

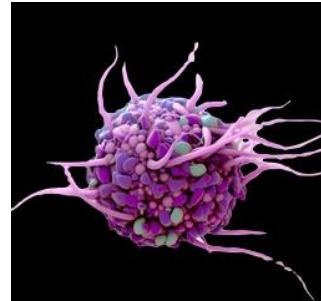
Supplier of
Human Cell Samples with
Clinical Data
for all Preclinical Research



A Delaware C-Corporation, established 2023

Seeking 7.5 M dollars in Seed Funding

WHAT ARE HUMAN CELL SAMPLES?



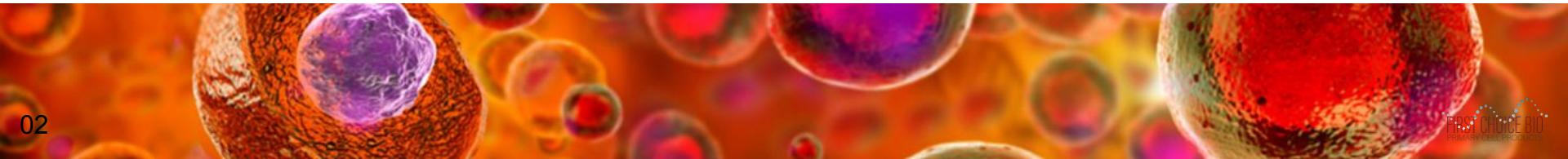
Human Cell Samples

- 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

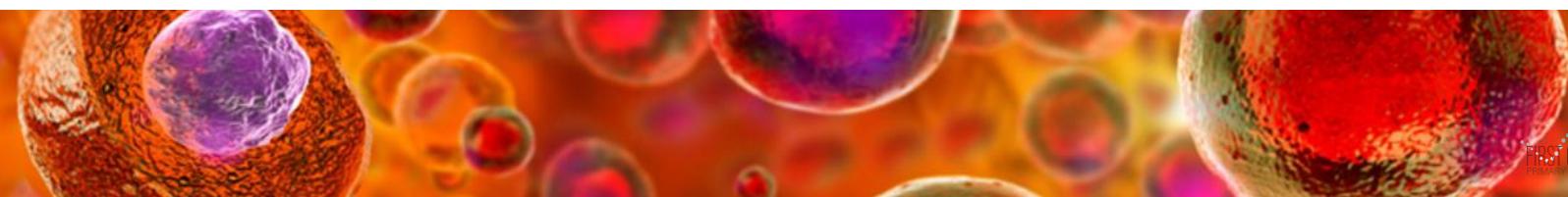
- 80+ Years of Biotech Research
No definite cures, just indefinite treatments!
With endless Side Effects, Exclusions and “Results May Vary”.
- Donor and Repeat Donor **SHORTAGES**
 - Sample Shortages & Delays in Research
- A Lack of Donor **DIVERSITY**
 - Non-representative Cell Samples
- **COMPROMISES** 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, PrecedenceResearch.com & PLOSBiology.org



SOLUTION

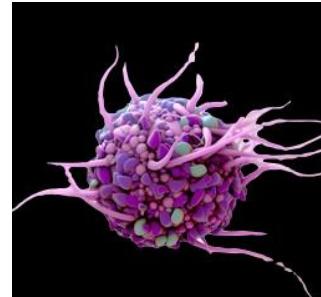
No more blind, random samples from the general population, searching for the one-cure-fits-all, unicorn drugs but instead apply our **CellDecoder™** system, which will **instantly** screen samples for Biomarkers (disease indicators) and mutations, thus creating population **Subcategories**.

- **Individualization of Samples** through our **CellDecoder™**, open-ended sample screening process
- Collecting **Instant** Proprietary Sample Screening Data, thus providing preclinical researchers with
 - **SMART SAMPLES & CLINICAL DATA**
- **Educating the Demand** will be a priority!

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

- **Personalized Medicine**, focus on subcategories, move away from the one-cure-fits-all approach!
- The more data at preclinical level the better defined the subcategories become! The higher the reproducibility and translation rates will be!
- Future screening for proteins, molecules, RNA, DNA, Antibodies (**SYMPTOM BASED** research = managing disease)
- **Ultimately** diversity in gut-biome and neuroplasticity (**CAUSE BASED** research = curing and preventing disease)
- **But also 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!

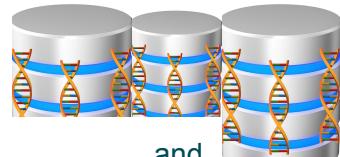
OUR PRODUCTS AND SERVICES



Human Cell Samples

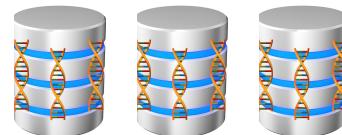
- Whole Blood
- Bone Marrow
- Cord Blood
- Nasal Swabs & other Tissue Samples

Isolated Cells from those samples with Real-Time CellDecoder™ Data & Insights



and Collaborations in Supply!

Applied Customized Laboratory Services



More Data and more Laboratory Collaborations

FIRST CHOICE
BUSINESS COURIERS
A Division of FBC Enterprises LLC

Customized Courier Delivery Services

- Global, \leq 24 hrs
- Same Day &
- On Demand

WHY NOW?

- People want to live longer, happier, healthier lives.
The already **demand driven market for research samples** grows annually by **~10%** globally, in the US by almost **12%**.
- People resist the **No definite cures, just indefinite treatments!** Being sold only hope and pills!
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, proteins, RNA, DNA, 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, data and additional Integrated Laboratory Services, applying **CellDecoder™**

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**

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 and applying CellDecoder™					✓
AI Generated Donor Selection					✓
AI Donor and Sample Matching with Customer Needs					✓
Multiple Collection Centers	✓	✓			Coming soon!



MARKET DEFINITION

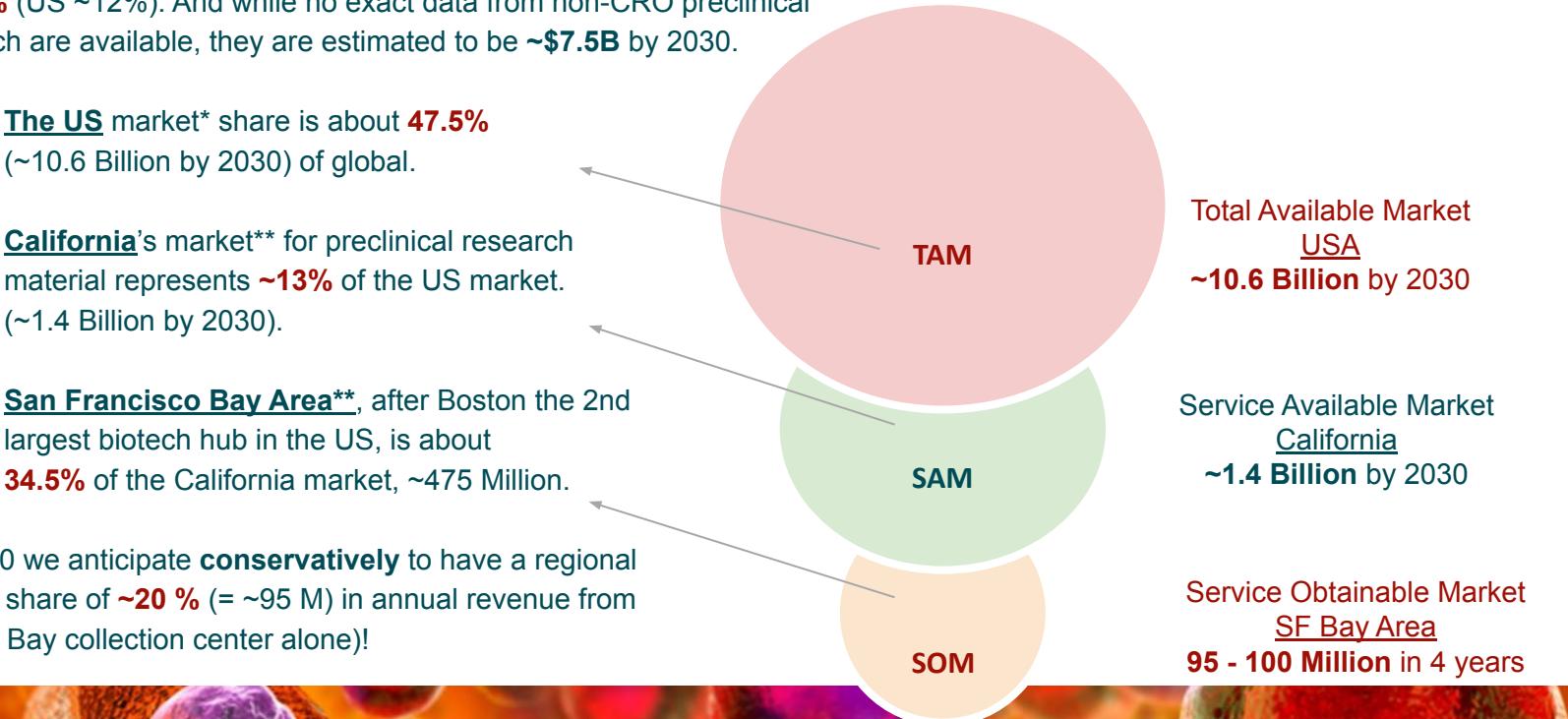
*From 2024 reports: GrandviewResearch.com, PrecedenceResearch.com & PLOSBiology.org

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

Global* (addressed in addendum) preclinical Contract Research (CRO) market in 2030 equals ~\$15B / with a YoY Growth Rate of ~10.9% (US ~12%). And while no exact data from non-CRO preclinical research are available, they are estimated to be ~\$7.5B by 2030.

- The US market* share is about **47.5%** (~10.6 Billion by 2030) of global.
- California's market** for preclinical research material represents **~13%** of the US market. (~1.4 Billion by 2030).
- San Francisco Bay Area**, after Boston the 2nd largest biotech hub in the US, is about **34.5%** of the California market, ~475 Million.

By 2030 we anticipate **conservatively** to have a regional market share of **~20 %** (= ~95 M) in annual revenue from this SF Bay collection center alone!



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;
 - Search Engine Optimization 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;

GTM STRATEGIES, latest developments

■ OUR CUSTOMERS

- One of our bigger Bay Area Customers got acquired by ABS Bio, and now ABS Bio suggested we sign a Service Agreement with them too! We're working on that!
- We have been approached, twice now, by CSG, Calibre Scientific Group, who represents, amongst others, Amgen, ThermoFisher, Merck, Avantor, VWR, Eppendorf, Illumina, Mettler Toledo and Sartorius for a spot under their umbrella. (Potential Exit?) Just imagine the impact on our startup! Talking about leaps and bounds!
Let's see if we can speed that up by triggering their interest already now. We're working on that!

■ OUR MARKETS

- In regards to new products: We are well aware that all the industry currently does is trying to find cures based on symptoms, not necessarily addressing the cause(s) of disease.
Addressing symptoms is where the industry is currently at, and for as long as the change is coming, we will provide the in demand commodity products as well as creating premium product lines through individualization of samples. However:
- Addressing the cause(s) is First Choice Bio's long term vision, and this is being discussed and focused upon at C-executive level with theoretical physicists. The main focal points are gut-biome and neuroplasticity. This is the direction in which truly premium grade product lines will evolve!

■ THE CHANNELS

- With the application of AI into the sample supply industry, the versatility of AI is about to change of course also SEO and local SEO: Introducing AI-GEO, AI-Generative Engine Optimization!

SALES FUNNEL ANALYSIS

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; Aim for annual supply contracts; Follow up by Outside Sales People for Product Guidance, In Person Meetings for Aftercare, Feedback, Recommendations, Referrals, Follow-up Orders, etc.

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

TRACTION

- Proof of Concept and Product Market Fit for SMART samples validated
- Patents, Trademarks and Copyrights = IP expansions, focus on real cause!
- Geographical Buildout and Implement AI across all departments and locations
- 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

Amongst our Customers:



THE PATH TO EXIT

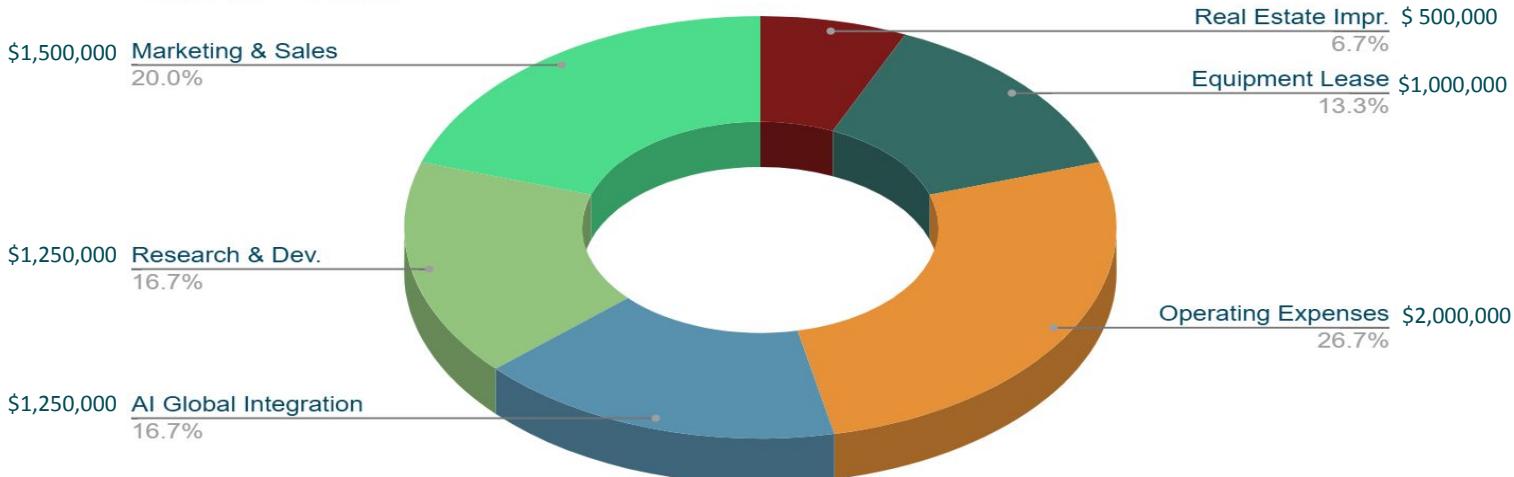
- As mentioned, we already received 8 M&A proposals.
But for now we, the founders, consider any potential M&A premature!
Let's go beyond a Series A and B round, for multiple collection centers, and then re-evaluate!
- However, First Choice Bio, Inc. management realizes therefore also that an M&A or any other form of exit can be in the works at any given time, while management aims for that to happen certainly within 10 years (<2036).
- 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.
Canventa is fully owned and operated by StemCell Technologies.

* **541714**: R&D in Biotechnology, captures **AI & biomarker innovation**; useful for grants and IP positioning.

THE ASK

- We are now raising a **Seed Round** of US \$7.5M 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 analysing, prepare for and develop the 2nd collection center location.

Use of Funds

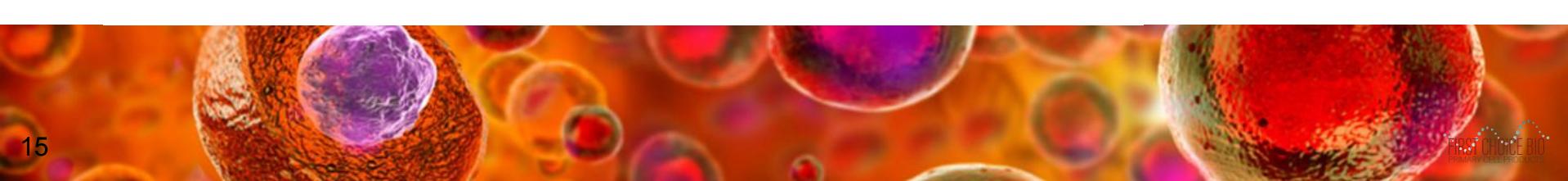


PREVIOUS FUNDING

Total:
~\$1,500,000.00

Founders
~\$1,350,000.00

Pre-Seed
JumpStart Foundry
\$150,000.00



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



INTERNATIONAL
PROFIT ASSOCIATES



15+ years Life Science Experience
Generalist

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



25+ years Life Science Experience
Industry Specialist

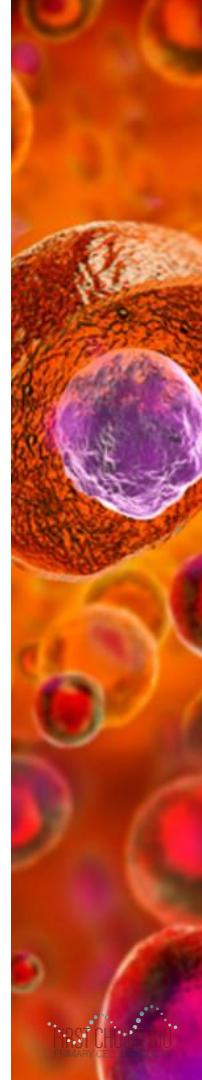
Jason Aulenbach (Founder & CFO)



ImageFIRST®



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



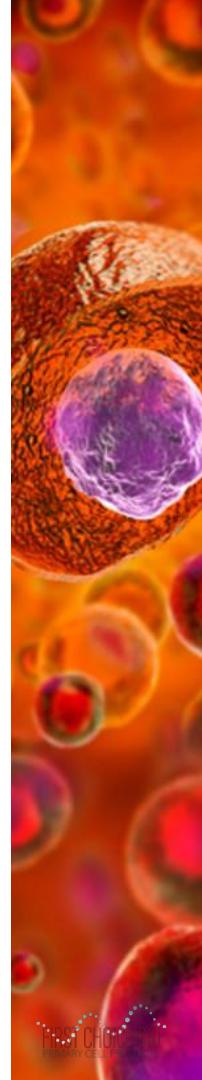
35+ years Small & Medium size Business
Consulting Experience
Generalist

Mr. Tim Kapp



BYU

25+ years Automation & AI Experience
Industry Specialist





Thank you.



Johannes / Jan Breukers



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For Discovery and Preclinical Research

We Sell Cells!