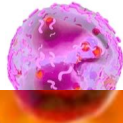
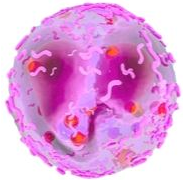
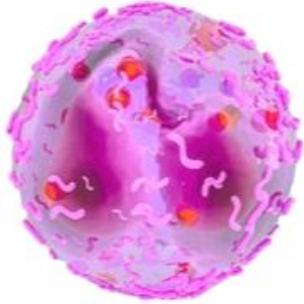


Supplier of
Human Cell Samples with
Clinical Data
for all Preclinical Research



A Delaware C-Corporation, established 2023

Asking for **5 M dollars** to set up our 1st collection center & laboratory





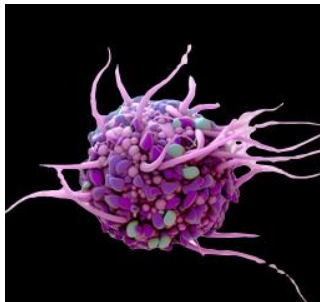
Quickly, before I lose you:

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



Applied Customized Laboratory Services

All our samples are being sold for research purposes only.



AT ISSUE:

- 80+ Years of Biotech Research
No definite cures, just indefinite treatments!
With endless **Side Effects, Exclusions** and “**Results May Vary**”.
- DONOR and REPEAT DONOR **SHORTAGES**
 - * **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! That's globally **\$80+B**



THE FIRST CHOICE BIO APPROACH

instead of blind, random samples from the general population we will instantly screen samples for Biomarkers* and mutations, thus creating Population **Subcategories**. And **Educate the Demand!**

- **Individualization of Samples** at preclinical level
- **Collecting Proprietary Sample Screening Data**, thereby providing preclinical researchers with

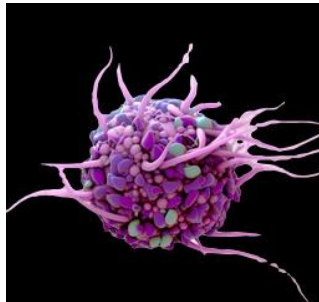
*** SMART SAMPLES**

Rationale: Similar Biomarker Sequences trigger Similar Responses!

- AKA: **Personalized Medicine**, moving away from the one cure fits all approach!
- Other future screening components will be proteins, molecules, RNA, DNA, Antibodies and ultimately diversity in gut-biome and neuroplasticity (adopting change & the glass < half full)
- **Follow the Demand!** Locate to LMI (Low and Medium Income) as well as BIPOC (Black, Indigenous & People Of Color) diverse communities for donor convenience and make money the main motivator for all donors, diverse as well as repeat!

*Biomarkers are Disease Indicators

OUR PRODUCTS AND SERVICES



FIRST CHOICE
BUSINESS COURIERS
A Division of FBC Enterprises LLC

Human Cell Samples

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

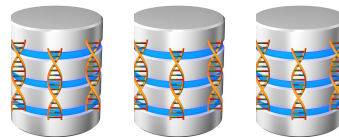
Isolated Cells from
those samples with

**Real-Time Clinical
Data & Insights**



and
**Collaborations
in supply!**

Applied Customized Laboratory Services



**More Data and
more
Collaborations**

Customized Courier Delivery Services

Global, Same Day and On Demand

ALL OUR PRODUCTS ARE FOR RESEARCH PURPOSES ONLY!

¹ Soon to be complemented with a game changer, STEM-CELLS FROM MATERNAL MILK, becoming available in 2025/26



WHY NOW?

- People want to live longer, healthier lives:
The already **demand driven market** grows annually by **~10%** globally, in the US by almost **12%**.
- People resist the **No definite cures, just indefinite treatments!**
Because “Results Will Always Vary”, as We Are All Different!
- It used to be impossible to **instantly** screen for biomarkers et cetera, but through collaborations & **strategic partnerships** we are getting smarter now, every day!
- Regulatory Change: **Elimination of all animal testing**, it's coming!
Alternatives like In Silico models and Organ-On-a-Chip systems will benefit greatly from our approach.
- The **changing demand**, from healthy (young people's) cell samples to more representative samples, based on subcategories of the general population.
In- and Exclusions determine research results!



BUSINESS MODEL



- B2B Sales of human donor primary cell samples, (Normal, Disease State and SMART), and Integrated Laboratory Services.
- It's a demand driven market, therefore **instant sales** of normal and disease state samples is a guarantee!
 - Historical financial results: Weighted Average Profit Margin within the current normal and disease state sample market is **70+ %**.
Which of course we can provide too, we do not have to screen!
Just **Follow the Demand!**
 - In distribution: Largest RfQ: ~\$750,000.00
Largest Sale: ~\$ 90,000.00
- Powered by patents, real-time Data & Insights and A.I. composed Sample Profiling: We'll introduce SMART Samples! And the provision to **Educate the Demand!**
- To determine the pricing of these SMART Samples we'll apply value-based pricing: Conduct Customer Surveys / A-B testing / Customer feedback and willingness to pay / Weigh the innovative aspect vs. the cost of switching towards Personalized Medicines.

OUR COMPETITIVE EDGE



	All Cells	BioIVT	Canventa	Applied Stemcell	First Choice Bio
Focus on Preclinical Products		😊	😊	😊	😊
Accepting all Customers, No order minimum			😊	😊	😊
Specific Donor-friendly location					😊
Focus on Donor Diversity					😊
Random Blind (normal) Samples	😊	😊	😊	😊	😊
Access to Disease State Samples	😊	😊			😊
Smart Samples					😊
Collaborations	😊		😊		😊
Patented Collection & Processing					😊
AI Generated Donor Selection					😊
AI Sample Matching with Customer Needs					😊
Multiple Collection Centers	😊	😊			...

OUR GLOBAL OPPORTUNITY (THE DEMAND)



The global market for SMART preclinical research samples will be ~\$15+B* in size by 2034.



FYI:

The main advantage of the US and some European countries is that we are able to compensate donors for their effort, time, travel and other expenses. 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!

*Estimate based on current normal sample pricing



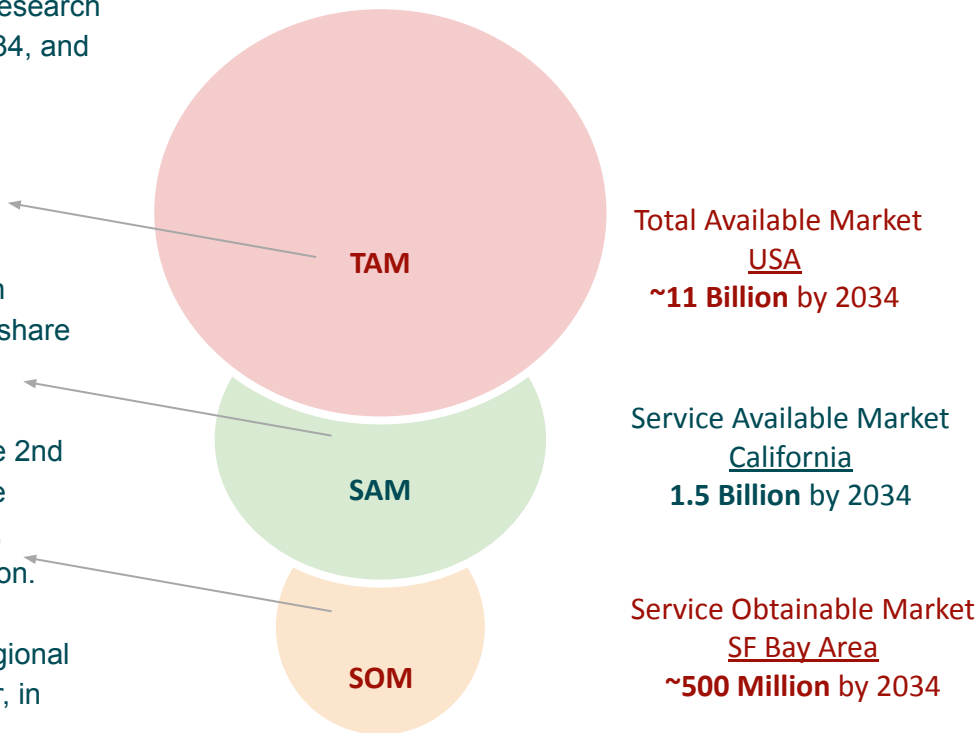
THE MARKET (FOR THE SAN FRANCISCO COLLECTION CENTER)

Global* preclinical Contract Research (CRO) market in 2034 equals **\$23+B** / with a YoY Growth Rate of **~10.9 %**.

And while no exact data from non-CRO preclinical research are available, they are estimated to be \$10 B by 2034, and are included in the total.

- **The US** market* share is about **47.5%** of the total global market (~11 Billion by 2034).
- **California's** market** for preclinical research material represents **~13%** of the US market share (~1.5 Billion by 2034).
- **San Francisco Bay Area****, after Boston the 2nd largest biotech hub in the US, good for some 12-13% of the total US biotech labor market, or **34.5%** of the California market, ~500 Million.

By 2034 we anticipate **conservatively** to have a regional market share of **~25 %** (= 120 M+ by 2034 or earlier, in revenues, from this collection center alone)!



*From 2024 reports: [GrandviewResearch.com](https://www.grandviewresearch.com), [PrecedenceResearch.com](https://www.precedence-research.com) & [PLOSbiology.org](https://www.plosbiology.org)

**According to the "Biocom California's 2025 Life Science Economic Impact Report"



OUR GO TO MARKET STRATEGY

- **OUR CUSTOMERS**, are all Discovery and Preclinical Researchers in:
 - Biotechnology / Pharmaceutical / Life Sciences / Precision Medicine /
 - Medical Technology / Governmental and Academic Research Institutions
 - Currently available a CRM of 35,000+ Potential Customers and
 - 19,000+ Research Industry Connections through LinkedIn

- **OUR MARKETS**, some 70 - 75% of all product is being used for cancer research
 - In the greater San Francisco Bay Area; the wider US and globally.
 - It is a recession proof, demand driven industry with organic growth through:
 - i) process optimizations and ii) new product offerings

- **THE CHANNELS**, a selection of most suitable marketing channels:
 - Customer Service oriented, outside sales representatives;
 - GEO, AI-Generative Engine Optimization, (replacing SEO and Local SEO);
 - Word of Mouth, in a small, niche market unmistakably valuable!
 - Email marketing, Referral Marketing and PPC (Pay Per Click);
 - Social Media Marketing;
 - In Person Events, Webinars & Videos;
 - Customer Feedback Analysis;

THE SALES FUNNEL ANALYSIS



BRAND AWARENESS



Create awareness through Public relations, Press, TV, Radio, SMS Marketing, First Email, Social Media, Event & Telemarketing, AI-Generative-EO, Pay-Per-Click, Referrals, etc.

INTEREST



Follow up by Outside Sales People, In Person One on One Networking: Followers, Likes, Share, Event Attendees, Click-Throughs, Subscribers, BLOG-Listeners, etc.

CONSIDERATION



Follow up by Outside Sales People, In Person Sales-Presentations, Options, Product Information, Partnerships, Creating the Foundation for a Fit, ... etc.

INTENT



Follow up by Outside Sales People, In Person, Use Comparisons, Drop Names, Joint-Ventures, Create the Why-Us...etc.

CONVERSION



Close the Deal, Follow up by Outside Sales People for Product Guidance, In Person Meetings for Aftercare, Feedback, Recommendations, Referrals, Follow-up Orders, etc.



TRACTION

- Proof of Concept for SMART samples validated
- Product Market Fit
- Patents pending on Collection and Production
- Implement AI across all departments of our organization
- Matching Donors and Donor Samples with Customer Needs
- Positively impact reproducibility and translation and speed up all R&D.

TRACTION →
REVENUE →
POTENTIAL →

130+ Customers
\$ 600 K+ In Sales (= Historical)
\$ 2.75M+ In RfQ's

- We have already received **6 M&A proposals**, from competitors as well as from industry verticals.
Quotes: "... After having a chance to meet with you, we see tremendous potential for you to be part of our community...", "...this is a no-brainer..." and "...you are onto something here!"
But for now, we the founders, consider a merger or acquisition premature!
- Recently we received a proposal for overseas (India) distribution!

Amongst our Customers:

BIOMARIN

 **Boston Children's Hospital**
Until every child is well

UCSF Health

 GILEAD

 **BECKMAN COULTER**

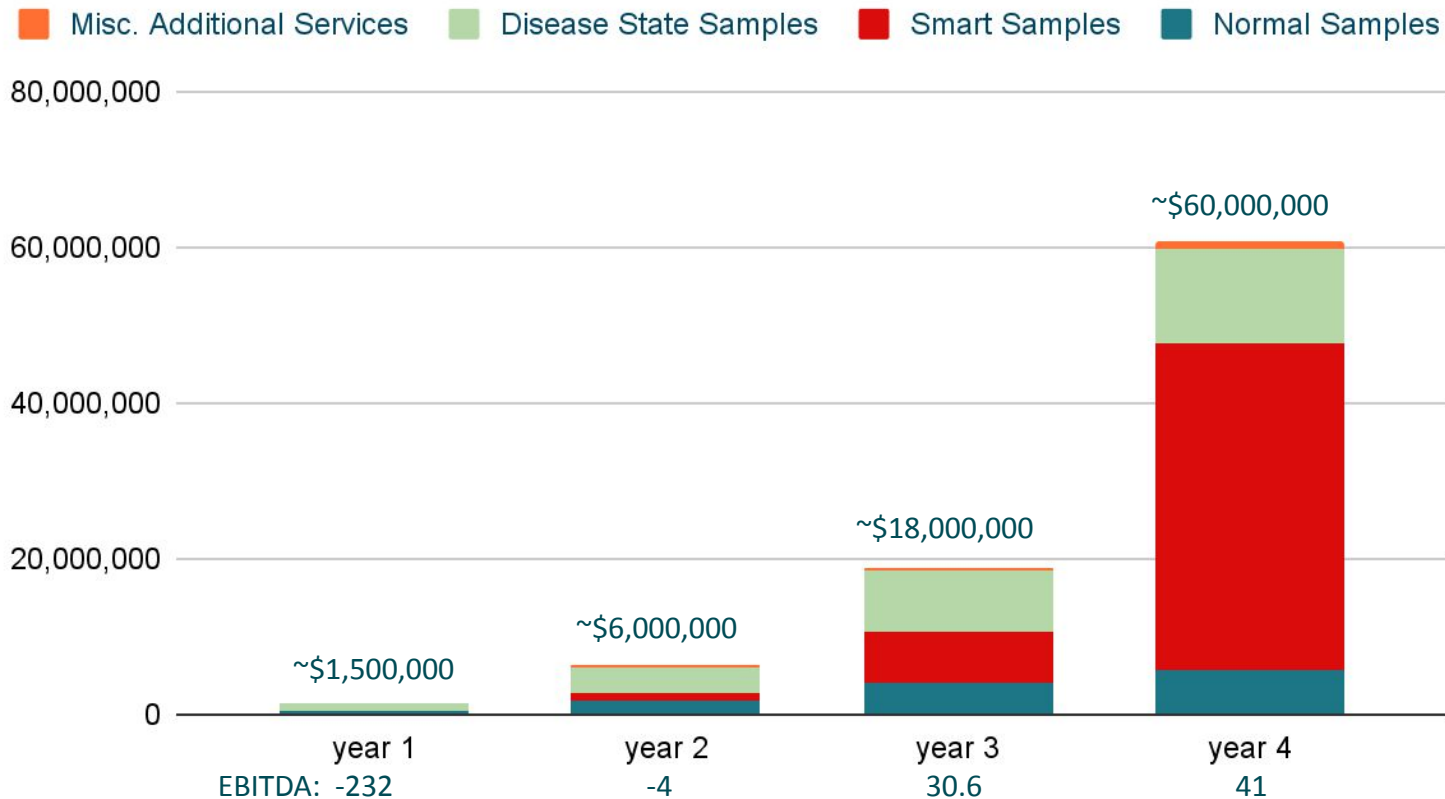
 bluebirdbio

 **Stanford University**

 **CureLine**
Intelligent Healthcare Life System



Predicted Sales over 4 years, 1 location

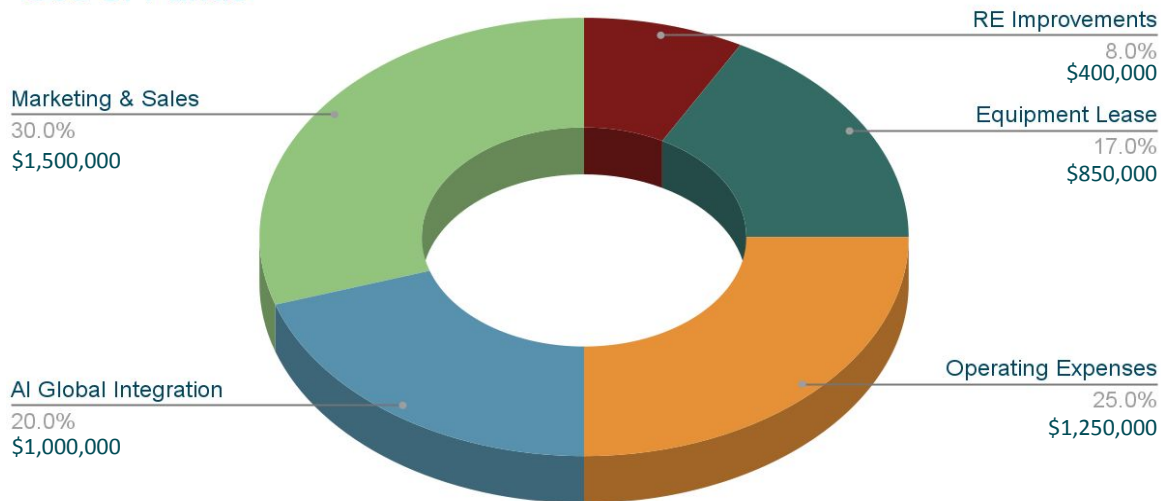




THE ASK

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

Use of Funds



Founders
Family & Friends
~\$1,250,000.00

Pre-Seed
JumpStart Foundry
\$150,000.00

EXIT OPTIONS



- As mentioned, we already received 6 M&A proposals.
But for now we, the founders, consider such potential M&A premature!
- However, 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, now operating under the name BSC, the collection arm of BioIVT.

AllCells was acquired by Discovery Life Sciences in 2022. AllCells has pivoted towards clinical cell separation, and Leukolab, their collection centers have stopped Whole Blood collection altogether.

Canventa is fully owned and operated 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 some Life Science
Industry Experience

OUR ADVISORY TEAM, SO FAR



Ms. Michelle Cunningham



25+ years Life Science Experience
Industry Specialist

Mr. Baback Gharizadeh



20+ years Life Science Experience
Industry Specialist

Mr. David White



25+ years S&M Business Consulting Experience
Generalist

Mr. Tim Kapp



25+ years Automation & AI Experience
Industry Specialist



At the PINNACLE of PRECLINICAL and A.I.



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We Sell Cells!
For Discovery and Preclinical Research