SteadyMed is an emerging medical device company which has developed a novel disposable, miniature infusion patch which answers major unmet needs in the delivery of biological drugs. Beside its own applications, SteadyMed will partner with pharma and medical devices companies who will use the PatchPump™ as a platform for their applications.

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**Proprietary Data**
This document contains proprietary information and is the property of SteadyMed
**THE NEED:** SteadyMed's *PatchPump™* addresses the need for disposable, miniature pump devices which simplify and enhance medical treatment of patients in the home environment; improving the patients’ quality of life and reducing reimbursement costs.

**STEADYMED'S SOLUTION:** SteadyMed is developing a unique, fully-disposable, stand-alone drug-delivery patch - the *PatchPump™* - that contains an injectable drug delivered subcutaneously (SubQ) or by micro-needles at a controlled rate, typically for 72 hours. In addition, the *PatchPump™* features on-demand, patient-controlled rapid (bolus) delivery of the drug. The *PatchPump™* is a ready-to-use unit, pre-filled with the drug and available with different pre-programmed flow rates.

**TECHNOLOGY:** SteadyMed’s technology involves the use of a special battery cell (*ECell™*) which expands as it is discharged, such that it presses against an adjacent drug pouch, under full electronic control. The compression of the drug pouch generates a controlled flow which drives the drug infusion. This self-powered infusion-pump technology enables the production of cost-effective and reliable, disposable (motor-less) infusion pumps for home use. These miniature infusion pumps can generate high pressures and deliver high-viscosity biologic drugs, thereby answering a major unmet need.

**BUSINESS STRATEGY:** SteadyMed is pursuing partnering arrangements with both pharma and medical device companies, whereby the partner's drugs will be "packaged" in the *PatchPump™* for enhanced, added-value delivery. SteadyMed will receive revenue from these partnering operations based on product-specific licenses and milestone / royalty payments. SteadyMed is already in contact with several major pharma and medical devices companies with regard to such partnering. These companies seek novel delivery solutions to enable them to deliver biological drugs, enhance their impoverished drug pipeline, and extend the patent protection of their existing drugs. Additionally, SteadyMed plans to address some of these markets with its own pipeline of Super-Generic products, starting with products addressing the chronic pain & post-operative pain markets.

**MARKET SIZE:** Biological drugs represent a huge growth market which is expected to reach $30B by 2010; all of these drugs requiring injection. This is a huge, fast-growing market with a large unmet need, representing a lucrative revenue opportunity with low barriers of entry. Additional markets for SteadyMed include those for pain, Parkinson's disease and obesity; all of which are applications in which the *PatchPump’s* unique combination of both steady flow and patient-controlled boluses provides an optimal solution. Looking at the pain-management market alone, the market size for SteadyMed is $4.4B in the USA.

**COMPETITION:** No other miniature pump technology is capable of meeting the unmet need of delivering viscous drugs. Additionally, SteadyMed's *PatchPump™* is the lowest-cost completely disposable product platform in the industry. Further advantages relative to competitive products such as Insulet's OmniPod product include much smaller size and significantly greater ease-of-use.

**THE COMPANY & TEAM:** SteadyMed was established by the Profile Group - a team of experienced entrepreneurs - in June 2005. The company received its seed funding from the RAD Group, one of Israel's leading high-tech conglomerates, and subsequent funding from angel investors. SteadyMed is headed by Yossi Aldar, previously the founder and Managing Director of two other successful life-science companies. The Scientific Advisory Board comprises opinion leaders in the field of pain management, clinical pharmacology and drug-delivery.

**INTELLECTUAL PROPERTY:** SteadyMed has submitted 4 patent applications (US, EU, IL, PCT) covering its drug delivery technology and control mechanisms, and has 3 trade marks. SteadyMed received a positive FTO (Freedom to Operate) opinion from a leading US law firm.

**REGULATORY STRATEGY:** SteadyMed’s regulatory strategy is based on a two-phase submission: a regular 510(k) submission of a generic *PatchPump™*, followed by a combination-device ("drug-device") for packaging specific drugs. CE Mark will be submitted following the FDA submission.

**STATUS:** SteadyMed engages in the integration phase of the *PatchPump™*, based on the company's comprehensive technology platform, and prepares the scale-up production phase with leading industrial sub-contractors.