PREPARED BY 135 MADISON

Ambit

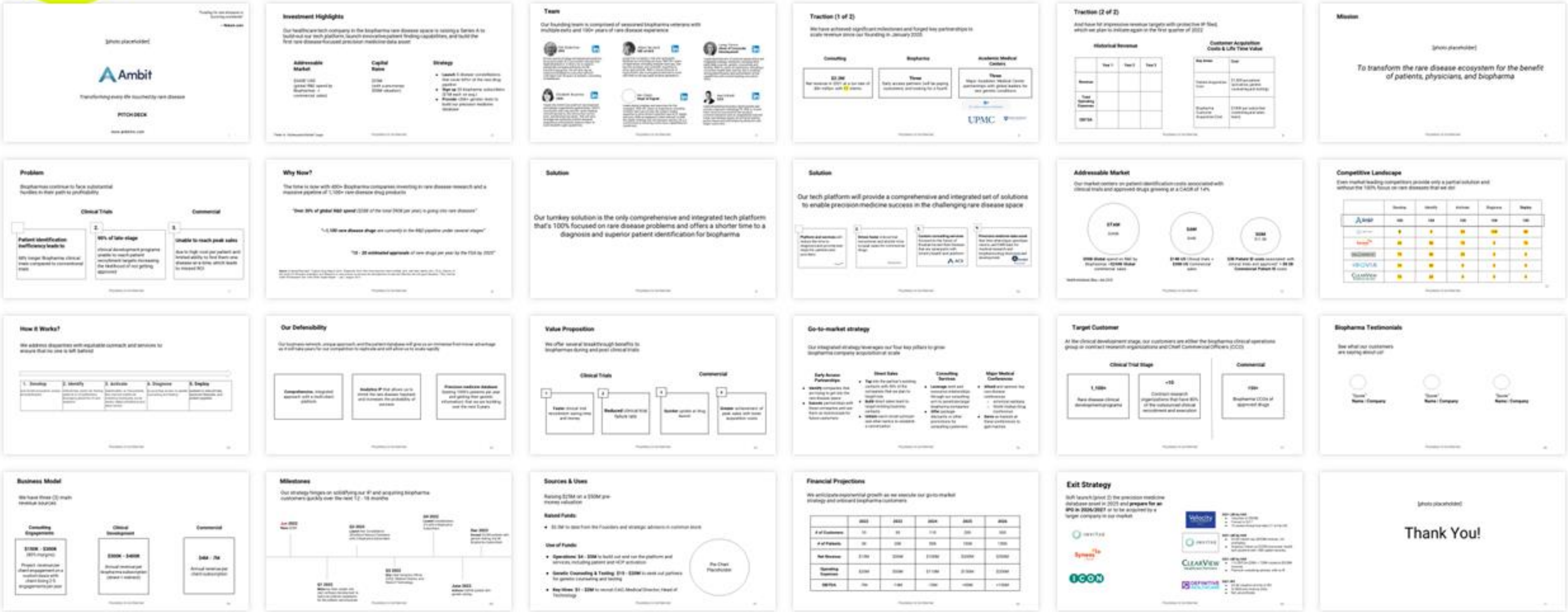
Transforming Every Life Touched By Rare Disease

www.ambitinc.com

BEFORE

PREPARED BY

135 MADISON



DESIGNED BY 135 MADISON

Ambit

Transforming Every Life Touched By Rare Disease

www.ambitinc.com

"Funding for rare diseases is booming worldwide" -Nature.com

Investment Highlights

Our healthcare tech company in the biopharma rare disease space is raising a Series A to build-out our tech platform, launch innovative patient finding capabilities, and build the first rare disease-focused precision medicine data asset

Addressable Market
$340B[1] USD
(global R&D spend by Biopharmas + commercial sales)

Capital Raise
$25M
(with a pre-money $50M valuation)

Strategy

- **Launch** 5 disease constellations that cover 60%+ of the new drug pipeline
- **Sign up** 20 biopharma subscribers ($1M each on avg.)
- **Provide** >20K+ genetic tests to build our precision medicine database

[1]Refer to *"Addressable Market"* page

Ambit

2

Team

Our founding team is comprised of seasoned biopharma veterans with multiple exits and 100+ years of rare disease experience

Rob Sederman
CEO

Drives overall strategy and advanced analytics. As a co-founder of 3 successful startups and head of analytics 3 others, he is ready to ensure the company achieves its life-transforming goals. He will also tap an extensive Biopharma customer network cultivated over 30 years of analytic consulting in healthcare.

Aileen Nicoletti
MD of ACS

Leads the company's vital and synergistic Biopharma consulting services. With 20+ years of experience, including multiple start-ups, she has the strategic and scientific expertise to drive rapid growth. With a robust network of loyal clients, she is uniquely positioned to work with Ned on driving rapid revenue generation.

Laney Forton
Head of Corporate Development

Leads development of external partnerships and corporate strategy initiatives, including third-party data sources, genetic counseling, and testing. With 8+ years of experience, including a consumer health data startup, she is building driving identification and assimilation of key capabilities with market-leading, innovative firms.

Elizabeth Rountree
COO

Heads the AmbitCare platform development and patient organization partnerships. With 3 successful start-ups and 20+ years leading consulting teams, she knows how to hire, train, and develop top talent. She will also leverage her extensive market research experience with patients and providers to build breakthrough capabilities.

Ben Zipkin
Head of Digital

Leads digital strategy and execution for the company. With 20+ years of experience, including multiple start-ups, he has the subject matter expertise to drive Ambit's platform and ACS' digital services. With an expansive client network in both the digital strategy and rare disease spaces, he is a cornerstone to ensuring world-class capabilities for customers.

Ned Kitfield
CCO

Leads Biopharma business development and overall corporate marketing/PR. With a 15-year track record of successful new product commercialization and an unparalleled network in the rare disease space, he will drive topline performance and build enduring alliances with target customers.

Ambit

3

Traction (1 of 2)

We have achieved significant milestones and forged key partnerships to scale revenue since our founding in January 2020

Consulting

$2.2M
Net revenue in 2021 at a run rate of $8+ million with 17 clients

Biopharma

Three
Early access partners (will be paying customers) and looking for a fourth

Academic Medical Centers

Three
Major Academic Medical Center partnerships with global leaders for rare genetic conditions

Children's Hospital of Philadelphia · UPMC · Johns Hopkins University

Ambit

4

Traction (2 of 2)

And have hit impressive revenue targets with protective IP filed, which we plan to initiate again in the first quarter of 2022

Historical Revenue

Customer Acquisition Costs & Lifetime Value

Key Areas	Cost
Patient Acquisition Cost	$1,500 per patient (activation, genetic counseling and testing)
Biopharma Customer Acquisition Cost	$100K per subscriber (marketing and sales team)

Ambit

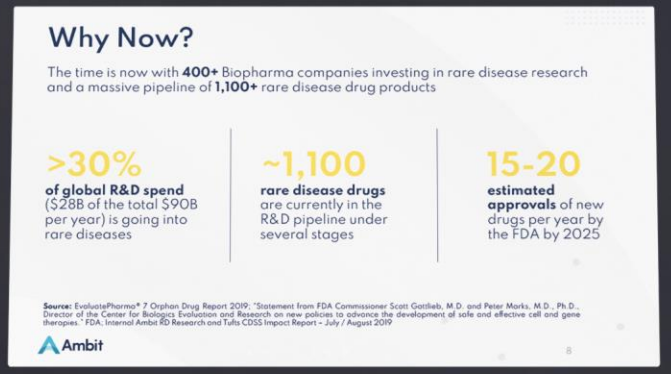
5

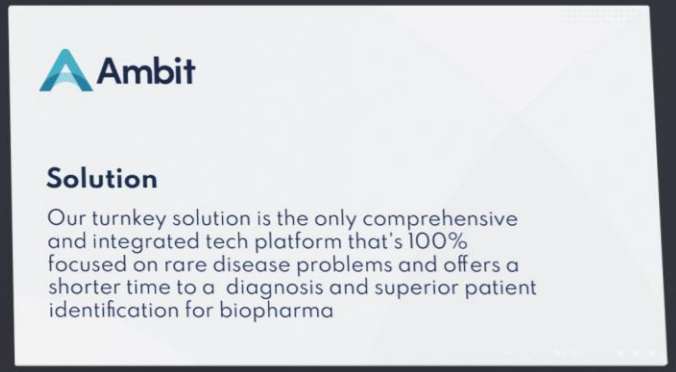
Ambit

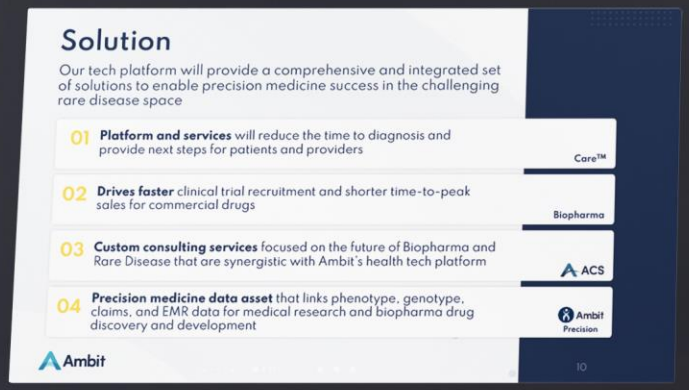
Mission

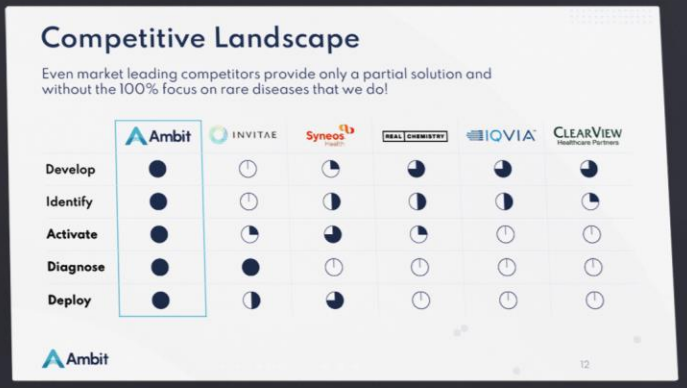
To transform the rare disease ecosystem for the benefit of patients, physicians, and biopharma

DESIGNED BY 135 MADISON









DESIGNED BY 135 MADISON

How it Works?

We address disparities with equitable outreach and services to ensure that no one is left behind

01 **Develop** and model ecosystem across all stakeholders

02 **Identify** intervention points for finding patients in Constellations leveraging predictive AI and analytics

03 **Activate** stakeholders to find patients that warrant additional screening leveraging social media, digital advertising and other tactics

04 **Diagnose** by providing access to genetic counseling and testing

05 **Deploy** patients to clinical trials, approved therapies, and patient registries

Ambit

13

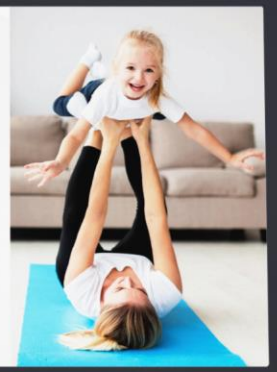
Our Defensibility

Our business network, unique approach, and the patient database will give us an immense first-mover advantage as it will take years for our competition to replicate and will allow us to scale rapidly

Comprehensive, integrated approach with a multi-client platform

Analytics IP that allows us to shrink the rare disease haystack and increases the probability of success

Precision medicine database (testing 1000's patients per year and getting their genetic information) that we are building over the next 5-years



Ambit

Value Proposition

We offer several breakthrough benefits to biopharmas during and post clinical trials

Clinical Trials

01 **Faster** clinical trial recruitment saving time and money

02 **Reduced** clinical trial failure rate

Commercial

03 **Quicker** uptake at drug launch

04 **Greater** achievement of peak sales with lower acquisition costs

Ambit

15

Market strategy

Our integrated strategy leverages our four key pillars to grow biopharma company acquisition at scale

Early Access Partnerships

- **Identify** companies that are trying to get into the rare disease space
- **Execute** partnerships with these companies and use them as testimonials for future customers

Direct Sales

- **Tap** into the partner's existing contacts with 50% of the companies that we plan to target now
- **Build** direct sales team to target existing business contacts
- **Initiate** warm email outreach and other tactics to establish a conversation

Consulting Services

- **Leverage** work and executive relationships through our consulting arm to penetrate larger biopharma companies
- **Offer** package discounts or other promotions for consulting customers

Major Medical Conferences

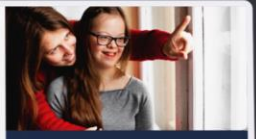
- **Attend** and sponsor key rare disease conferences
  - American epilepsy
  - World Orphan Drug Conference
- **Serve** as keynote at these conferences to gain traction

Ambit

16

Target Customer

At the clinical development stage, our customers are either the biopharma clinical operations group or contract research organizations and Chief Commercial Officers (CCO)



Clinical Trial Stage

1,100+ Rare disease clinical development programs

<10 Contract research organizations that have 80% of the outsourced clinical recruitment and execution

Commercial

150+ Biopharma CCOs of approved drugs

Ambit

17

Business Model

We have three (3) main revenue sources

Consulting Engagements

$150K $300K (80% margins)

Project revenue per client engagement on a custom basis with client doing 2-5 engagements per year

Clinical Development

$300K $400K

Annual revenue per biopharma subscription (direct + indirect)

Commercial

$4M $7M

Annual revenue per client subscription

Ambit

18

DESIGNED BY 135 MADISON

Milestones

Our strategy hinges on solidifying our IP and acquiring biopharma customers quickly over the next 12 - 18 months

Jun 2022 | Q1 2022 | Q2 2022 | Q3 2022 | Q4 2022 | June 2023 | Dec 2023

Raise $25M

Launch first Constellation (Childhood Seizure Disorders) with 2 Biopharma Subscribers

Make key hires people and start software development to build-out platform experience for the patients and physician

Hire Chief Analytics Officer (CAO), Medical Director, and Head of Technology

Launch Constellations 2-5 with 6 Biopharma Subscribers

Achieve 5,000th patient with genetic testing

Exceed 20,000 patients with genetic testing and 40 Biopharma Subscribers

Ambit

19

Sources & Uses

Raising $25M on a $50M pre-money valuation

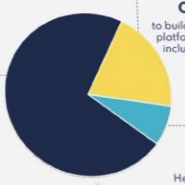
Raised Funds: $3.3M to date from the Founders and strategic advisors in common stock

USE OF FUNDS

$15-$20M **Genetic Counseling & Testing:** to seek out partners for genetic counseling and testing

$4-$5M **Operations:** to build out and run the platform and services, including patient and HCP activation

$1-$2M **Key Hires:** to recruit CAO, Medical Director, Head of Technology



Ambit

20

Financial Projections

We anticipate exponential growth as we execute our go-to-market strategy and onboard biopharma customers

# of Customers	10	50	110	200	300
# of Patients	2K	20K	50K	100K	150K

Ambit

21

Exit Strategy

Soft launch (pivot 2) the precision medicine database asset in 2025 and **prepare for an IPO in 2026/2027** or to be acquired by a larger company in our market

INVITAE

Syneos Health

ICON

Velocity

2021 LBO by GHO
- Valuation of $500M
- Formed in 2017
- 16 owned clinical trial sites (11 in the US)

INVITAE

2021 LBO by GHO
- $4.2B market cap ($450M revenue, not profitable)
- Acquired Citizen by $325M (consumer health tech platform with <30K patient records)

ClearView Healthcare Partners

2021 LBO by GHO
- 17x EBITDA ($3M) + 730M valuation ($200M revenue)
- Premium consulting services with no IP

DEFINITIVE HEALTHCARE

2021 LBO by GHO
- 17x EBITDA ($3M) + 730M valuation ($200M revenue)
- Premium consulting services with no IP

Ambit

22

Ambit

Thank You!

PREPARED BY 135 MADISON

Ambit

Thank You!