

# INTERREG NORTH-WEST EUROPE

## Codex4SMEs



### Booklet information of the European start-ups

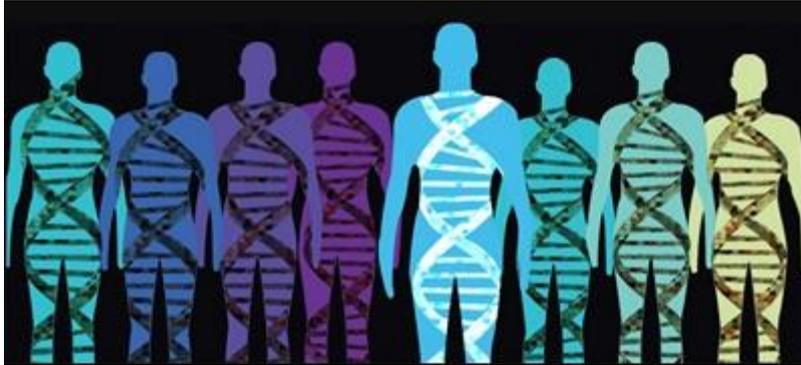


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## BACKGROUND INFORMATION

### About Codex4SMEs Project:



The Interreg project **Codex4SMEs (Companion diagnostics expedited for small and medium-sized businesses)** project plans to improve healthcare by enhanced adoption of Personalized Medicine in North-West Europe. The objective is to establish a network, which supports SMEs along the value chain of Companion diagnostics (Cdx) development.

Companion diagnostics (Cdx) are an indispensable tool for optimum application of Personalized Medicine: they allow tests to determine the molecular causes of a disease before treatment has started. However, thus far the development of companion diagnostics has been highly time-consuming and costly, so at present it is only used in the context of very few treatments.

Codex4SMEs will establish a transnational network of nine partners and two sub-partners from seven countries and expedite the development of the SMEs' products in the field of Cdx. There is a need to improve SMEs' innovative capabilities and raise both international competitiveness and the impact of North-West Europe SMEs in this global market as the USA are far ahead - Codex4SMEs will directly address this challenge.

### Benefits for SMEs

#### Access to:

- ✓ Sample access service
- ✓ Biomarker validation service
- ✓ Knowledge transfer service of biomarker/biobanking
- ✓ Ecosystems from 11 partners
- ✓ Transnational roadshow to venture and large pharma companies
- ✓ Business model and expert access service for business growth and scaling

## CONTACT INFORMATION

### **MEDICEN PARIS REGION**

**Daniela ONOFRI**

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SINNOVIAL

Established in 2015

7 employees

 CHU Grenoble Sud - Avenue de  
Kimberley, 38130 Échirolles- France

[www.sinnovial.com](http://www.sinnovial.com)



**Yann DE BOYSSON**  
General Manager



y.deboisson@sinnovial.com

### Company short description:

Innovative French SME operating in the personalized medicine devices to improve the Chronic Inflammatory Rheumatism (CIR) management in rheumatology (especially rheumatoid arthritis and ankylosing spondylitis). Technology is based on the analysis of patients' proteomic profile and the calculation of treatment response probabilities.

### Market Size

SINNOVIAL plays in the global, and high - volume Rheumatic drugs market which totaled \$59 billion in 2017. Biologics account for 85% of the drug market, illustrating the high stakes of the biotherapies. RA and AS are the two major indications addressed by this therapeutic arsenal and there is a clear unmet need expressed by the rheumatology community to provide predictive analytic tools to optimize therapeutic orientation.

SinnoTest<sup>®</sup> in rheumatology (Rheumatoid Arthritis and Ankylosing Spondylitis) concern about 35 million patients worldwide. Among them more than 2 500 000 new cases are diagnosed every year and eligible to biotherapies

### Role in the company:

The General Manager and new shareholder Yann de Boysson has previously created several start-ups in healthcare and is in charge of operational, IP, business development aspects and supervises the clinical projects.

### Main expectations for the project:

To present our business model and strategic plans to possible future stakeholders:

- Investors that we need to fund further development
- Pharmas to incorporate new biotherapies within the SinnoTest and/or co-develop new companion diagnosis and patient stratification strategies



ANYGENES

Established in 2007

3 employees

 4 Rue de la Chine, 75020 Paris,  
France

<https://global.evolutcare.com>



**Naimi Ben Youssef**  
CEO

 ben.naimi@anygenes.com

### Company short description:

AnyGenes<sup>®</sup> is a research and development (R&D) biotechnology company specialized since 2007 in the development of innovative clinical tests for cancer drug management, and the high-throughput analysis of signaling pathways. Our aim is to validate innovative biomarkers clinical tests for an accelerated commercialization through pharmaceutical/diagnostic companies.

### Market Size:

There are no multi-biomarkers solutions on the market that allow clinicians to manage patient's resistance to targeted therapy in melanoma as well as in other type of cancers.

RESITEST potential market. The incidence of melanoma in Europe and North America is 175 000 per year, we estimate to market ResiTest at reasonable price 2500 € per test that gives an estimation of €213 Mi€ revenue per year. For comparison, Oncotype DX test (property of Genomic Health<sup>®</sup>) quantifies by qPCR the expression of 16 genes of interest to evaluate the risk of recurrence after a breast cancer operation. Oncotype DX is sold at 2600 € per test, and in 2008 it has generated 110 million dollars' turnover for Genomic Health<sup>®</sup>.

### Role in the company:

Director of technology transfer for 2 biotechnologies start-up specialized in drug and clinical test development and has over 15 years' experience as group leader in biotechnology start-ups. Connection with York University (U.K)

### Main expectations for the program:

- Deliver an efficient message to Pharmas and investors
- Meet our new potential partners
- Communicate efficiently on AnyGenes products



**SYNOVO**



SYNOVO

Established in 2004

60 employees

 Paul-Ehrlich-Straße 15, 72076  
Tübingen, Germany

[www.synovo.com](http://www.synovo.com)



**Michael Burnet**  
**Managing Director**



michael.burnet@synovo.com

### Company short description:

Synovo is a drug discovery company with a primary focus on inflammation and innate immune processes.

Located in Tübingen, Germany which is both a major centre for basic research and also home to a vibrant bio-medical start-up scene.

Synovo has two main business areas:

- Development of novel therapeutics and related diagnostics related to innate immune processes
- Drug discovery services in pharmacology, medicinal chemistry and bioanalytics,

### Market Size:

> 500 M USD

### Role in the company:

Managing Director

### Main expectations for the project:

- Clinical trial of a first-in-class small molecule myeloid modulator in solid tumors
- Spinout of internal projects into new entities for further development
- Licensing of novel myeloid activator programs for immunoncology applications

## 3a-diagnostic GmbH



3a-diagnostic GmbH  
Established in 2019  
5 employees

 Bettckerstrasse 17, 72636  
Frickenhausen, Germany



**Jehle Heinrich**  
Co-founder

 heinrich.jehle@3a-diagnostics.de

### Company short description:

3a-diagnostics is derived from 'anyone, anywhere, anytime', to develop diagnostics that can be applied without any logistical effort, without training, without analyzers, without energy supply so everywhere and always and by anyone. We use the 24/7 sensor....the tongue in combination with an chewing gum.

The diagnostic gum is suitable for self-tests as well as for quick on-site diagnostics at the doctor who does not want to wait for the results of a diagnostic service provider.

3a is a spin-off from the University of Würzburg. The platform is based on the results of several research projects designed to provide the technological basis for this novel point-of-care diagnostic platform and is covered by several patents.

### Market Size

The global dental implant market was valued at USD 3,77 billion in 2016 with an annual growth rate of 7,7%. The main drivers behind this growth are:

- Increasing awareness for oral & dental health in emerging markets
- Worldwide economic upturn & growth
- Increasing income & growing middle class in emerging markets
- Aging population in industry nations & emerging markets

We plan the product launch of the first product in 2021 (periimplantitis) followed by periodontitis in 2022.

Estimated sales in 2028: 27-30 Mio€.

### Role in the company:

CEO

### Main expectations for the project:

- The sensors for diagnosis of periimplantitis and periodontitis are developed. We are looking for sponsors for the development for the next indications (e.g. sore throat) as well as distribution partners.

## **Hollywood Medical**



Established in 2018  
3 employees

 Block E, NUIG, University  
Road, Galway, Ireland.

[www.hollywoodmedical.com](http://www.hollywoodmedical.com)



**Rory Clerkin**  
**CEO & Founder**

 [rory@hollywoodmedical.com](mailto:rory@hollywoodmedical.com)

### **Company short description:**

Hollywood Medical's diagnostic solutions will allow migraine patients and their healthcare providers to work together to better manage patient's migraine conditions over the continuum of care, from the hospital to home. The dual-functionality test with our patented biomarker will enable diagnosis on first visit in the GP's office and enable clinician's in A&E to rule migraine in/out as part of the diagnosis of neurological conditions in patients with headache symptoms. Our home test will predict migraine attacks up to 24 hours in advance and will allow migraineurs to self-manage their condition and in conjunction with their doctor identify triggers over time.

### **Market Size:**

The market currently consists of 2 key market sectors:

- The healthcare field for the diagnosis of migraine
- The home test market for the prediction and management of migraine by migraine sufferers themselves.

With an estimated 105 million people with migraine in Europe costing €111 billion in direct and indirect costs there is a large unfulfilled need for a diagnostic test that can diagnose and predict migraine in today's large healthcare facilities and in the home test market. Market research has shown that the migraine space is a multi-billion-dollar industry that is increasing each year. Up to 85% of the €111 billion economic burden is due to indirect costs (loss of productivity). Our predictive test will significantly reduce these costs by enabling migraineurs to better manage their condition. The clinical test to diagnose migraine will reduce healthcare costs including the number of brain scans performed, visits to doctors' offices and hospital stays.

### **Role in the company:**

With over 18 years in a GMP medical facility in a management role Rory has amassed a wealth of skills and experience to execute his role as CEO.

### **Main expectations for the program:**

- Develop pitch skills
- Meet Investors outside Ireland



Feeltext  
Established in 2019  
2 employees

 Room 1001, Human Biology  
Building, NUI Galway, University  
Rd, H91 W5P7, Galway, Ireland

[www.feeltext.com](http://www.feeltext.com)



**Andrew Cameron**  
**Founder and CEO**



andrew.cameron@feeltext.com

FeelTect is a medical device start-up based in Galway, Ireland. The flagship technology, Tight Alright, was developed with a mission to improve the application of compression therapy, primarily for the millions of people worldwide with active Venous Leg Ulcers (VLUs). In addition to ensuring safety and efficacy through the consistent provision of evidence-based therapy, other key benefits include the ability to monitor compliance and to empower patients to engage in their own therapy. Ultimately, Tight Alright will facilitate reduced VLU healing times by enabling users to consistently apply compression therapy correctly and confidently.

### **Market Size:**

The global compression therapy market is €3.85 billion, however the current dosage of pressure applied during compression therapy is completely unknown, meaning it's often ineffective or dangerous. Tight Alright aims to address this clinical need, initially focusing on VLUs as a target indication. There are 2.7 million new cases of VLUs in USA and Europe alone each year, with an addressable market of €923 million. The UK has been identified as the initial target market for Tight Alright, given its sizable market (240,000 cases per year), high eHealth adoption, and significant economic burden of VLUs (up to £922 million per year). Subsequent target markets for entry include Spain, Italy, Finland, Sweden, Denmark, and USA.

### **Role in the company:**

Dr Cameron has previously acted as commercial lead on multiple research commercialisation projects. He is responsible for identifying the need, generating the concept for Tight Alright, and performing the initial commercial/clinical validation for this technology. His main roles within the company include refinement of the business plan, customer engagement, co-ordinating end-user feedback, establishing strategic partnerships and sourcing investment (through private investors and funding agencies). He is also responsible for facilitating communication between all members of the FeelTect team and ensuring continuity of roles for achievement of common goals.

### **Main expectations for the program:**

- Feedback on business plan and company pitch
- Engagement with investors to support €2.1 million seed round

## **PerCen Technologies Ltd**



PerCen Technologies Ltd  
Established in 2019  
3 employees

 12 South Mall, Cork, Ireland



**Gillian Berry**  
CEO

 gillian\_fahy@yahoo.ie

### **Company short description:**

PerCen Technologies Limited is a digital health company. It was founded by a Clinical domain expert in response to challenges that were not addressed in Healthcare. It is supported by the first national HHI call by the Health Innovation Hub Ireland. It was set up to provide person centred innovative solutions to clinical unmet needs. Its aim is to use scientific knowledge and the latest technologies to compliment clinical evidence based practice. PerCen Technologies uses human factor co-design to create a product that meets the requirements of all the stakeholders.

### **Market Size: Global Costs of disease targeted**

Malnutrition: €3.3 trillion

Congestive Heart Failure: \$27,500 million by the end of 2025

Ulcers: £11 billion

Immobility and frailty increasing due to ageing population

Ageing: Japan having the largest percentage 25% OECD 2018

### **Role in the company:**

Gillian is a Clinical domain expert with 24 years healthcare experience. Specialities include Cardiology, infection prevention and control, clinical trials management and medical affairs. Responsibilities include planning, team creation, and collaboration with R&D team, prototyping, protection strategy with external group, product development process and regulation.

### **Main expectations for the program:**

#### **Short term:**

Meet with large established companies and investors at this early stage to understand their needs and explain our vision. Also to create a strategic roadmap, the aim is to support a successful partnership.

Share expertise, resources and reduce risks. Develop a trust relationship with aligned values, good communication and ongoing collaborative supports. These supports will ensure product to market and facilitate a further pipeline of innovative solutions to unmet clinical needs.



## PharmaCytics BV



PharmaCytics  
Established in 2015  
11 employees

 Transistorweg 5v, 6534AT  
Nijmegen.Netherlands

[www.pharmacytics.com](http://www.pharmacytics.com)



**Han van 't Klooster**  
CEO



han@pharmacytics.com

### Company short description:

PharmaCytics is small R&D - driven organization on the verge of closing multiple commercial deals with (big)pharma companies. We developed a novel technology to tackle an increasingly large issue in the industry, poor bioavailability. This will result in reviving stopped R&D compounds and we can even turn parenteral drugs into oral. The benefit for the patient is improved efficacy, better side effect profile and potentially even medicines for new diseases. For the industry it means maintained / increased revenues and products quicker on the market

### Market Size:

Technology can be applied to many small molecules, we estimate 50-60% and it still expands as we develop the Technology further. Given the fact that all companies have compounds (marketed and R&D) with issues where our technology could play a role and given the fact that there are 108.000 biopharma companies we estimate that there must be at least hundreds and compounds that could benefit from our Technology

### Role in the company:

CEO

### Main expectations for the program:

- Sharpen pitch for investors and potential clients
- Meet new European investors and partners

## ABOUT INTERREG NWE



The Interreg North-West Europe Programme fosters transnational cooperation to make Northwestern Europe a key economic player and an attractive place to work and live, with high levels of innovation, sustainability and cohesion. Here you can find information about our funding opportunities and the positive changes our projects have brought to the territory and its people.

For more information visit:  
<https://www.nweurope.eu/>

## ABOUT MEDICEN PARIS REGION



Medicen Paris Region is a competitiveness cluster for innovative health technologies, with national and international scope. With more than 450 companies, research centers, universities, hospitals and local authorities as members, it aims to position the Paris region as Europe's leading healthcare cluster. It focuses on five strategic areas: biological diagnostics, diagnostic and interventional imaging, innovative biotherapies, digital health and technotherapies.

## ABOUT BIOREGIO STERN



Since 2001, BioRegio STERN Management GmbH has been promoting economic development in the life sciences, helping to strengthen the region and the industry as a whole by supporting innovations and start-up companies as a public service. It is a central point of contact for founders and entrepreneurs, including those from cooperating high-tech sectors such as automation and IT.

## ABOUT INNOVATION QUARTER



InnovationQuarter is the regional economic development agency for the Province of Zuid-Holland, also known as the greater Rotterdam – The Hague area. Our mission is to strengthen the regional economic structure by stimulating the innovation potential of this unique delta region. In close collaboration with all major corporations and many SME's, educational and research institutes as well as government organisations, we align the efforts required to design a brighter tomorrow.

## ABOUT BOM Holding BV



The Brabant Development Agency (BOM) is a growth accelerator. We work together with innovative entrepreneurs and with people who can solve social issues. We help to make dreams come true, to access new markets and turn ground-breaking concepts into tangible products and services.

## ABOUT WESTBIC



WestBIC provides tailored, high level supports to entrepreneurs to assist them to convert their innovative ideas into a commercial reality and become Investor Ready. In the process we support you, the entrepreneur, to start and scale up your enterprise. This journey involves navigating you and the concept through the stages of market and technical validation, gaining international market traction, building out your team, and ultimately working your proposal up to secure investment.

## ABOUT CURAM



CÚRAM is a national centre funded through Science Foundation Ireland. While led by National University of Ireland Galway, CÚRAM's partner institutes include University College Dublin, University College Cork, Trinity College Dublin, University of Limerick, Royal College of Surgeons Ireland, Dublin City University, Athlone Institute of Technology, Clinical Research Development Ireland and National Institute Bioprocessing Research and Training. CÚRAM aims to create a sustainable future for the medtech sector in Ireland and train the next generation of world class medtech scientists and entrepreneurs

## ABOUT IBBL



BBL is an autonomous not-for-profit institute dedicated to supporting biomedical research for the benefit of patients. IBBL is an integrated research infrastructure offering bioservices, including collection, processing, analysis and storage of biological samples and associated data. In addition, IBBL carries out research to optimise biospecimen processing and certify biospecimen quality. IBBL is ISO 9001:2008 and NF S96-900:2011 certified, as well as ISO 17025:2005 accredited

## ABOUT GRAZ



Biobank Graz, one of the largest clinical biobanks in Europe, comprises both population-based and disease-focused collections of biological materials (about 20 million samples). Biobank Graz considers itself to be a research partner rather than a simple sample provider. The combined approach of the well-established clinical experience of the university hospital together with unique technology platforms there and the presence of Biobank Graz provides an ideal source for biomedical research

# THANK YOU FOR YOUR SUPPORT!!

## CONTACT INFORMATION

### **MEDICEN PARIS REGION**

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