



## Business Summary

TeloNostiX is an award winning, Cardiff University spin-out company providing high-resolution telomere length analysis. Its technology is being used by the pharmaceutical industry and the NHS for clinical/research applications such as the role telomere length in determining the 'fitness' and 'stamina' of cell-based therapies directed against cancer cells, telomere-related disorders, as well as the impact of COVID-19.

## Customer Problem

COVID-19 has made us all more aware of our health and wellbeing. Increasingly, individuals are looking for ways to improve their health and live a healthier lifestyle to maximize their quality of life and longevity.

## Our Solution

TeloNostiX has developed a simple to use, blood-based, finger prick, direct to consumer testing kit for assessing biological age. Knowing one's biological age vs chronological age can provide a powerful incentive for the adoption of a healthier lifestyle.

## Target market

Global health and wellbeing is a £3 trillion market, with the health/wellness testing market estimated at £2.3 billion. In addition, the UK health and fitness industry was estimated at £4.5 billion in 2019. There are approximately 7,000 gyms and fitness clubs in the UK, with an estimated 10 million members. This provides a great opportunity for TeloNostiX to embed its biological ageing test into the routines of a receptive target population that is actively looking to improve health and wellness.

## Competitors

There are several competitors in the telomere length testing space, mainly US based. In addition, there are several health testing companies offering a diverse range of services from single applications to multiple-platform tests.

## Competitive Advantage

Our test has the highest resolution available, is the only non-venepuncture high-throughput test to enable large-scale sample analysis for telomere length. The test has a very low error rate, ensuring accurate results, rapid reporting and competitive on price.

## Customers & Partners



## Revenue Model

With our direct to consumer testing kit, using our online platform and partnering, we aim to target individuals who are already looking to improve their health, initially through gym, health and fitness clubs across the UK with a view to expanding that presence in EU/ROW. At £100 per test, we have a large profit margin per test. Furthermore, we plan to partner with health testing companies who will adopt our technology.

## Exit Strategy

To be acquired by a large health and wellness testing company.

## Financials

	Last Year (actual)	Year 1	Year 2	Year 3
Revenue	70,040	535,450	2,107,296	
PBT	(33,084)	(156,522)	1,046,772	
Closing Cash Balance	31,715	92,880	1,002,163	

## Management

CEO: Dr Joe Birkett  
 CMO: Prof. Chris Fegan  
 CSO: Prof. Chris Pepper  
 CTO: Prof. Duncan Baird

Almost 100 years combined experience in drug development, cancer, telomere biology and immunology

Raised £41 million in academic grants to support academic research

## Achievements

Since 2017, TeloNostiX has been operating on a fee for service, repeat business basis with no requirement for investment.

TeloNostiX currently has a valuation of £2.5 million.

## SEIS & EIS

We are currently applying for the government Seed Enterprise Investment Scheme and Enterprise Investment Scheme.

## General information:

Health & Wellness  
 Start-up: Generating Revenue  
 Established 2015  
 Number of staff: 5  
 Share holders:  
 Cardiff University: 20%  
 Duncan Baird: 28.2%  
 Joe Birkett: 10%  
 Chris Fegan: 18.4%  
 Chris Pepper: 18.4%  
 Kevin Norris: 5%

## Funding

TeloNostiX is seeking £500,000 to £1 million for a major sales and services expansion.

## Contact

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## Video Investor Pitch

<http://goo.gl/telonostix-Pitch>