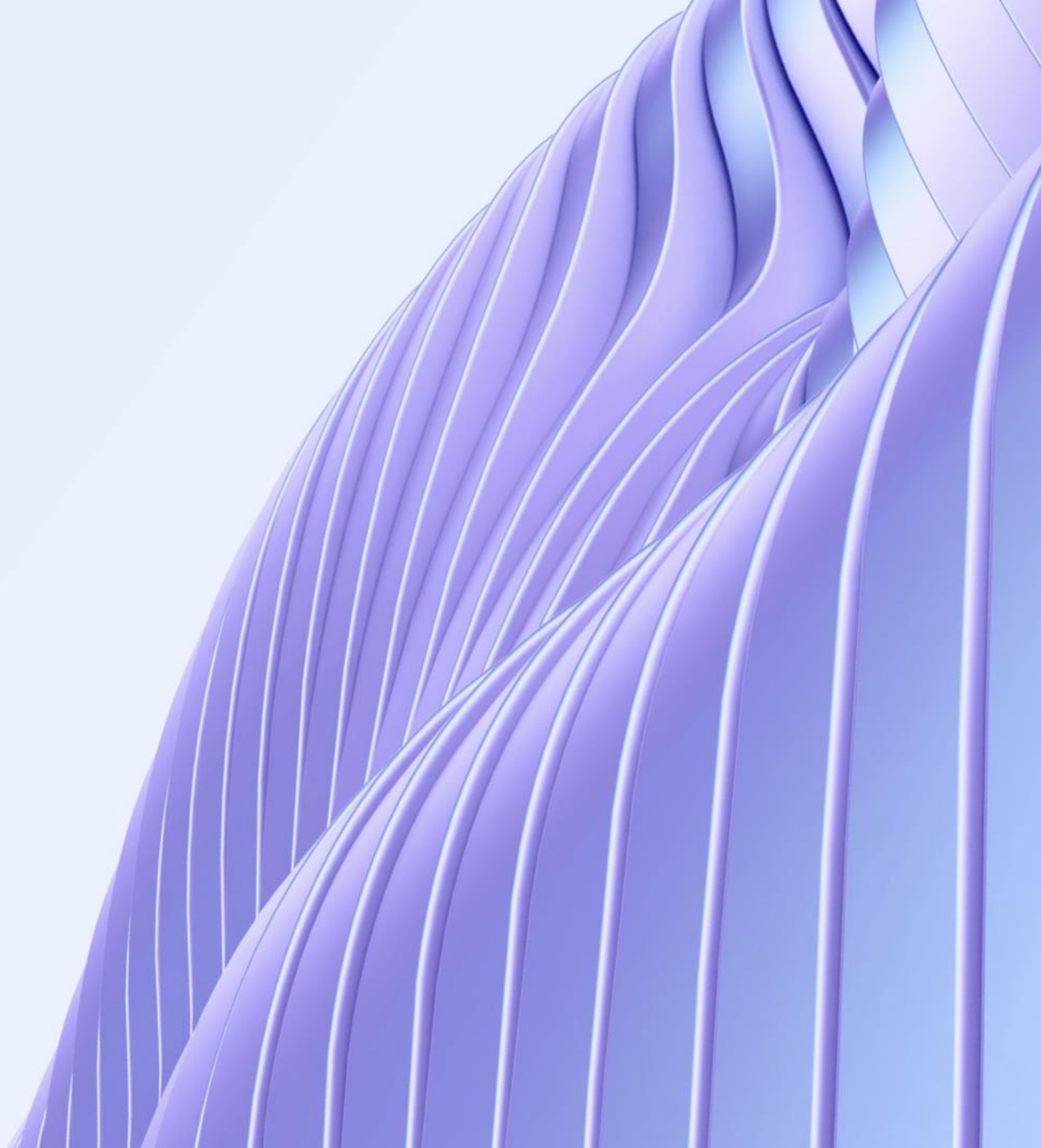
PLUG AND PLAY

ANIMAL HEALTH EXPO

SV SUMMIT



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Sv summit

agenda

3:30 pm	Opening Remarks
3:40 pm	Panel - Different Lenses, One Goal: Unpacking Startup Success
4:15 pm	Startup Pitches
4:50 pm	Program Successes
4:55 pm	Closing Remarks

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Sv summit

Our team



Lindsay Lebahn

Director

Plug and Play Tech Center



Anne Gunden

Senior Program Manager

Plug and Play Tech Center



Mark McAllister

Venture Associate

Plug and Play Tech Center



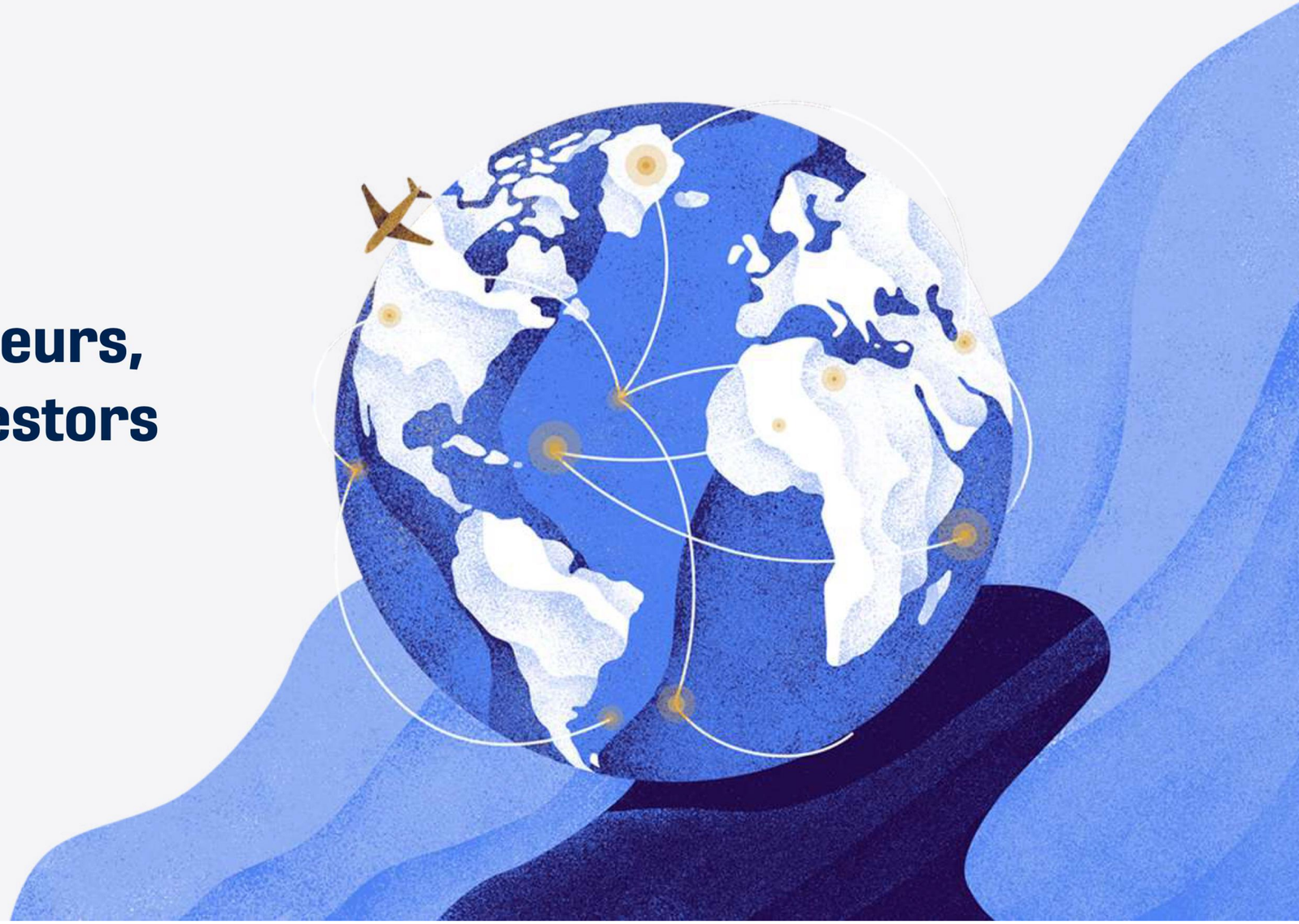
Stefano Olcese

Venture Analyst

Plug and Play Tech Center

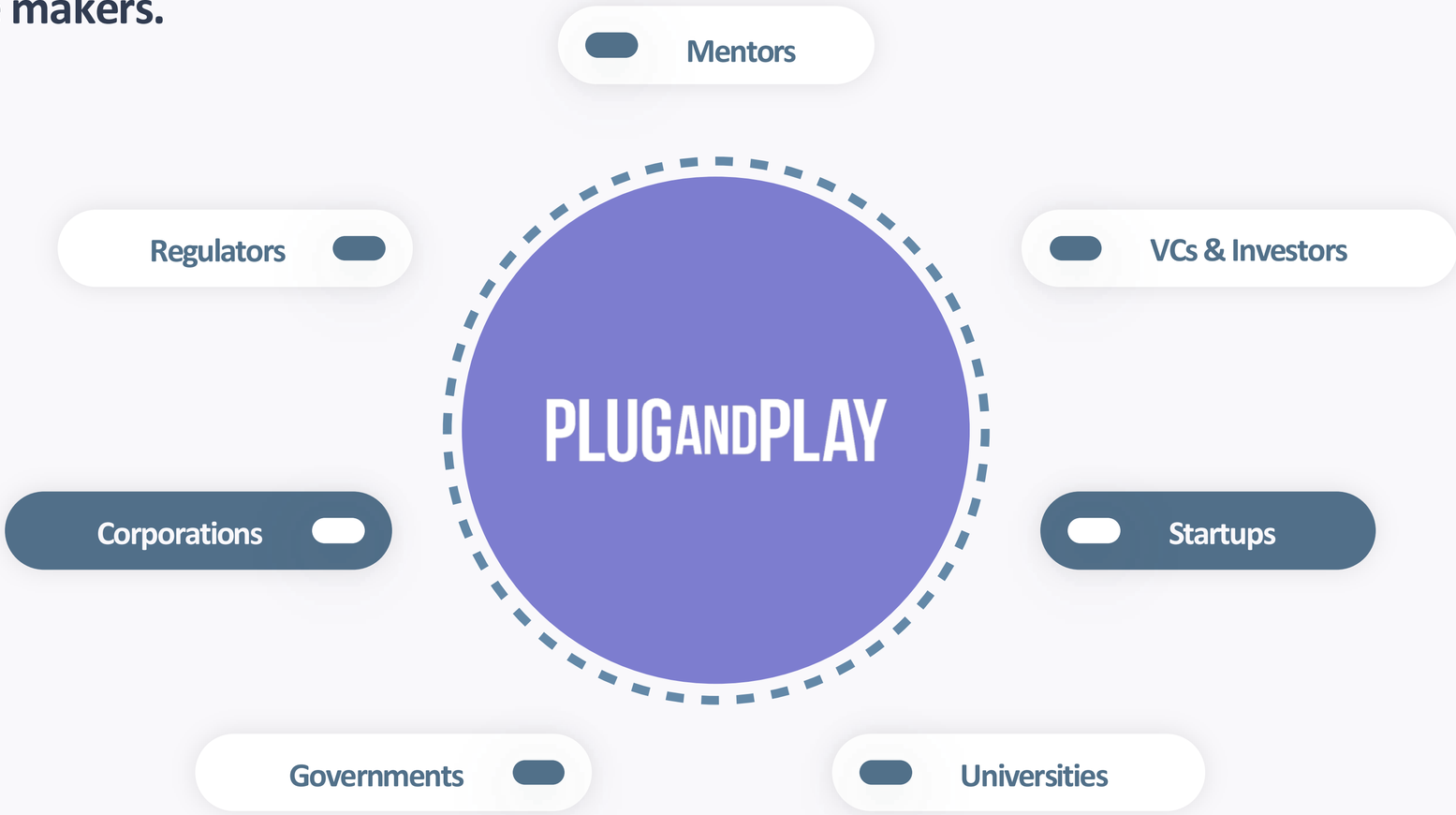
Our mission.

To drive innovation by connecting entrepreneurs, corporations, and investors worldwide



JOIN THE PLATFORM
PNPTC.COM/JOIN

We've built an ecosystem of change makers.



JOIN THE PLATFORM
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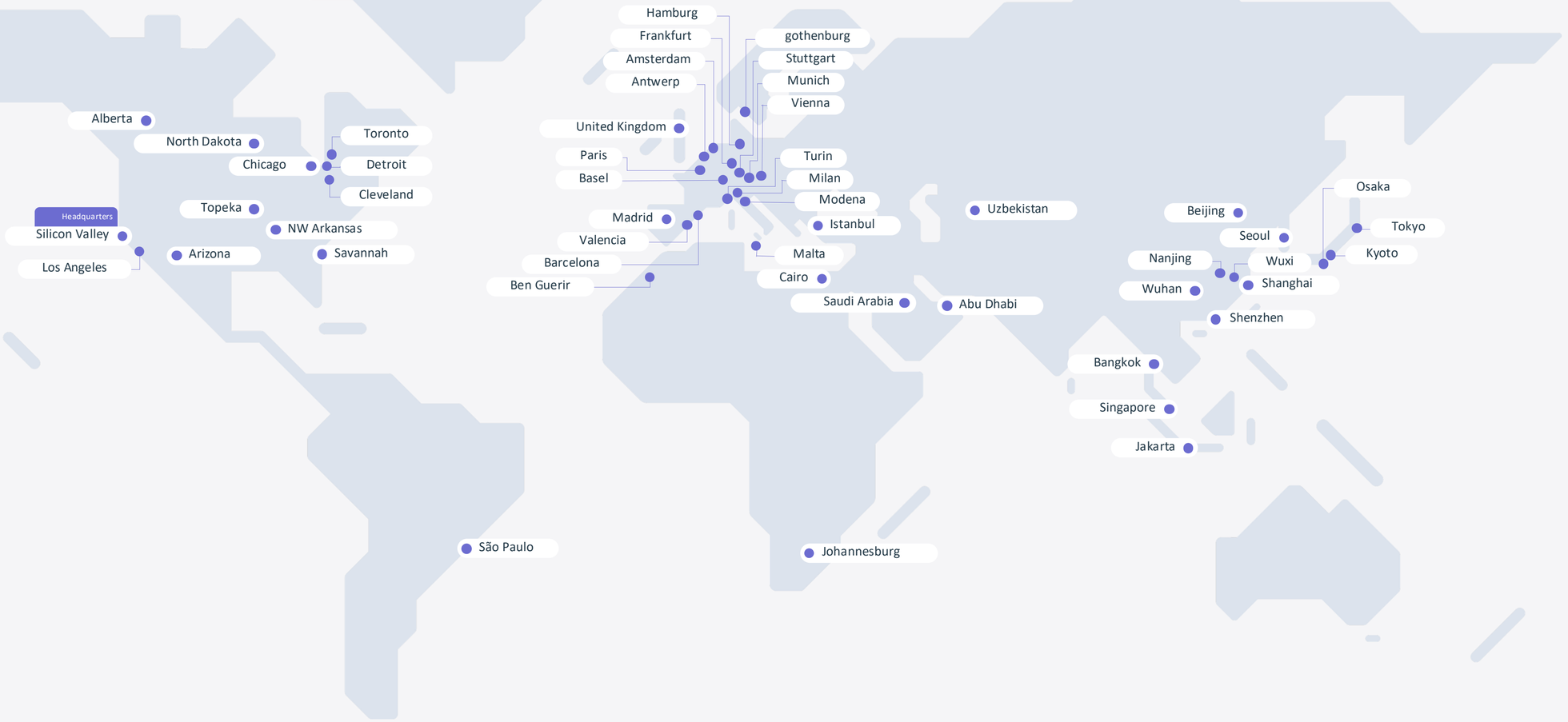
We help you build your global reach



Programs

- Agtech
- Animal Health
- Brand & Retail
- Energy
- Enterprise Tech
- Fintech
- Food & Beverage
- Health
- Insurtech
- IoT
- Maritime
- Media & Ad
- Mobility
- New Materials & Packaging
- Real Estate & Construction
- Smart Cities
- Supply Chain
- Sustainability
- Travel & Hospitality
- Coming soon

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How we help our partners

1

MEET THE RIGHT STARTUPS

We have a network of 60,000+ carefully-curated international startups. Join our innovation platform and gain access to a strategically-aligned selection of startups that meet your tech interests.

2

NETWORK WITH PEERS

Meet industry peers, learn best practices, and set industry standards at over 1,000 vertical-focused events every year. We bring together corporations, VCs, startups, governments, and universities.

3

ACCESS THE LATEST TRENDS

We know how technology is impacting each industry. We will share with you the latest trends, help you define a roadmap, and make sure that you're at the forefront of digital transformation.

Our Innovation Platform

ACCELERATOR PROGRAMS

We run over **65** startup accelerator programs a year across our global network

CORPORATE INNOVATION

We provide open innovation for **500+** major corporations across the globe

VENTURE CAPITAL

We invest in over **250+** startups worldwide every year and co-invest with 180 VCs

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OPENING REMARKS

Lindsay Lebahn

Director, Animal Health

Plug and Play Tech Center

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Program at a Glance

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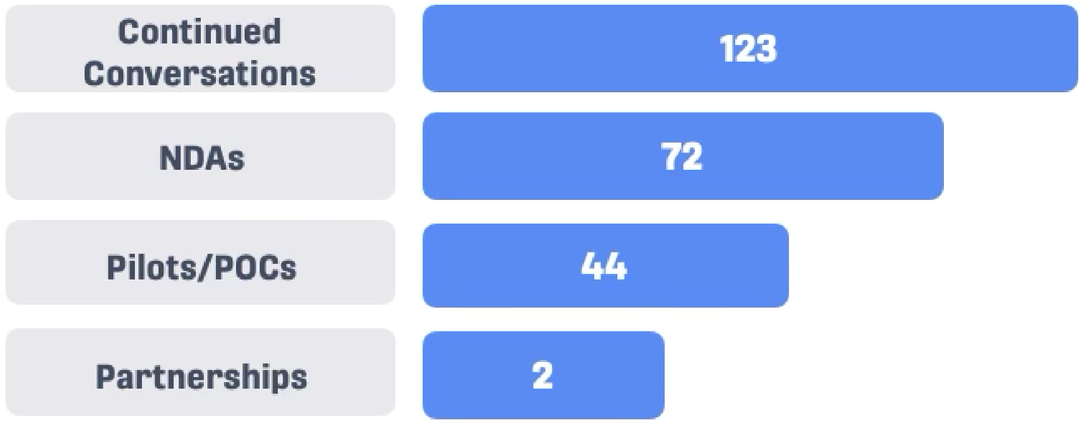
1,100+ startups sourced

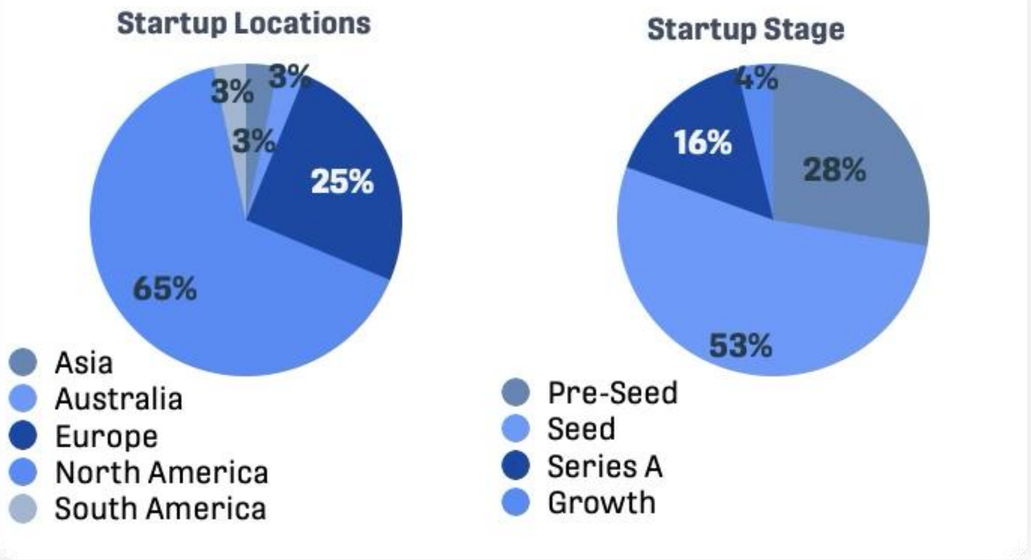
330+ Direct Startup Introductions

170+ Startups Accelerated

Program Stats



Program Reach



Thank you to our partners!

PLUG AND PLAY

Corporate

go topeka

Hill's®

University

KANSAS STATE UNIVERSITY


evergy
Bimini
OCP
Plug and Play
Expo 2025
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Panel: DIFFERENT LENSES, ONE GOAL: UNPACKING STARTUP SUCCESS



MODERATOR

Lindsay Lebahn

Director, Animal Health

Plug and Play Tech Center



Dr. Susan Wernimont

Director, Research and Innovation

Hill's Pet Nutrition



Anna Skaya

Partner

AniVC



Cole Ahlvers

Co-Founder, President

NQV8

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Batch startup pitches

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Sunnyvale Summit

Katelijne Bekers, MSc, MBA – Co-Founder & CEO

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WE DELIVER BETTER* PROTEIN INGREDIENTS, TODAY







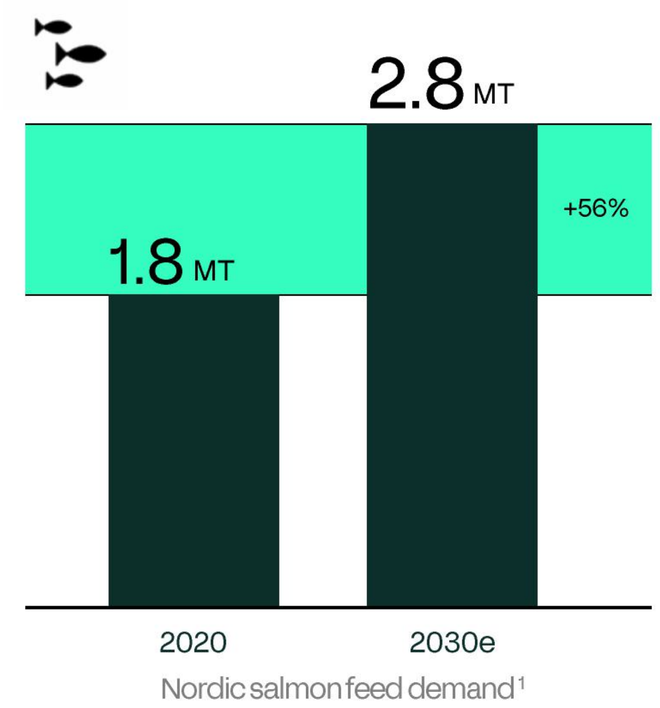




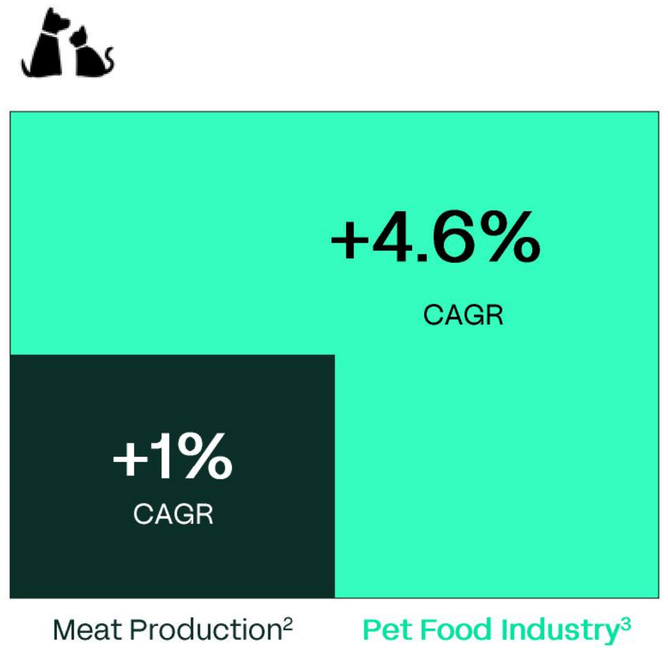
*Sustainable *Nutritious *Scalable

THE PROTEIN GAP IS REAL.

Animal nutrition is the most overlooked economic opportunity in the alternative protein space



Nordic salmon feed demand[1]



Meat Production[2] Pet Food Industry[3]

Source: 1. NCE Seafood Innovation, 2022; 2. OECD/FAO, 2024; 3. KBV research, 2023

BIOMASS

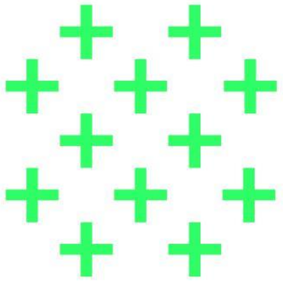
Just like with beer or yogurt, we use fermentation to brew proteins **at scale**.



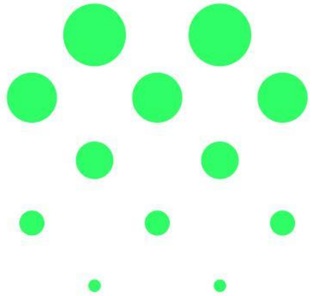


SIMPLE & ROBUST -
from raw materials to product within 24 hours

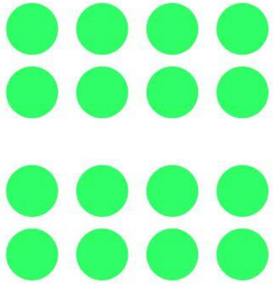
1. **INPUT**



2. **FERMENTATION**



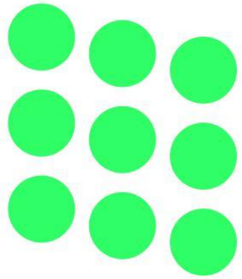
3. **SEPARATION**



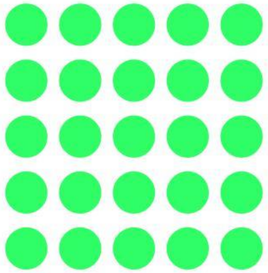
4. **INACTIVATION**



5. **DEHYDRATION**

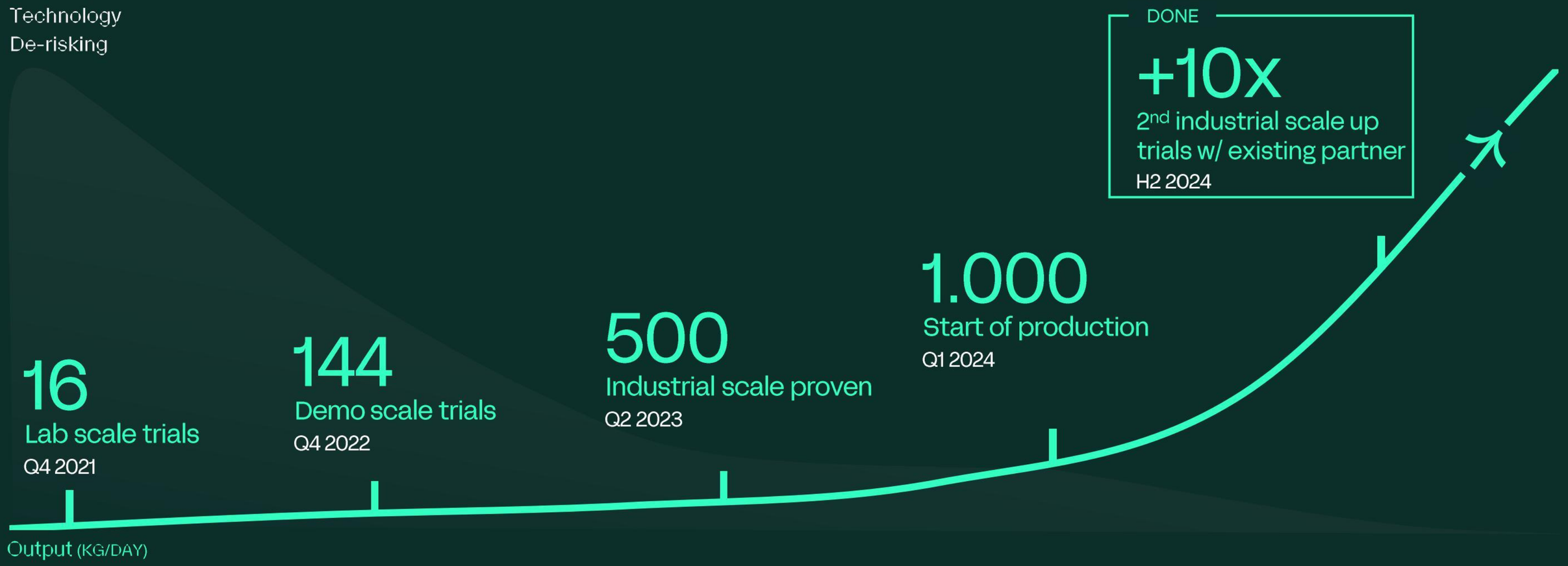


6. **PRODUCT**



MicroHarvest magic | Standard processing

Ready for large-scale commercial production at record speed



Before we enter the 84B food market, we address two exciting global markets in animal nutrition





MARKET ENTRY





We drive 360° impact

Producing more with less

Securing global supply

Avoiding loss of biodiversity

Preventing soil degradation

MICRO HARVEST

Let’s get in touch

MicroHarvest GmbH
+49 40 808139070
hello@microharvest.com
microharvest.com

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EARTHODIC

Bio-based Coatings for a Circular World

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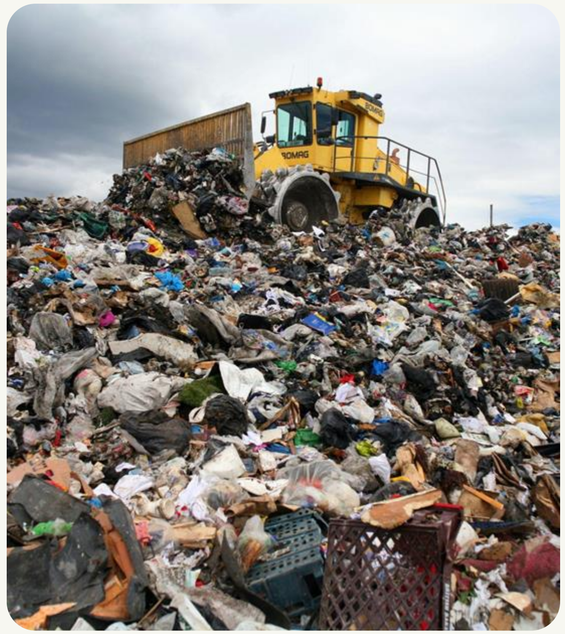
Fischer's
Mini Croissant

The Opportunity - An acceleration toward paper-based packaging

Waste Reductions 01



Emerging Regulations 02



Efficiency of Paper Recycling 03



Paper needs functional barrier coatings to enhance performance.

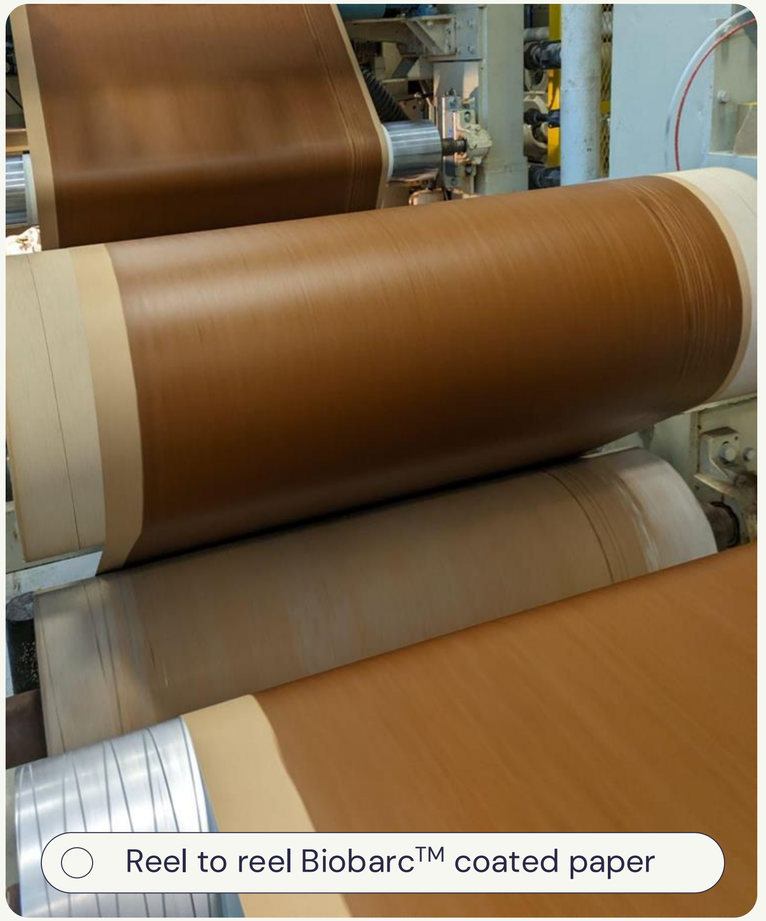
Most existing coatings aren’t recyclable or compostable.

Biobarc™ - bio-based water-resistant coating for paper packaging



Water beads up and runs off Biobarc™ coated linerboard

Made with lignin: a byproduct of the paper-making process.



Reel to reel Biobarc™ coated paper

Key attributes of Biobarc™

100% Bio-based
ASTM D6866

USDA CERTIFIED BIOBASED PRODUCT
PRODUCT 100%

Repulpable
98.6% fiber recovery (US FBA Voluntary Protocol Part I)
99.7% Recyclable % (AU APCO Method)

Recyclable
FBA Voluntary Protocol Part II
Level 3 Assessment Ranking (CEPI Method)

Corrugated Recycles

recyclable
passes WMU standard

Compostable*
Home and Industrial
* certifications ongoing

Water Resistance
ISO 535 (Cobb 30 mins) 20-30gsm

Oil and Grease Resistance
3M Kit test (TAPPI Standard Test Method T 559): 10

PFAS free
Total Oxidisable Precursor Assay (TOP)

VOC Free
EPA Methods 24 and 311

Supported by a global patent portfolio:
8 granted
12 pending

all test results available on request

Earthodic™

Applications



Cold chain packaging



Multi-pack collars



Multi-wall paper sacks



Tree Guards



Bulk corrugated produce bins



Paper pallets and boxes

Case Study. Pet Food pouches

Opportunity

99% of pet food packaging is not recycled - ending up in landfills or oceans.[1]

Global pet food packaging market size = USD$12.3B in 2024.

Competitive Advantage with Biobarc™

Petrochemical-free liquid water and grease barrier coating for paper packaging.

Certified Recyclable (98% repulpable).

Compostable (certification pending).

Circular Story (waste lignin).





1 https://www.plasticstoday.com/packaging/pet-food-brands-take-a-bite-out-of-plastic-waste

Sustainable Business Model

- Localised manufacturing in the USA, focused on maximising bio-based ingredients
- Direct drop-in to existing equipment & processes
- CAPEX light - using 3rd parties for manufacture

Direct B2B revenue model:

Coating Liquid	01	Coated Reels	02





Diverse & Experienced Team

Our Team



Anthony Musumeci
Co-Founder | CEO



Fiona Donaghey
Co-Founder | Ops



Natasha Melton
Head of Product



Gary Robinson
BD I Supply Chain



Tony Lyons
Scientific Advisor



Georgie McNee
Fractional CFO



Mark Horsburgh
IP Counsel



Laura Chuck
Fractional CPO



Paul Durocher
Sales / Product Advisor



Lon Pschigoda
Coating Advisor



Albert Tietz
Co-Founder, Innovation



Ahmed Ahmed
Senior Coating Scientist



Divya Rajah
Coating Scientist



Neha Sawant
Coating Scientist



Thayanithi Ayyachi
Research Technician



Luke Splatt
Senior Technician

Our Investors | USD $5.3M

FTW VENTURES

CIRCULATE CAPITAL

tenacious ventures

CLOSED LOOP partners

investible

QIC

UNIQUEST

BRANCH VENTURE GROUP

significant early venture capital

redstick

TWYNAM

hyloh

Earthodic™

Join us to create a more sustainable future



We’d like to meet...

1. Potential Customers
2. Strategic Investors & Partners
3. Manufacturing Partners / Distributors



Natasha Melton
Head of Product
natasha@earthodic.com
+1 757 358 8009

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STARTUP Presentation

MEDIPUPS®

MEDIPUPS

Science-backed chews for healthier, calmer, and happier dogs.

MEDIPUPS®



Scientifically-Backed Dog Supplements. Real Ingredients. Real Results.

There are more dogs in America than kids.

Yet pet health is still 10 years behind human wellness. I started Medipups to fix that.

 76M dogs in the U.S. vs. 73M kids under 18

 38% of households have a dog vs. 30% with a child

 The “dog” market is bigger than the “kids” market.

MEDIPUPS®

The Problem.

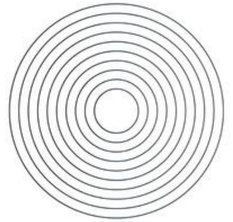
The pet food industry's inconsistent quality standards prompt concerns, necessitating **transparent** and **trustworthy** solutions.

1. **Pet Obesity and Health Issues:** Over **30%** of dogs in the United States are classified as overweight or obese, leading to various health problems.

2. **Pet Nutrition and Food Safety:** Pet owners increasingly seek transparency in pet food ingredients and safety, making food quality and sourcing a significant concern.

3. **Pet Anxiety and Behavior Problems:** Behavioral issues like anxiety and aggression are common among pets, requiring professional guidance and specialized products to address.

4. **Pet Allergies:** Allergies in pets are on the rise, affecting up to **10%** of dogs and **30%** of cats, leading to discomfort and healthcare expenses.



MEDIPUPS®

The Solution

USA Made, Science-Backed Functional Chews

Each formulation targets a specific canine health need with a minimal, transparent approach:

Probiotic Chews – Gut health and immune balance
Calming Chews – Natural relief for stress and anxiety
Joint Care – Support for mobility and aging
Skin & Coat – Nourishment for skin sensitivity and shine

- **Human-grade, home-baked treats**
- **Proprietary, KSU-validated formulas**
- **Subscription-based recurring revenue**









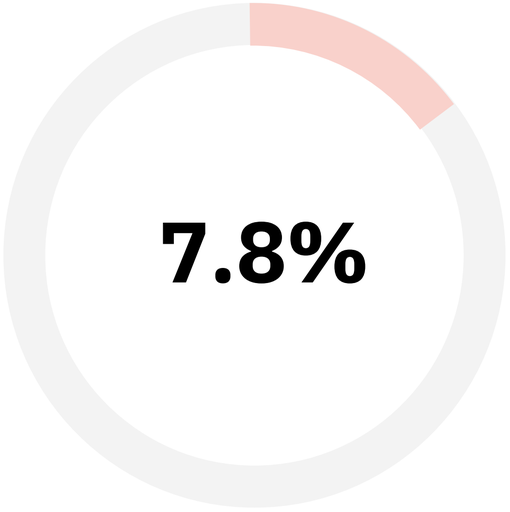
The Pet Industry Is Booming, And Shifting Online

Global pet care e-commerce market (2024)



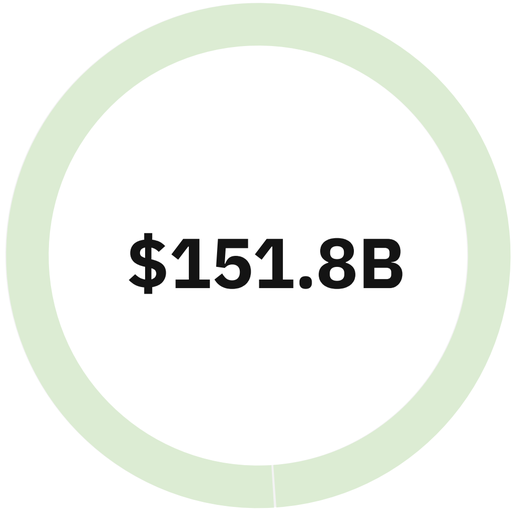
It has consistently shown steady growth in the past decade

CAGR (10-year)



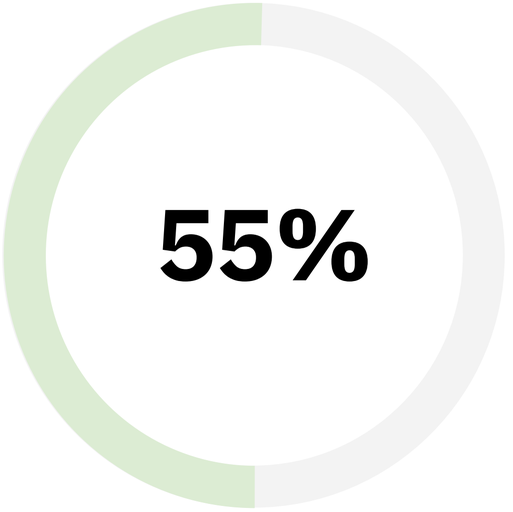
The COVID-19 pandemic saw a surge in pet ownership, as many people sought companionship during lockdowns

Pet Food Market (2024)



a 7.6% increase from the previous year.

E-commerce Growth



E-commerce has become a prominent distribution channel for pet food, with online sales witnessing significant growth.

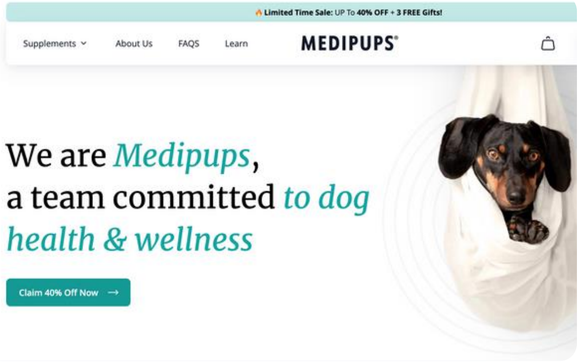
MEDIPUPS®

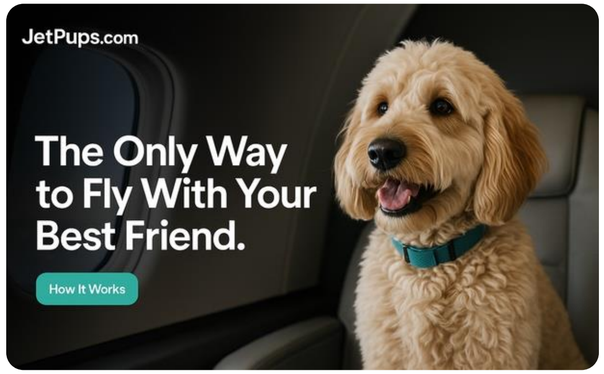
Our Ecosystem Vision

Beyond Supplements — Building the Pet Health Platform of the Future

Phase 1: Foundation (Now)

- Science-backed supplements + autoship
- New product lines launching: Dental Chews, Cellular+ (NMN/NAD+) longevity supplements
- JetPups: private pay-per-seat jet charter for dogs and owners; brand billboard + elite community access. Launching late June.





Phase 2: Expansion (2025+)

- Medipups+ App – Connect with vets, auto-manage orders, track wellness goals
- VetPups Clinics: diagnostics, vaccinations, and wellness consults
- PlayPups – Envisioned as a modern dog daycare network focused on enrichment, safety, and wellness — tightly integrated with the Medipups ecosystem

Traction & Performance

Revenue	Customer Economics	Subscribers	CAC
Proven 12-Month Growth: **$1M+** Revenue Driven By Organic & Paid Social.	**$40** AOV High Repeat Rate, <7% Churn	Gained **3,000**+ Subscribers, 90% In Recurring Monthly Revenue.	**$90** average; ROI compounding through retention

Medipups isn't a prototype — it's a working business with loyal customers, repeat revenue, and performance marketing foundations $1M+ in total revenue to date, entirely bootstrapped.

MEDIPUPS®

Barriers to Entry & IP

- Proprietary supplement formulas developed with exclusive ingredient blends
- Full in-house manufacturing, no dependency on 3rd-party co-packers; we control quality, margins, and scale
- Trademarked brand assets: Medipups® future-proofed for expansion
- 100% owned tech stack from checkout to subscription to fulfillment
- Direct customer ownership. Zero reliance on retail distributors or aggregators
- First-mover advantage in combining supplements, travel, and vet care into a single ecosystem

Medipups isn’t just hard to copy — it’s built to lead, with infrastructure and IP that make us defensible and scalable

Why Medipups Is a Perfect Strategic Partner

- **High-Growth Category Leader:** Positioned at the intersection of pet supplements, wellness, and services, all in a booming market
- **Proven Traction:** Subscription-first business with thousands of active customers and growing monthly revenue
- **Integrated Brand Ecosystem:** Supplements, air travel, vet care, and daycare, all under one trusted brand
- **End-to-End Ownership:** In-house manufacturing, direct-to-consumer channels, and custom tech stack allow for speed, control, and defensibility
- **Data-Driven Expansion:** Every customer touchpoint fuels insights that inform product development, retention, and LTV growth

The Team

Sebastian Doyle
Founder, Co-CEO

Serial entrepreneur with 8+ years in e-commerce. Built multiple DTC brands across categories with a proven 8-figure track record. Known for full-stack execution and brand-driven growth.



Tony Tran
Founder, Co-CEO

25+ years in logistics, fulfillment, and 3PL operations. Scaled 8-figure business through deep expertise in warehousing, supply chain, and operational efficiency.



What We’re Looking For

Expand Manufacturing	Strategic Brand Partnerships	Distribution Network
Scaling up our manufacturing capabilities to meet increased demand.	Align with companies in pet health, wellness, logistics, and media to support expansion of our platform	Leverage partner’s extensive distribution channels to reach a wider audience and increase market penetration.

MEDIPUPS®

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STARTUP Presentation

ControlPoint™ DIAGNOSTICS

CONTROLPOINT INC

Improving animal health around the globe

#SiliconValleySummit

Join us at pnptc.com

ControlPoint™ DIAGNOSTICS

Solving Veterinary Challenges at the Point of Care



Ph: 408-507-4117
E: paula@controlpointdx.com
www.controlpointdx.com
www.facebook.com/ControlPointDiagnostics

The Need to Address Respiratory Infections

Economic Loss in Production Animals

$900M
Cost to Feedlot Industry

$1B
Cost to Swine Industry

$3.5B
Cost to Poultry Industry 2021-2023 outbreak

Social Impact in Companion Animals - Canine

5M
Dogs infected annually

50%
Dogs positive for distemper die

3 weeks
Dogs in isolation positive for influenza

Canine Respiratory Infection - Kennel Cough



Current Cost & Diagnosis:
$45–$100 per pathogen & 3-day to 1-week turnaround

10% of infected dogs get tested leading to longer recovery time

Both pet parents and veterinarians are looking for a solution

***The ControlPoint k9 test** provides on-site rapid results that are easy-to-use allowing for targeted treatment the same day of the visit, reducing antibiotic misuse and spread of disease*

Solution

First ever single-use, disposable, hand-held test for use in veterinary clinics to aid in diagnosing respiratory infections



Test results available in minutes, diagnosing for several pathogens



Interpreted by ControlPoint™ mobile app



Directed same day treatment



Efficient collaboration between vets



Point of care opportunities

- Boarding kennels
- Breeders
- Shelter facilities
- Breeders, dog shows

Product Overview



Take a sample | Run the test | Read results

Results In 3 Easy Steps

ControlPoint K9 Test



Treatment Based On Pathogens Present

Business Achievements & Market Traction

ControlPoint™ DIAGNOSTICS

Achievements

- ✓ Awarded a SBIR grant phase I from **NSF** **$256,000** in non-dilutive funding.
- ✓ PCT filed.
- ✓ TM notice of allowance received.
- ✓ PLUGANDPLAY :024).
- ✓ Leap 2023).
- ✓ DIGITAL VETERINARY SUMMIT)21 +2022).
- ✓ ANIMALHEALTH, NUTRITION & TECHNOLOGY INNOVATION EUROPE)22).
- ✓ PETCARE INNOVATION SUMMIT (2022).
- ✓ newchip (2022).

Clinical & Market Validation

- ✓ Market research performed. **More than 1000** veterinarians & pet owners surveyed.

More than 80% of veterinarians indicated there is a need for the ControlPoint k9 test.

"Instant results on what's causing illness"

More than 90% of pet owners prefer to find out results of the CIRDC test right away.

UCDAVIS VETERINARY MEDICINE PCR Laboratory

San Diego Humane SOCIETY

MWI Veterinary Supply

User experience with ControlPoint

Product

Canine ControlPoint Test

Distemper
Influenza
Mycoplasma
Bordetella
bronchiseptica

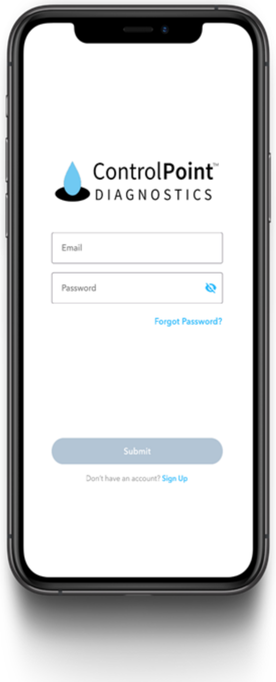


Swine ControlPoint Test

PPRSv
Swine
Influenza A
African Swine
Fever

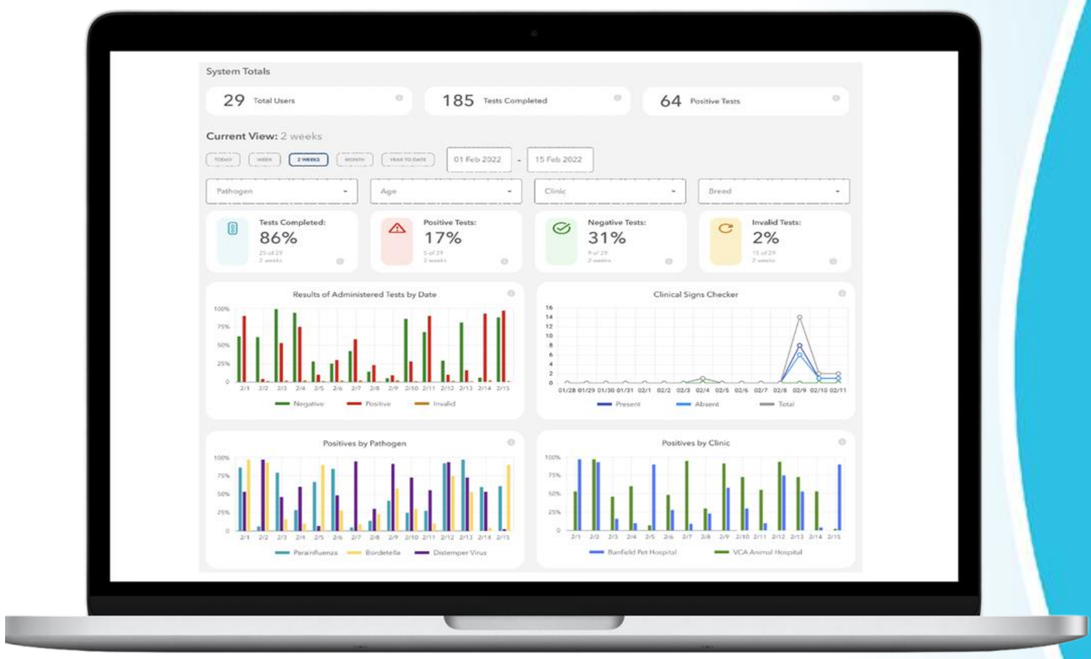


Read & Report



Easy-to-use. Results delivered straight to mobile app and report is shared with pet parent

Clinician Dashboard

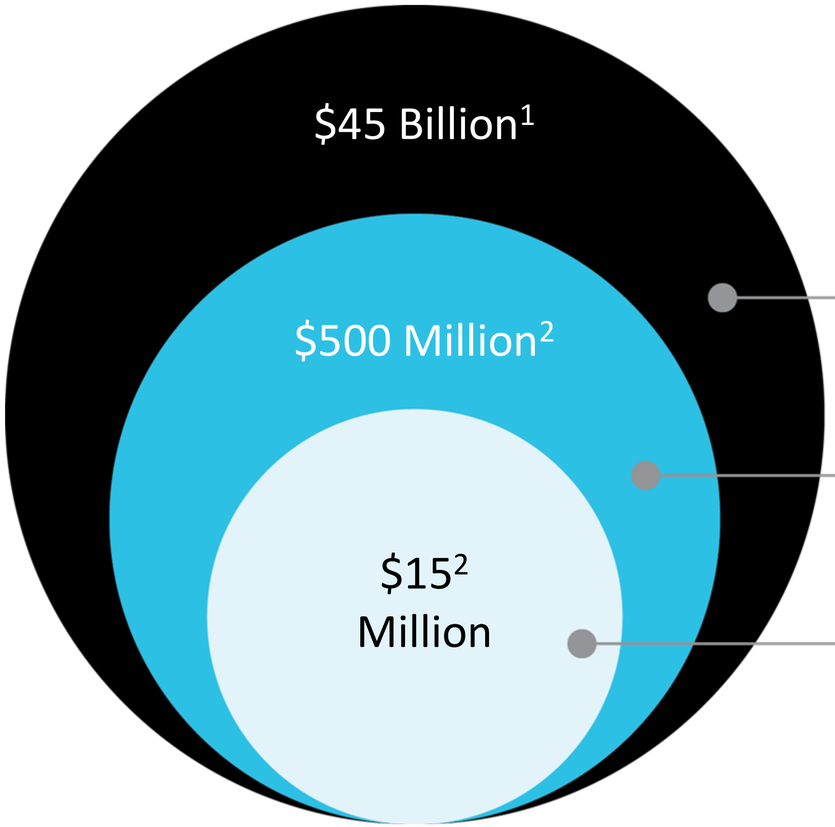


Better surveillance and monitoring of infections to mitigate & reduce spread of disease

Competitor Comparison

	ControlPoint DIAGNOSTICS	IDEXX	ANTECH	zoetis
CIRDC test	✓	✓	✓	X parasiticides. No respiratory tests
In clinic	✓	X	X	✓
Quick turnaround	✓ (minutes)	X (a week)	X (a week)	✓ (minutes)
Cost effective	✓	X	X	✓
Mobile app	✓	X	X	X

Helping Our Best Friends With Kennel Cough is a BIG IDEA



TAM global companion animal diagnostics

SAM global CIRDC

SOM CIRDC within 2 years and $75M within 4 years

[1]IDEXX 2024 Investor Day Presentation.
[2]Based on ControlPoint/Vetsense market research. 2020.

Pricing & Projected Revenues in Millions



ControlPoint

$40/test Cost to vet. Single unit detects key pathogens



Current lab test can cost between **$45 to $100 per pathogen**



> 50% gross margin
At scale at year 4



	Year 1	Year 2	Year 3	Year 4
Total Tests	76k	390k	950k	2M

In Millions. Projections include only vet clinics. It doesn't include shelters, breeding facilities, or kennels.

Experience, Expertise & Execution



Paula Walker
CEO & Board Member

Lab & Point of Care applications
5 products approved by the FDA (including 2 Covid tests)
Roche, Cepheid, Visby Medical



Greg Svanas
Lead Sr. Scientist

Rapid tests development experience from food poisoning, infectious diseases & blood heart attack markers



David Soorholtz
Marketing Advisor

Animal health market research experience & business development



Steve Schram
Board Member

Sales & marketing strategy
Led 7 launches for Norbrook
CEO Agrilab - Led exit strategy to Huvepharma



Paul Hays
Board Member

Serial CEO of Vet. products, strategic acquisitions
CEO Vibrac - led acquisition of Sentinel
CEO Synbiotics - led sale to Pfizer



Kevin Ruby
Regulatory Expert

Former USDA reviewer
Developed requirements for diagnostics & biologics



Steve Cole
Scientific Advisor

Director of the Clinical Inf Diseases Lab at Penn Vet



Tony Rums
Scientific Advisor

Extensive experience in product launch
Elanco & Hill's Pet Nutrition

ControlPoint™ DIAGNOSTICS

Solving Veterinary Challenges at the Point of Care



Ph: 408-507-4117
E: paula@controlpointdx.com
www.controlpointdx.com
www.facebook.com/ControlPointDiagnostics

PLUG AND PLAY

Sv summit

STARTUP Presentation



NATÁUR

Transforming high value sulfur ingredients from synthetics to clean biologicals

natáur

Transforming high-value sulfur ingredients from synthetics to clean biologicals

Francesca Gallucci
Head of Commercial

TAURINE

An essential sulfur ingredient



cat food

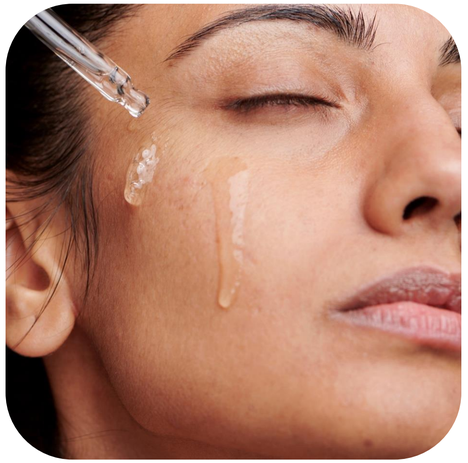
formula

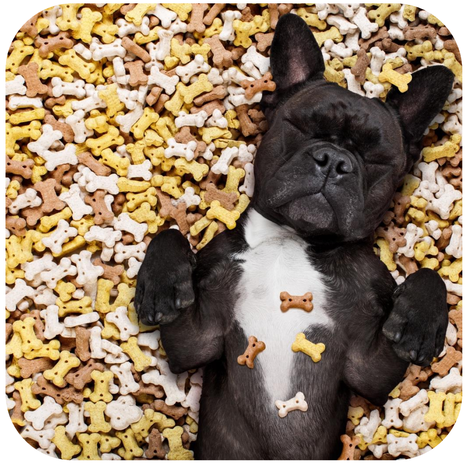


vitamins



skin care





dog treats

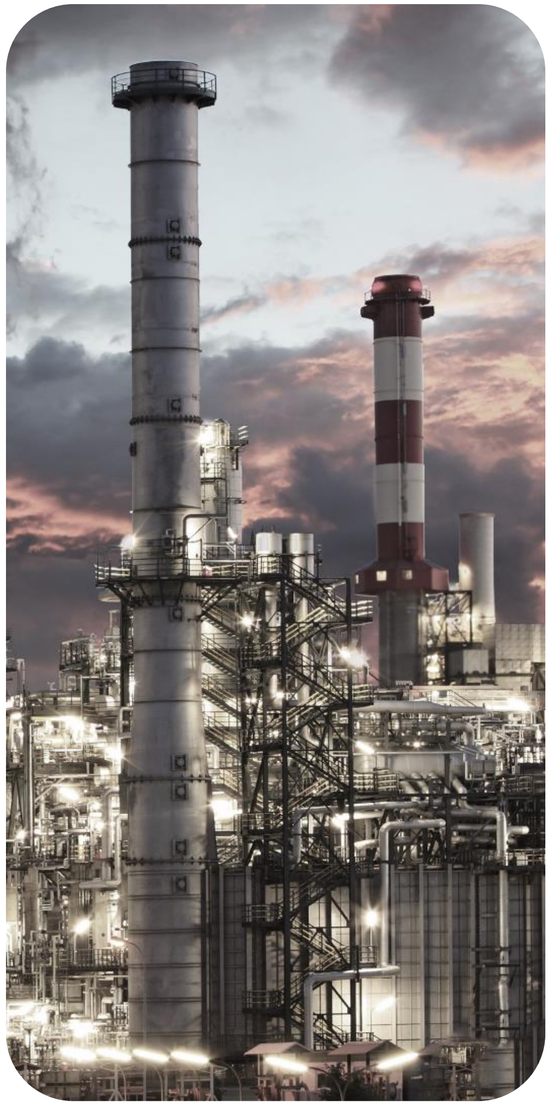
PROBLEM

Taurine, like other sulfur-containing ingredients, is still made with fossil fuels and toxic chemistry

- Toxic by-products
- Massive CO2 emissions
- Carcinogenic intermediates
- Global supply chain risks



95% of current taurine supply is made in China from petrochemicals



natáur

SOLUTION

A better way for people, pets, and the planet

with the first sulfur ingredient platform powered by biology









SOLUTION

Our platform technology is a manufacturing breakthrough for the fermentation of sulfur-containing ingredients.

- **Proprietary**—Five issued patents, 4 pending
- **Sustainable**—No toxic chemicals, 80% less CO2
- **Scalable**—Cost competitive US & EU manufacturing



Our first ingredient ready for market

NuTaurine™



natáur

Taurine is a $2.5 billion global market

- And it’s growing...
- Required in all cat food
- Supports dog heart health
- Improves growth, vision, brain, metabolics, and immunity
- Used in premium pet foods, veterinarian supplements, functional snacks, and performance nutrition









natáur

INITIAL CUSTOMER RESPONSE

“A naturally derived taurine is an important part of our vision [...] and I’m excited about the potential of your innovations to enable that vision.”

“VERY pure taurine... very excited!”

COMPETITIVE EDGE

NuTaurine is clean, pure, and gives them a sustainability and supply chain story that synthetic taurine can’t.

	Natáur NuTaurine	Fossil fuel	Animal rendering
Sustainable	✓		✓
Scalable	✓	✓	
Cost effective	✓	✓	✓
Low CO2 emissions	✓		✓
No hazardous compounds	✓		✓
No carcinogenic compounds	✓		✓
No animal parts	✓	✓	
Consumer acceptance	✓		
US/EU production	✓		✓

PRODUCTION & MANUFACTURING

From bench to scale—with patents in place and partners secured.

- Conagen partnership for global-scale
- Currently raising seed round
- Pilot production begins this quarter



	Q2'25	Q3'25	Q4'25	Q1'26	Q2'26	Q3'26
Taurine	PILOT	PILOT	GRAS	COMMERCIAL SALES	COMMERCIAL SALES	COMMERCIAL SALES
Vitamin	R&D	BENCH SCALE	BENCH SCALE	PILOT	PILOT	GRAS
Antioxidant	R&D	R&D	BENCH SCALE	BENCH SCALE	PILOT	PILOT

NATÁUR TEAM

Deep experience in GTM and ingredients

70+ years in novel biotechnology commercialization to food, feed, agriculture and pharma



Daphne Preuss, PhD

Co-Founder & CEO



Kathleen Turano, PhD

Co-Founder & President/COO



Frank Turano, PhD

Co-Founder
Chief Research Officer



Francesca Gallucci

Head of Commercial

NATÁUR TEAM

Advisors and Partners



Jonathan McIntyre, PhD

Business Development



Gregg Bogosian, PhD

Fermentation Expert



Becki Holmes

Principal, FoodWit



Casey Lippmeier, PhD

VP Innovation, Conagen

Thank you

Francesca Gallucci
Head of Commercial
fgallucci@nataur.com

PLUGANDPLAY

Sv summit

STARTUP Presentation

SNAPDNA™

SNAPDNA

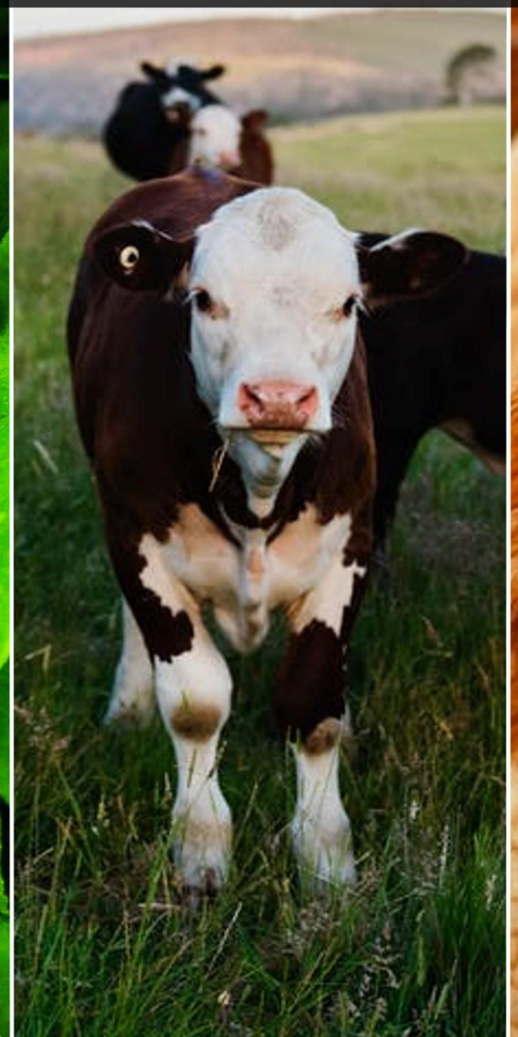
SnapDNA reduces food production cost and enables fresher, safer food.

#SiliconValleySummit

Join us at pnptc.com

SNAPDNA

Solving Global Food Safety Challenges



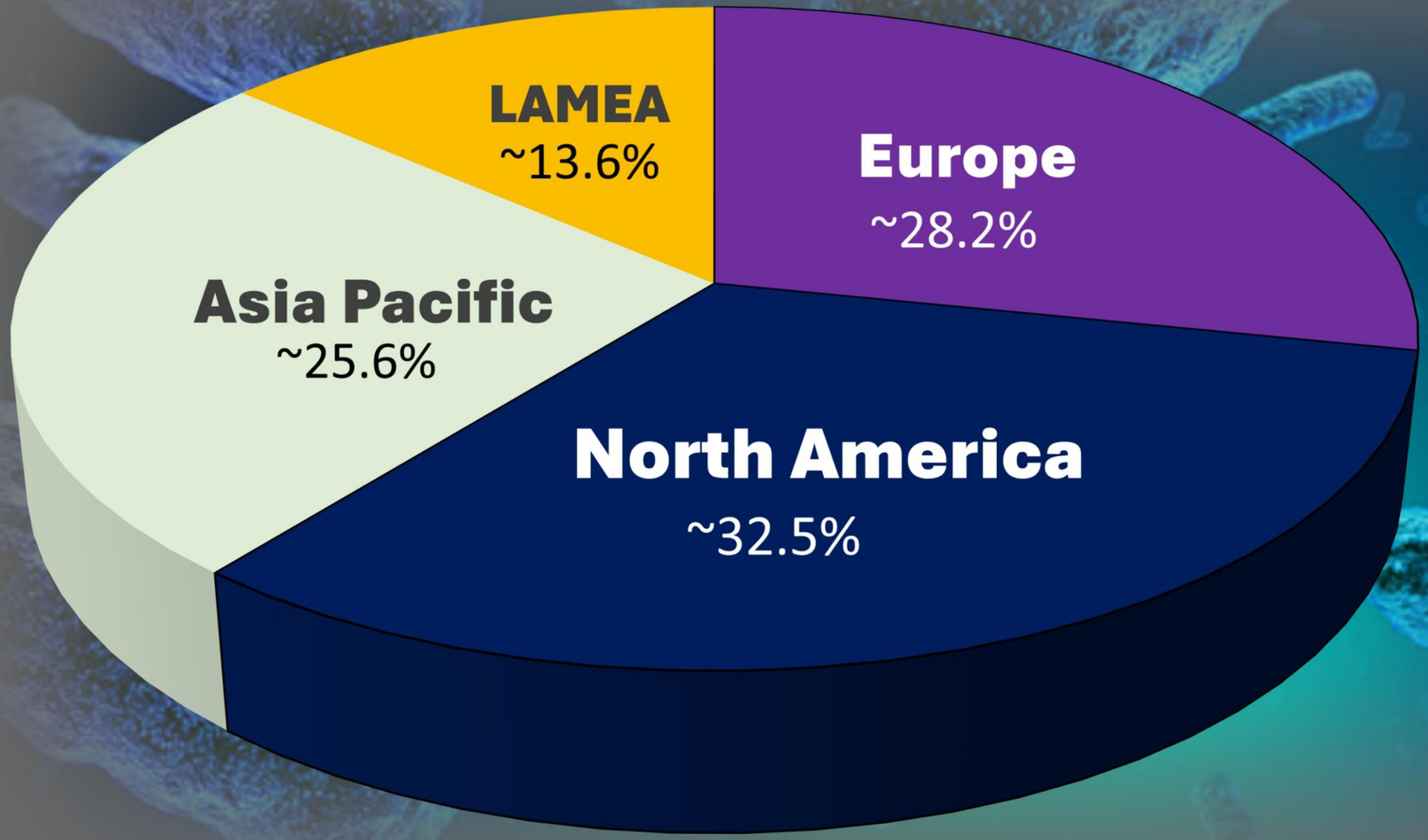


Rapid Pathogen Testing

Fresher Safer Lower Cost Food

Food Safety Testing Market

Pathogen testing (Listeria, Salmonella and E. coli) is ~1/2 of the market



$25 BILLION
in 2025

$32 BILLION
in 2028

Sources: Bowen Food Safety Market Report Oct 2024
Cervicorn Consulting

SNAPDNA Solving the global food safety challenge

Food Companies Test for Pathogens

(Listeria, Salmonella, E. coli)



Food Lab Pathogen Testing

Retailers Require Assurance of Food Safety

Walmart

COSTCO WHOLESALE

Kroger

Albertsons

WHOLE FOODS MARKET

STARBUCKS COFFEE

McDonald's

Olive Garden

KFC

SUBWAY

Panera BREAD

SNAPDNA Solving Global Food Safety Challenges



Traditional Pathogen Detection Takes Days

Labs Culture Bacteria for High Sensitivity, Specificity and Live Cell Detection

It Costs Over $40 per Pallet to Store Food

Food Must Be Stored Until Cleared With Pathogen Test Results







SNAPDNA Solving Global Food Safety Challenges

Rapid and Throughput

48 Samples in ~2.0-2.6 hours



SNAPDNA

Nothing else comes close

Culture-Based Analysis

Not **F**ast ✗

Not **E**asy-to-**U**se ✗



SNAPDNA

The **FIRST** and **ONLY** Onsite Rapid Food Pathogen Test That Can Replace Lab Testing

Meets Industry Need for "FACE"

Fast ✓

- Results in less than **2 Hours**

Accurate ✓

- **DNA** analysis with a **5 cell** level of detection

Cost Effective ✓

- **Cost Competitive** with lab testing

Easy-to-Use ✓

- **Push Button Simple**
  (Self-Contained & Automated)



SnapDNA instrument

SNAPDNA Solving Global Food Safety Challenges

VALIDATION

and contribution

Cooperative Research and Development Agreement

SnapDNA Selected As The Preferred Food Testing Platform

USDA-ARS

- Leveraged $50 million of USDA IP for SnapDNA
- Allocated >10 man-years co-developing some SnapDNA processes
- Published peer-reviewed paper on SnapDNA specificity and sensitivity

USDA-ARS:
United States Department of Agriculture -
Agriculture Research Service, Albany, CA

SnapDNA Paid Pilot Testing: 100% Accurate Results

Many Have Tried…

…SNAPDNA is the ONLY Rapid Test to Succeed

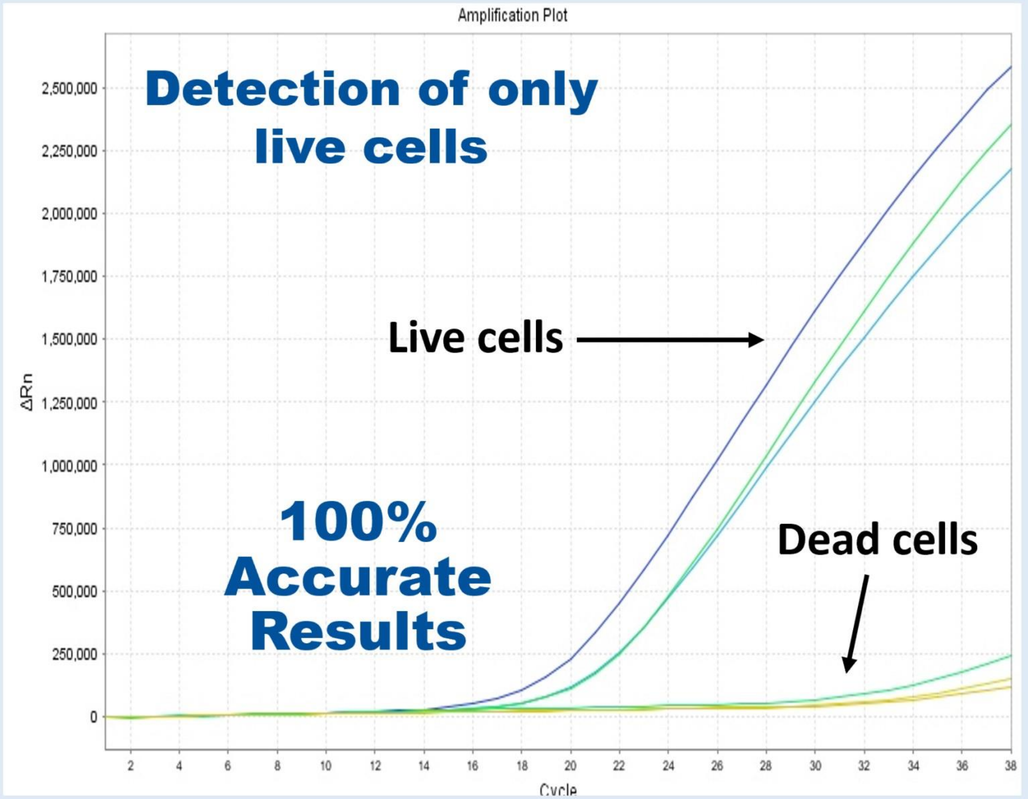
Taylor Farms



Real World Samples

100% Accurate Results

PEPSICO



SNAPDNA Solving Global Food Safety Challenges

SnapDNA Products



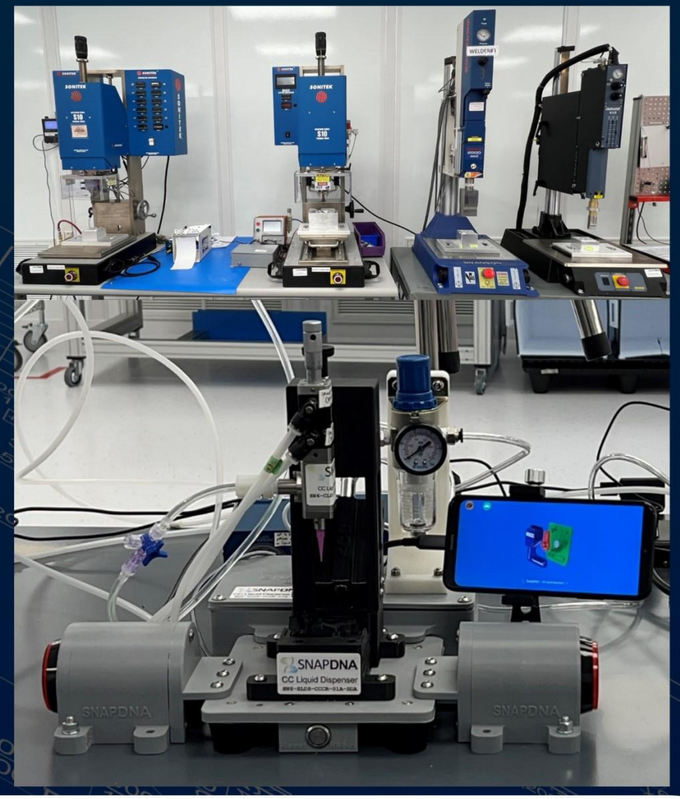
SNAPDNA CARTRIDGES

Single Use Per Test



SNAPDNA INSTRUMENT

Self-Contained &
Transportable



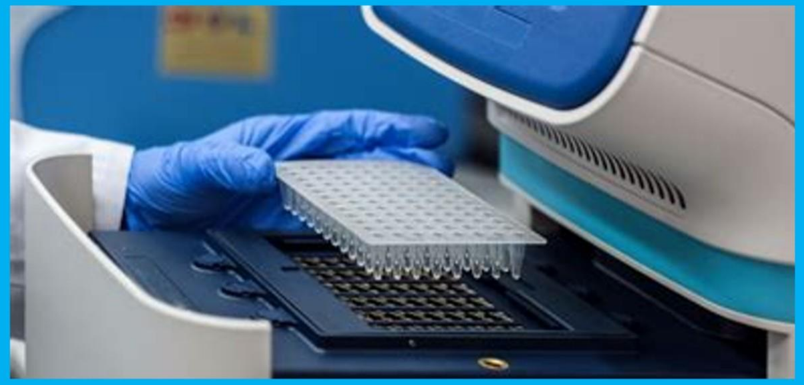
SNAPDNA CARTRIDGE ASSEMBLY
(not all stations shown)

SNAPDNA Solving Global Food Safety Challenges

SNAPDNA

Sample Processing





Detection (PCR)

Competition
Rapid Sample Processing

Sample Processing Technology:	**Automated Cell Isolation** (SNAPDNA)	Manual Pipetting (NEOGEN LexaGene)	Shorter Culturing Time (Pathotrak spectacular)
Fast (Dozens of Samples in < 3 hours)	✓	✓	✗
Accurate (Can Replace Lab Testing)	✓	✗	*
Cost Effective	✓	✓	✓
Easy to Use	✓	✗	½

* Less accurate but acceptable for some

SNAPDNA

Management



David Medin | CEO
C-level experience in private and public companies.
Consumer electronics, wireless communications & biotech.



Veronica De Guzman Ph.D. | Molecular Biology
Product development and GMP and GCP
manufacturing experience in biotech.



David Hickox | Board Member
Retired Ernst & Young partner. Clients included start-ups, Fortune 500, and S&P 500 in med device/tech, software, networking and semiconductors.

Advisors



Eric Wilhelmsen Ph.D.
Food Safety Scientist
Taylor Farms, Dole, etc.



Les Vadasz
Intel Capital Founder & President
Intel Founding Team



Regis McKenna
Marketing Guru
Apple, Intel, Genentech, etc.



Tom Jacobs
Food industry sales
12 yrs Tyson Foods



Russ Lehrman Ph.D.
Biopharma Tech Leader



Gabriel Matus
Material Science

SnapDNA Summary

- Huge Operational Savings for Food Companies
  - Replaces 3-day Lab Testing
  - Fastest, Most Accurate, Easiest-to-Use, Lowest COGS
- Leadership Position
  - 12-year Development, Broad IP Ownership and Barriers
  - Commercial-Ready With Traction
- Next Gen Capabilities
  - Cloud-Connected Platform Designed For AI-Based Predictive Analytics

dmedin@snapdna.com

PLUGANDPLAY

Sv summit

STARTUP Presentation

ProPet™ DX

PROPETDX

Diagnose early. Act fast. Make More Memories.

ProPetDx Inc.

Diagnose Early. Act Fast. Make More Memories

Preston Williams, Ph.D., Co-Founder / CEO

ProPet™ DX

Our Central Mission

Empowering Veterinarians and Pet Owners with Personalized Pet Health Insights to Drive Proactive Treatment Decisions that Improve Pet Health and Extend Life



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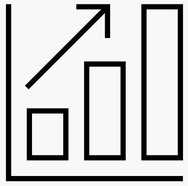
The Current Diagnostic Landscape is Lacking

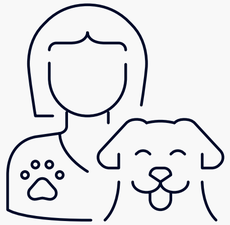
- Our pets cannot talk, ***but their biology can***!
- Pet diseases like cancer are often detected too late
- Current diagnostics are limited, reactive, and generic
- Vets lack tools for early, personalized pet insights
- Pet parents are flying blind until it’s too late
- Early Cancer Detection $2.5B TAM



90M Dogs
& 70M Cats in the US



$2.5B est. Oncology TAM



6M annual cancer Diagnosis in Dogs



4 in 10 Older Cats Have CKD

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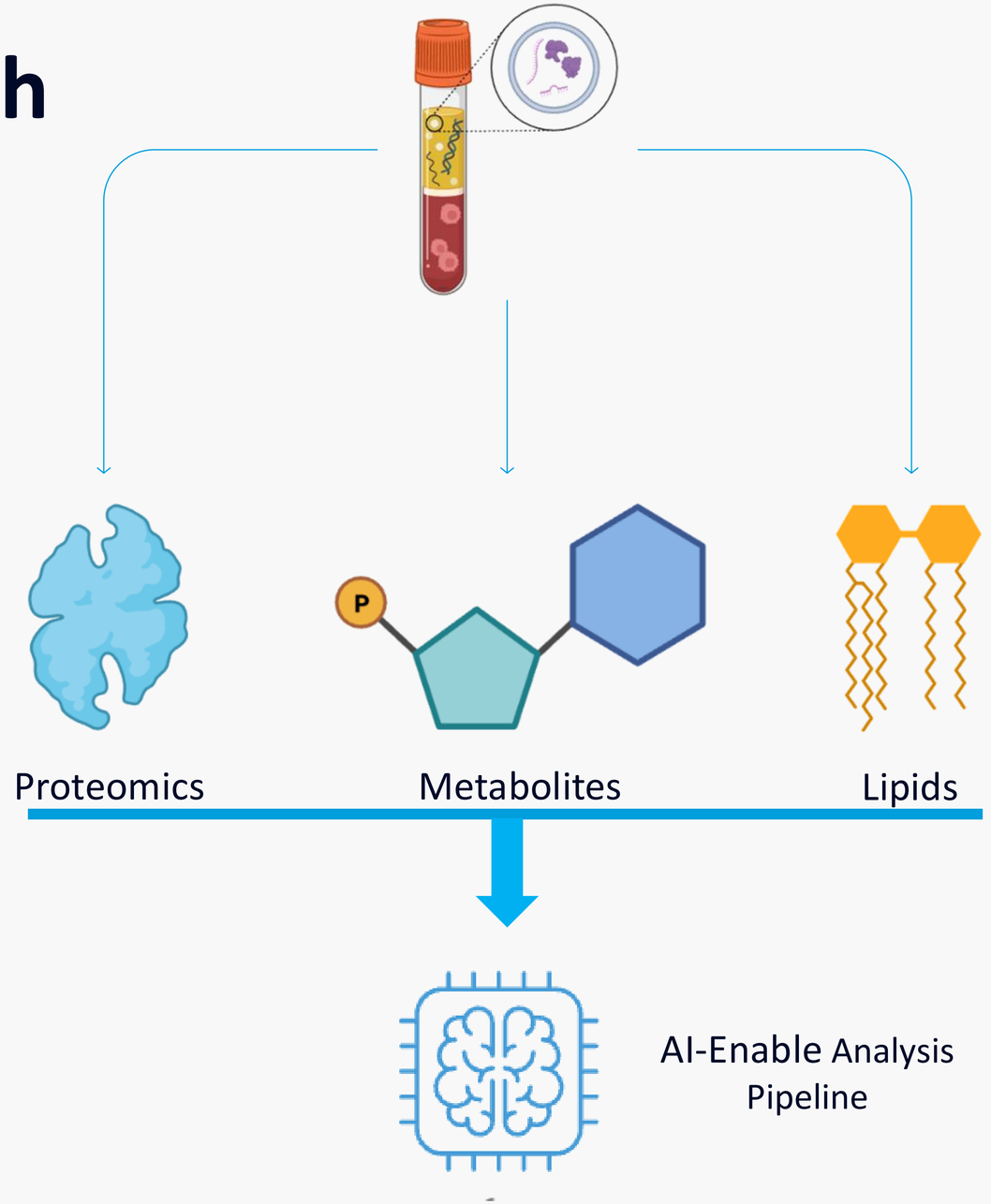
A High-Definition View of Health

- ProPetDx is building the first veterinary diagnostic platform powered by:
  - Proteomics
  - Lipidomics
  - Metabolomics
- We enable early disease detection, health monitoring, and actionable insights
- Non-invasive, blood-based tests designed for clinical utility and scalability
- ProPetDx has a comprehensive IP portfolio
  - Provisional patents and Trade Secrets



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Traction in Oncology and Kidney Disease

- Completed biomarker identification studies in canine oncology and general health
  - Drive early diagnosis and treatment of disease
- Identification of feline chronic kidney disease biomarkers
- Diseases that leave vets and pet parents flying in the dark
- Actionable interventions



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Flexible Platform Can Be Used for Many Applications

The ProPetDx Platform Business Position

Custom Partner Projects (Industry)	Q1 2025 Kickoff
Diagnostic Test Suite (Veterinarians)	Q1 2026 – ProPetDx Inc. Early Access Program Launch
Therapeutic Target Identification & Direct to Consumer	2026+

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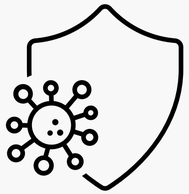
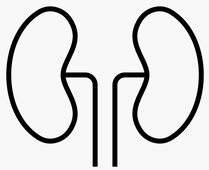
A Single Test, Multiple Results. Actionable Info

- ProPetDx's health screen reports
  - –Cancer presence
  - –Multiple health and wellness metrics
- ProPetDx Inc's test deliver key information to veterinarians, researchers and pet parents
  - –Drives decisions for curated treatments and interventions
- Other Diagnostic Tests are in Pipeline
  - –Cognitive function, liver health and pain

Diagnostic Test Offering
 **Cancer Presence**
 **Cardiorespiratory Health**
 **Glucose Tolerance / Diabetes**
 **Kidney Functional and Health**

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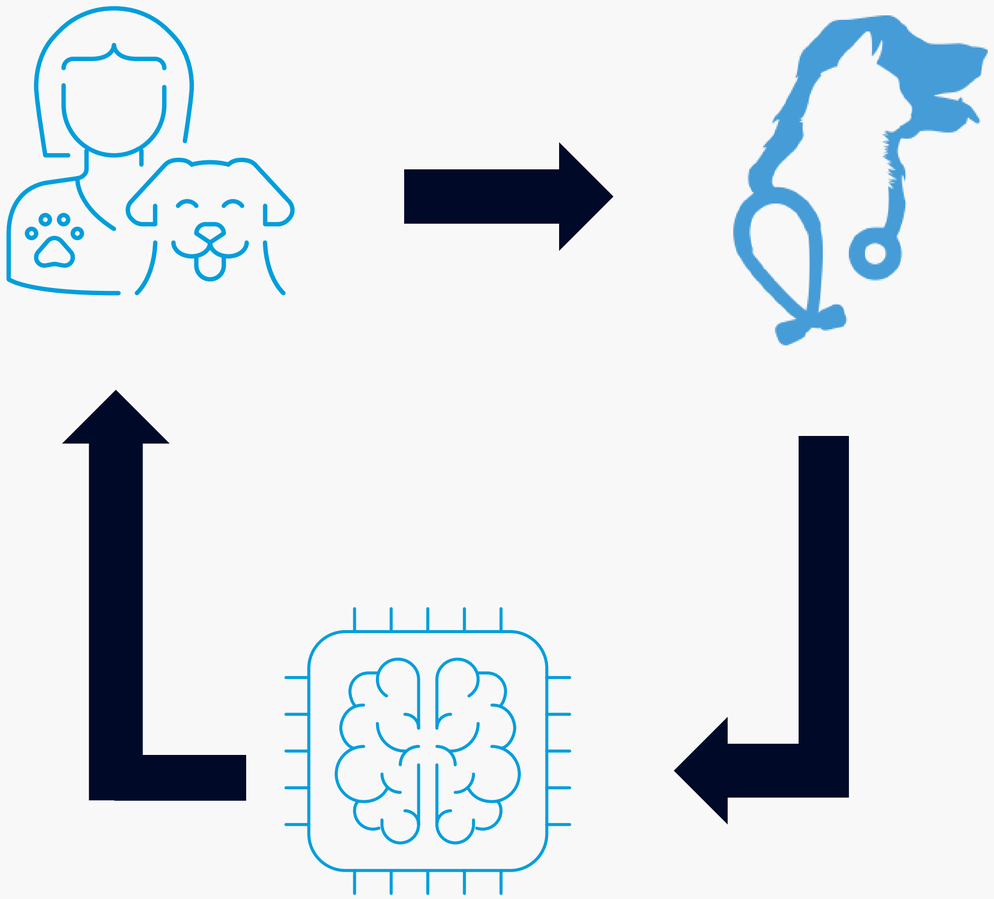
Go to Market with a B2B Model

- ProPetDx's MVP B2B product works directly with veterinarians
  - –Samples collected at clinic sent for analysis
  - –Data generation, analysis and test results generated at ProPetDx
  - –Test results are then sent directly to the veterinarian
- Upcoming lab buildout lowered COGS and turn around time
  - –Eventual in-clinic tests



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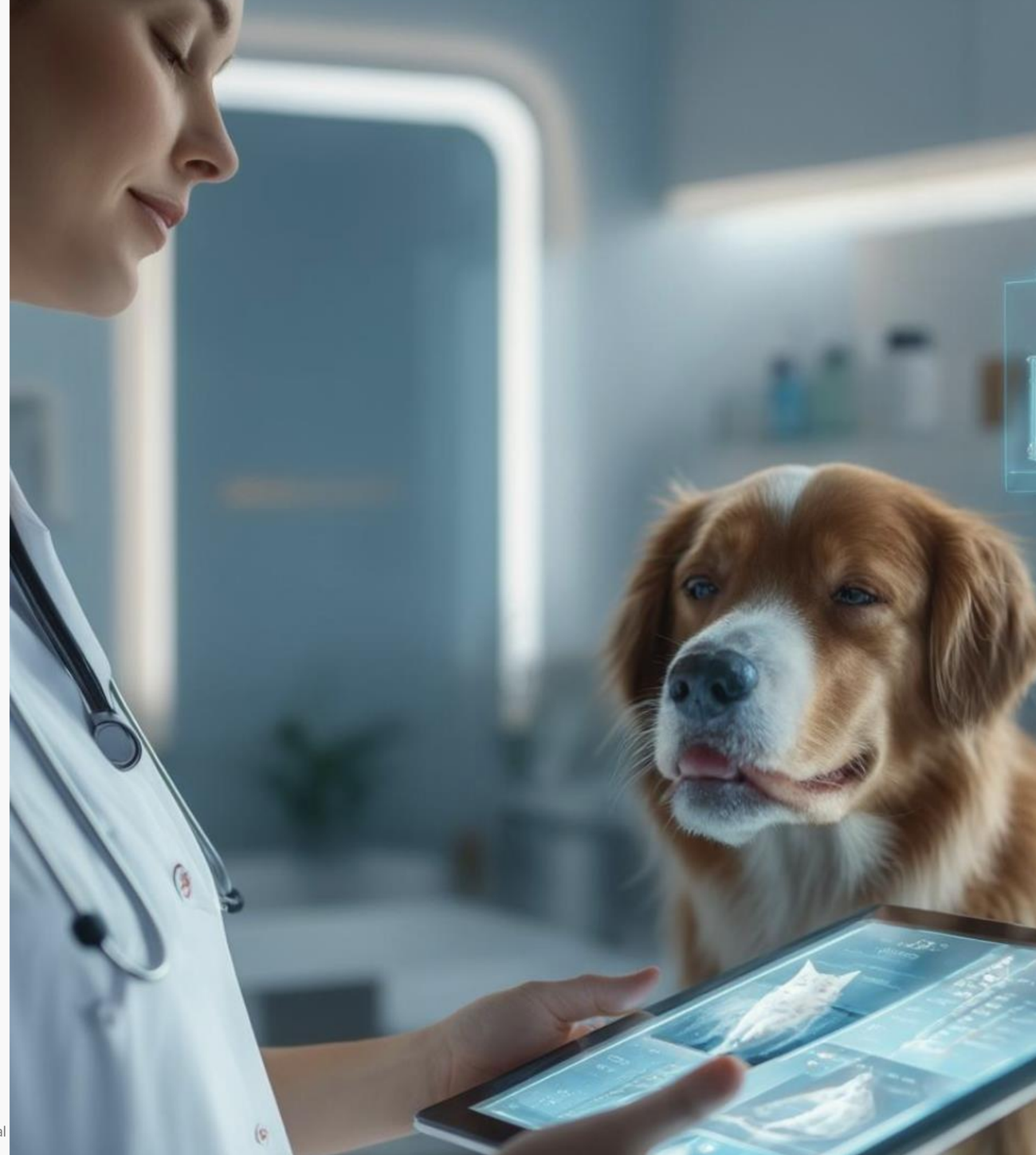
Platform Uptake & Traction

- Initial efforts were dedicated to building a robust platform
  - Analytical performance
  - Development of AI-enabled analysis pipelines
  - Scalability
- Multiple custom partner projects ongoing
  - Large Pet Companies
  - Academic Groups
  - More than $1M in revenue in 2025
- Diagnostic sales will surpass custom project revenue in 2028



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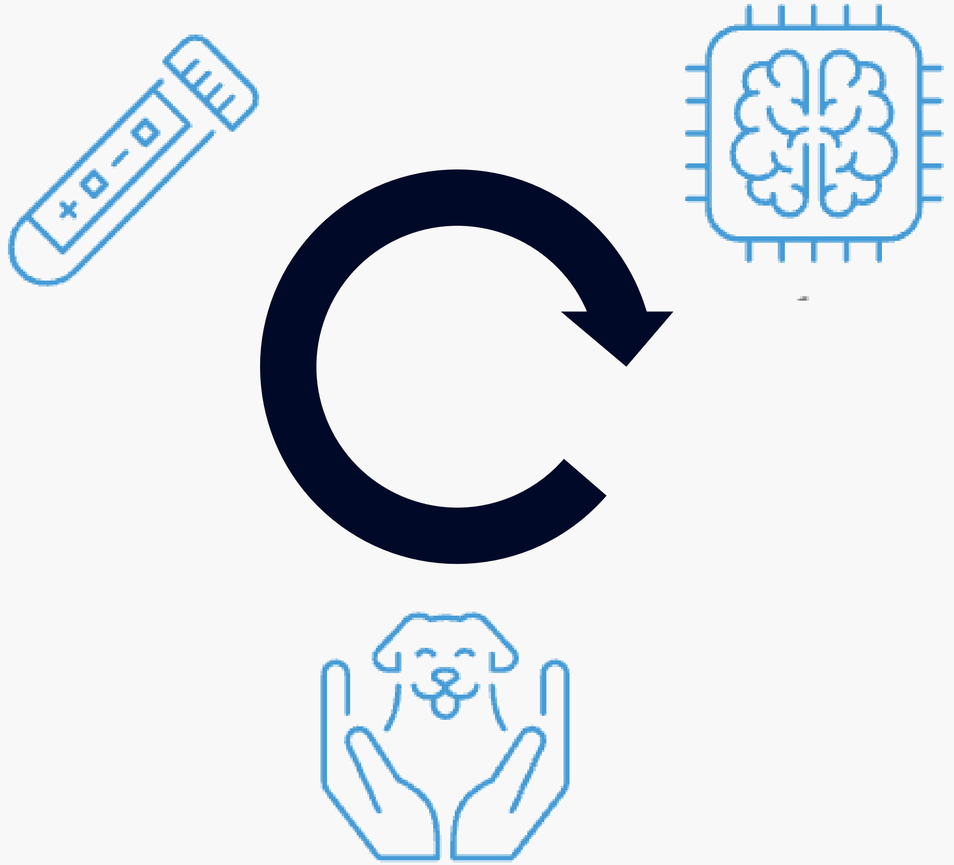
ProPetDx Inc.’s Vision and Impact in Animal Health

- Continuous pet health monitoring unlocks
  - Early intervention
  - Drives smarter care decisions,
  - Fuels rapid innovation in treatment development
- Reshaping the future of animal health
- Platform is species agnostic – evaluating
  - Horses
  - Zoo Animals
- Leverage evolution to gain a deep understanding of biology, health and disease



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The ProPetDx Inc. Team Knows Animal Health

ProPetDx Inc.



Preston Williams, Ph.D.
Co-Founder, CEO,
Morris Animal Foundation
Golden Retriever Lifetime Study
Scientific Steering Committee
Member, Scientific Advisory
Board Chair Canine IBD

ProPetDx Inc. Board Member



Tiffany Grunert
CEO Silent Returns, Former CEO Morris
Animal Foundation, Board Member of
University of Colorado, Colorado Springs

Scientific Advisory Board



Nathan Price, Ph.D.,
Co-Director Center of Human Healthspan
Buck Institute for Research and Aging, CSO
Thorn Health Tech
(Recently acquired for $600M)



Paul Kearney, Ph.D.,
CDO, Sera Prognostics
NASDAQ: SERA



Larry Gold, Ph.D.,
Founder, Former Chairman & Former
CEO SomaLogic Inc., Professor
University of Colorado

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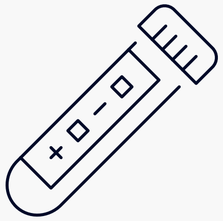
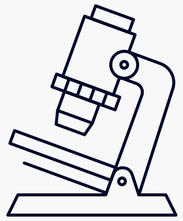
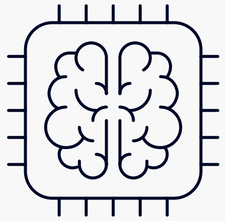
Capital Raise Drives Increased Revenue and Product Launch

Sample Access	State of the Art Technology	AI-enabled Analysis	Clinical Launch	Early Detection And Intervention
				
☑	☑	☑	☐	☐

- Raising Capital - $2.5M at a $12.5M post money valuation
  - Facilitates completion of validation studies and product launch of 2 products
    - Canine Cancer, Cardiorespiratory health and kidney health
    - Feline chronic kidney disease

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Thank You

www.propetdx.com

preston.williams@propetdx.com

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PLUG AND PLAY

Sv summit

PROGRAM SUCCESSES AND MENTOR RECOGNITION

#SiliconValleySummit

Join us at pnptc.com

Program stats

Over the course of the nine-month program, we were able to:

- make 50+ direct connections to VCs/investors;
- make 110+ direct connections to mentors;
- make 45+ direct connections to corporates;
- help initiate 5+ different projects with Kansas State University.

PLUGANDPLAY

Sv summit

UPDATE



StenCo

#SiliconValleySummit

Join us at pnptc.com

Go Topeka / Kansas state university

Through first year of partnership:

- 9 companies
- 14 projects
- 4 colleges at KSU
- 4 student interns



Hill’s pet nutrition

Through 5 years of partnership:

- 634 Leads
- 60 NDAs
- 30+ Pilots
- 10 Corporate <> Corporate
- 2 Immersion Programs



PLUG AND PLAY

Sv summit

THANK YOU FOR ATTENDING

#SiliconValleySummit

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