

# KETOSWISS pitch deck

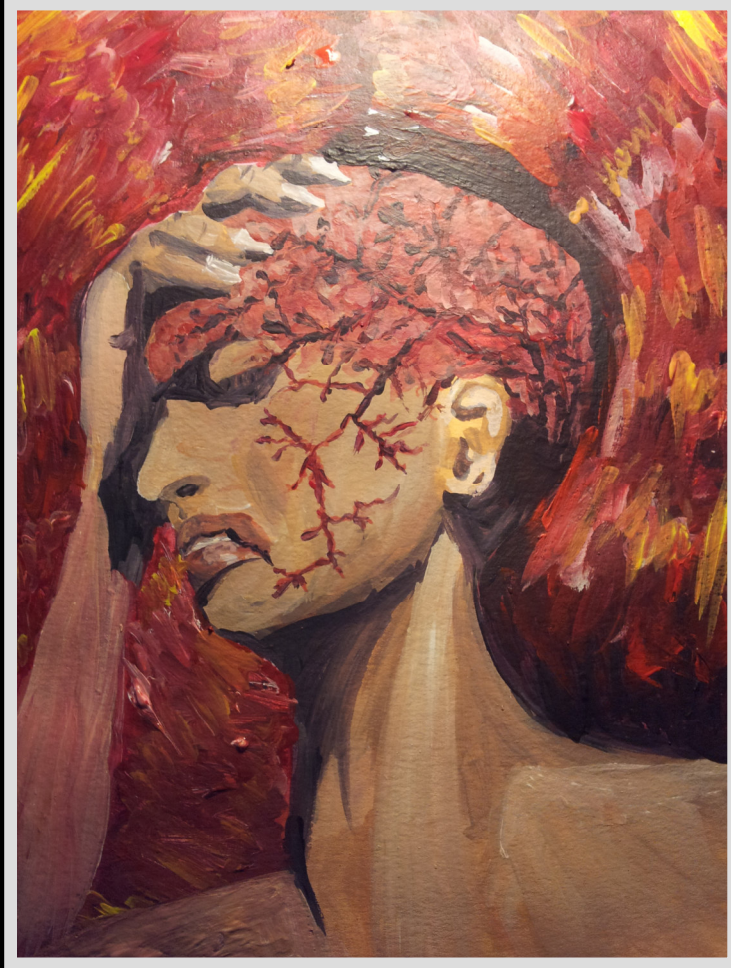
- Mitigating Metabolic Migraine without side-effects

September, 2021



Dr. Elena Gross

SELF-PORTRAITS BY DR. ELENA GROSS, 2014



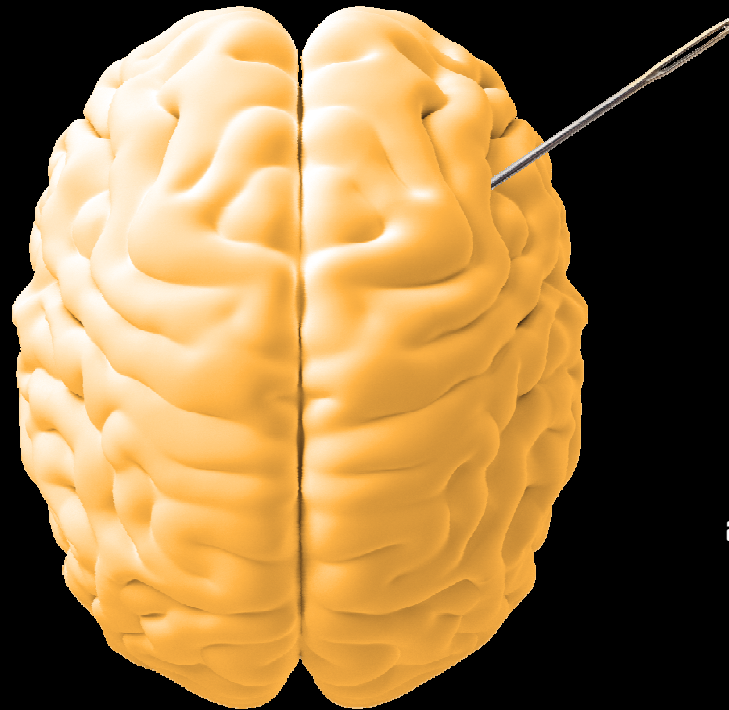
# EVERY 7<sup>TH</sup> PERSON AFFECTED BY MIGRAINE

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**1 Billion People**  
with Migraine worldwide

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**150 Million**  
are chronically affected



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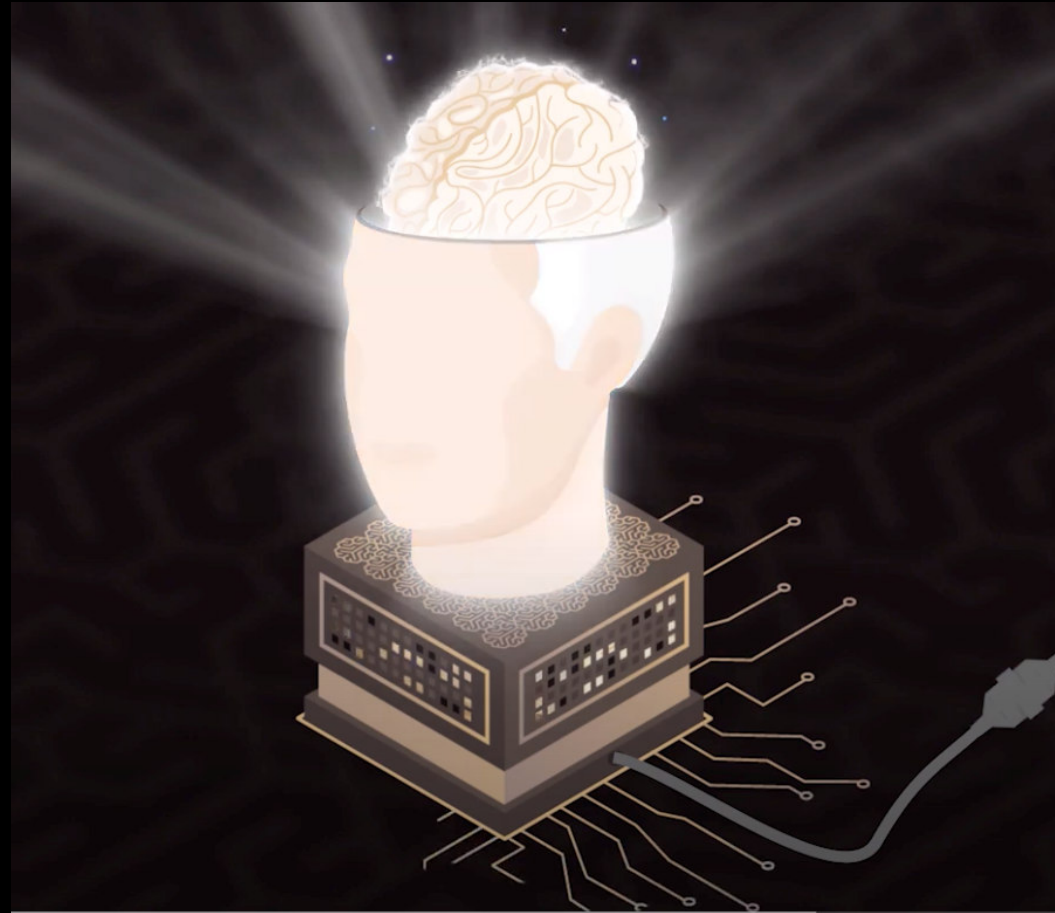
**\$111 Billion**  
direct & indirect  
medical costs (EU)

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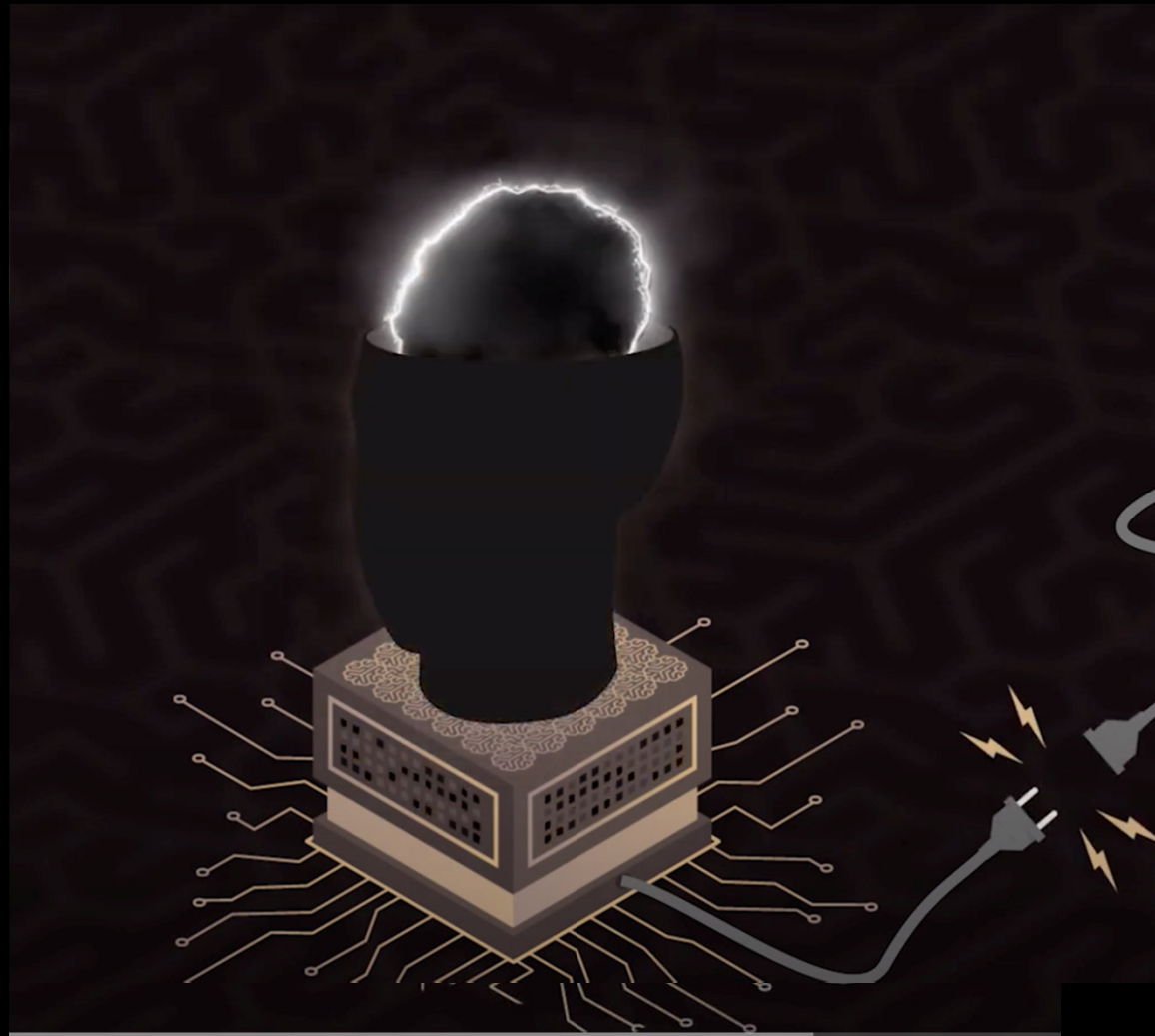
**No effective solution**  
apart from injection-based chronic pain killers



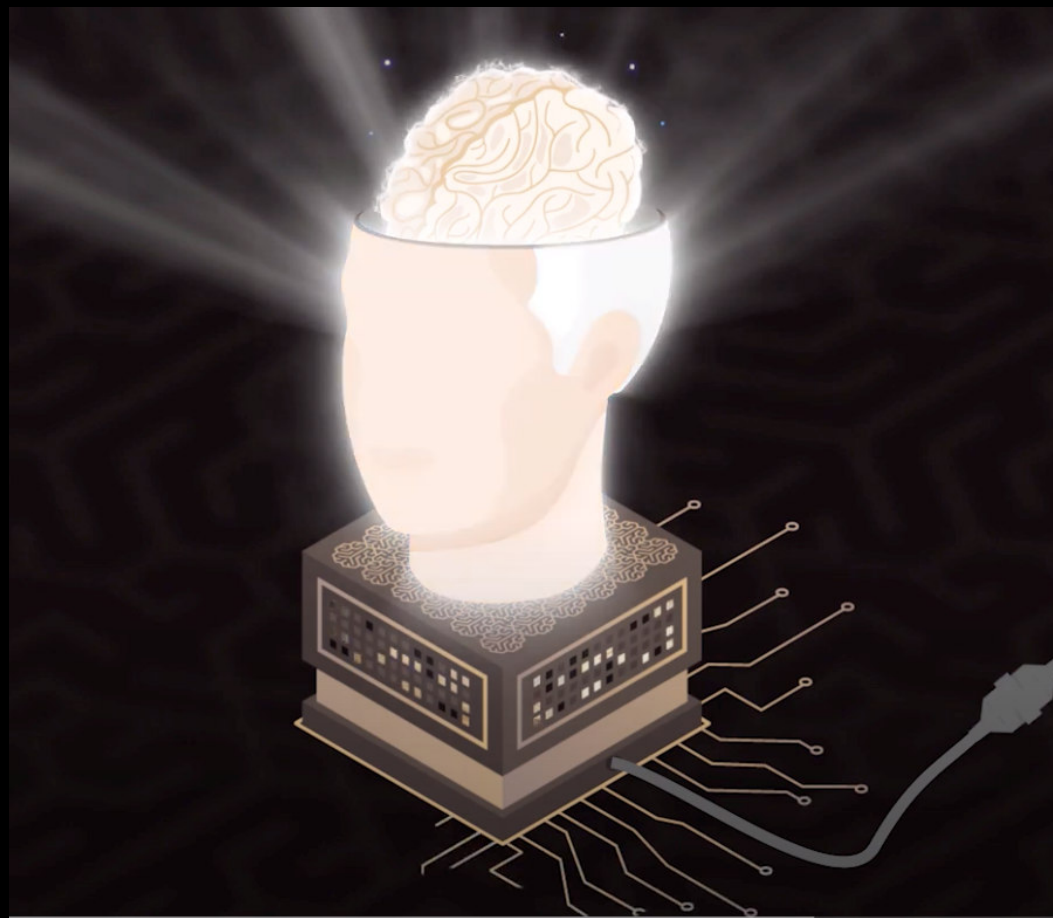
# METABOLIC MIGRAINE



# Brain energy deficit

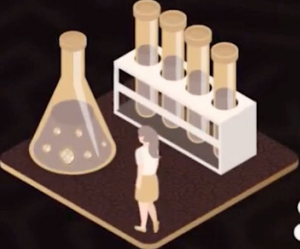


# MigraKet



# Mitigating Metabolic Migraine

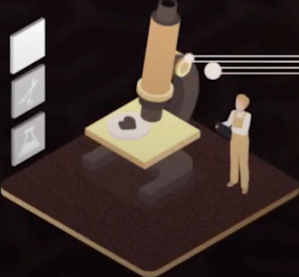
Awarded



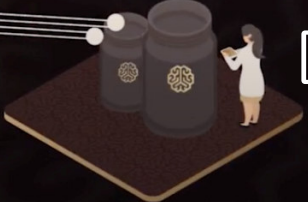
Patent-backed  
(4 patent applications,  
1<sup>st</sup> approved)



Safe



Clinically tested  
(Phase I &  
Phase 2a trial)



KETOSWISS



## Phase 2a randomised, placebo-controlled cross-over efficacy and safety trial on MigraKet1 (n=40)



- **30% responder** rate (despite low potency first product)
- **- 5.7 migraine days (60%)** reduction in responders
- **Biomarkers** predicting treatment response
- **No safety** concerns

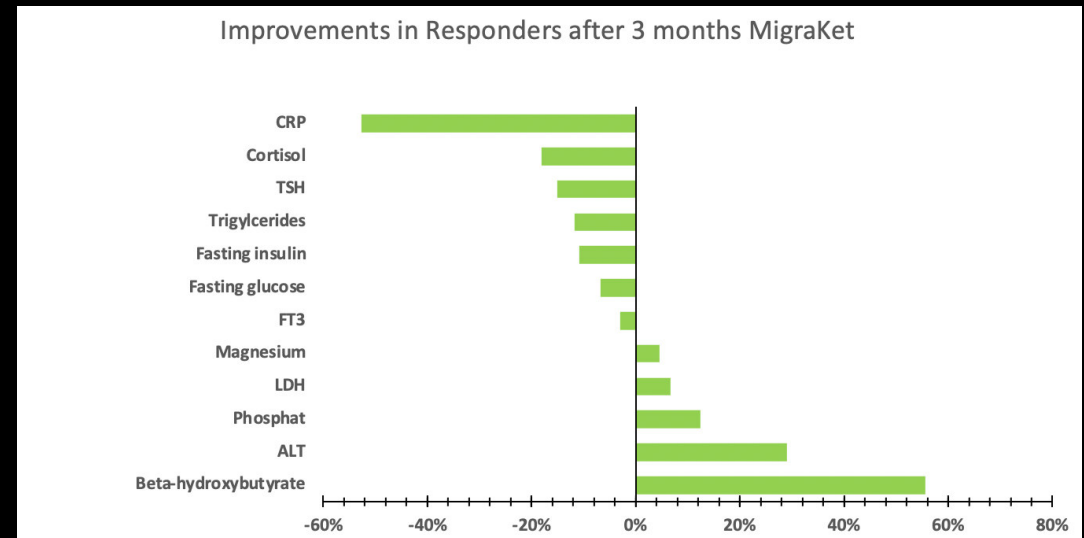
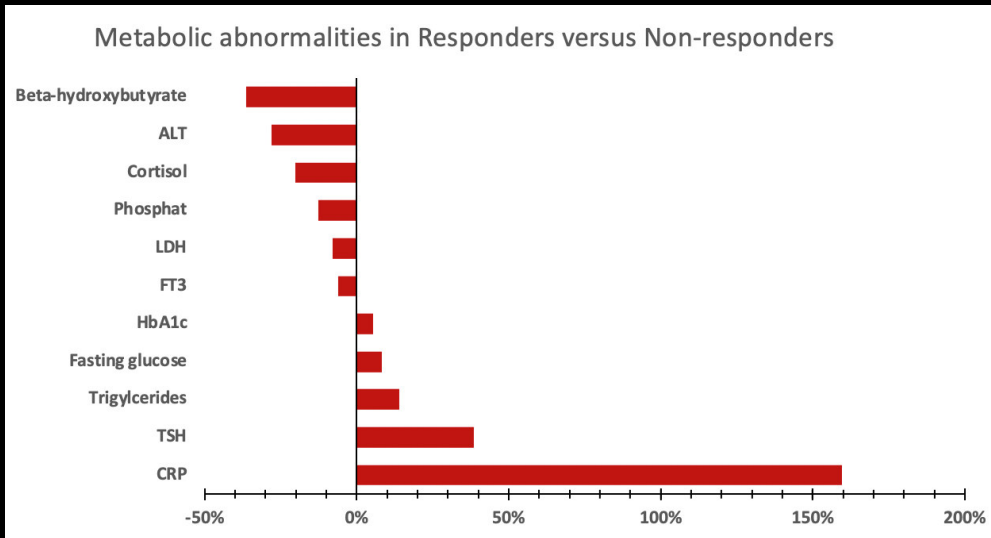




# REVERSAL of inflammatory & metabolic abnormalities after 3 months of MigraKet

Responders to MigraKet are more metabolically deranged & inflamed to non-responders

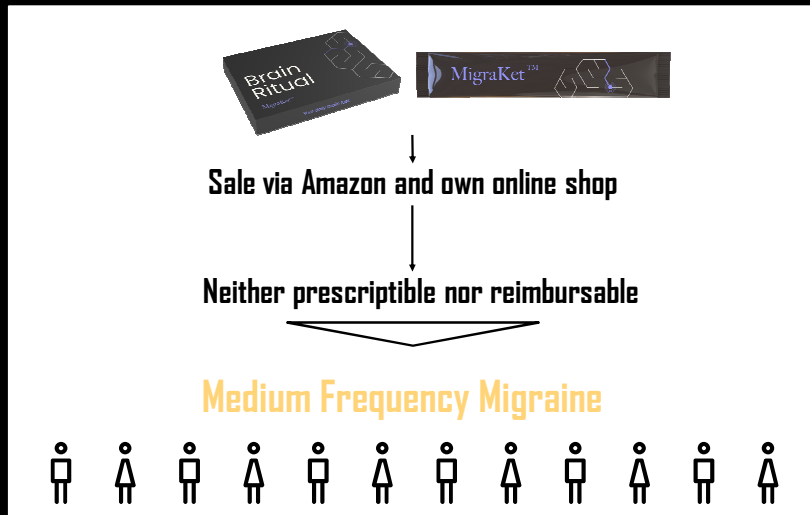
All these markers of metabolism & inflammation improve substantially after 3 months of MigraKet intake



# MigraKet: QUICK ACCESS FOR PATIENTS IN NEED & QUICK REVENUES FOR US

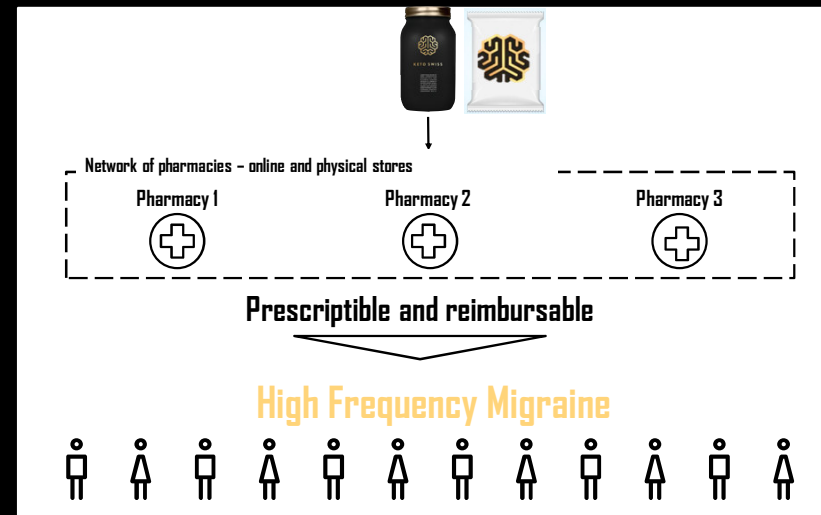


## 1: Consumer health product (Brain Ritual)



**\$ 1.5 m (2023) - \$ 115 m (2029)**

## 2: Medical product (drug KetoSwiss Rx)\*



**\$ 5'500 m (2033)**

\* After Phase 2 trials a pivot to FSMP/medical food is most likely possible.



# FUNDING OVERVIEW



Approx. **USD 600k** in grant money by SNF

Funding of research, in particular for first clinical trial



Series A (**USD 11m**) in 2 tranches (**USD 3.5m / USD 7.5m**)

Pre Series A: US market entry, EU launch prep and product development - **3.5m**  
Series A: phase 2b clinical trial & regulatory, cGMP product development – **7.5m**

2017

2018

2019

2020

2021



Funding of research and establishment of company

Seed funding of **USD 500k**



Funds needed for product development, patents etc

Bridge funding (**USD 1.5m raised**)



FUEL FOR BRAINS

SELF-PORTRAIT BY DR. ELENA GROSS, TODAY



# MANAGEMENT TEAM

## – A COMMITTED, DEDICATED AND INTERDISCIPLINARY TEAM

**Will Black,**  
Chief Commercialization  
Officer



Highly experienced, global sales, marketing and business development professional with 35 years of corporate and start-up credentials (DSM, Cromadex amongst others). His focus is the Human Health and Nutrition space in the US and internationally.

**Robin Berger,**  
Chief Financial Officer



Holds a degree in MSc Investment Management (CASS Business School) and is a CFA Charter holder. He has multiple years of experience with business is valuation and investment calculation.

**Dr. Sebastian Hersberger,**  
Chief Operating  
Officer



PhD in Financial Management and more than ten years of experience working with companies on topics such as driving extensive and sustainable growth, designing and implementing business operations and effective operational & financial procedures.

**Dr. Adrian Soto,**  
Chief Medical Officer



Medical Doctor specialized in the field of internal medicine and has a PhD from the University of Oxford, where he researched the potential clinical applications of exogenous ketone bodies. Adrian has successfully led various clinical trials.



**Dr. Timm Trenkrog,**  
Chief Technology  
Officer



Holds a PhD in Pharmaceutical Technology and has more than twenty years of experience in building-up and managing supplier network for clinical and commercial manufacturing for drug substances, drug products, and packaging.

**Panitda Huynh,**  
Social Media Community  
Manager



BSc student in Psychology at University of Basel, Panitda is a Neuroscience and Digital Marketing passionate. She has worked as Marketing Consultant for start-up companies around the world such as Tiktak Korea and Amazer at Google Campus Seoul

**Dr. Elena C. Gross,**  
CEO/CSO & Founder



BSc in Psychology (University of York), MSc in Neuroscience (University of Oxford); a PhD (Dr. sc. med) in Clinical Research (University of Basel). Ex-chronic migraineur, founder of KetoSwiss AG and inventor of 4 patents.



# GET IN TOUCH WITH KETOSWISS



**Dr. Elena Gross**  
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elena.gross@keto.swiss



**Keto Swiss AG**  
Sperrstrasse 10  
4057 Basel  
Switzerland



1st place in BioTech at  
Top100 Swiss start up



Top 10 Swiss BioTech



Venture Leader 2020  
program in Boston



3rd in Life Science



1st place



Top 5



# BOARD OF DIRECTORS

## – A COMMITTED, DEDICATED AND INTERDISCIPLINARY TEAM

**Dr. Elena C. Gross,**  
CEO/CSO & Founder



Holds a BSc in Psychology (University of York), an MSc in Neuroscience (University of Oxford) and a PhD (Dr. sc. med) in Clinical Research (University of Basel), where she ran a trial on exogenous ketones in migraine prevention. She used to be a chronic migraineur, founded KetoSwiss AG and is the inventor of 3 patents.

**Matthias Währen,**  
Chairman of the Board



President of the Board of KetoSwiss AG, member of the Board of SIG Combibloc and other startups. Previously CFO & member of the Executive Committee of Givaudan and Global Head of Finance at Roche Vitamin Division, Finance Director Roche USA, Japan, Korea.



**Alexandra Carrel**  
Board Member



Former General Counsel and Secretary General of Inserm Transfert, French Research institute for human health. Alexandra founded her own law firm in 2014 and counts more than 20 years of expertise in intellectual property and business law between Paris, London and Geneva.

**David Meinhart**  
Board Member



Chief executive with extensive experience, from investment to machine learning at Schroders. David is an Advisor and Mentor to many startups (MinHash acquired by Salesforce), Fintech accelerators. He is a Senior Research Associate at University College of London.



# ADVISORY BOARD

## - Renowned Science, Clinical, Business & Strategy Experts

**Prof. Dr. Jean Schoenen,**  
Scientific advisor



Former President of the International Headache Society & Belgian Neurological Society, research Director, full Professor at Liège University & Associate Editor of Cephalalgia. World expert on metabolism and migraine, with over 900 publications (H index: 56 after 1996), 92 book chapters & 4 books.

**Dr. Thomas Beck,**  
Business & strategy advisor



Former head of the Nestle research centre and is now head of R&D at DSM. He brings a wealth of experience in the supplement / nutraceutical and life s/ health sciences industry and an extensive network.

**Dr. Zameel Cader,**  
Scientific & clinical advisor



Currently Head of Oxford Translational Molecular Neuroscience Group. He is a Senior clinical academic with a track record in translational medical research. Successful leadership of large academic-industry partnerships with societal impact.

**Peter Stähli,**  
Business & strategy advisor



Founder of several startups and the Swiss Economic Forum (of which he was CEO until 2016). Moreover, Peter successfully advised several startups and owns a very strong national and international network.



**Dr. Egle B. Thomas**  
Business & strategy advisor



Over 20 years of experience in business strategy, business development, and R&D project management in Europe and the US. She drove activities across nutrition, agricultural and related industries while at Syngenta as well as smaller companies.

**Paola Ghillani,**  
Business & strategy advisor



Paola has expertise in Management and Strategic planning, Innovation incl. Startups coaching, Sustainability and management consulting. She is an independent and experienced Board Member since 2001: Migros, Romande Énergie, International Committee of the Red Cross, Transitec, etc.

**Daniel Lustenberger,**  
Business advisor



An experienced international finance, accounting and management consulting professional. He is a Swiss Certified Public Accountant, holds an Executive MBA from IMD and has 20 years life sciences and technology experience.







# KETOSWISS

FUEL FOR BRAINS



# MIGRAINE: HUGE MARKET DUE TO LACK OF SOLUTIONS & HUGE NUMBER OF DESPERATE PATIENTS

