


Improving the life quality for patients by paving the way for future obesity treatments



Ventana Biotech is a drug target acquisition and development company, specializing in developing an Anti-Obesity Chewing Gum that can regulate the user's appetite with as much as 15 -25 %.

Company Name:

Ventana Biotech Inc.

Location:

Nevada, USA

Area of Expertise:

Anti-Obesity

Primary Product:

Anti-obesity chewing gum

Health care costs directly related to obesity in the US:

\$117 Billion

Health care costs indirectly related to obesity in the US:

\$47.6 Billion

Potential Market Size:

\$35 Billion

Business:

The mission of Ventana Biotech Inc is to develop targeted medicines for the treatment of obesity. By focusing on validated targets, it is possible to bring targeted therapeutics to market that address obesity and related diseases. The clinical pipeline of target drugs, coupled with discovery and development programs, provides a solid foundation to meet these objectives.

Global Need for Treatment of Obesity:

Obesity has taken epidemic proportions where now more than half the people in the Western world are overweight or obese. The projected life expectancy will suffer over the next generations, especially because child obesity has exploded in the past decade.

Drug indication Area:

Ventana Biotech has acquired a unique worldwide patent for developing an anti-obesity chewing gum that can effectively regulate the user's appetite. Tests indicate that the active ingredient can regulate the user's appetite with 15 - 25%.

Expert Management:

A combined knowledge pool of 40 years within biotech and business management.

A scientific advisory board with a variety of backgrounds and experience, including health care physician, analyst, corporate finance and biotech investment management.

Key principles of sound corporate governance have been implemented at all levels of the business.

“WHO estimate that about half of the Western population will be obese by 2024 if development continues as it has done in the past 10 years.”

Biggest Scourge of Modern Times

Over the past decade, obesity has become the biggest health issue facing the Western world. WHO estimates that about half of the Western population will be obese by 2024 if development continues as it has done in the past 10 years. Already more than 60% of the American population are overweight, with more than 20% being morbidly obese.

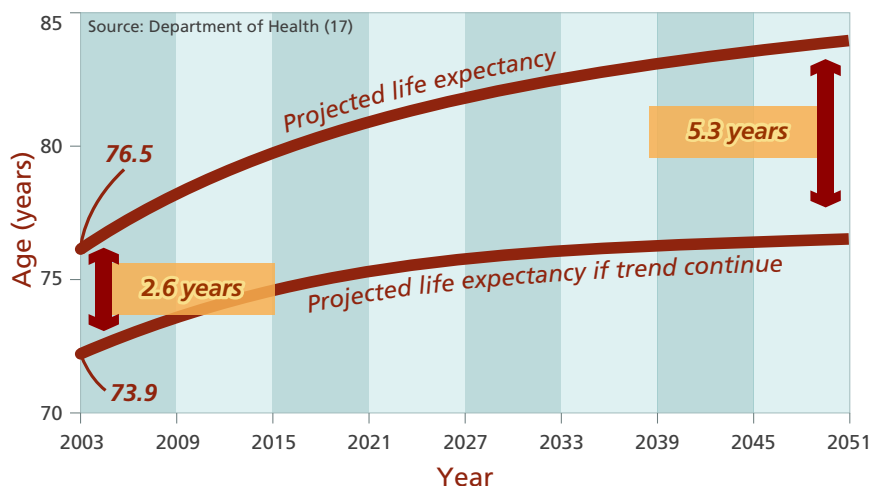
Obesity leads to cardiovascular diseases, type-2 diabetes and a number of other lifestyle-induced disorders.

Add to this the social stigma that many obese people feel subjected to, lower income, lower social class etc. And still more people are becoming obese. Infact, by 2005 the number of obese people surpassed the number of starving people in the world.

The Cost of Obesity has Surpassed \$100 Billion and is Rapidly Rising

In 2000, the direct health care costs related to obesity in the United States alone were about \$117 billion, and the indirect cost from obesity was an additional \$47.6 billion. The indirect costs cover otherwise unrelated illnesses such as common colds, fractures, sprained tendons, discus prolapse, diarrhoea, constipation etc. leading to additional sick days. As the number of severely obese adults has increased significantly, so has the expenditure on obesity related illnesses.

Obesity is becoming the greatest health-expenditure in the West, and it has effectively halted the otherwise positive development in projected Life Expectancy (see graph upper right).



Obesity Kills

Obesity has taken over the position as number one killer among the life-style induced diseases after smoking.

Obesity leads to a wide range of lifestyle induced disorders. CDC name the following diseases as directly related to obesity:

- Coronary heart disease
- Type 2 diabetes
- Cancers (endometrial, breast, and colon)
- Hypertension (high blood pressure)
- Dyslipidemia (for example, high total cholesterol or high levels of triglycerides)
- Stroke
- Liver and Gallbladder disease
- Sleep apnea and respiratory problems
- Osteoarthritis (a degeneration of cartilage and its underlying bone within a joint)
- Gynecological problems (abnormal menses, infertility)

Also many overweight people do not see themselves as suffering from any illnesses at all. For them, the daily caffè latte and cake, and the burger and Coke for dinner is part of everyday life. And there is nothing odd with catching the cold 2-3 times a year - it is indeed a very common cold.

Unfortunately, much like passive smoking is a killer, so is “passive obesity”. In some ways, obesity is a hereditary disease, as bad dietary habits are often transferred to children - if the overweight parents manage to have any at all.

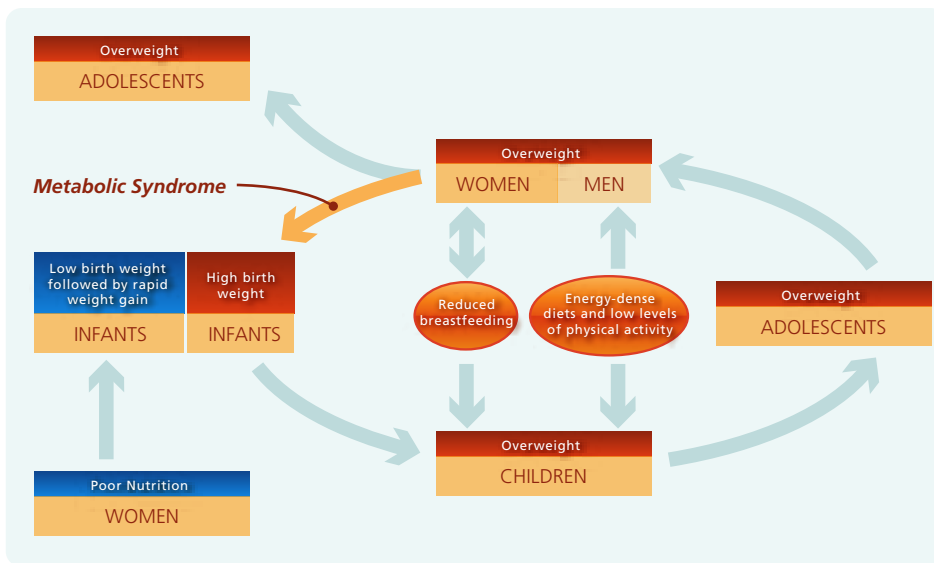
Obesity leads to infertility, and there is a significant surplus of obese parents-to-be in the fertility clinics. If a child is in fact born, the mother’s ability to lactate is diminished, and the milk is less nourishing. Furthermore, during childhood, it is most likely that unhealthy food will be served, based on the parent’s own eating habits. And finally, when the child grows up, it will tend to socialize with other overweight people looking like itself, making it feel perfectly “normal and healthy”, continuing the circle of unhealthy



“Obesity is taking on epidemic proportions at worrying speed. In less than 20 years, more than half the people in the Western world will be obese.”

Prof. Matherson, NIDDK





dietary habits. Please see schematics of this circle immediately above.

Most worrying, the ratio of obese children has risen at an exponential rate over the last 10 years, so we have still only seen the tip of the iceberg.

Anti-Obesity and Diabetes Is a Multi-Billion Dollar Market

Morgan Stanley estimate the market for drugs against Type 2 Diabetes to be in excess of \$35 billion by 2012. As Type 2 Diabetes is directly correlated to obesity, prevention of obesity will also in effect help prevent Type 2 Diabetes.

At the moment there are no more than two Obesity-related drugs on the market and a third in phase 3 trials. All drugs so far have limited success due to low efficacy and a range of severe side effects. Also, these drugs are only directed at the morbidly obese with a BMI above 40. There is still no treatment for "mid-range" obesity.

Big Pharma Have \$215 Billion for Licensing New Drug Targets

As the Big Pharma collectively suffer from lack of internal R&D successes, they are desperate to acquire successful patents to rejuvenate their businesses. Ventana Biotech's current Intellectual Property is most appealing to Big Pharma as it will have widespread appeal due to the huge anti-obesity market. Also its innovative angle on anti-obesity will have great appeal to Big Pharma looking for drugs that can set them apart from the competition.

When successful trials have been concluded, the patents are out-licensed to Big Pharma, who then pay milestone and licensing fees to Ventana Biotech for exploiting the patents.

The Solution From Ventana Biotech: Anti-Obesity Chewing Gum

Recent studies have shown that more than half of the clinically obese people do not see themselves as suffering from

an illness. They do not feel that they are in need of treatment. Unfortunately, untreated obesity can have severe detrimental health effects. It would therefore be advantageous if they could be treated without using ordinary drugs.

Ventana have come up with the perfect solution: the Anti-Obesity Chewing Gum. With the Anti-Obesity Chewing gum, the user can control his appetite efficiently without taking an ordinary drug. This is a similar approach to nicotine gum used in smoking cessation. The chewing gum is to be taken about 30-60 minutes prior to the main meals of the day, and it ensures the user feels fuller quicker. Taking the drug in a chewing gum makes it seem much less like a drug, ensuring that the drug will also be used by those who are obese but still do not see themselves as truly suffering from any illness at all.

Furthermore, the Anti-Obesity Chewing Gum is not even a toxic drug in the usual sense. Rather, it uses a hormone which is the body's own way of switching off appetite after a meal, having no side effects whatsoever. This is the hormone that sends a signal to the brain, telling it that the stomach is full.

Early indications show that the drug is able to reduce appetite between 15% and 25%. Ventana is proud to be the first to have achieved such successful results in finding a solution to obesity.

The Company

Ventana has a world-class management team, and it runs a lean as well as cost and time-efficient drug development company through the use of outsourcing and strategic partnerships. Ventana aims for early partnerships to share costs and research results. Ventana creates value through being industrious and systematic, operating between drug discovery and phase III clinical studies.

With an impressive and groundbreaking anti-obesity chewing gum drug target and the subsequent outlicensing, the continued success and growth of Ventana Biotech is ensured.

"We evaluate that the active ingredient in a product such as the Anti-Obesity Chewing Gum will be able to reduce appetite as much as 15 - 25 %."

Prof. Guptha, Bangalore





Key Facts

- Ventana Biotech is a highly targeted Biotech company with the sole focus on identifying, evaluating, acquiring, developing and partnering to achieve the commercialisation of Intellectual Property (“IP”) in the area of drug candidates for personalized medicine.
- Target indication areas of anti-obesity and related illnesses.
- Obesity is rapidly becoming one of the biggest health care areas.
- WHO estimate that obesity take up several hundred billions of dollars of the health care budgets around the world.
- Furthermore, WHO estimate that obesity has taken epidemic proportions, and is in effect halting the improvement to life expectancy.
- Morgan Stanley estimate the market to be in excess of \$35 billion.
- Ventana’s anti-obesity chewing gum will effectively alter the market for obesity treatment, reaching patients who have hitherto been out of reach.
- Blockbuster potential underpinned by the acquisition of proprietary provisional patent applications and issued patents.
- A world-class management team of experts with combined experience in patent law and medical research, complemented by an advisory board recognized as outstanding international scientists.
- Rapid partnership capabilities for co-operation research agreements with leading R&D Service Providers, research institutions and universities in India, Europe and North America.
- Cost-efficient search strategy for proprietary IP benefiting from cost-efficiency in the sector, with limited fixed overhead with variable expenses and scalable organization.
- IP acquisitions pending with leading universities and institutions in Europe and India, including the already identified anti-obesity chewing gum drug.
- Expected revenues from licensing fees, as well as up-front and milestone payments from follow-on and new targets made available to Big Pharma and/or Biotech Companies should enable Ventana Biotech to fully self finance from next year.

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