

# Entrepreneurial ID «venture leaders» 2012



Name: *Jochen Kinter*

Contact: *j.kinter@unibas.ch*

Project/ Company name: *Biotechnostics*

Short description: *Biotechnostics develops molecular diagnostic tests for personalized medicine, permitting more accurate diagnosis and a better choice of more effective therapies.*

Web site:

Industry: *Biotech, Medtech*

| <i>The Start-up</i>  |                                      |
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| <b>Biomarker Tests for Personalized Medicine</b>   |                                      |
| <b>Status :</b> <i>company will be incorporated in 2012, seed phase</i>  | <b>Company / team size:</b> <i>2</i> |
| <b>Problem / Solution:</b> <i>Biotechnostics enables personalized medicine by developing molecular diagnostic tests to provide accurate molecular diagnosis to patients allowing attributing safer and more effective therapies.</i>   |                                      |
| <b>Market Opportunity:</b> <i>Biotechnostics will address the world market of in vitro diagnostic (IVD) tests for the diagnosis of genetic diseases and different types of cancer. The next generation cancer diagnostic market is estimated to be \$ 1.6bn (CAGR 49%) in 2012.</i>  |                                      |
| <b>Competition and competitive advantage:</b> <i>A few large companies control the distribution of next generation diagnostic products. Our proprietary technology allows the development of accurate, fast, and easy-to-use diagnostic products at low cost which will be superior to all currently commercially available products on the market.</i>  |                                      |
| <b>Financing:</b> <i>Biotechnostics is currently self-financed and received financial support from several grants. Currently we are seeking for funding (CHF 2.5m) for the final product development, CE certification and final clinical testing.</i>   |                                      |
| <b>Growth objectives:</b> <i>Market entry for the diagnostic test for neuromuscular diseases is expected to be in the beginning of 2013. In 2014 we expect to launch our novel diagnostic cancer test for personalized medicine.</i>   |                                      |
| <b>US objectives:</b> <i>1) Network with fellow venture leaders and US startups 2) Meet US investors to create financing opportunities 3) Connect with potential diagnostic partners</i>   |                                      |
| <p><b>Description:</b><br/>                     Biotechnostics enables personalized medicine by developing in-vitro diagnostic (IVD) tests to provide accurate molecular diagnosis to patients allowing attributing safer and more effective therapies. Biotechnostics, thereby, simultaneously addresses some of the key problems responsible for the ever-increasing healthcare costs: Inaccurate diagnosis and the resulting inadequate treatment of patients. The first products are focusing on neuromuscular diseases and cancer. Our novel platform technology builds on state-of-the-art genomics and comprises the following competitive advantages: (1) Combination of multiple biomarkers captures the complexity of the disease, (2) Non-invasive diagnostics directly linked to origin of disease on genetic level, (3) Fast, easy-to-use and inexpensive method. Biotechnostics' novel technology platform upgrades PCR technology for unlimited multiplexicity and is therefore applicable for a wide range of industries including human diagnostic industry, veterinary diagnostics, and pharmaceutical industry.</p> |                                      |
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| <i>The team</i>  |
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| <p><u>Founding Team and Network</u><br/>                     Dr. Jochen Kinter will be one of the founders of Biotechnostics and is the inventor of the novel PCR-based multiplex biomarker technology. After his Master in Biology at the Excellence University of Konstanz he obtained his PhD from the University of Zurich. He had several years of research experience in the field of neuroscience as post-doctoral fellow and project leader, before joining the Neuromuscular Research Laboratory in Basel as a project leader in September 2009. He has received the Dejerine-Dubois Prize of the Swiss Neurological Society in June 2010. In addition he was awarded with a Nachwuchsförderpreis of the University Basel to develop the biomarker technology. Jochen Kinter and Prof. Dr. med Michael Sinnreich, director of the Neuromuscular Centre at the University Hospital in Basel, are realizing their vision of making personalized medicine a reality by converting their proprietary technology in innovative products.</p> |