Navotavo Inc
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Industry: Diagnostic

Management:
Victor Bustos, PhD (Biomedicine),
Founder, CEO
Seeking to fill other roles

Board: Seeking members

Scientific Advisory Board:
Yueming Li, PhD, Prof. of
Neuroscience, MSKCC
Marc Flajolet, PhD. Assoc. Prof. of
Neuroscience, Rockefeller University
Martin Krusin, SVP, Corp. Develp. at
AzuRx Biopharma, Inc.

Number of Employees: 1

Finance:
Auditor: TBD

Funding to Date:
Founder: $8,000

Financing Sought: $500K
For
R&D, Other operating expenses,
Legal, Salaries

Intellectual Property:
Arranging license of technology
from Rockefeller University

Legal: TriUnity Law Group LLC

Business Description / Company Background:

Navotavo Inc. is a diagnostics company founded on research carried out at the laboratory of Nobel Laureate Paul Greengard at Rockefeller University. We developed a technology to measure protein aggregates, and adapted this technology to quantify biomarkers for Alzheimer's disease. Navotavo is developing the BrainWatcher™, an accurate, accessible and affordable assay to diagnose the early stages of Alzheimer's disease.

Market Opportunity / Unmet Need:
Every three seconds, a new case of Alzheimer's disease occurs somewhere in the world, but we still lack an affordable and accurate test for its diagnostic. At the moment, available diagnostic tests for Alzheimer's disease are expensive, invasive, and must be carried out in selected laboratories using costly and specialized equipment, limiting their usefulness for population-wide diagnosis. It is estimated that a test able to diagnose Alzheimer's disease at an early stage will save the healthcare system $64,000 by patient. The savings are driven largely by comorbidities and by avoiding medical crisis. For example, a person is found wandering and confused; this can lead to hospitalization and testing to determine what is causing the problem.
We estimate our Total Addressable Market to be $14.2B, considering there are 71M Americans who should test their Alzheimer's risk at least once a year. We valued the Serviceable Available Market at $1.7B and the Service Obtainable Market at $340M. The market for Alzheimer's diagnosis is growing 9% per year.

Products / Services – Launched & Pipeline:
Navotavo is developing a blood-based assay to diagnose the early stage of Alzheimer's disease. This immunoassay combined with nucleic-acid based amplification allows the detection of Aβ aggregates in plasma samples for the diagnosis of Alzheimer's disease. This diagnostic test will use the same equipment used to detect Covid-19 and can be deployed on any diagnostic laboratory. Our diagnostic platform will be used to develop diagnostic test for other proteinopathies such as Parkinson's disease and Amyotrophic Lateral Sclerosis.

Commercial / Technical Milestones:
- Licensing from Rockefeller University (Q3 2021)
- Proof of concept: (Q2 2022)
- Clinical Validation: (Q4 2023)
- FDA submission: (Q2 2024)
- Marketing and Sales: (Q4 2024)

Competition / Competitive Advantage / Customer benefits
A recent development in the Alzheimer's disease diagnostic field is the recent approval (Q4 2020) of the PrecivityAD test, priced at $1250, developed by C2N diagnostics. Our technology is cost-effective and able to integrate in the current workflow of any diagnostics laboratory. As we estimate our COGS at $15, we think we can offer our product at $200.

Financial Forecast (Unaudited):
The Company will generate revenue directly from licensing agreements and shared-revenue contracts with biotech companies (speed-to-market test development, companion diagnostics), diagnostics product distributors, CLIA-certified clinical reference and research labs, HMO's, pharmacies and clinics.

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	3.4M	8.9M	14.4M	19.8M	24.9M
Growth (%)		162%	62%	37%	26%
Gross Profit	2.8M	7.8M	12.8M	17.9M	22.7M
Gross Margin (%)	82.6%	88.2%	88.9%	90.1%	90.9%