



APRIL, 2020

# FEMSELECT INVESTOR UPDATE







# **AGENDA**

- 1. High-level Updates**
- 2. Round B Progress and Revenue Model**
- 3. Clinical Update**
- 4. Field Update**

# Pre-COVID HIGH-LEVEL UPDATES

- ▲ Very successful CLA raise
- ▲ Physician Professional Education program going well
  - ▲ Gynesim-enabled wet labs—physicians lining up to be trained
- ▲ Ended 2019 with sales of \$70,000
- ▲ 7 Value Analysis Committee (VAC) Approvals
- ▲ 3 new IP allowances issued
- ▼ VC engagement without a banker inefficient. To ensure financing in 2020, engaging with banker.
- ▼ Strategics cautiously optimistic but want to see additional data (both clinical and commercial)

# Post-COVID-19

## High-Level Update

- ▲ Very successful CLA raise—\$1.2M in the bank; \$.8M pending
- ▲ Elective Procedures on hold yet “COVID-friendly” procedure w/no hospital stay
- ▲ Small nimble company—easy to conserve cash
  - ▲ Work continues on infrastructure without travel or high promotion costs
- ▲ CRO working on remote monitoring
- ▲ Commercial site availability already as well as several VACs in motion
- ▼ Will be slower to get into hospitals due to COVID
- ▼ Strategics will be more risk adverse for remainder of the year ?
- ▼ Raising money likely to slow down

# CLA Update:

TOTAL RAISED IN CLA =

\$1.2MM+ ?pending

CASH BURN = \$100-\$150K

depending on scenario

MONTHS OF CASH = **10-12**

## RUNWAY/BUDGET

- ▶ **Q2**
  - ▶ HUNKER DOWN
  - ▶ FOCUS ON FINANCIAL DUE DILIGENCE AND TRAINING PROGRAM PREPARATION
- ▶ **Q3**
  - ▶ INCREASED BUDGET AS TRAVEL RESTRICTIONS EASE AND ELECTIVE PROCEDURES RESUME
- ▶ **Q4**
  - ▶ CLOSE FUNDING/1<sup>ST</sup> TRANCHE

# FUNDING STRATEGY LEADING TO **ACQUISITION**



CLOSED:  
FEBRUARY 28, 2018

SECURITIES:  
SERIES A PREFERRED SHARES

POST-MONEY VALUATION:  
\$10 MILLION

# EXIT OPPORTUNITIES

## LARGE GLOBAL WOMEN'S HEALTH

Leverage existing sales relationships with minimally invasive



## REGIONAL (US AND EU) PLAYERS

Expand into new territories with disruptive technology



## SURGICAL SUPPLY AND ENDOSCOPY

Leverage customer relationships and knowledge of OR environment



## WOMEN'S HEALTH COMPANIES

GYN customer base with adjacent products



## URODYNAMICS

Leverage sales relationships in customer base with new product



## WOMEN'S HEALTH COMPANIES

Leverage end-user brand+ advertising spend with synergistic products



**PROGRESS ROUND B/CLA**



# PROGRESS ON ROUND B

## DISCUSSIONS: VENTURES GROUPS

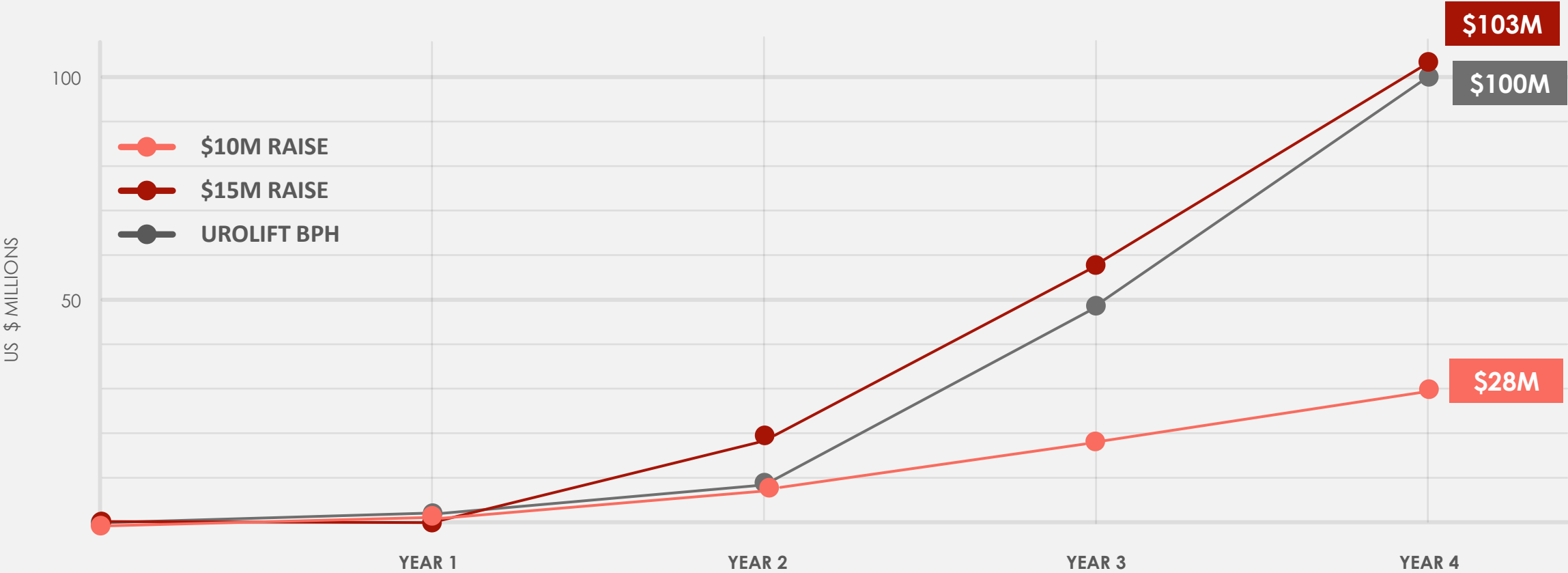
### FEEDBACK & LEARNINGS

- ❖ Engaging with Investment Banker to work on fundraising/M&A activity
- ❖ Bankers and VC's are available for DD and have capital that must be deployed
- ❖ Capital raise of \$15M necessary
- ❖ Updated revenue model and 2-3 years time horizon to Exit
- ❖ Want to see more clinical data—with COVID, now can be done remotely
- ❖ Build a commercial organization

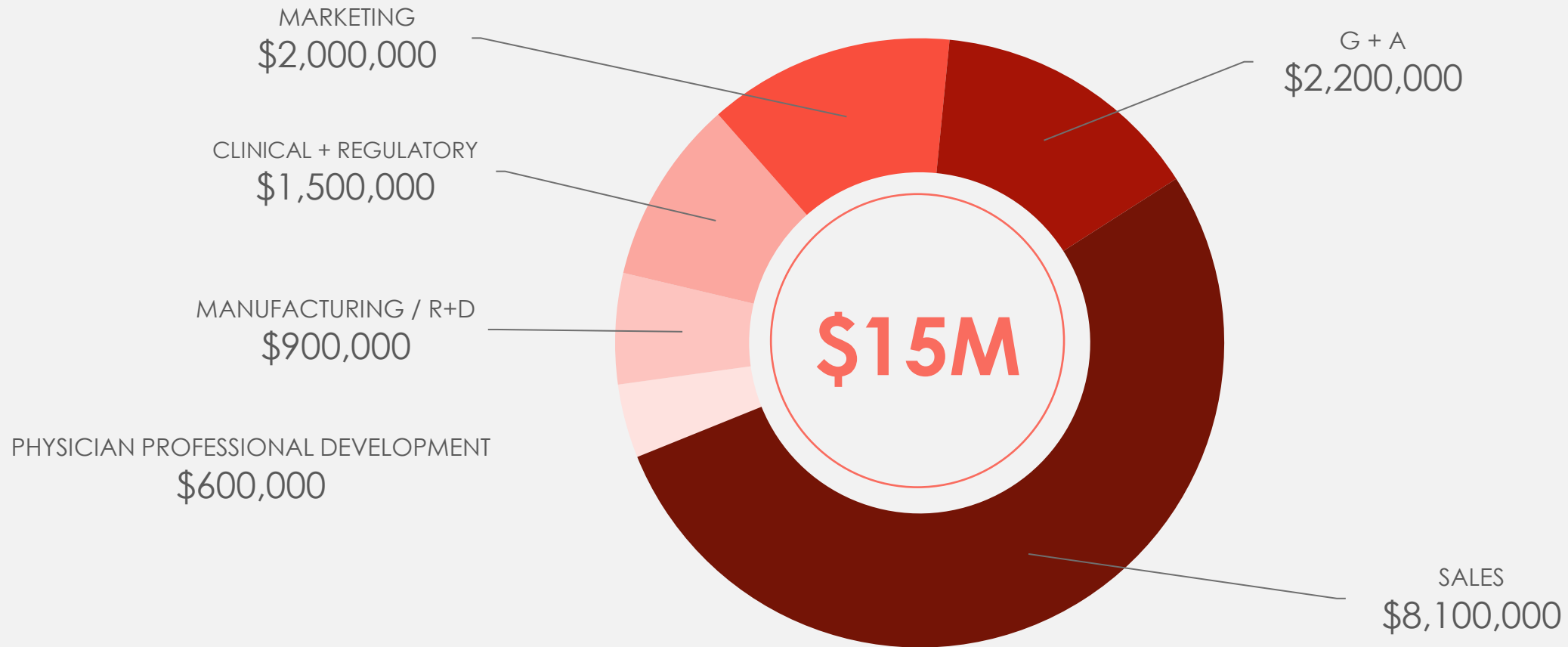
# Financial Model Assumptions

- Sales Reps:** 6-8 Reps hired July 1 (model was built pre-COVID)
- Physician targets:** Female Pelvic Medicine and Reconstructive Surgery (FPMRS) Specialists
- Total targets:** 2,500 (22% reached by 2023)
- Price: \$1400 increasing to \$1800
- COGS: \$410/unit through mid-2021 (Transfer to Mass Production complete)
- COGS post-transfer: \$80
- 24 month ramp: Each rep achieves 30 “active” physicians within initial 24 mos of hire
- “Active” = Physician is trained, product is approved (thru VAC) & ramp-up achieved of identifying patient types.

# TRAJECTORY OF ENPLACE










# ROUND B USE OF PROCEEDS



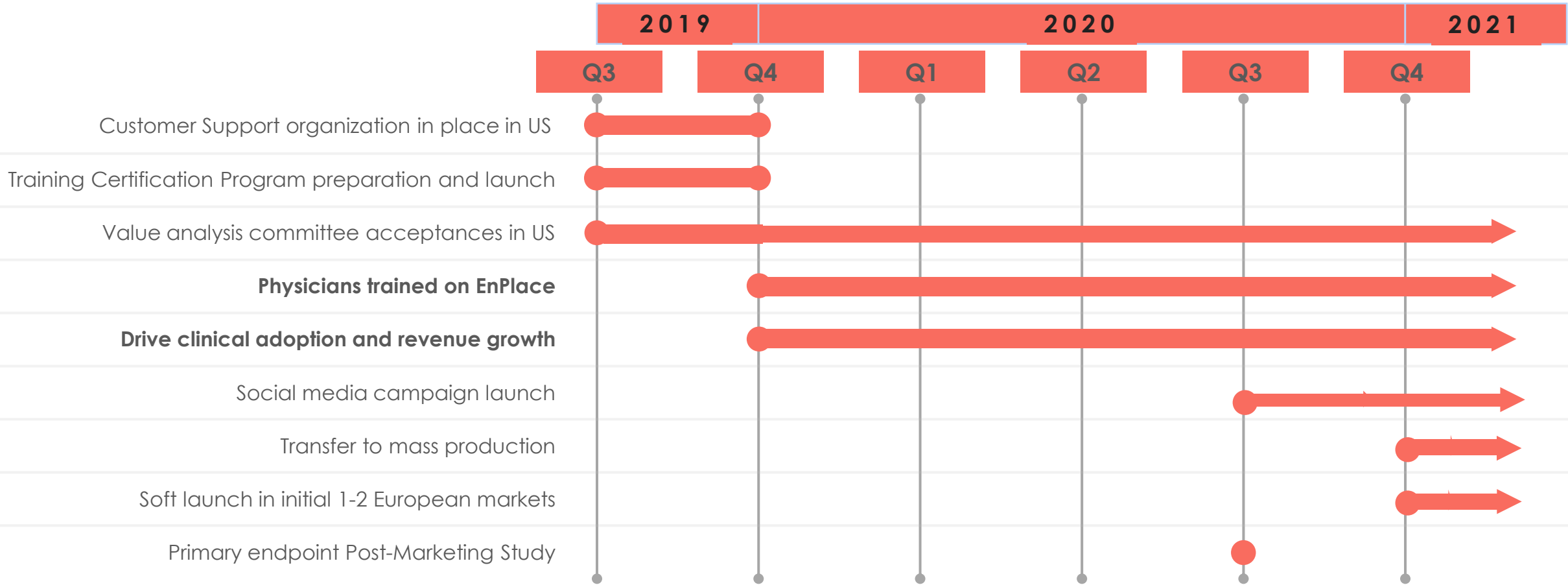
# COMPARABLE EXITS

## IN WOMEN'S HEALTH + UROLOGY

ACQUIRER	ACQUIRED COMPANY	DATE	ACQUISITION PRICE
	COGENTIX MEDICAL	APR 2018	\$214M*
	NxTHERA	APR 2018	\$306M
	nVISION	APR 2018	\$275M
	NEOTRACT INC.	SEP 2017	\$725M (\$1.1B + milestones)
	PARAGARD IUD FROM TEVA	SEPT 2017	\$1.1B
	NUELLE	MAY 2017	Undisclosed
	SMITH & NEPHEW'S GYN BUSINESS	MAY 2016	\$350M



# KEY COMMERCIAL MILESTONES



# IP UPDATE NEW ALLOWANCES

## STRONG IP PORTFOLIO: 4 FAMILIES



### FAMILY 1

Method for repairing prolapse while using ultrasound

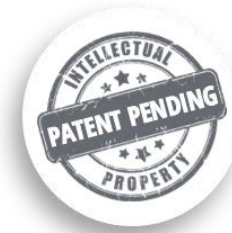
4 US ISSUED PATENTS  
1 ADDITIONAL ALLOWANCE



### FAMILY 2

Device for tissue anchor delivery

1 US ISSUED PATENT  
**2<sup>ND</sup> PATENT ALLOWANCE**



### FAMILY 3

Surgical device for guiding and anchoring - current device

1 JAPANESE ISSUED PATENT  
**2 ALLOWANCES (SINGAPORE AND AUSTRALIA)**



### FAMILY 4

Anchoring device - current device with latest developments

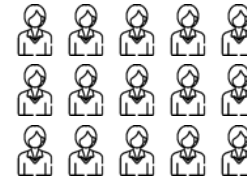
11 PCT FILINGS IN PROCESS  
FILING NATIONAL PHASE

# CLINICAL UPDATE

# CLINICAL OVERVIEW

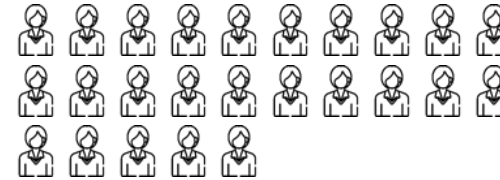
175+ patients  
treated with EnPlace

2015



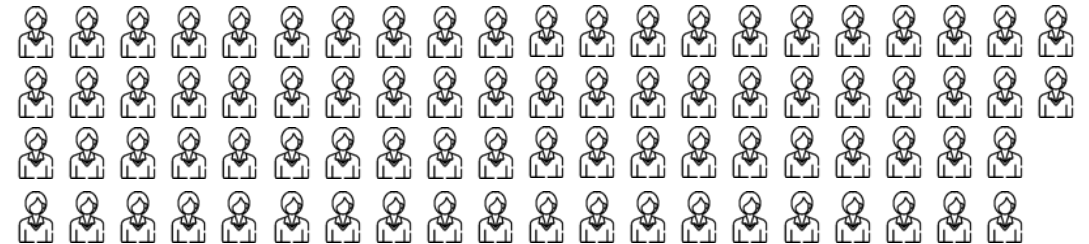
15 clinical patients

2018



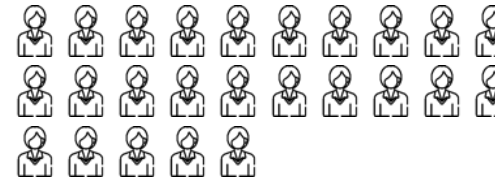
20 clinical patients  
5 commercial patients

2019



47 clinical patients  
60 commercial patients

2020



30 commercial patients  
Pre-COVID-19....

# FIELD UPDATE

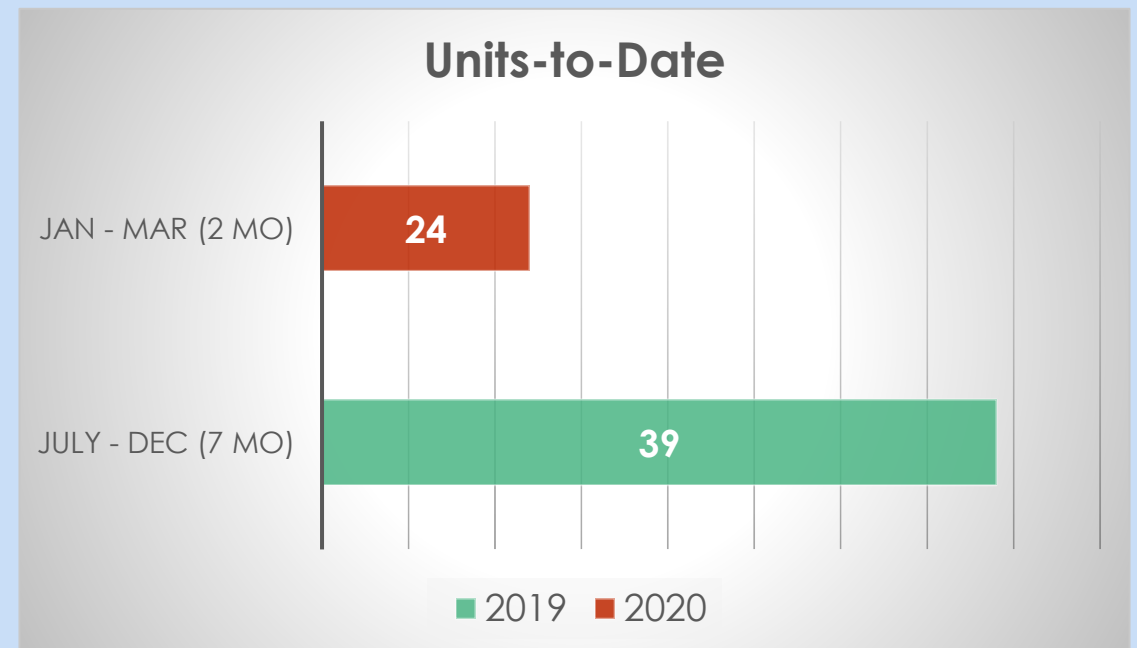


# US Commercialization

- Routinely conducting peer-to-peer workshops for prospective physicians to observe multiple cases.
- Held two (GyneSim) pelvic model “wet labs” w/ approach for single/multiple physician training – professionally positioned like Intuitive, Storz, etc.
- Leads stem from shows (AUGS, SGS, ACOG), prior relationships & online inquiries.
- eLearning module program to launch w/ SGS leads (Q2) – will ask all physician/leads for participation.

## Sales/units update

- ▶ VAC “approved” at 7 locations
- ▶ VAC “in review” in 4 additional locations
- ▶ VAC “proposed” in 5 additional locations
  
- ▶ VAC’s routinely requiring 120+ days
  
- ▶ Customer service “in motion”
- ▶ Integrating 5mm product in sites

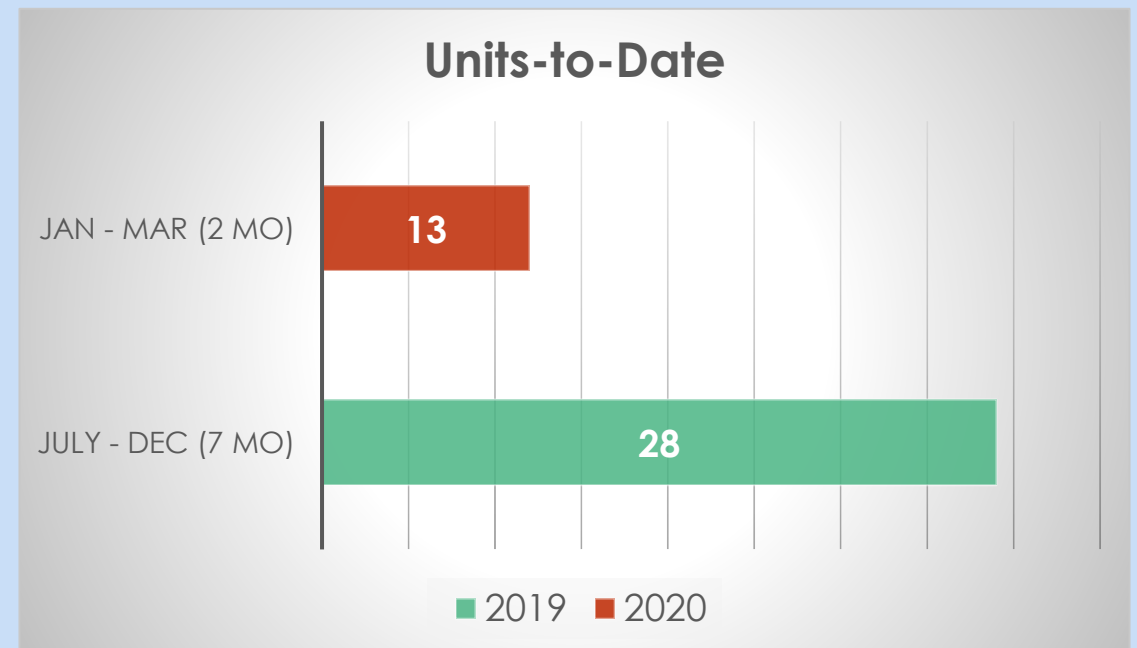


# OUS Overview

- Exploring licensing and distribution opportunities in select European countries
- Contracting phase with Israeli distributor for Q3 launch in Israel

## Israeli Update

- ▶ Sales 2019: 28
- ▶ Sales 2020 (through March) 13
- ▶ Largest Sick Fund is reviewing EnPlace and has asked for cases from 3 of its hospitals
- ▶ Should be able to move forward there by end of Q2





FEMSelect

**THANK YOU**

# THE **FEMSELECT** BOARD OF DIRECTORS



**DR. PETER FITZGERALD**  
TRIVENTURES

- ▶ Co-Founder & Managing Partner, Triventures
- ▶ Director, Center for Cardiovascular Technology, Stanford University



**DR. MICHELLE LIN**  
TRANSPACIFIC VENTURES

- ▶ Founder and General Partner, TransPacific Ventures, (TPV)
- ▶ Director, TSC Bio-venture Inc. and various other start-ups



**CARMI ZISAPEL**  
RADBIOMED

- ▶ COO, Innercore Medical
- ▶ Former Director of Business Development and Portfolio Analysis, RAD BioMed Accelerator



**BERNIE RUDNICK**  
MID-ATLANTIC BIO ANGELS (MABA)  
AND KEIRETSU ANGEL GROUP

- ▶ Founder and Managing Partner of CapGenic Advisors, LLC
- ▶ Founder MABA and LP in 4 funds Investment Committee of 2
- ▶ Director, Atrin Pharmaceuticals, Axxia Pharma, SageMedic, Virion Tx, Co-Founder OtoSense (now ADI)



**RENEE SELMAN**  
FORMER WORLDWIDE PRESIDENT,  
ETHICON WOMEN'S HEALTH AND UROLOGY

- ▶ Industry expert and Angel investor, Robin Hood Ventures
- ▶ Former Interim Chief Commercial Officer of Agile Therapeutics (women's health)
- ▶ Former Worldwide President of Ethicon Women's Health and Urology (division of J&J)



**MAX KORENVAES**  
KORENVAES FAMILY FUND

- ▶ Director, Double Helix Management, Apollo Laboratories
- ▶ and Xhale Assurance



**DR. HAMPTON RICHARDS**  
KORENVAES FAMILY FUND (OBSERVER)

- ▶ OB-GYN Advisor to Korenvaes
- ▶ Private practice at Walnut Hill OBGYN

# THE FEMSELECT TEAM, OVER 100 YEARS OF DIVERSE EXPERIENCE



**DEBBIE GARNER**  
CO – CHIEF EXECUTIVE OFFICER

- ▶ 20+ years of experience in commercialization roles in pharma and medical device companies including Eli Lilly and Co. and iMDsoft
- ▶ MBA, Wharton School of Business, University of Pennsylvania and BA, Harvard College



**RENEE SELMAN**  
CO – CHIEF EXECUTIVE OFFICER

- ▶ Industry expert and Angel investor, Robin Hood Ventures
- ▶ Former Interim Chief Commercial Officer of Agile Therapeutics (women's health)
- ▶ Former Worldwide President of Ethicon Women's Health and Urology (division of J&J)



**MENAHEM NEUMAN**  
MEDICAL DIRECTOR

- ▶ Head of Urogynecology, Galilee Medical Center and Bar-Ilan University
- ▶ Former Ethicon Women's Health & Urology PFR global trainer and Pelvic Floor Innovation Committee Member



**JOEL CHECHIK**  
CHIEF COMMERCIAL OFFICER

- ▶ 20 years of experience in Sales and Marketing roles for Coloplast, Medtronic and, most recently, NeoTract
- ▶ Led targeted marketing and sales expansion initiatives for a variety of minimally invasive, cardiac and urologic implantable technologies.



**BOAZ HARARI**  
VICE PRESIDENT, R + D

- ▶ 20+ years of experience in the medical device field
- ▶ Former CTO VibeMedic Ltd. and Niti Surgical Solutions Ltd.
- ▶ Experienced engineer who has developed numerous clinical devices from concept to market

2020 KEY HIRES: CHIEF MEDICAL OFFICER | DIRECTOR OF MARKETING | DIRECT SALES REPS