

FIRST CHOICE BIO

PRIMARY CELL PRODUCTS

A Delaware C-Corporation, established 2023

**Human Cell Samples with
Clinical Data
for Preclinical Research**



WE SELL CELLS



THE PROBLEM

- DONOR and REPEAT DONOR SHORTAGES

10+% Annual increase in Demand = **Sample Shortages & Delays**

- A LACK OF DONOR DIVERSITY = **Non-representative Cell Samples**
- COMPROMISES ON SAMPLE QUALITY & RELIABILITY = **Unworkable Cell Samples**

THE CONSEQUENCES

75+% Of all preclinical research **fails Reproducibility and Translation** into clinical Phase I, resulting in:

\$35+B In **Wasted Resources**, in 2023, in the US alone! Globally **\$80+B**



THE SOLUTION (1)

BRINGING THIS 20th CENTURY INDUSTRY INTO THE DIGITAL ERA:

1: Transform from distribution into an **A.I. driven** Preclinical Research Supply Company, emphasizing on Precision and Data, Quality and Service, Speed and Scalability.

2: With **Data Backed** Market Penetration through samples with deep, Real-Time, Clinical Insights.

3: And **Integrate** Donor and Researcher Ecosystems, choosing to be the seamless, dynamic and secure, A.I. aligned Connection between all parties.

INTRODUCING: **SMART SAMPLES**

THE SOLUTION (2) OUR INTELLECTUAL PROPERTY



1: Patent pending

On the **collection process**:
A.I.-composed questionnaires to prompt certain physiological responses from a donor-subject, before and / or during the collection process.
(USPTO # 63470604)



2: Patent pending

On the **production process**:
Employing innovative laboratory services to provide unique and Real-Time Data to take away the current stab-in-the-dark approach.
(USPTO # 63466905)

3: Applying these patents, our ever increasing generative and interactive database will align our SMART samples with Researchers' Demands, helping them to improve on reproducibility and translation rates.



THE SOLUTION (3)

Last but not least:

We will pivot towards LMI (Low & Medium Income) neighborhoods for **more** Donors

We will pivot towards BIPOC (Black, Indigenous and People of Color) communities for more Donor **Diversity**.

Reimbursing our donors generously for their efforts is therefore part of our **social impact!**

And one can argue that saving the research industry billions of dollars on an annual basis is also a form of social impact. It will open the road and speed up the access and availability to **more individualized drug treatments** and ultimately **disease prevention**.

Moving away from the one cure fits all approach, **because it never has!**



ALSO:

A **Strategic Partnership** with **Rxperius** gives us Access to 1M+ Disease State Donors.

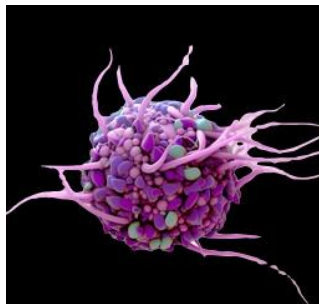
A **Partnership** with **UMASS Biorepository** for frozen Disease State Tissue Samples.

An **Exclusive Global Sales Agreement** of a brand new Maternal Milk stem-cell product-line, becoming available end of Q1, 2025 through **STEMilk, Inc.**

Multiple **Collaborations** provide us with a slew of Laboratory Services, which we can offer additionally.

Always on the look-out for more Strategic Partnerships, because:
To speed up Research, **the World needs more Collaboration!**

OUR PRODUCTS AND SERVICES



FIRST CHOICE
BUSINESS COURIERS
A Division of FBC Enterprises LLC

Primary Cell Samples

Whole Blood

Bone Marrow

Mobilized Blood

Cord Blood¹

Isolated Cells* and

Leukopaks

*isolation by apheresis = a procedure in which blood is drawn and separated into its components by dialysis; some are retained, and the rest are returned to the donor by transfusion.

Conducting research on an isolated population of cells, rather than a heterogeneous mixture of cells, is a common approach to reduce experimental complexity. This allows research to confidently attribute observed effects and responses to a particular cell-type.

Customized Laboratory Services and Collaborations

Customized Courier Delivery Services

Global, Same Day and On Demand

¹ Soon to be complemented with a game changer, STEM-CELLS FROM MATERNAL MILK, becoming available late Q1 2025



THE MARKET (PART 1, FOR THE SAN FRANCISCO CENTER)

Total Addressable Market (TAM)

Global preclinical Contract Research (CRO) market in 2031 equals **\$60+B** / YoY Growth ~10% (No exact data from non-CRO preclinical research available, Estimated \$15B,¹ included)

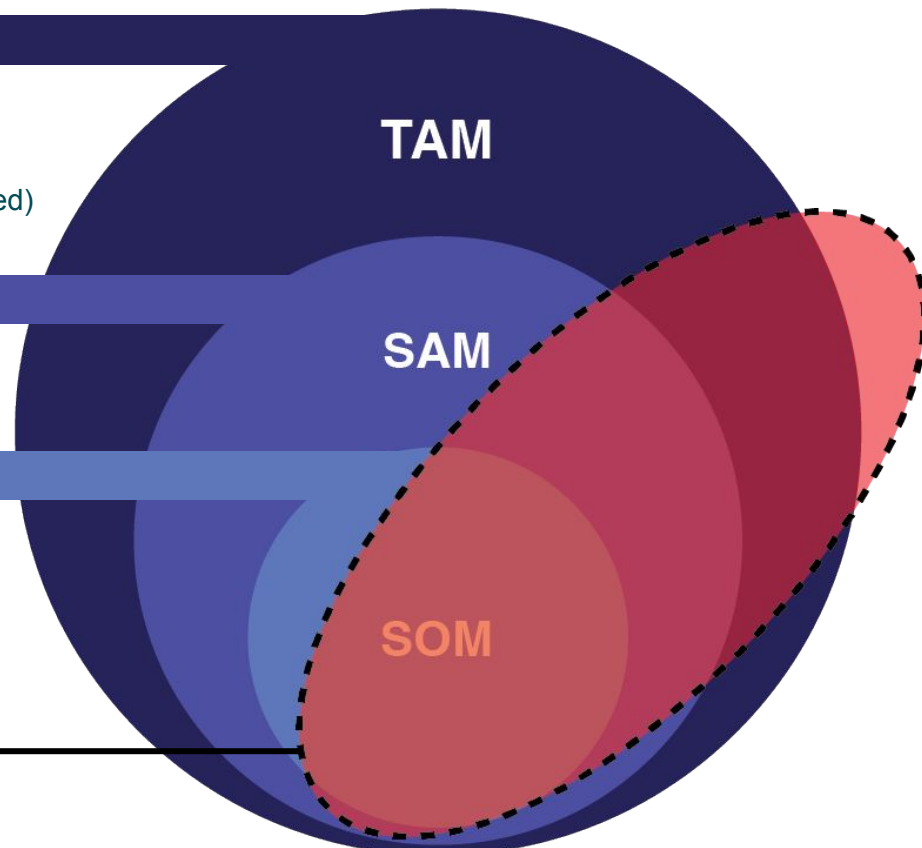
Serviceable Addressable Market (SAM)

US market \$28B in 2031 ~ 45% of the global market

Serviceable Obtainable Market (SOM)

Greater SF Bay Area ~11% of the US Market, **\$3B**

Our CRM = National & International ~28,000 Researchers
Soc. Media: Industry Followers & Connections = ~19,000
Distributor Sales, National & International = \$600,000.00+



2031

¹ from 2022 reports: [GrandviewResearch.com](https://www.grandviewresearch.com), [PrecedenceResearch.com](https://www.precedence-research.com) & [PLOS Biology.org](https://www.plosbiology.org) excluding non-contract research
All based on the value of SMART samples, anticipated to be double the price of unsorted samples



OUR GLOBAL OPPORTUNITY (THE MARKET, PART 2)

The global market for SMART preclinical research samples will be ~\$60B in size by 2031. We provide fresh and frozen products, shipped same day or overnight, ambient, cooled, on dry-ice or cryo-preserved.



And the main advantage of the US and a few European countries is that we are able and allowed to reimburse donors for their contributions; while many Asian and other countries either prohibit or have religious, belief and/or ideological objections against human blood and other donations for research purposes.

No reason to limit ourselves to the San Francisco Bay Area alone.
Setting up multiple collection centers across the US and the world is **our goal!**



OUR GO TO MARKET STRATEGY



Products

- Paving the way through smart samples
- Competitively priced product
- Product diversity
- Focus on Donor recruitment:
 - After all, no Donors, no Product
- Short turnaround times
- Customized screening & delivery
- Data Supported Product and Sales



Markets

- ~80% of all product is being used for cancer research
- The greater San Francisco Bay Area; the wider US and the world.
- It is a recession proof, demand driven industry with organic growth through:
 - i) process optimizations and
 - ii) new product offerings



Timeline

- Q1 2024: Secured diseased product lines
- Q2 2024: Established East and West Coast collaborations
- Q4 2024: Finalize seed round / sign staff / start donor database
- Q2 2025: (or earlier) Healthy product line coming from Bay Area Collection Center and Laboratory



Customers

All preclinical research:

- Biotechnology
- Pharmaceutical
- Life Sciences
- Precision Medicine
- Governmental and
- Academic Research Institutions



Competitive Advantage

- A multi-patent pending production process that includes pre-screening;
- Outside sales people drive added value;
- Location and Donor Convenience create more, and more representative samples;
- Additional innovative laboratory services
- Collaborations, to create higher Reproducibility & Translation
- A.I. driven, from donor recruitment to sample and demand matching



Channels

- GEO, Generative Engine Optimization (replacing SEO and Local SEO)
- CS oriented & outside sales representatives; Word of Mouth
- Email marketing, Referral Marketing and PPC, Pay Per Click
- Social Media Marketing
- CRM of 35,000+ Potential Customers
- 17,000+ Research Industry Connections

THE BUSINESS MODEL / ONE LOCATION REPRESENTING ALL

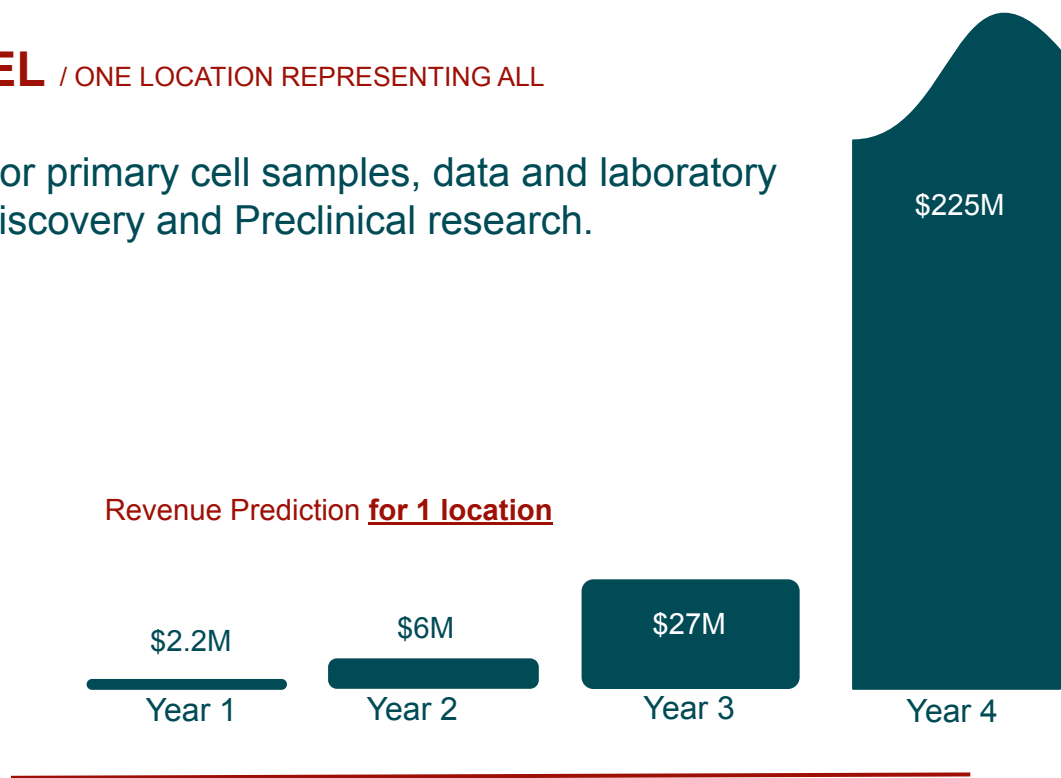


B2B Sales of smart, human donor primary cell samples, data and laboratory services, strictly for Discovery and Preclinical research.

- More Samples, Smart Samples
- + More Diverse Samples
- + Screening for over 150 biomarkers
- + Patented Collection Methods
- + Patented Production Methods
- + High Value Laboratory Services
- + Data Generation and Support

Truly Defined and Data Supported, Smart Human Donor Cell Samples for Research Purposes

Revenue Prediction for 1 location



Average Order
\$4,500

Smallest Order
\$250

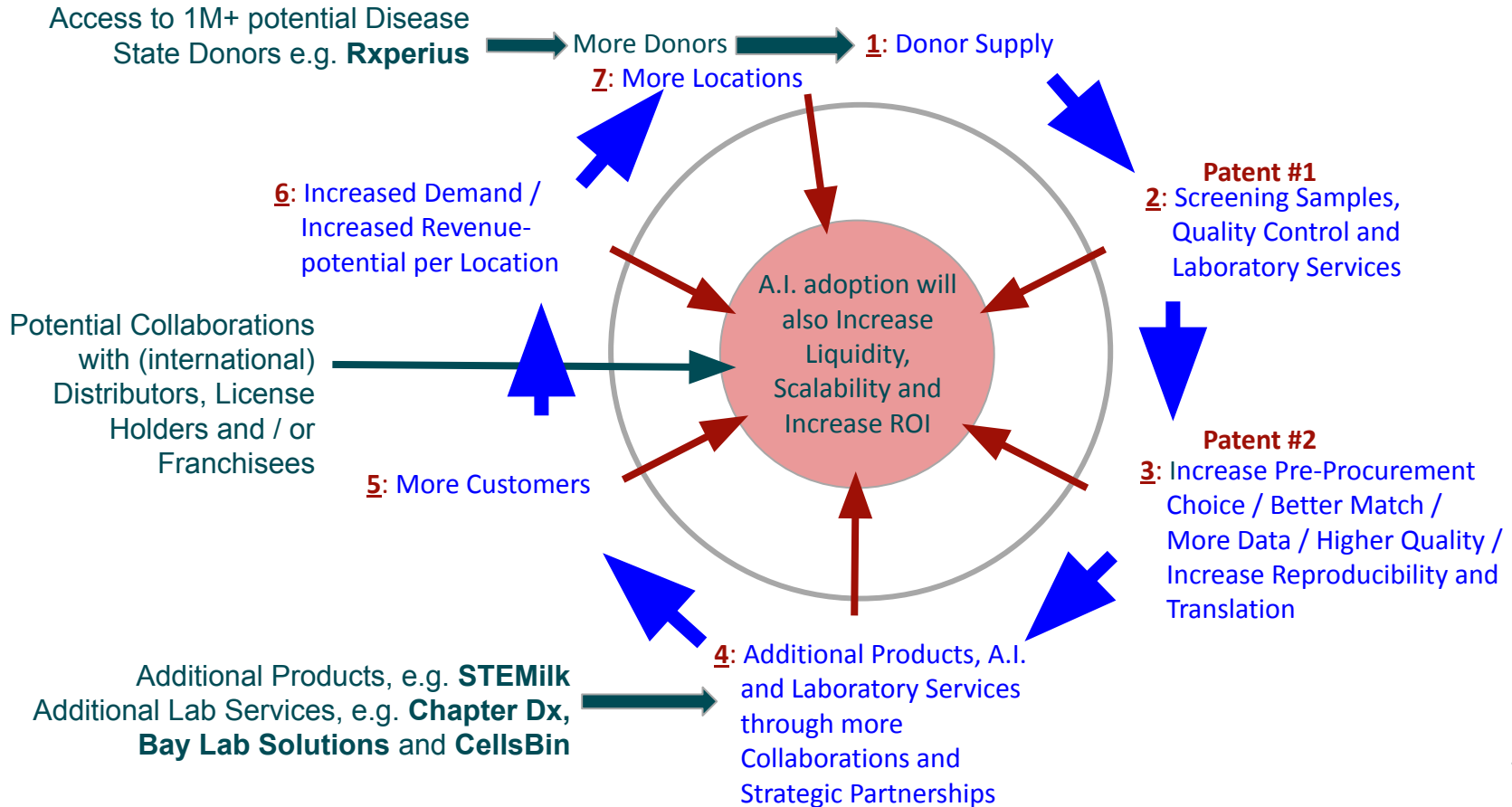
Largest order so far:
\$33,000
Largest RfQ so far:
~\$750,000

Weighted avg. Profit Margin
70+%



REVENUE GENERATION, PER LOCATION

San Francisco is only the start of our global network of Collection Centers!





REVENUE EXPANSION



“Normal”,
Healthy
Human
and
Disease
State
Human
Donor Cell
Samples

**Product
Market
Fit**



70+% Avg Gross Profit



Products and
Laboratory
Services
through
Collaborations

Examples:
Non-Human
Cell Samples

**Product
Market
Fit**



Patent #1:
Smart
Samples,
screened for
>150*
Biomarkers
and Mutations
*Will increase over
time.

**Proof of
Concept
Established**



>2.5M dollars in RfQ's so far!



New Products
and Laboratory
Services
through new
Collaborations

Example: Stem
Cells from
Maternal Milk

**Product
Market
Fit**



Following the
Demand,
we Copy and
Paste
Collection
Centers to
Existing and
New Biotech
Hubs, Globally

**Multiply,
over and
over again!**



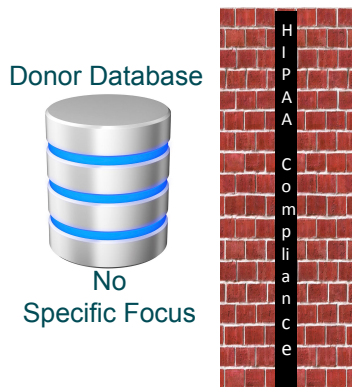
Business
Development:

New Products,
(Patent #2)
Laboratory
Services
and new
Collaborations

**Expand on
Products
and
Laboratory
Services**



THE COMPARISON



Some Incidental A.I. may or may not have been introduced



Researcher has no idea about the sample they will receive.
 Making the approach for the researcher a **total stab in the dark**.
 Consequently:
 Reproducibility and translation rates are <25%

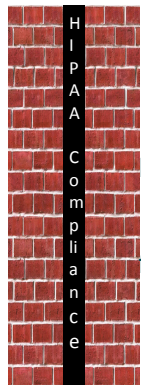
THE COMPETITION

vs

FIRST CHOICE BIO

A.I. generated Donor Outreach and Donor Selection

Focus is on:
 Donor Appeal
 Donor Convenience
 Donor Diversity
Repeat Donors!
 Also access to at least 1 external donor database!



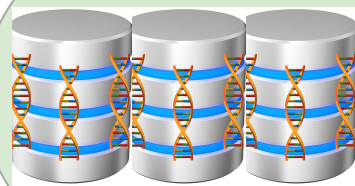
Patented collection and processing

Additional Laboratory Services

Screening samples for 150+ biomarkers and mutations



Smart Sample Databases



A.I. generated Matching of Samples with Researchers' in- & exclusions

Researcher has a **broad selection** of data to choose from, **prior to procurement**.

Thereby creating the basis to positively influence reproducibility and translation rates during Discovery and Preclinical Research.



WHY US? WHY NOW!

TRACTION



130+ Customers

REVENUE



\$ 2.5M+ In RfQs

We operate in a demand driven market with 10+% annual growth: We have successfully finalized the new Proof of Concept and most Product Market Fit has been established. We are now lacking the production facility(-ies) for collection and processing, and therefore we cannot convert these RfQs into Sales Orders. The limited shelf-life of fresh material (~48 hrs), unreliable supply and the rather cumbersome shipping by FedEx et al also hinder us with any such order fulfillment.

We have already received **3 M&A proposals**, one from a competitor, two from industry verticals; Quote: ".... After having a chance to meet with you, we see tremendous potential for you to be part of our community..."

This obviously proves also what industry insiders are saying, "this is a no-brainer" and that "we are onto something here!"

And recently we also received a proposal for overseas distribution!

But for now, we the founders, consider it to be too early for such a merger or acquisition!

Amongst our Customers:



UCSF Health





THE A.I. EFFECT

Donor Recruitment:

Donor & Diversity Optimization
Targeted Recruitment,
Automation & Staff Efficiency

Global Market Expansion:

Strategy Refinements
Value Proposition Refinement
General Efficiency

Sample Screening & Quality Assurance:

Automated Screening
Real-Time Data Generation
Improved Accuracy

Regulatory Compliance & Risk Elimination:

Compliance Monitoring
Threat Analysis
Automated Reporting

Data Management & Insights:

Interactive Data Management
Real-Time Data Driven Insights

Internal Logistics:

Production Optimization
Lean Manufacturing
Staff Efficiency & Automation

Inventory Management:

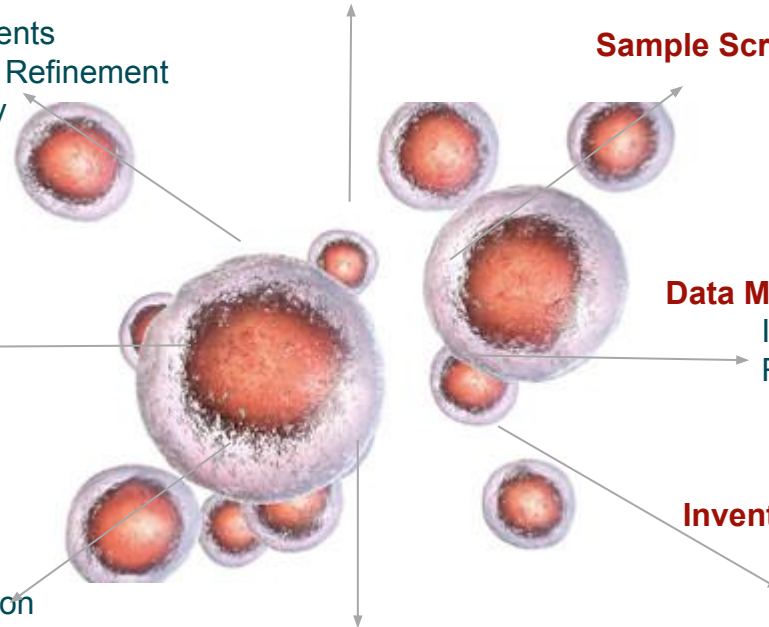
Inventory Optimization
Dynamic Pricing Models
Production Optimization

External Logistics:

Route Planning
Collection & Shipping Scheduling
Shipping Optimization

CRM & Customer Interaction:

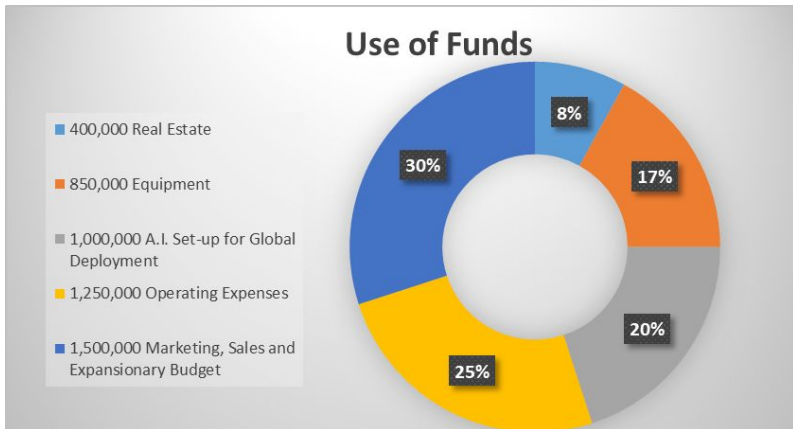
AI Powered CRM
Customer Feedback Analysis, but
NO CUTTING BACK on our Commitment to Outside Salespeople





THE ASK

We are now raising a Seed Round of US \$5M for our first Collection Center and Laboratory in San Francisco.



Funds will also support the A.I. Implementation towards a Scalable, Global Integration and Future-ready Solution.

Pre-Seed Round SAFE

JumpStart Foundry	\$ 150,000.00
Founders, Family & Friends	~\$1,250,000.00

THE EXIT

First Choice Bio, Inc. management realizes very well that an M&A or any other form of exit can be in the works at any given time.

We already received 3 M&A proposals. But for now we consider an M&A to be too early!

Comparables (in the SF Bay Area):

PPA TN in Berkeley was acquired by Bio-IVT in 2019
 AllCells was acquired by Discovery Life Sciences in 2022
 Canventa is fully owned by StemCell Technologies

OUR TEAM SO FAR

Kamran Tahamtanzadeh, B.A. (Founder & Chief Business Development Officer)

Degree in Molecular and Cellular Biology-Genetics Track- UC Berkeley

29 years of life sciences experience, former CEO of multiple precision medicine companies



Johannes Breukers, B.S. (Founder & CEO)

Genetics and Animal Husbandry, MKV Horst, The Netherlands

Degree in Computer Sciences, Spherion, Auckland, New Zealand

40+ Years founder entrepreneur in The Netherlands, New Zealand and in California; Multiple Exits

Sam Vasilevsky, Ph.D. (Founder, COO & Medical Director)

Degree in Molecular Cell Biology / Immunology, Uniformed Services University, Bethesda, MD

Postdoctoral Research at NIH & University of Lausanne, Switzerland 12 Publications in peer reviewed journals



All three of us are first generation immigrants. We have very positive responses from AI, Life-Science and Biotech-specialists about forming an advisory board. Our goal of creating a broader diversity within our team will therefore take shape very soon.

Ms. Michelle Cunningham from STEMilk, **Mr. Baback Gharizadeh** from Chapter Dx and **Mr. David White** from David White Consulting have recently accepted a seat on the advisory board. More to follow.



TO RECAP

With our smart samples we will start modeling more accurately the predictions of drug acceptance, early in the drug development pipeline.

Drug trial failure is costing biotechnology companies US\$ 80+ Billion, annually!

With the current approach one can wonder how often things slip through the “standard” safety tests. Raising questions about how many promising drugs we might be wrongly discarding and how many dangerous ones we're letting through, ultimately prescribing them also to the wrong people.

The drug development industry will become more individualized, abandoning the “blockbuster drugs”, the one cure fits all approach, and this can only be done based on data.

Data from **SMART SAMPLES**. And A.I. will provide First Choice Bio with that platform.

We will therefore be the first ever PCDO, Preclinical Contract Development Organization, at Discovery and Preclinical level, for the individualization of drug development.

With one goal only, make drug development most effective and efficient, at the early stage!



MORE INFORMATION

For Investors:

Become part of the first ever A.I. driven, indispensable Research Supply company that combines Discovery, Preclinical Research, A.I., Generative A.I. and Clinical Data and will therefore dominate the constantly increasing market (10+% annually) by delivering unparalleled value to researchers globally!

Feel free to check:

<https://quickcells.net> for a copy of the pitch deck and the executive summary;

Company LinkedIn: <https://www.linkedin.com/company/23753599/admin/dashboard/>

Founder / CEO LinkedIn: <https://www.linkedin.com/in/jan-johannes-breukers-53b1b5114/>

And contact us for more information:

Phone & WhatsApp: +1-707-333-0902

Email: jan@firstchoicebio.com

With a potential of 35 to 50 MOIC we look forward to talking to you soon!

For Customers:

Feel free to check:

<https://www.firstchoicebio.com> for our unique and exclusive products and

<https://quickcells.com> for our additional, value adding laboratory services.

And contact us for more information:

Phone & WhatsApp: +1-707-333-0902

Email: info@firstchoicebio.com



FIRST CHOICE BIO
PRIMARY CELL PRODUCTS

At the PINNACLE of PRECLINICAL and A.I.



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We Sell Cells!
For Discovery and Preclinical Research