



Nini Fan  
 T 646-945-8999  
 www.mamome.io  
 nini.fan@mamome.io  
 1 University Plaza, Brooklyn NY 11201

## EXECUTIVE SUMMARY

**Industry:** Biotech & Digital Health

**Product:**

Personal Nutritional Service  
 microbiome health testing kits  
 directly to consumers

**Intellectual Property:**

Patents pending on systems and  
 methods of promoting eubiosis or  
 treating dysbiosis

**Management Team:**

- Nini Fan, MS. MBA.  
 Founder & CEO
- Jeanmarie Molina, Ph.D. CSO,  
 Professor of Biology at Long Island  
 University Brooklyn
- Joseph Morin, Ph.D.  
 Director of R&D, Chairman of  
 Biology at Long Island University
- Taiwo Togun, Ph.D. CTO,  
 Professor of Brown University
- Jacqueline Longworth, RDN.  
 CND. CLC. Clinical Registered  
 Dietitian & Lactation Consultant
- Jacob Trevino, Ph.D. Digital &  
 Material Officer; a CSO at  
 Chemelone
- Xuebin Yin, MD. Clinical  
 Investigator, OB-GYN with New  
 York Presbyterian Hospital

**Advisors:**

- Craig Kenesky, Ph.D.  
 IP Attorney, Wilson Sonsini  
 Goodrich & Rosati LLP
- Cassie Hallberg, VP of Marketing  
 at Neocis Inc. Marketing expert in  
 Pharma & Medical Device
- Stephanie McClelland, MD  
 OB-GYN, Medical Chief at Tia  
 Women Health Care
- Bahram Marami, Ph.D. AI  
 Engineer, Mount Sinai Hospital
- Jill Anderson, Licensing and  
 regulatory, Moss & Singers LLP

**Financing to Date**

\$60,000 University Funded &  
 Self-Funded

**Funding Sought:**

- \$750K seed round
- R&D
- CAPEX
- Salaries
- Digital Marketing
- Cost of Regulators

**MaMome is a consumer microbiome company leveraging personalized nutrition for mothers.** Our goal is to optimize the health of pregnant and breastfeeding mothers and their infants based upon the identification and quantification of the gut microbiome through next-generation genomic sequencing.

**Market Opportunity/Unmet Need:**

Compared to other industrialized nations maternal mortality and morbidity have been on the rise in the US with deaths doubling in the last decade.<sup>1</sup> Yet, half of them are preventable. Preexisting conditions such as diabetes, obesity, and hypertension contribute to the upward trend of mortality and morbidity in the US.<sup>2</sup> The maternal microbiome, the community of microbes in the mother, has been recognized as a key determinant of a range of important maternal and child health outcomes, with an imbalance resulting in maternal and infant morbidity. Diet is one of the most important factors that can regulate the maternal microbiome. MaMome aims to prevent health complications during pregnancy by leveraging personalized nutrition based on a healthy maternal gut microbiome. MaMome enables a food-as-medicine approach to manage potential high-risk pregnancies.

**Products/Services - Launched & Pipeline:**

- **MaMome Microbiome Test (B2B2C)**  
 Doctors recommend gut microbiome testing for pregnant and nursing mothers. The mother takes a stool sample and returns the sample via post to MaMome's Genomic Testing Laboratory at Long Island University Brooklyn. We use genomic technologies to characterize the mother's gut microbial composition and use our in-house algorithms to match the microbiome data with nutritional requirements. Our personalized nutritional recommendations based on the maternal gut microbiome seek to optimize maternal diet and health to prevent health complications such as preeclampsia, gestational diabetes, allergies, and asthma. In addition, our microbiome test can detect pathogens in individuals, including SARS-CoV-2 in stool specimens. The procedure can detect RNA in the stool for a considerable number of days after an infected individual has recovered and is symptom-free, enabling hospitals to identify new mothers who need to isolate after giving birth.

- **Microbiome Database Network**

MaMome's microbial databases will augment publicly available microbiome databases and will facilitate further research in establishing healthy human microbiomes to facilitate overall health. Our data will prove to be valuable to pharmaceutical companies, the food industry and big tech companies that specialize in personalized nutrition.

**Commercial/Technical Milestones:**

- **Milestone I** - Clinical study is now underway testing maternal gut microbiomes with concurrence of University IRB. We are currently establishing partnerships with medium-sized OBGYN clinics in NYC to recruit for clinical trials. We are also collaborating with a third-party contractor to manufacture our microbiome testing kit. We are in the process of finalizing contract negotiations with the University to establish a genomic core facility to house MaMome. Additionally, the team has already filed provisional patent applications solely owned by the company.

- **Milestone II** - This phase will involve launching the beta product for use in OB-GYN offices, which will guide our efforts in eventually launching the consumer platform. MaMome plans to pursue external funding to finance clinical efficacy studies. At this point, MaMome will be in a strong position to gain a strategic partner to push the technology forward, which will allow us to target 20,000 pregnant mothers for microbiome testing with an aim of converting 10% of them to adopt the product.

**Financial Projections (Unaudited):**

With our initial B2B2C channels, we expect 1% penetration among the U.S. market by the fourth year. After 2023 we expect to increase our gross profit and revenue as we further drive market penetration by tapping into the food/supplement industry markets. We are currently validating the assumption with market research.

	1 <sup>st</sup> Year	2 <sup>nd</sup> Year	3 <sup>rd</sup> Year	4 <sup>th</sup> Year
Total Revenue	\$.49M	\$.98M	\$1.97M	\$9.75M
Gross Profit	\$.36M	\$.73M	\$1.50M	\$7.50M
Gross Margin	74%	74%	76%	78%

<sup>1</sup> <https://www.who.int/bulletin/volumes/93/3/14-148627/en/>

<sup>2</sup> The Maternal Microbiome and Pregnancy Outcomes that Impact Infant Health <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC4658310/>