

# LIFE SCIENCE CASE STUDY

“We were impressed with the support we received from the team, investor interest, and how easy it was using the platform. **We raised capital on the first day the platform was launched** and have since been receiving interest from high net worths and international investment groups.”

PETER JORDAN, DIRECTOR, TOTAL BLOOD PROFILE



**TOTAL BLOOD PROFILE** is commercialising a revolutionary new blood test that addresses some of the world's biggest unmet clinical needs such as; sepsis, hepatitis, malaria and the rapid detection of antibiotic-resistant 'superbugs'. Their patented diagnostic platform was developed by the Monash University Centre for Biospectroscopy. It is faster, easier and is more cost-effective than current technologies and delivers rapid, quantitative detection of a wide range of pathogens and biomarkers in bodily fluids.

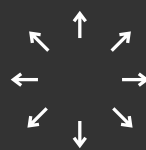
## WHOLESALE INVESTOR JOURNEY

- **2019**  
**ONLINE MARKETING CAMPAIGN**  
Targeted digital distribution of offering to thousands of prospective investors across multiple regions (specifically interested in Life Science).
- **INVESTOR ROADSHOW (SYDNEY & MELBOURNE)**  
The opportunity to pitch at scale to 1,600+ HNW Investors, Family Offices PE & VC's face to face over a number of days.
- **MELBOURNE DEMO DAY**  
5 minute pitches & networking event in Melbourne

**CAPITAL  
RAISED**

**\$2M**

## 2020 WHERE ARE THEY NOW?



**EXPANSION  
(GLOBALLY)**



**GRANTED  
PATENTS**



**GOVERNMENT  
BACKED**