Amongst our Customers:



UCSF Health



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



REVENUE EXPANSION

An Evolution from Sample Supplier to Strategic R&D Partner



“Normal”,
Healthy
Human
and
Disease State
Human Donor
Cell Samples

**Product
Market
Fit**

70+% Avg Gross Profit



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**

>2.75M 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**

Integrated Early Discovery and Preclinical Services



OUR COMPETITIVE EDGE



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%

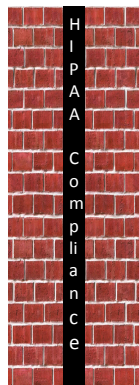
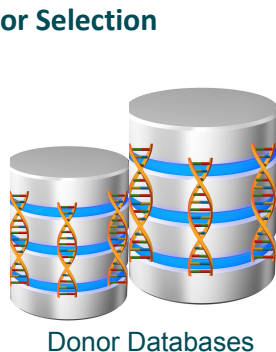
THE COMPETITION

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!



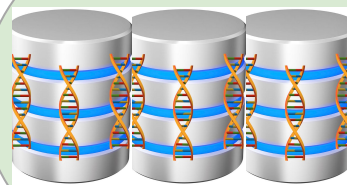
Patented collection
and processing

Additional
Laboratory Services

Screening samples
for 150+ biomarkers
and mutations



Smart Sample Databases



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

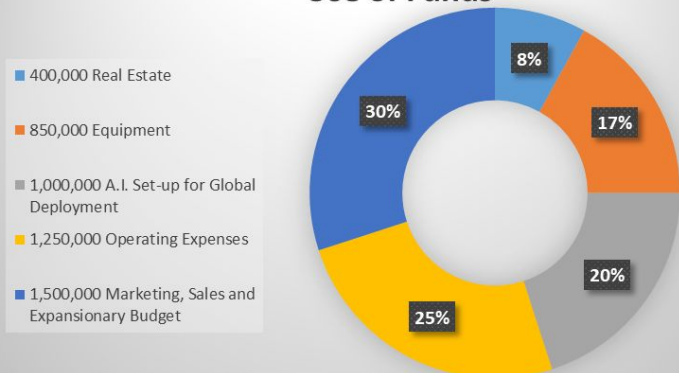
Researcher has a **broad
selection** of data to choose from,
prior to procurement.

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

THE ASK

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

Use of Funds



Funds will get our first collection center and laboratory up and running towards the break even point (<2 years). Concurrently we will start preparing for the 2nd collection center location.

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)



30+ years Life Science Experience
Industry Specialist

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



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



15+ years Life Science Experience
Generalist

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



25+ years Life Science Experience
Industry Specialist

Jason Aulenbach (Founder & CFO)



Generalist with Industry Experience

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 Business Management Consulting and

Mr. Tim Kapp of Cinco.ai.



ChapterDX





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.

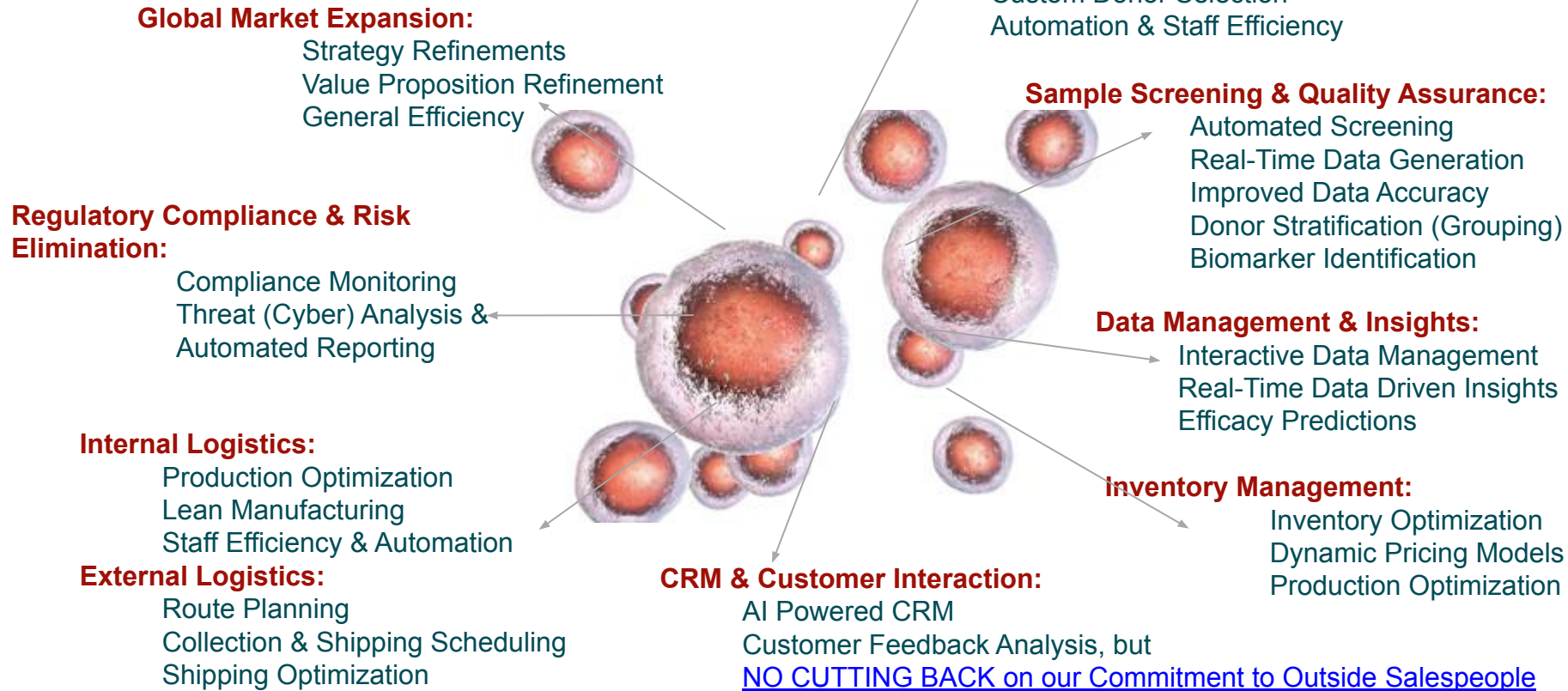
We will therefore become something like a Preclinical Contract Development Organization, at Discovery and Preclinical level, **also** for the personalization of drug development. Which will potentially increase the market for SMART samples even further!

And with one goal only, make drug development most effective and efficient, right from the start!



ADDENDUM

A.I. APPLICATION THROUGHOUT





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

A-3 patients, and challenges like toxicity and relapse remain and are still being studied now, 17+ years later! YesCarta, No Thanks!