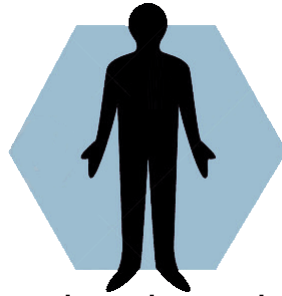





BIOMARKER



Dr. C.C. Liu has developed a method to test for the presence of select **biomarkers** that correspond to various **conditions and diseases** present in the human body

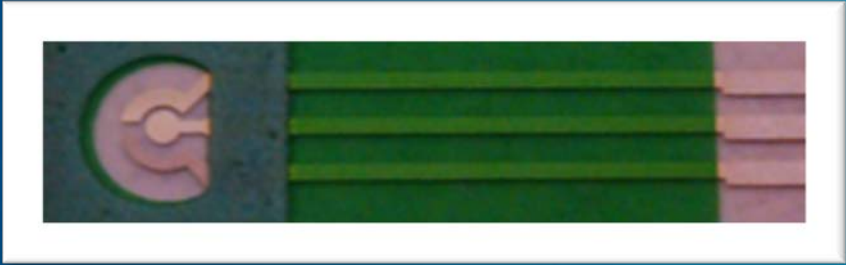
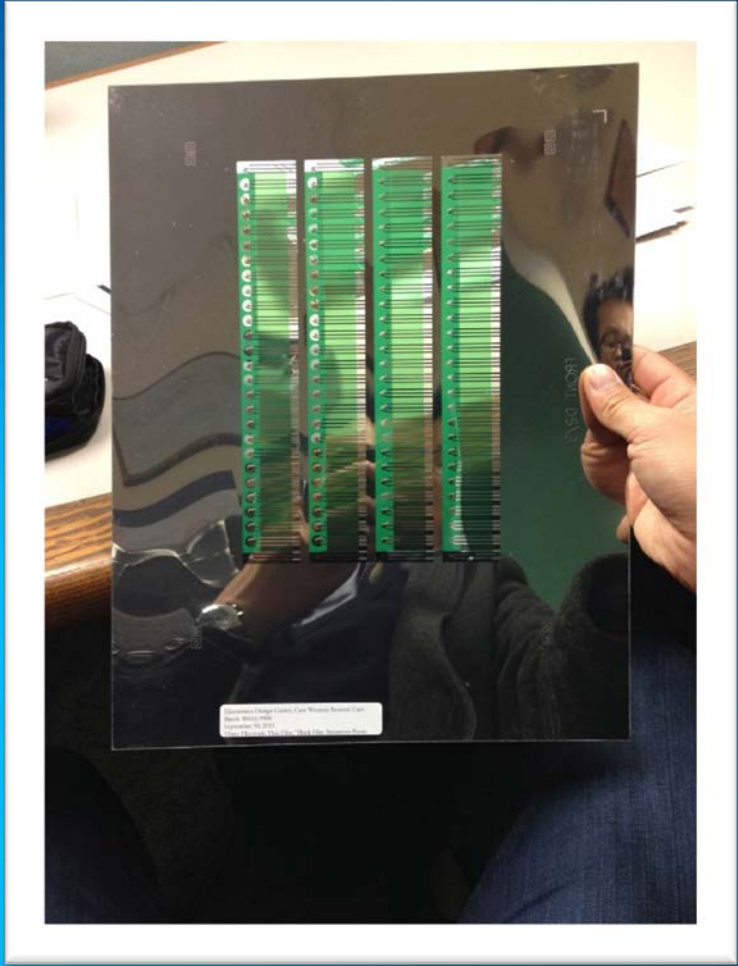


A large white circle is centered on a dark blue background. The circle is surrounded by a ring of approximately 30 awareness ribbons in various colors, including yellow, white, red, green, blue, purple, pink, and orange. The ribbons are arranged in a circular pattern, with some overlapping the white circle. In the center of the white circle, there is a text block.

Of all the many diseases that could be tracked using the biomarker technology...



We chose to focus on
PROSTATE CANCER





And these are some of the
conversations that we had

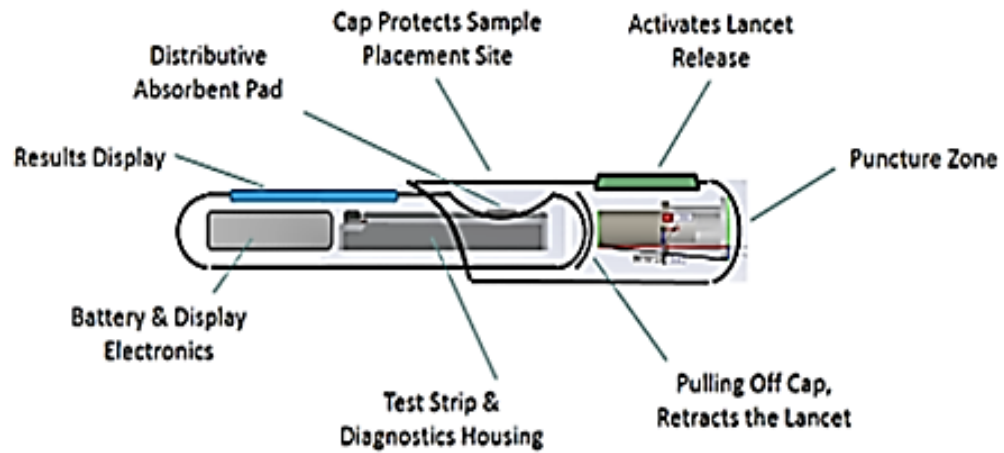
Home use
vs
Clinical

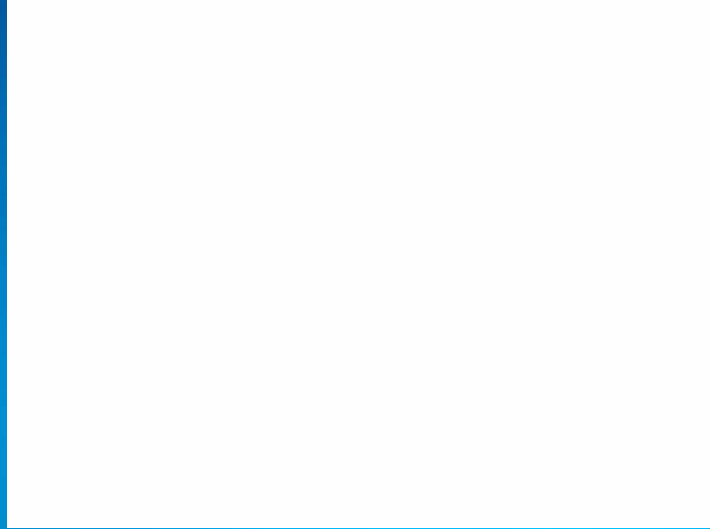
Frequency
of Use

Disposable
or not

Emotional
Impact

Technical Specification







The Market



40 million men over the age of 40

Price Point



Digital pregnancy tests
cost \$15

iBG*Star costs \$45

Future Challenges





Future Vision

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