



Novel Chemistry – Abundant Opportunities

Plura Biosciences, Inc.

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Website:	www.plurabioscience.com	Founded:	2010
Telephone:	303-817-7553	Employees:	2

Description of Company:

Plura Biosciences develops innovative carbene chemical catalysts for the production of chiral fluorine-bearing (and related) molecules for the life sciences industry. Plura's lead products are its ChiraFluor process employing Rovis NHC catalysts. Plura's ChiraFluor technology is a disruptive platform technology for creating heretofore-novel chiral fluorine compounds. Plura's carbene catalysts enable highly efficient, cost effective green chemistry solutions for research, development and commercial phases. The carbene catalyst technology was developed in the lab of Professor Tomislav Rovis and exclusively licensed from Colorado State University. Additional specialty chemical technology for the manufacture of Antibody-Drug conjugates is under investigation.

Market:

Approximately 25% of all marketed drugs contain fluorine, including three of the 10 best selling drugs in 2011. However, existing technologies have focused on introducing fluorine into aromatic molecules (non chiral). Due to its importance in drug development technology, this aromatic fluorination technology has recently spawned investment by venture firm Allied Minds in startup SciFluor . Plura's ChiraFluor technology allows a major expansion by enabling fluorine to be added to non-aromatic species and create chiral fluorine molecules such as organic acids, amides and amines. These three classes represent a significant percentage of all marketed drugs. Plura's ChiraFluor technology can be used to re-engineer generic or branded drugs for improved follow on product line extension or in developmental stage programs.

Management:

- Joseph Guiles, President, CEO, Founder. a 20-year veteran of pharma/biotech with wide-ranging bench to executive level experience in medicinal chemistry and pharmaceutical manufacturing. Former employers include Aventis, Johnson & Johnson and Replidyne, currently employed at Cedarburg Hauser.
- Tomislav Rovis, CSO, Founder. Professor of Chemistry Colorado State University
- Terry Opgenorth, Advisor. >20 years biopharma R&D experience; former DVP, Drug Discovery, Abbott.

Recent Milestones:

- Plura has established a relationship with a major emerging biotech to evaluate its ChiraFluor technology in its drug discovery programs.
- Plura has established a supply contract with a major chemical firm for the marketing and sale of its catalysts and a second is in development.

Financing:

Plura is seeking a strategic Angel investment of \$600k followed by a moderate Series A round of \$1.5-2.0 M. These funds will be used to pay overhead with the goal of being cash positive by the end of 2015 from sales of catalysts and R & D contracts.