



Colibri Care

Hemostatic agents

InCurA

Innovative Cure for All

Innovating.. Manufacturing..Licensing

Executive Summary

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Contact Information

Wesamawad@aucegypt.edu

+201229050709

<https://www.colibricare-med.com/>

What are we doing?

Known as the fastest growing market, the Middle East and African Medical Device market is worth \$31 billion, but the main problem in that we import approximately 90% of it. Within this problem lies our opportunity, InCurA is the first market move in the MEA region toward local manufacturing of high-quality medical devices, via transforming our market driven IP to actual products starting with our first line of products; Colibri Care hemostatic agents and CurASeal hemostatic powders. We not only aim at satisfying the local market but also compete globally.

InCurA first line of products are Colibri Care hemostatic agents and CurASeal powders for bleeding control. Our US patents pending allow InCurA line of sponges and powders to exhibit enhanced ability for bleeding control that exceeds the imported products. Thus, allowing us to be the first market movers in the MEA region and also compete globally. InCurA second line of products currently in our pipeline are antimicrobial wound dressings, that's in addition to new generation of multifunctional biocompatible Stents as our radical line of Innovations.

Why?

We are democratizing access to the Medical devices in the MEA region. Having the know how of our developed medical devices allows us double benefits in the MEA region; 1- In the financially constrained markets as African countries we are able to offer the product with a low price thus democratizing access to high quality medical devices. 2- In the financially capable countries as the GCC countries the products can be offered at competitive prices to the imported ones relying on the current laws that encourage local manufacturing and mandate that the locally manufactured product is selected even if 30% more expensive as long as it exhibits the same efficacy. InCurA products exhibit enhanced efficacy, hence allowing us increased revenues and thus, supporting our vision in equal access to high quality medical devices across Africa and the MEA region.

What is our Value proposition?

1-Law Serves Us:

We own a very highly competitive edge being locally manufactured in the MENA region. As the recent laws in the GCC countries mandates that any locally manufactured product must be selected in tenders over the imported ones as long as it displays the same efficacy even if with 30% higher price. Thus, being the first market move towards local manufacturing of high-quality medical devices with the current laws will enable us the first market mover advantage towards the imported (90%) sector of the Medical device market in the MEA region which is worth \$31.6B

2-IP Protected:

An IP in one of the top three offices is a certificate that the compound has a competitive edge even above the imported ones. Thus, this will not only allow us our huge MENA markets but would allow us to even compete globally. Additionally, the IP allows protecting our licensed products in different markets.

3-Price Control

Having the Know-how allows us to have control over the cost of production. Especially that we know we are operating in developing countries, thus part of our product development is via simple, scalable and cost effective synthesis techniques. Hence, this allows us control over the selling price thus allowing us not only increased revenues but also allow us to democratize access to healthcare solutions.

What are our products & Services up till now?

Products: Medical Devices:

--Our first category of medical devices are already developed and introduced as Colibri Care lines of hemostatic agents and it includes: Three lines of Products: <https://www.colibricare-med.com/>

- Hemostatic Sponges
 - Gelatin-based sponges
 - Collagen-based sponges
 - Antimicrobial-loaded Gelatin
 - Human thrombin/fibrinogen collagen sponges
- Hemostatic Powder
 - Gelatin powder
 - Starch porous microspheres

--Our second category of medical devices is being developed in our pipeline of R&D to be introduced in 2023 and 2024 and includes.

1-Innovative hemostatic agents to grow our Colibri Care introduced line of hemostatic agents.

- Blood clotting accelerating complex conjugated plant based hemostatic powder.
- Blood clotting accelerating complex conjugated gelatin based hemostatic powder.
- Ultra-adhesive gelatin biodegradable sponges
- Cellulose/zeolite based hemostatic powders.

2- Two lines of antimicrobial wound dressings.

- Alginate-based adhesive dressing
Alginate dressing loaded with silver NPs
- Polyurethane non adhesive dressing
Polyurethane non adhesive dressing loaded with silver NPs

3- Stents as our radical line of Innovations to be introduced at the end of 2024.

Stent coating that maintains nitric oxide layer as long as it is implanted and minimize immunogenic and inflammatory response.

Services:

InCurA innovation Hub provides avenue for high skilled researchers to innovate and participate in actualizing their ideas into actual products. Providing product shares for the researcher who participated in developing the idea of the innovation allows us to preserve our most important asset in the MEA region, which is our brilliant scientists.

How do we make Money? Our Revenue Streams:

We have two routes for our revenue streams:

-Licensing: Our primary customer in this route is medical device manufacturers and agents for distribution.

-Partner manufacturing: Our customer in this route will be tenders, hospitals, distributors and private clinics.

We have established these two routes for introducing not only the current product line (hemostatic sponges) but also the coming product lines (antimicrobial wound dressings and stents).

- Partner manufacturing agreement: with Falha Investment (medical device factory) in Oman.

- Licensing agreement with MPS, Bashirko gp (one of the biggest medical device distributing agents) and Biotischen (Medical device manufacturer).

The agreements above include either Royalty shares, or partner shares in the revenues.

In addition to ongoing discussions for agreements with Canada, Qatar and Kuwait.

What about Competition?**For the current licensing market in KSA:**

Through the current licensing agreement with MPS, Bashirko gp (Distributing agent in KSA) and Biotischen (Medical device manufacturer), we have access to the NUPCO tenders (these are the collective purchases of the public hospitals, the military and the National Guard) and thus access to the competitor products and their market price and annual sales.

NUPCO tenders represent 40% of our market, thus the following tables gives clear indication of the market size and prices of the competitor products.

SN	NUPCO CODE	ITEM DESCRIPTION	UOM	VENDOR NO.	VENDOR NAME	MANUFACTURER	COUNTRY	CATALOGUE NO.	MDMA/SFDA	TRADE DESCRIPTION	VOLUME/PACK SIZE	TRADE SHORT DESCRIPTION
1673	4231160706600	HEMOSTASIS, AGENT, ADHESION PREVENTION: ANTI ADHESION USAGE 5 GRAMS WITH LAPAROSCOPIC APPLICATOR, (100% PLANT BASED POWDER FOR HEMOSTATIC), STERILE	EA	400492	Professional Medical Expertise Comp -Orig-	C.R. BARD Subsidiary of BD	USA	SM0007 + AM0005	MDMA17080 171	ARISTA AH 5G Hemostatic Powder wi	1 each / each	HEMOSTASIS AGENT 5GR SM0007+AM0005 BARD
1672	4231160706500	HEMOSTASIS, AGENT, ADHESION PREVENTION: ANTI ADHESION USAGE 3 GRAMS WITH LAPAROSCOPIC APPLICATOR, (100% PLANT BASED POWDER FOR HEMOSTATIC), STERILE	EA	400492	Professional Medical Expertise Comp -Orig-	C.R. BARD Subsidiary of BD	USA	SM0002 + AM0005	MDMA17080 171	ARISTA AH 3G Hemostatic Powder wi	1 each / each	HEMOSTASIS AGENT 3GR SM0002+AM0005 BARD
1702	4215161472800	HEMOSTASIS, SOFT PLIABLE SPONGE, ABSORBABLE, MICROFIBRILLAR 100 % COLLAGEN, 8 CM X 12.5 CM X 3 CM, 100 SQ CM, DISPOSABLE, STERILE	EA	400492	Professional Medical Expertise Comp -Orig-	C.R. BARD Subsidiary of BD	USA	1050050	MDMA16110 424	Avitene® Ultrafoam™ 100% Collagen	1 each / each	AVITENE ULTRAFOAM 100%COL 1050050 BARD
1707	4231160700800	HEMOSTASIS, SPONGE, COLLAGEN, WITH HUMAN FIBRINOGEN, AND HUMAN THROMBIN, ASSORTED SIZES	PC	400225	The National Medical Products Co.,Ltd -Orig-	CURAMEDIC AL B.V	Netherlands	TT-08050	MDMA18110 161	TENATAC 80 x 50 x 10MM	5 items (Pieces) / each	SPONGE COLLAGN FIBRINOGN TT08050 CURAMED
1717	4231160001500	HEMOSTATIC, SPONGE, ABSORBABLE GELATIN, COMPRESSED, APPROXIMATELY 8 X 12.5 CM, STERILE	EA	400492	Professional Medical Expertise Comp -Orig-	C.R. Bard Subsidiary of BD	USA	1050040	MDMA16110 424	Avitene® Ultrafoam™ Collagen Spon	1 each / each	HEMO SPONGE ABS 8X12.5CM 1050040 BARD

SN	NUPCO CODE	ITEM DESCRIPTION	INITIAL QUANTITY	Unit Price SAR WITH VAT
1717	4231160001500	HEMOSTATIC, SPONGE, ABSORBABLE GELATIN, COMPRESSED, APPROXIMATELY 8 X 12.5 CM, STERILE	17,760	188.18
1707	4231160700800	HEMOSTASIS, SPONGE, COLLAGEN, WITH HUMAN FIBRINOGEN, AND HUMAN THROMBIN, ASSORTED SIZES	16,550	135.00
1702	4215161472800	HEMOSTASIS, SOFT PLIABLE SPONGE, ABSORBABLE, MICROFIBRILLAR 100 % COLLAGEN, 8 CM X 12.5 CM X 3 CM, 100 SQ CM, DISPOSABLE, STERILE	10	321.65
1672	4231160706500	HEMOSTASIS, AGENT, ADHESION PREVENTION: ANTI ADHESION USAGE 3 GRAMS WITH LAPAROSCOPIC APPLICATOR, (100% PLANT BASED POWDER FOR HEMOSTATIC), STERILE	7,100	300.00
1673	4231160706600	HEMOSTASIS, AGENT, ADHESION PREVENTION: ANTI ADHESION USAGE 5 GRAMS WITH LAPAROSCOPIC APPLICATOR, (100% PLANT BASED POWDER FOR HEMOSTATIC), STERILE	3,900	341.20
1705	4231160600500	HEMOSTASIS, SPONGE, ABSORBABLE, GELATIN WITH HEMOSTATIC EFFECT, 80 X 50 X 10 MM, STERILE	10	18.00
1706	4231160600600	HEMOSTASIS, SPONGE, ABSORBABLE, GELATIN SIZE 70X 50X1MM	10	85.04
1708	4231160706900	HEMOSTASIS SPONGE, GELATIN FOR ANAL, 80 MM X 30 MM, LONG, STERILE	410	20.00

As previously mentioned, being a Saudi manufactured product mandates your selection in governmental tenders as long as the product displays the same efficacy.

InCurA products not only display the same efficacy but they exhibit enhanced efficacy.

As an example: 1) Our Colibri Care gelatin sponges readily absorb blood in a few seconds without requiring pre-wetting up to 55x its weight, thus exceeding the imported highly expensive ones currently present in our markets.

Competitive Advantage



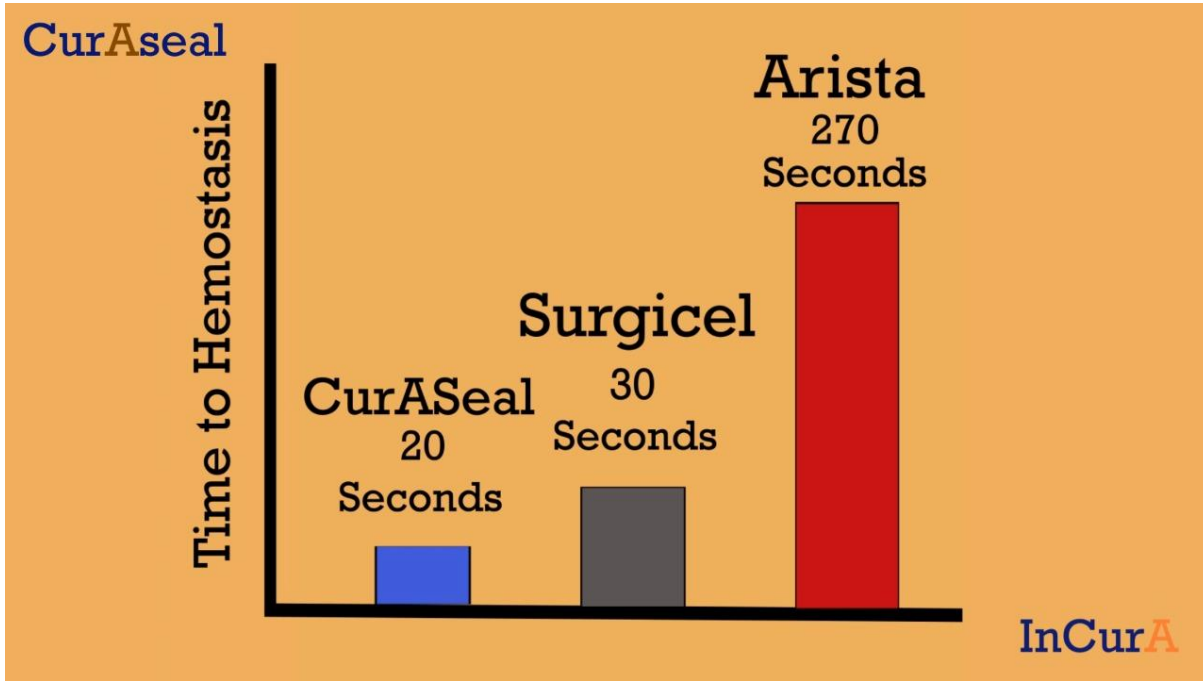
After 2 minutes



Rapid Blood
absorption
without
pre-wetting
As compared
to imported



2) Our CurASeal hemostatic powder allow blood clotting in only 2 seconds exceeding the strong international brands (Surgicel and Arista)



For the Manufacturing route:

In the first three years our target is to distribute in Oman, UAE and Egypt.

Competitive products for Colibri Care Gelatin sponges:

Within Oman: Currently they still rely on the conventional cotton and gauzes. No imported hemostatic agents yet entered the Omani Market. Cotton and gauzes absorb only 10X their weight and exhibit zero ability to accelerate clotting and stop bleeding. Thus, with our introduced line of hemostatic agents that not only absorbs 55x its weight but accelerates clotting and stops bleeding. Our hemostatic agents are also biodegradable, meaning absorbed by the human body thus they can be left at the surgical site to stop bleeding and later on absorbed by the human body.

Within Egypt and UAE: No locally manufactured hemostatic sponges are present, however a number of imported products from, USA, Germany, Italy and others are present in both markets. The following table summarizes the competitive advantage of Colibri Care sponges as compared to the imported products. Whereas, the hemostatic powder currently present is Arista powder that allows blood clotting in 270 sec as compared to our CurASeal that allows blood clotting in only 20 seconds.

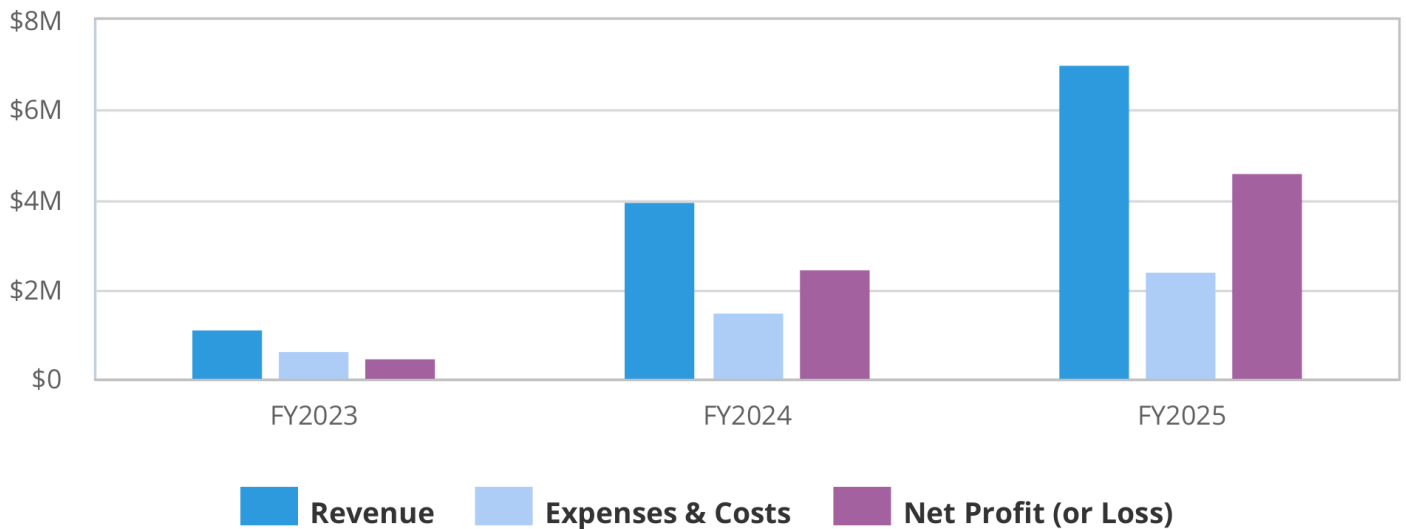
Competition



Property	Gelfoam	Cutanplast	Geltispon	Coltene	Colibri Care
Price (\$)	25.1	26.8	20	23	12-18
Easily tailored to surgical site	✓	✓	✓	✓	✓
Accelerates clotting	✓	✓	✓	✓	✓
Absorption Ability	Up to 39x	Up to 40x	Up to 40x	Up to 40x	Up to 60x
Needs Prewetting	✓	✓	✓	✓	X

What about the financial projections?

The current financial projections are based on the license agreements in KSA and the current numbers in NUPCO tenders in addition to the Oman market and 5% of the UAE and Egyptian markets for the hemostatic products in years 2023 and 2024 and for the hemostatic products and wound dressings in year 2025.



Why Us?

InCurA has gathered scientists from top universities, and met on the same purpose, which is we are able to develop innovative medical solutions able to satisfy the local market & compete globally.

InCurA Founders:

Co-Founder: Dr. Wesam Sarhan: is a passionate entrepreneur aiming at the translation of innovative research ideas to actual products in the middle east. Dr. Wesam has over a decade experience in entrepreneurship in the healthcare field, won multiple competitions and secured multiple funds. Dr. Wesam has a PhD in nanotechnology from the American University in Cairo, is the co-author of multiple papers and 4 international patents.

Co-Founder: Mr. Mousa Salem: is a brilliant researcher in Chemistry and Biomaterials, thus solving problems via reconnecting dots to serve the desired purpose. Mr. Mousa also manages optimizing the scaling up of the developed innovative solutions. Mr. Mousa was a Graduate Visiting Researcher, Harvard Medical School with strong experience in product design, fabrication and development of medical devices.

InCurA Team:

Ms Nehal Elghazawy works continuously on chemical synthesis and development of new biomaterials. She graduated top of her class from the faculty of Pharmacy and biotechnology, GUC. Since then, Nehal has pursued her M.Sc. and PhD. degrees in Martin-Luther Universität and Halle-Wittenberg universities in Germany. Recently, Nehal has joined Colibri care as a R&D scientist and Product developer.

Mr. Saif Elmofty working continuously for the biological evaluation and characterization of our developed biomedical innovations. Saif El-Din El-Mofty is a graduate student of Biomedical Science, Zewail City. Saif has excellent research experience in the biological evaluation of developed materials as well as excellent research skills in the fabrications of different nanomaterials.

Ms Sara Hassan Omar is a multi passionate scientist, she started her early career in clinical pharmacy and clinical research. She participated in the launching of DataClin- a contract research organisation that is one of the major CROs now in the MENA region. Subsequently, Sara received her masters in nanotechnology on her work on developing novel platforms for brain targeting from the American University in Cairo. Sara is responsible for the clinical evaluation of our developed products.

Dr. Salim Elwahabi, our manufacturing partner in Oman. Dr. Salim is a creative leader in healthcare, working continuously on enabling the growth of biomedical innovations in the Middle East. With the mindset of an entrepreneur and strong network, Dr. Salim facilitates and enables the production and distribution of biomedical innovations. Dr. Salim holds years of experience in the healthcare, having his MD from Johns Hopkins university and serving as the head in the Ministry of Health, Oman. In addition to his strong achievements via his role in the UNESCO.

