

**Dutch** Life Sciences  
c o n f e r e n c e

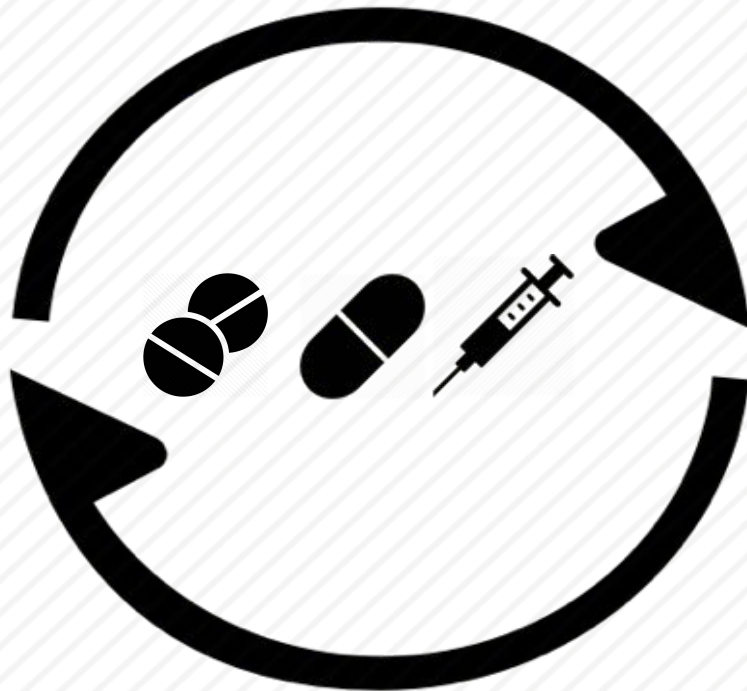


Pieter J. Gaillard, PhD  
2-BBB Medicines BV

**A life science business and  
investment model tailored to the  
founder/entrepreneur**

# The drug development funding paradox

new drug → market  
12 – 15 year



≠

investor → exit  
5 – 7 year



## The founder paradox

1. Patient = motivation
2. Product = therapy
3. Personnel = team
4. Profit = revenue



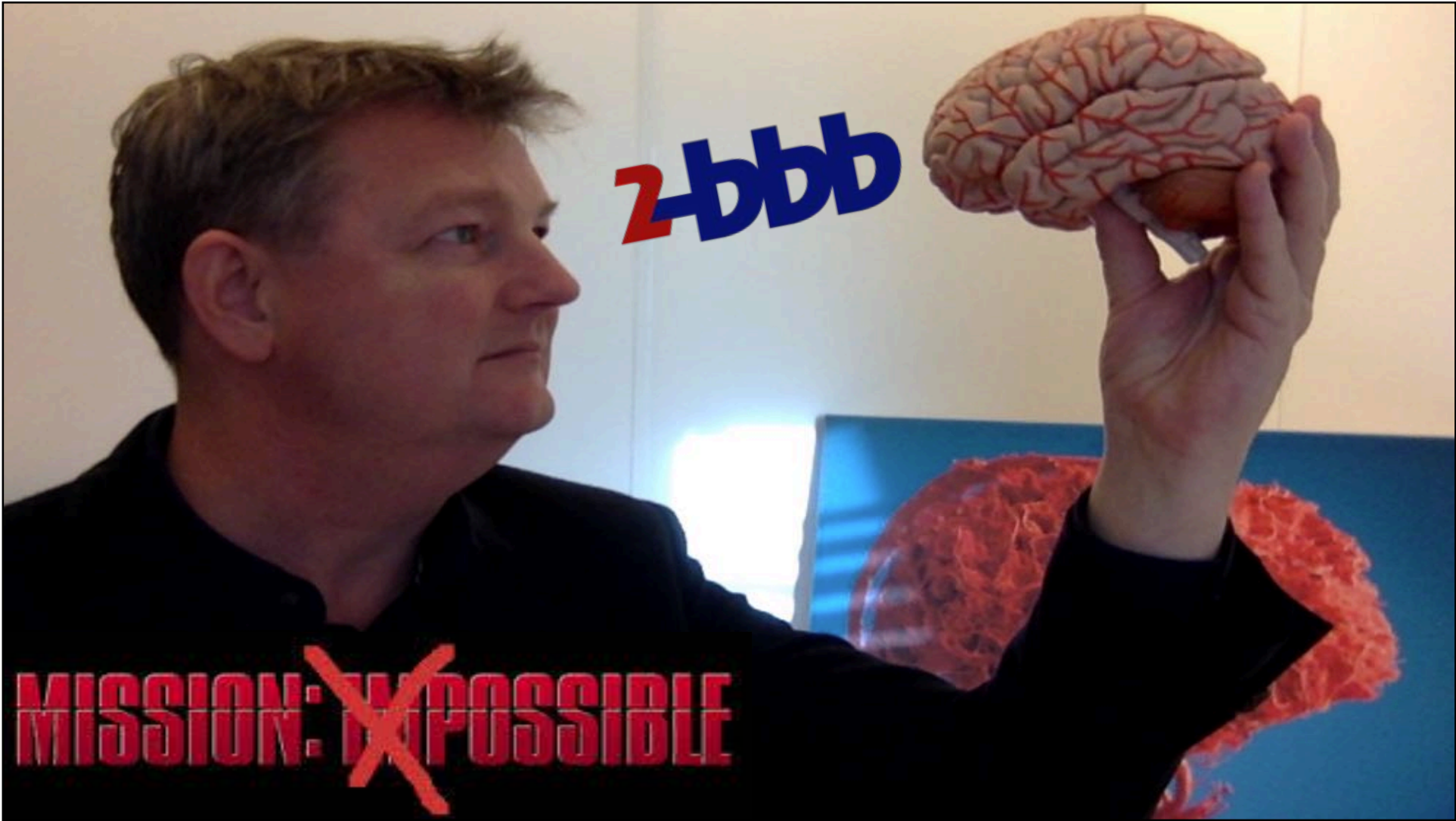
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1. Product = share value
  2. Profit = exit value
- ✦ (Personnel)
  - ✦ (Patient)



1. Product/Company
  2. Profit = revenue
- ✦ (Patient)
  - ✦ (Personnel)





z-bbb

MISSION: ~~IMPOSSIBLE~~

## A model tailored to the founder

1. Patient = motivation

2. Product = therapy

3. Personnel = team

4. Profit = revenue

1. Patient = benefit +

2. Product = development €

3. Personnel = fte +

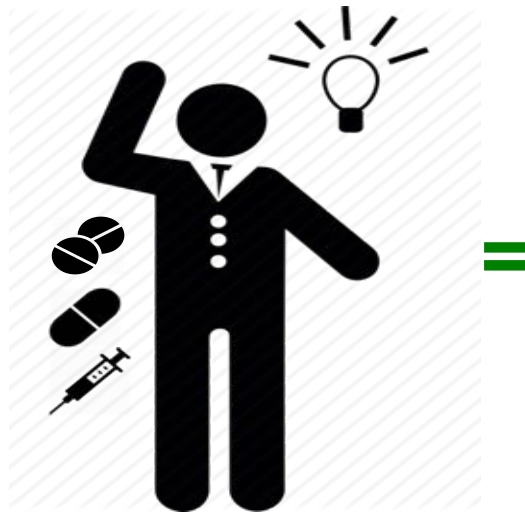
4. Profit = economical +

1. Patient = news

2. Product = Profit

3. Personnel = value

4. Shareholders = 😊



=



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# My passion and motivation

1988



1992



## **blood-brain barrier (BBB): biological firewall**



## **blood-retina barrier (BRB)**



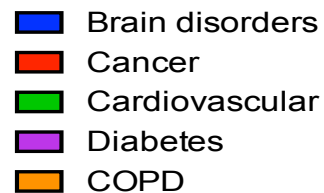
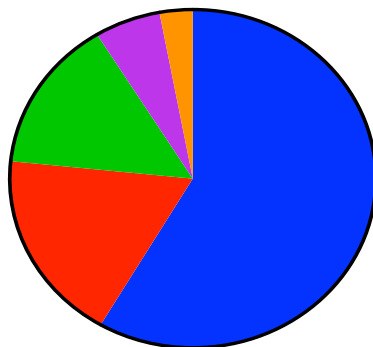




## Annual EU healthcare costs (direct and indirect)

European Neuropsychopharmacology (2011) 21, 718–779

Cost of disorders of the brain in Europe 2010



1. Brain disorders: €798 billion
2. Cancer: €250 billion
3. Cardiovascular: €192 billion
4. Diabetes: €83 billion
5. COPD: €39 billion

# Creating better treatment options for devastating brain diseases

**to-bbb**



**Neuro-oncology  
diseases**



**Neuro-inflammatory  
diseases**

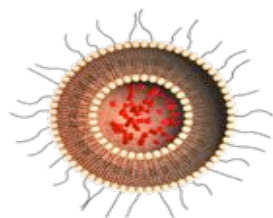


**Neuro-degenerative  
diseases**

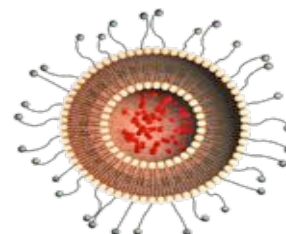
# Reducing risk, costs and time to market



existing drugs  
with proven targets



established  
delivery technology



safe brain  
targeting

*Glutathione ->  
Proprietary  
G-Technology®*








better treatments  
options

*2B3-101  
2B3-201  
2B3-xxx*













# Product pipeline (2009-2014)



Compound	Indication	Preclinical	Phase 1	Phase 2	Phase 3
2B3-101 Neuro-Oncology					
2B3-201 Neuro-Inflammation					
2B3-xxx Neuro-degeneration		<b>&amp; Many industry and academic pipeline R&amp;D partnerships in neuro-degenerative diseases</b>			

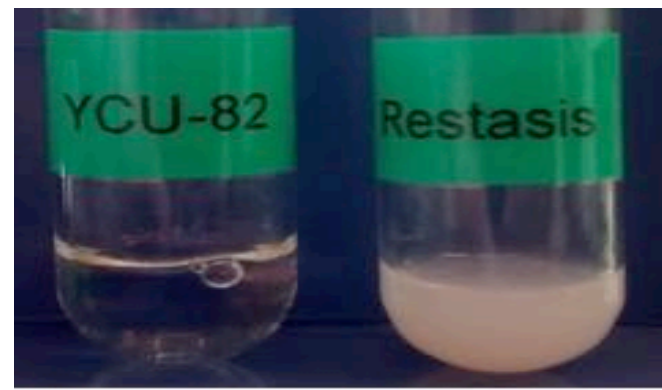
# Continued partnering model 2015-2016



Compound	Indication	Preclinical	Phase 1	Phase 2	Phase 3
2B3-101 Neuro-Oncology					
2B3-201 Neuro-Inflammation					
2B3-xxx Neuro-degeneration		<p><b>&amp; Many industry and academic pipeline R&amp;D partnerships in neuro-degenerative diseases</b></p>			
					



*US\$800 per patient  
per year: US\$1B sales*



0.5% CsA

0.05% CsA



**Product/Indication**  
**Geography**  
**Human/Veterinary**

**YCU-1.2**

clear  
ophthalmic lipid  
solution:  
artificial tears



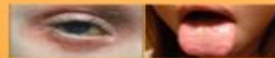
**YCU-22**

CsA eye drops  
(0.1%): steroid-  
sparing agent  
(better Restasis)



**YCU-jet**

tacrolimus spray  
(0.1%) to  
periocular skin  
& tongue



**YCU-82**

strong CsA  
drops (0.5%) for  
intractable  
retinal diseases







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