



# Running out of Money?

## You can freeze your cells...

### **Pre-Serve**

## Maintaining your core assets throughout the dry season

#### **Seriously?**

In light of the challenging times in the global markets, which strongly affect the Med-Tech industry, PharmaSeed is launching a comprehensive service pack... Pre-Serve.

We have always tried to 'be there' for our customers, but the global environment may prevent many innovative pre-commercial phase companies from surviving this period. Our innovative Pre-Serve can make the difference for your R&D program.

#### **What's included?**

Major activities in the Pre-Serve program:

- **Research** – 'the show must go on...' You, as Sponsor, together with the Pre-Serve team, design and execute the minimum-essential research plan for the planned Pre-Serve period.
- **Development** – the Pre-Serve team, together with the Sponsor (as applicable) design and continue execution of any required outsourcing development activities (e.g. synthesizing the new chemical entity).
- **IP** – the Intellectual Property strategy is outlined at the outset of the Pre-Serve period and executed by the Pre-Serve team in cooperation with any external IP firm. Results from R&D activities are routinely incorporated into on-going IP submissions as applicable.
- **Marketing materials** – the Pre-Serve program can also be engaged to routinely update your marketing information package, so that fund-raising can be resumed on relatively short notice.
- **Back-Office services** – the Pre-Serve program allows the Sponsor, during the Pre-Serve period, to use our back-office services on a flexible and highly cost effective basis.
- **Bio-Archiving** – the Pre-Serve program allows preservation and maintenance of any biological specimens and/or biochemicals under the Sponsor's defined conditions.

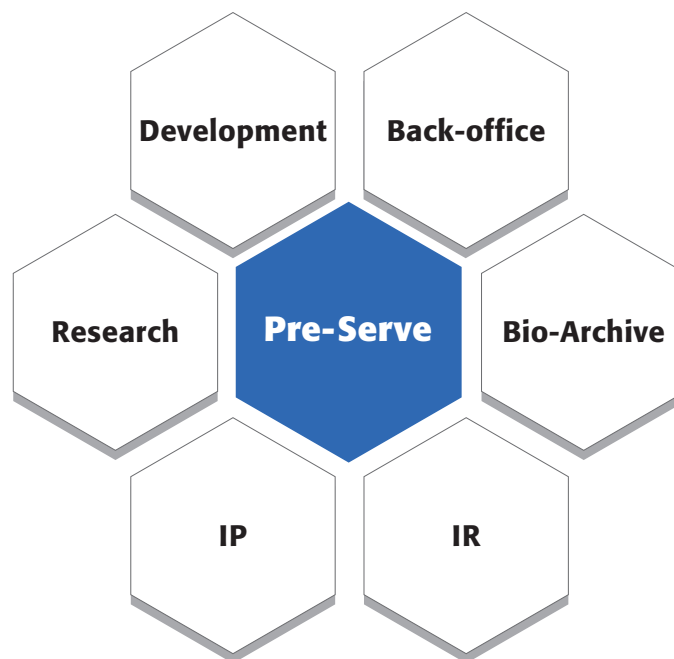


### **How does it work?**

At the get-go stage, the PharmaSeed management team meets with the Sponsor's representatives, which may include major shareholders, and BoD and management team members.

The Sponsor presents its R&D and other operational goals for the Pre-Serve program period. Together, we generate an outline definition of desired services in the six areas noted above (i.e. Research, Development, IP, etc.) and set a nominal timeframe. Then a budget outline is jointly prepared, based on the Sponsor's and PharmaSeed's experience pertaining to the specific case.

The Sponsor appoints its Point-of-Contact for the Pre-Serve program and operations begin. The Sponsor is charged on a cost+ basis for any outsourcing services. Internal labor can either be charged on a cost+ basis or on a fixed-price basis. Fixed-price costs will be reviewed quarterly in view of actual expenses. The Sponsor is charged monthly. Payment for the first month is made at the get-go point.



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