



An Innovative Diagnostic Test for Tuberculosis in the Developing World

Entrepreneurial Best Practices Series: Opportunity Recognition

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Co-Founder and CEO, AutoTB

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An Unmet Medical Need...



<http://news.bbc.co.uk/1/low/world/africa/1294236.stm>

1/3 of the world's population

is infected with tuberculosis



<http://www.stoptbnow.com/tuberculosis.htm>

25,000

get infected every day



Medicines Sans Frontiers

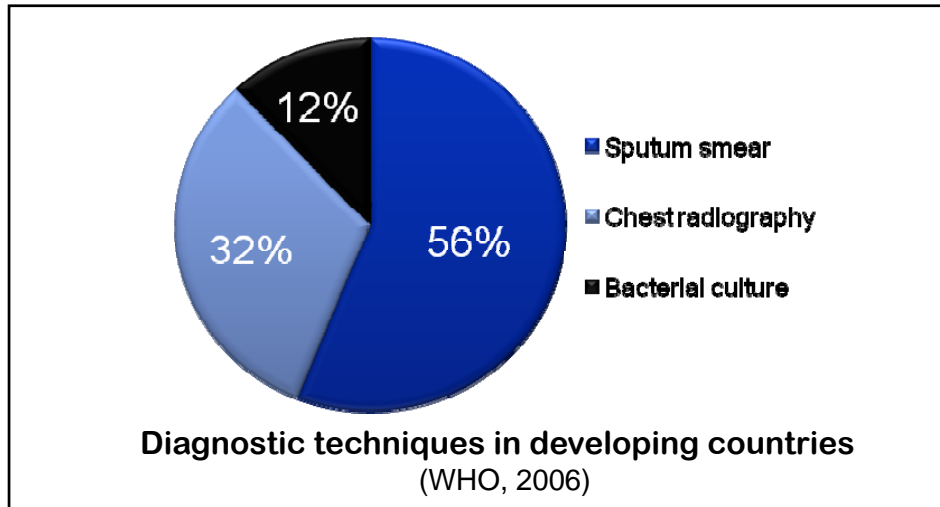
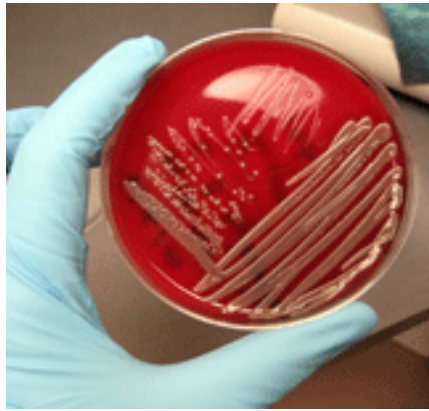


Global Action Foundation

5,000

die of TB daily

A Pressing Need for New TB Diagnostic Tests



Need for a **cheap**, **rapid**, **simple**, **automated** and **sensitive**
TB diagnostic test

The AutoTB Advantage



AutoTB Core Competencies

- ✓ Simple
- ✓ Automated
- ✓ Rapid
- ✓ Inexpensive
- ✓ Sensitive
- ✓ Treatment monitoring

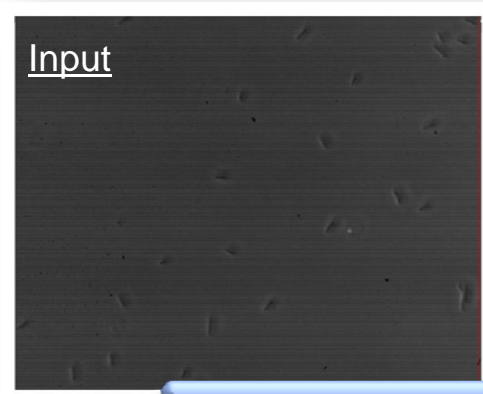
Recognizing an Opportunity



Experience in Bacterial Identification



Need for Improved Bacterial Identification Techniques



Simplified Detection Algorithm

Step 1: The Team



Chief Executive Officer
Kelly Karns

- Degrees in biomedical and mechanical engineering
- Experience in medical device design and bacterial detection software development



Chief Scientific Officer
Dr. Chris Rumball

- Medical doctor with a PhD in maternal nutrition and fetal physiology
- Medical experience in developing countries including work for MSF in Afghanistan



Chief Financial Officer
Adnan Iqbal

- Experience in finance, business development, and operations strategy within the life sciences industry



Director of Marketing and Sales
Milena Lazarevska

- Background in biochemistry and infectious diseases
- Strong network of contacts among NGOs



Director of Product Development
Mathieu Michalet

- Trained engineer with experience in product development and user interface design considerations

Scientific Advisory Board

Dr. William Bains

University of Cambridge professor, serial entrepreneur




Dr. Iain Simpson

Team Consulting, Ltd.

Dr. Julian White

MDS Analytical Technologies, Genapta

Step 2: Is This a Viable Business?

Focus Areas	Rationale
 <p>Target Market</p>	<ul style="list-style-type: none">▪ High-burden countries in the developing world
 <p>Target Customers</p>	<ul style="list-style-type: none">▪ NGOs▪ Governments and health departments▪ Foundations
 <p>Key Segments</p>	<ul style="list-style-type: none">▪ TB diagnosis▪ TB treatment monitoring

Step 3: Business Plan Competitions

