



Bringing Precision Oncology to the Point of Need

Product/Service: Massive Bio translates the world class precision oncology knowledge of large cancer center experts by facilitating a virtual tumor board and providing cutting-edge diagnostics and treatment options to cancer patients and their treating physicians in community practices. After clinical decision support, Massive Bio helps the patient and treating physician to operationalize (consultation, clinical trial matching, tumor profiling vendor options, reimbursement support) these expert recommendations at the point of care without the need for additional time, travel, and cost. Massive Bio identified clinical trials for 20% of patients; achieved 65% cost reduction and 76% progression free survival increase based on the company's latest observational study. Massive Bio is currently working on scaling the business with payer buy-in and development of data assets for pharmaceutical companies.

Management: Founded by clinicians and business experts and supported by advisory board members from world-class cancer centers, biopharmaceutical, and healthcare IT companies. The core team is made up of 50 people (mostly contractors), including sub-specialist physicians, molecular diagnostics experts, reimbursement experts, customer service specialists, and data scientists.

Customer Problem: 85% of cancer patients in the US are treated at community practices; their oncologists have limited time and resources to keep up with new tests and treatment options. Insurers require additional evidence for reimbursability of these new tests and drugs which makes practices further discouraged to order. Remote and low income patients don't get access to latest science; left with ineffective treatment options and keep losing time.

Target Market: Number of advanced stage cancer patients in US with solid tumors in community is 1.5 mil; number of advanced stage cancer patients globally with solid tumors in community is 15 mil; revenue per patient is \$1,500 and this translates into global addressable market size of \$23 billion.

Customers: Started as B2C: cancer patients dealing with advanced stage cancer who are not responding to standard treatments and have limited access to large cancer centers. Service is not limited to the US. Expansion to the Middle East and Latin America is underway. B2B pilot customers will start from Q3 2017.

Sales/Marketing Strategy: Direct to cancer patients and through channel partners. Channel partners include second opinion companies, community practices, tumor profiling vendors, and patient engagement platforms. Recruited approximately 300 direct patients; 10 existing channel partners, while closing a half dozen more.

Business Model: Patient plans are available at a minimum of \$250 per month for 6 months. The cost is reimbursable from health savings accounts and Massive Bio's financial assistance program; direct insurance payment coming soon. Enterprise level products planned for pharmaceutical companies (clinical trial accelerator, real world evidence analysis) based on patient recruitment and cumulated data.

Competitors / Competitive Advantage: First-mover advantage and differentiators include patient-activated services, dedicated focus on community hospital patients, end-to-end service capabilities, smart business model: use B2C to make money and build B2B, and distinguished multidisciplinary human capital.

Exit Options: Massive Bio team prefers to grow the business but there is already interest for M&A options, almost immediately, including sales to tumor profiling companies, hospital chains, insurers and pharmaceutical companies.

Company Profile

Industry: Healthcare Informatics and Services

Founded: August 2014

URL: <https://massbio.io/>

Contact: Selin Kurnaz
skurnaz@massbio.io
+1 734-262-1020

Financial Information:

MRR: \$20k per month; growth rate 25% per month

Previous Capital: \$825k

Monthly Burn Rate: \$50k

Series A Capital Seeking: \$10mil

Management:

Selin Kurnaz, PhD, CEO, ex-co-founder of EY's private equity Brian Brothen, Chief

Commercial Officer, ex-Paradigm

Arturo Loaiza-Bonilla, MD, Chief Medical Advisor, UPenn Belisario Arango, MD, Chief Medical Oncology, War Memorial

Cagatay Culcuoglu, COO, serial entrepreneur, ex-Thomson Reuters

Advisors:

Lawyers: Ober Kaler, Sutherland

Investors:

500 Startups, pharma execs, physicians and co-founders

"Massive Bio is providing their molecular advisory service to 200 of our members, and the feedback has been excellent. By guiding our members and their oncologists, we will improve their quality of care and reduce costs."

Executive Director of Malecare.org, a global cancer support organization for prostate cancer