

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



FIRST CHOICE BIO

PRIMARY CELL PRODUCTS

A Delaware C-Corporation, established 2023

Seeking 5 M dollars in Seed Funding



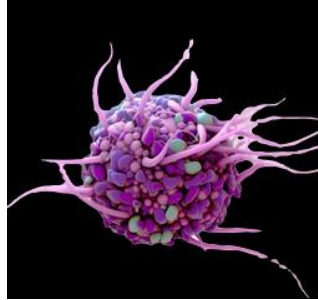
Quickly, before I lose you:

WHAT ARE HUMAN CELL SAMPLES?



Human Cell Samples

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



Isolated Cells from those samples



Applied Customized Laboratory Services

All samples are being sold for research purposes only.

PROBLEMS

- 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 and Reliability
 - Unworkable Cell Samples

THE CONSEQUENCES

- **75+%** Of all preclinical research **fails Reproducibility and Translation** into clinical Phase I, resulting in:
- **\$26+B*** in **Wasted Resources**, annually, in the US alone! That's globally **\$55+B*** by 2030

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

SOLUTION

Instead of blind, random samples from the general population we will challenge conventional preclinical research by applying our **CellDecoder™** system, which will **instantly** screen samples for Biomarkers* and mutations, thus creating population **Subcategories**.

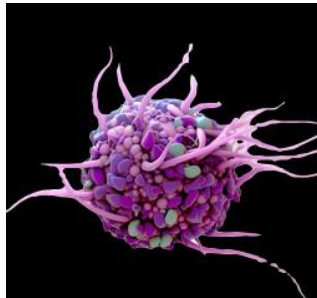
Educating the Demand will be a priority!

- Individualization of Samples through our **CellDecoder™** system
- Collecting **Instant Proprietary Sample Screening Data**, thereby providing preclinical researchers with
 - SMART SAMPLES with CLINICAL DATA

Rationale: **Similar** Biomarker Sequences trigger **Similar** Responses!

- AKA: Personalized Medicine, moving away from the one-cure-fits-all approach!
- Other future screening components to be applied using **CellDecoder™** will be proteins, molecules, RNA, DNA, Antibodies and ultimately diversity in gut-biome and neuroplasticity (ability to adopt 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 diversity and convenience and make reimbursement money the main motivator for all donors, diverse as well as repeat!

PRODUCTS AND SERVICES



Human Cell Samples

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

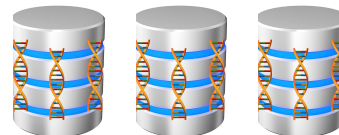
Isolated Cells from those samples with

Real-Time CellDecoder™

Data & Insights



Applied Customized Laboratory Services



More Data and more Collaborations

Customized Courier Delivery Services

- Global, ≤ 24 hrs
- Same Day &
- 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!
- New medications are becoming unaffordable for more and more people!
- 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.
Researcher In- and Exclusions determine research results!

BUSINESS MODEL & PRICING FUNCTION

B2B Sales of human donor primary cell samples, Normal and Disease State and upselling to SMART cell samples, and additional Integrated Laboratory Services, applying **CellDecoder™**

More focused research, Increased reproducibility and translation rates, & eliminate waste of resources!

01

Traditional “normal” samples:

Commodity: Blind, Random Samples, at times based on In- & Exclusions provided by Customers;
Demand Driven = Instant Sales;
Competitive yet Effective Pricing;
Weighted Average Profit Margin on traditional samples is **70+ %**



\$250.00
“Normal”

02

Conduct Customer Surveys toward SMART Samples / A-B testing / Customer Companies' feedback and willingness to pay / While weighing the innovative aspect vs. the cost of switching towards Personalized Medicines.



\$500.00
Smart & Healthy



\$1,000.00
Smart & Disease State

03

Screening with **CellDecoder™** & Applying Patents - **Creating IP**

↓
Individualization of Samples

↓
Proprietary Data - **Creating IP**

↓
Subcategorization of the population

↓
Specialization = Premium Positioning

↓
Premium Product Lines - **Creating IP**

↓
Personalization of Medicine

↓
Definite Cures, not Indefinite Treatments
Unique Workflow as a Moat! - Creating IP

07

Estimated **70%** Gross Profit Margin, based on “Normal” pricing

COMPETITIVE ANALYSIS

	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 with Data					😊
Collaborations	😊		😊		😊
Patented Collection & Processing by applying CellDecoder™					😊
AI Generated Donor Selection					😊
AI Donor and Sample Matching with Customer Needs					😊

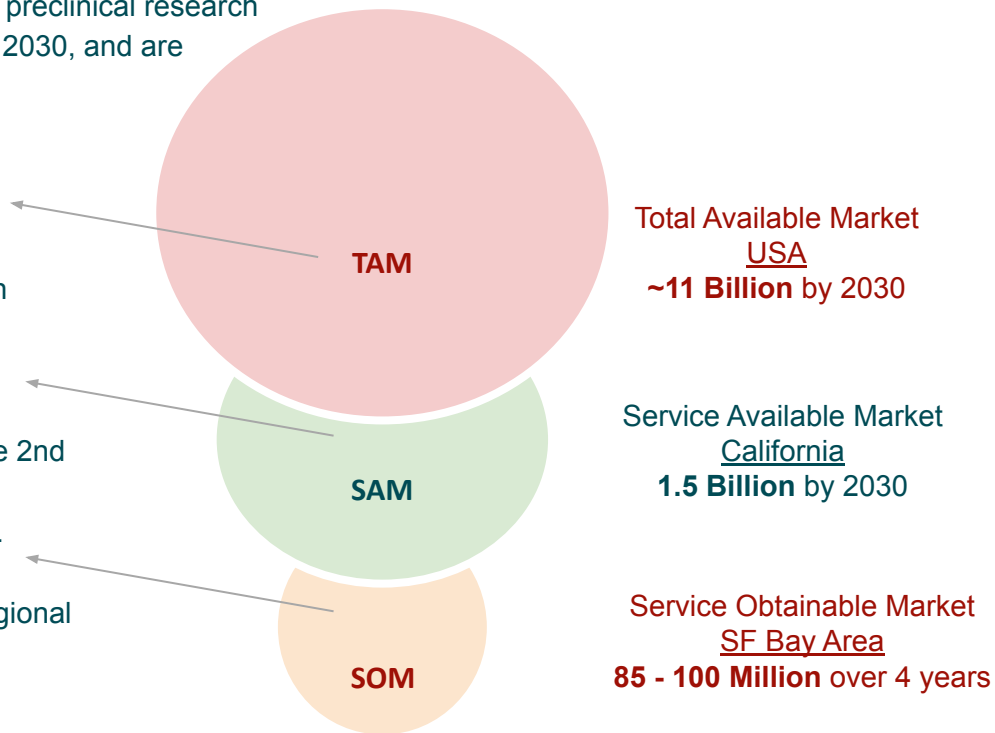
Multiple Collection Centers	😊	😊			Coming soon!
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MARKET DEFINITION

Global* (addressed in addendum) preclinical Contract Research (CRO) market in 2030 equals ~\$14.5B / 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 ~\$6.55 B by 2030, and are included in the total.

- **The US** market* share is about **47.5%** (~6.9 Billion by 2030) of global.
- **California's** market** for preclinical research material represents ~13% of the US market. (~900 Million by 2030).
- **San Francisco Bay Area****, after Boston the 2nd largest biotech hub in the US, is about **34.5%** of the California market, ~310 Million.

By 2030 we anticipate **conservatively** to have a regional market share of ~20 % (= 60 M+) in revenue from this SF Bay collection center alone!



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

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

GO TO MARKET STRATEGIES

- **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;
 - AI-GEO, AI-Generative Engine Optimization, 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;

SALES FUNNEL ANALYSIS

Sales is not about transactional thinking, it's about building relationships, customized solutions, referrals and testimonials.

BRAND AWARENESS



Create awareness about **CellDecoder™** through URL's, Public relations, Press, TV, Radio, SMS Marketing, First Email, Social Media, Event & Telemarketing, AI-Generative-EO, 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 for SMART samples to be established
- 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 and would certainly want to take this beyond a series A round before even considering an exit!
- Recently we already 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

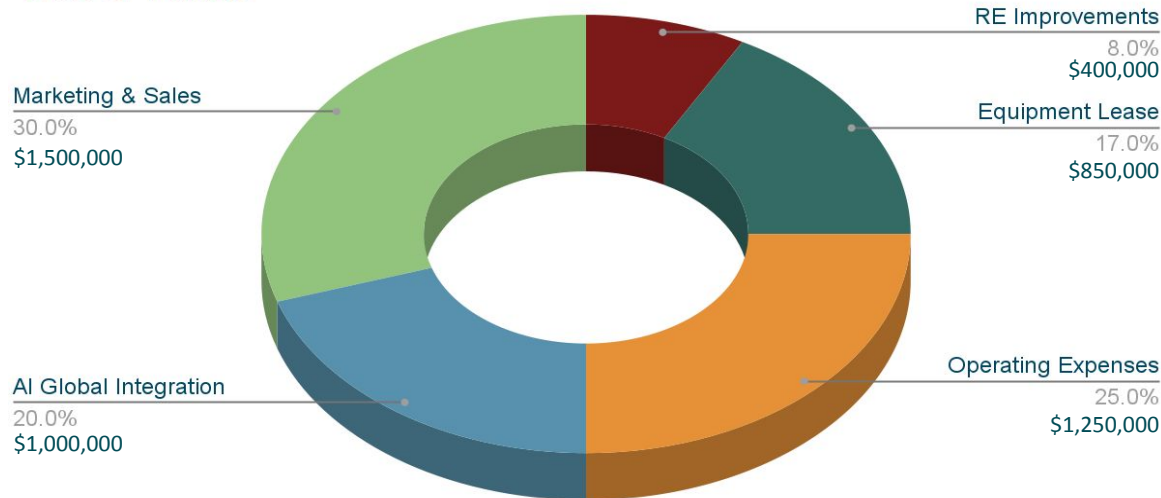
 **Stanford University**

 **Cure Line**
Intelligent Healthcare Life System

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 (<3 years). Concurrently we will start preparing and analysing the 2nd collection center location.

Use of Funds



PREVIOUS FUNDING

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

Pre-Seed
JumpStart Foundry
\$150,000.00

THE PATH TO EXIT

- As mentioned, we already received 6 M&A proposals.
But for now we, the founders, consider any potential M&A premature!
Let's go beyond a Series A (~2029) and B (~2032) round, for a second and third collection center and then re-evaluate the situation again!
- However, First Choice Bio, Inc. management realizes therefore also that an M&A or any other form of exit can be in the works at any given time, while management aims for that to happen certainly within 10 years (<2035).
- In KPMG's *Life Sciences Tools & Diagnostics* report, which is the niche market* we are operating in, the average **EV** (Equity Value) / **LTM** (Last Twelve Months) **EBITDA**, the **Exit Multiple**, was about **16.8x** for FY 2024.
- **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.
 - Canvanta is fully owned and operated by StemCell Technologies.

C-LEVEL EXECUTIVE TEAM

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



30+ years Life Science Experience
Industry Specialist

Johannes (Jan) 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

ADVISORY BOARD

Ms. Michelle Cunningham



**25+ years Life Science Experience
Industry Specialist**

Mr. Baback Gharizadeh



**20+ years Life Science Experience
Industry Specialist**

Mr. David White



**35+ years S&M Business Consulting Experience
Generalist**

Mr. Tim Kapp



**25+ years Automation & AI Experience
Industry Specialist**

Thank you.



Johannes / Jan Breukers



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+1-707-333-0902



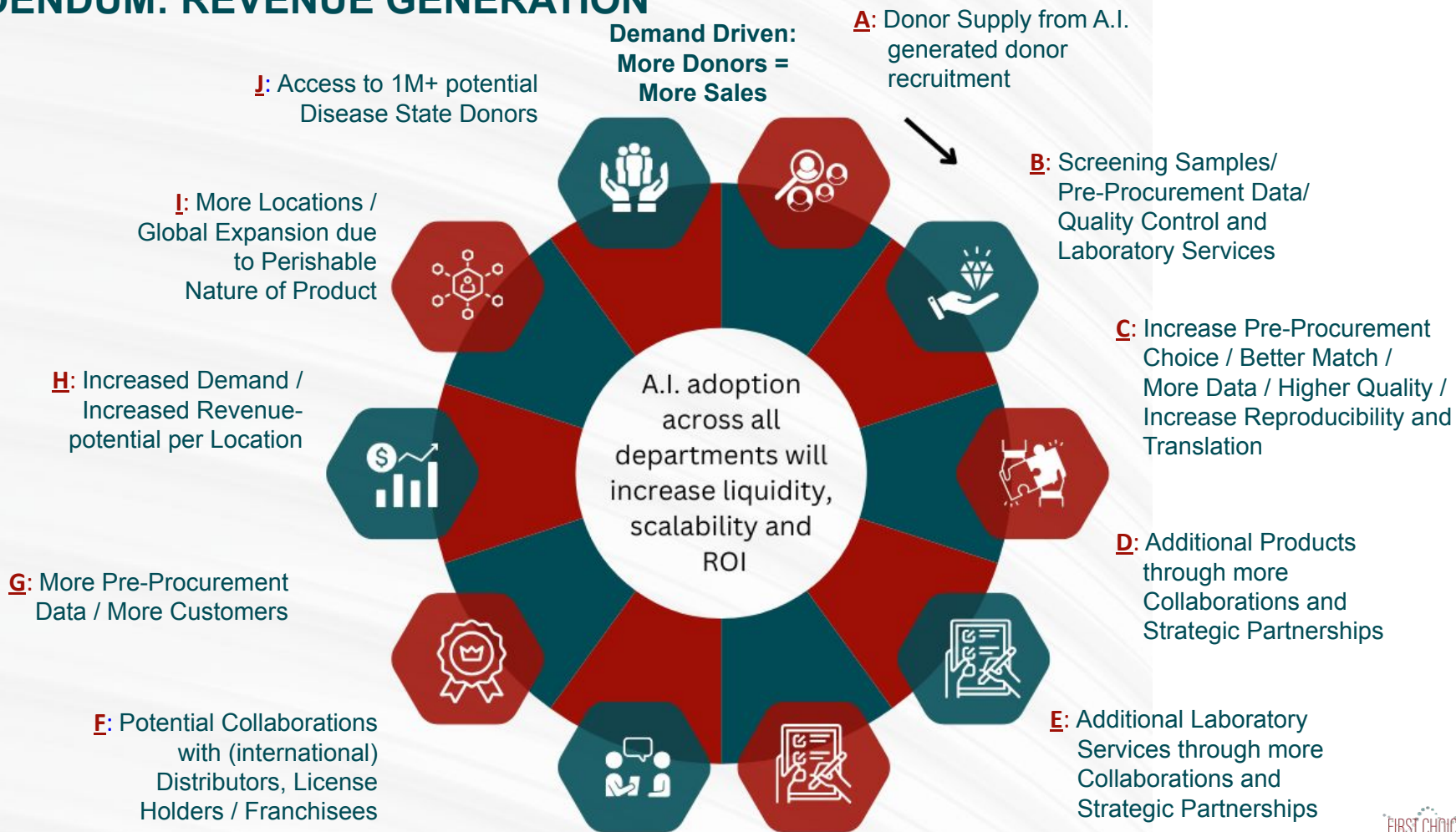
jan@firstchoicebio.com



For Discovery

We Sell Cells!
and Preclinical Research

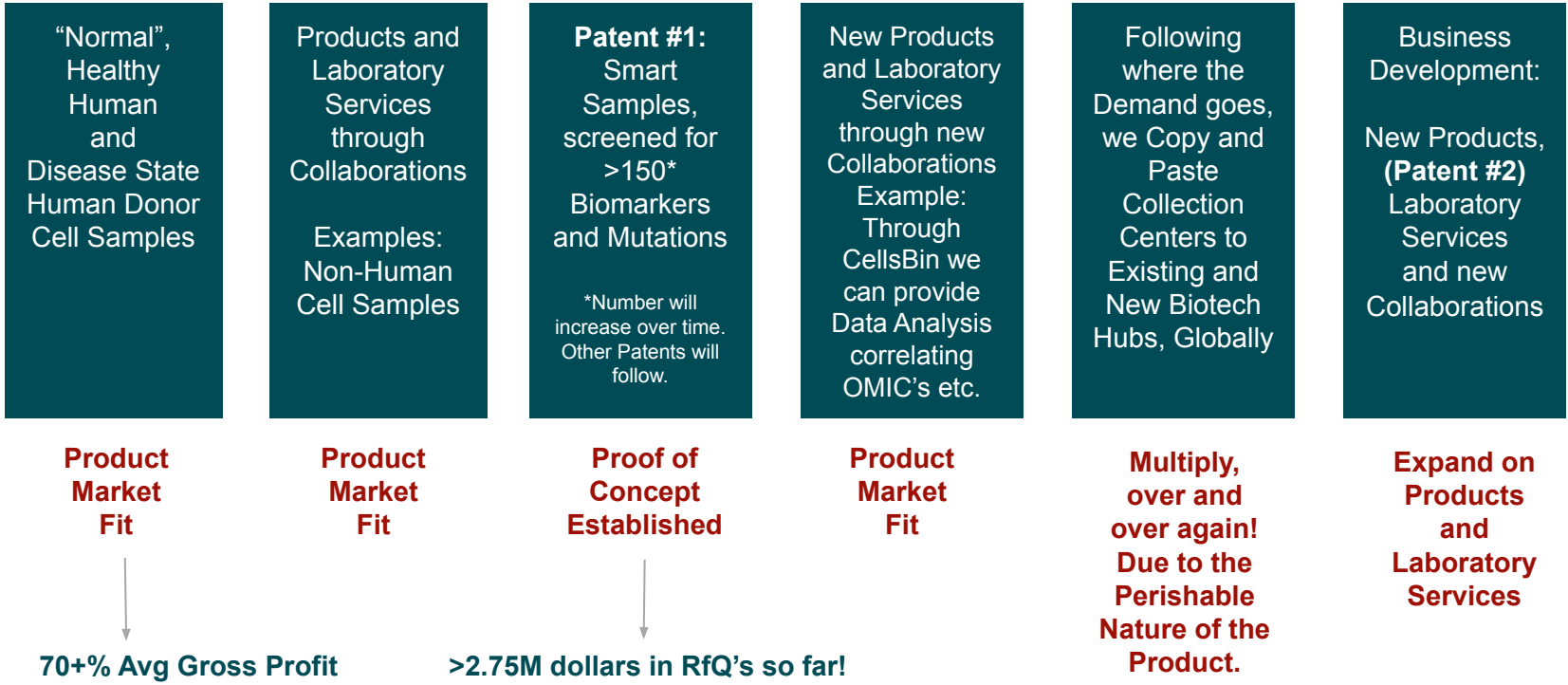
ADDENDUM: REVENUE GENERATION



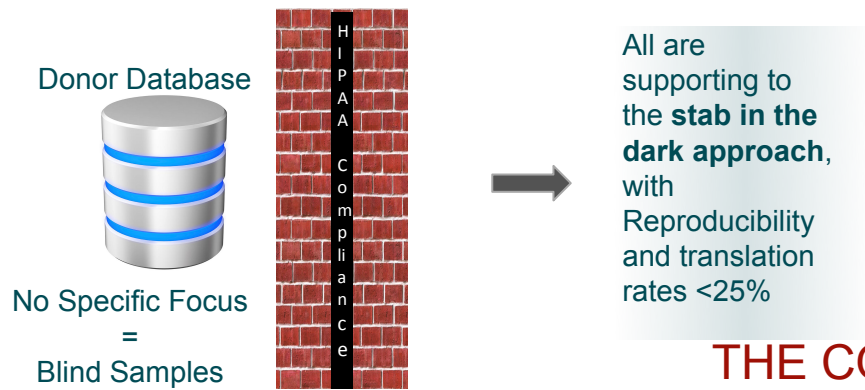
ADDENDUM: REVENUE EXPANSION

The Evolution from Sample Supplier to Strategic R&D Partner

Integration of Early Discovery and Preclinical Services



ADDENDUM: COMPETITIVE EDGE



THE COMPETITION

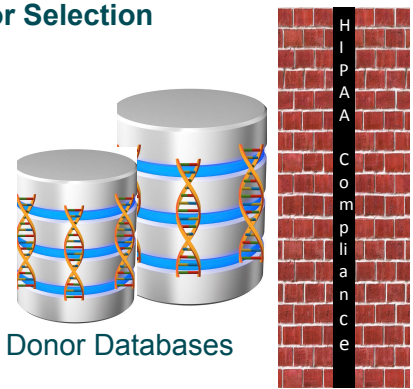
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FIRST CHOICE BIO

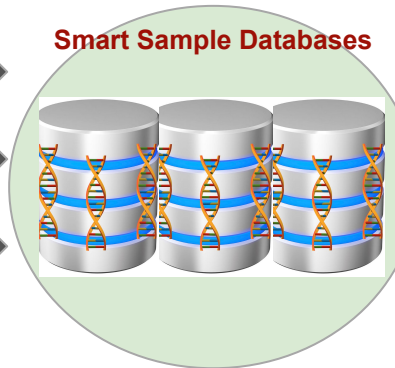
A.I. generated Donor Outreach and Donor Selection

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



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.

ADDENDUM: STRATEGIC PARTNERSHIPS

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 in 2025 / 2026 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.

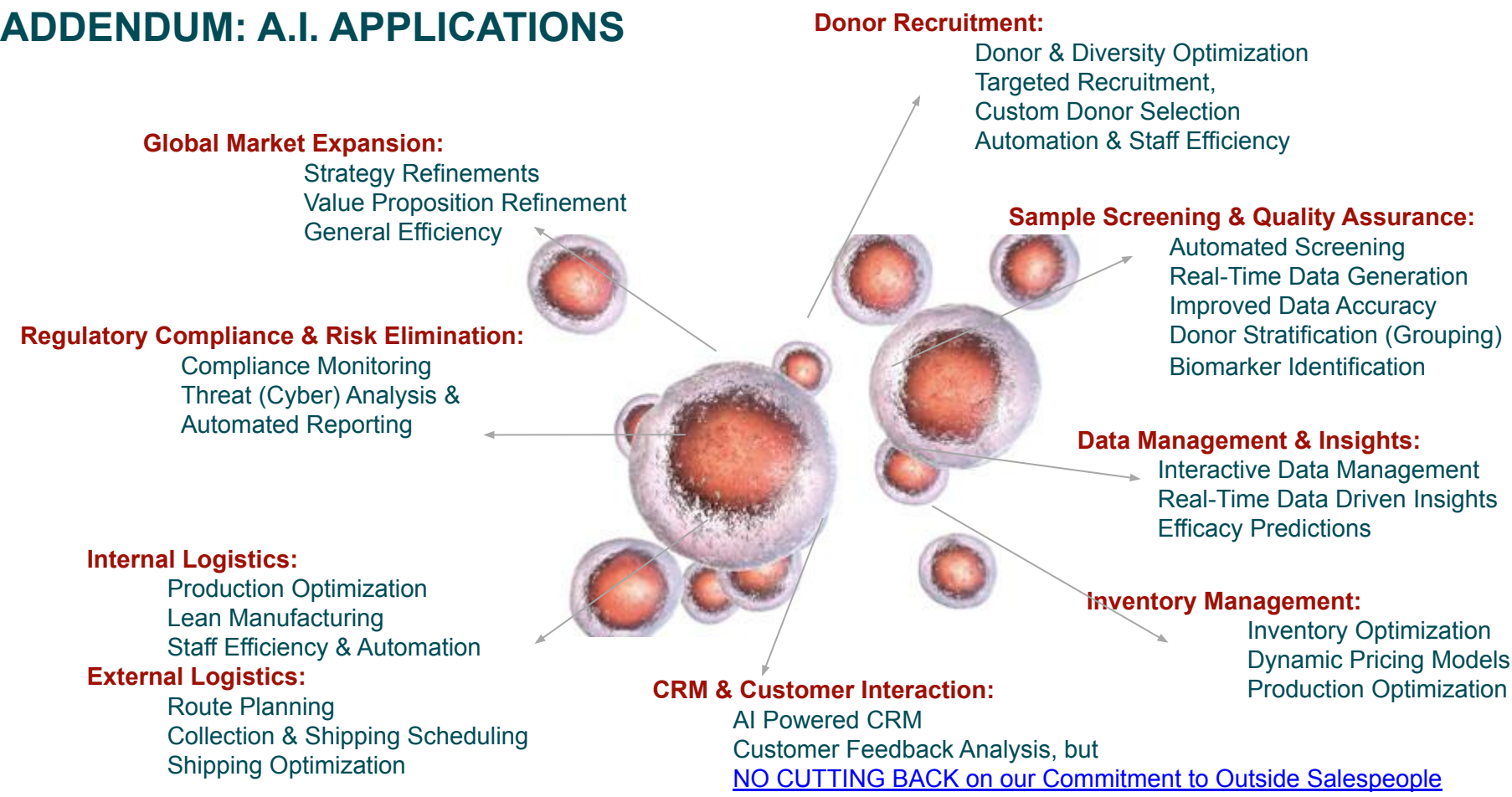
A partnership with **CellsBin, Inc.**, a company specializing in the multi-Omics field and the related data analysis.

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, **this World needs more Collaboration!**

ADDENDUM: A.I. APPLICATIONS



ADDENDUM: 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, but also, how many dangerous ones we're letting through, ultimately prescribing them 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 **INDIVIDUALIZED SMART SAMPLES**. And A.I. will provide First Choice Bio with that platform.
- We will therefore become something like a Preclinical Contract Supply Organization, at Discovery and Preclinical level, **also** for the personalization of drug development. Which will potentially increase the market for SMART samples even further.
- With one goal in mind only, make all drug development more effective and efficient, right from the start!

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, unicorn drug 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 even 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.

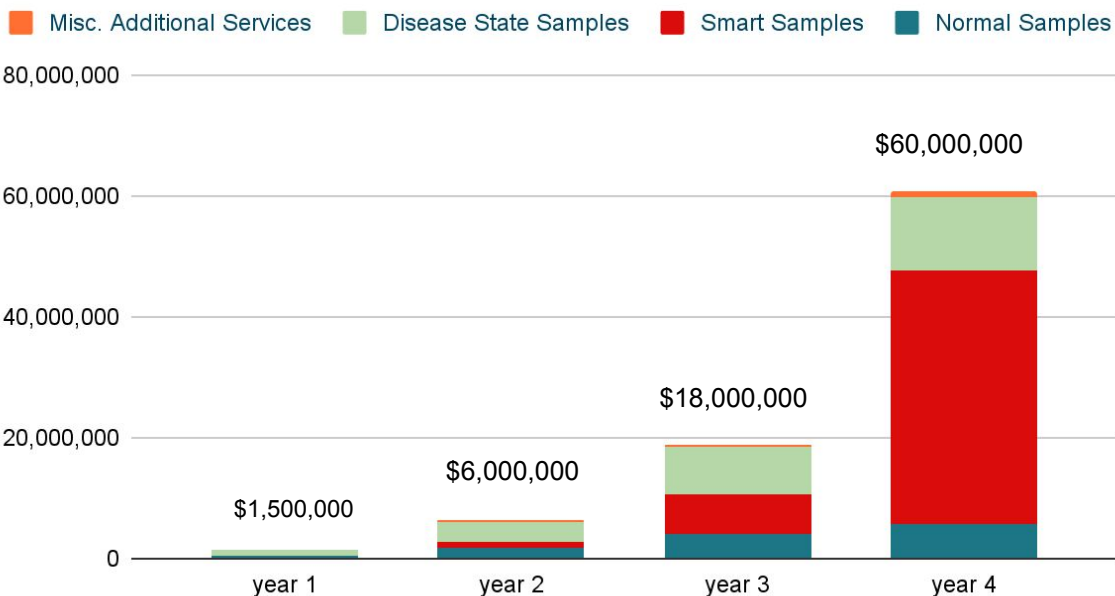
2025: Ongoing Research: To reduce relapse rates / to eliminate **lethal toxicity** / to target other cells besides B-cell cancer / to explore combinations with other therapies

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! YesCarta? No Thanks!**

ADDENDUM: PRO FORMA Revenue, EBITDA & Cash Burn Statement

Predicted Sales over 4 years, 1 location



In distribution:
Our largest RfQ:
~\$750,000.00

Our largest Sale:
~\$ 90,000.00

EBITDA	-1,922,260	-1,846,493	154,232	507,065
Cumulative CASH BURN (pre-tax)	-1,233,000	-250,000	\$-	\$-
Monthly CASH BURN (pre-tax)	-102,750	-20,833	\$-	\$-

ADDENDUM: 10 Year P&L Pro Forma

Based on 1 Location only:	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Total Revenue	\$ 1,543,573	\$ 6,045,000	\$ 18,300,000	\$ 59,700,000	\$ 119,500,000	\$ 179,100,000	\$ 250,740,000	\$ 325,962,000	\$ 391,154,000	\$ 430,270,000
Total COGS	\$ 821,339	\$ 3,216,559	\$ 9,737,475	\$ 31,766,517	\$ 63,586,245	\$ 95,299,552	\$ 133,419,372	\$ 173,445,184	\$ 208,134,008	\$ 228,947,728
Gross Profit	\$ 722,234	\$ 2,828,441	\$ 8,562,525	\$ 27,933,483	\$ 55,913,755	\$ 83,800,448	\$ 117,320,628	\$ 152,516,816	\$ 183,019,992	\$ 201,322,272
Total Operating Expenses*	\$ 2,714,494	\$ 4,674,933	\$ 8,408,293	\$ 27,426,418	\$ 54,898,775	\$ 82,279,253	\$ 115,190,954	\$ 149,748,240	\$ 179,697,704	\$ 197,667,750
EBITDA	\$ (1,992,260)	\$ (1,846,493)	\$ 154,582	\$ 507,065	\$ 1,014,980	\$ 1,521,196	\$ 2,129,674	\$ 2,768,576	\$ 3,322,288	\$ 3,654,522

*Almost all Expenses here calculated as variable and % of sales, which of course will change drastically over the years.

ADDENDUM: FCF, Free Cash Flow Pro Forma

Based on 1 Location only:	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10
Gross Profit	\$ 918,426	\$ 3,596,775	\$ 10,888,500	\$ 35,521,500	\$ 71,102,500	\$ 112,833,000	\$ 157,966,200	\$ 205,356,060	\$ 246,427,020	\$ 271,070,100
Operating Expenses (Total)	\$ 1,805,090	\$ 2,506,008	\$ 4,403,165	\$ 8,819,004	\$ 13,639,185	\$ 19,569,765	\$ 27,009,477	\$ 35,630,942	\$ 42,679,482	\$ 46,558,260
EBIT	\$ (886,664)	\$ 1,090,767	\$ 6,485,335	\$ 26,702,496	\$ 57,463,315	\$ 93,263,235	\$ 130,956,723	\$ 169,725,118	\$ 203,747,538	\$ 224,511,840
Less: Taxes (30% placeholder)	\$ (265,999)	\$ 327,230	\$ 1,945,601	\$ 8,010,749	\$ 17,238,995	\$ 27,978,971	\$ 39,287,017	\$ 50,917,535	\$ 61,124,261	\$ 67,353,552
Net Operating Profit After Tax (NOPAT)	\$ (620,665)	\$ 763,537	\$ 4,539,735	\$ 18,691,747	\$ 40,224,321	\$ 65,284,265	\$ 91,669,706	\$ 118,807,583	\$ 142,623,277	\$ 157,158,288
Plus: Depreciation & Amortization	\$ 10,000	\$ 15,000	\$ 20,000	\$ 25,000	\$ 30,000	\$ 35,000	\$ 40,000	\$ 45,000	\$ 50,000	\$ 55,000
Less: Capital Expenditures	\$ 50,000	\$ 75,000	\$ 100,000	\$ 125,000	\$ 150,000	\$ 175,000	\$ 200,000	\$ 225,000	\$ 250,000	\$ 275,000
Less: Change in Working Capital	\$ 20,000	\$ 30,000	\$ 40,000	\$ 50,000	\$ 60,000	\$ 70,000	\$ 80,000	\$ 90,000	\$ 100,000	\$ 110,000
Free Cash Flow (FCF)	\$ (680,665)	\$ 673,537	\$ 4,419,735	\$ 18,541,747	\$ 40,044,321	\$ 65,074,265	\$ 91,429,706	\$ 118,537,583	\$ 142,323,277	\$ 156,828,288

ADDENDUM: DCF, Discounted Cash Flow Pro Forma

Based on 1 Location only:	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6	Year 7	Year 8	Year 9	Year 10	Terminal Period
Free Cash Flow (FCF)	\$ (680,665)	\$ 673,537	\$ 4,419,735	\$ 18,541,747	\$ 40,044,321	\$ 65,074,265	\$ 91,429,706	\$ 118,537,583	\$ 142,323,277	\$ 156,828,288	Years 1-3 = 25%-35%;
Discount Rate (WACC) (Diminishing % placeholder)	30%	28%	25%	22%	20%	17%	15%	13%	12%	10%	Years 4-5 = 18%-25%;
Terminal Growth Rate (2% placeholder)											Years 6-10 = 10%-15%
Terminal Value (Year 10)											\$ 1,999,560,672
Discount Factor	77%	60%	48%	39%	33%	28%	24%	22%	19%	18%	
Discounted FCF	\$ (523,588)	\$ 404,770	\$ 2,124,872	\$ 7,306,805	\$ 13,150,326	\$ 18,264,971	\$ 22,315,119	\$ 25,602,921	\$ 27,446,777	\$ 27,494,583	
Discounted Terminal Value											\$ 350,555,933
Net Present Value (NPV)											\$ 494,143,488

ADDENDUM: Market Definition

The global market for SMART preclinical research samples will be ~\$15B* 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 and Smart samples becoming ⅓ of all samples.