



Aayush

PERSONALIZED MEDICINE

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High on the list of breakthroughs expected to transform medicine is personalized medicine – the use of new methods of molecular analysis to better manage a patient’s disease or predisposition to disease. Personalized medicine is likely to change the way drugs are developed and medicine is prescribed.

The mission of Chikujee Therapeutics is to build the foundation that underpins the advancement of personalized medicine as a viable solution to the challenges of efficacy, safety and cost.

What is Personalized Medicine?

As defined by the President’s Council on Advisors on Science and Technology, “Personalized Medicine” refers to the tailoring of medical treatment to the individual characteristics of each patient...to classify individuals into subpopulations that differ in their susceptibility to a particular disease or their response to a specific treatment. Preventative or therapeutic interventions can then be concentrated on those who will benefit, sparing expense and side effects for those who will not.

Chikujee Therapeutics has developed Aayush-an innovative technology platform based on proprietary multi-functional nanoparticles that promises to make significant strides in developing a personalized medicine product engine.

TECHNOLOGY THAT DELIVERS

Our products, both proprietary and partnered, are based on unique, sophisticated multifunctional NanoBindi technologies, designed to overcome barriers and yield improved treatment outcomes. Engineering complex drug molecules into formulations that can be effectively introduced and absorbed into the body at a carefully controlled rate without any adverse effects on the healthy cells is a formidable challenge. NanoBindi architecture offers the modular capabilities to engineer products that overcome these challenges and help develop patient friendly diagnostics, targeted therapeutics and clinical monitoring products. Aayush the integrated development platform allows the product development with a shorter timeline and consistent quality in a cost efficient manner.

TECHNOLOGY ARCHITECTURE:

Set of multifunctional technology components of NanoBindi can be configured within the product using the **Aayush technology platform**.



The NanoBindi technology architecture defines the simple and scalable manufacturing and commercial development realization of a product (diagnostic, monitoring or therapeutic) with strong emphasis on consistent quality and efficient drug development.

NanoBindi architecture helps define baseline and target views of the product, detailing the functional and developmental roadmap towards the final product with consistent quality attributes and identify key features in the roadmap.

NanoBindi architecture completes the set of functional and developmental information and therefore supports cost assessment of different product development scenarios for critical risk assessment profile of product life cycle.

Aayush Technology platform uses proprietary NanoBindi that provides

- Simplicity of Design
- Lower tactical risk-development, manufacturing, regulatory approval as well as investment
- Meaningful barriers for competition
- First mover advantage
- New level of adoption by patients

- A. Multifunctional product development that offers
 - A Patient: a simple patient-friendly product that ensures therapy compliance.
 - Company: significantly reduces development timelines, ensures consistent quality and is regulatory agency friendly
- B. Provides an alternative personalized medicine product portfolio that eliminates privacy concerns, is relatively inexpensive, easy to scale up.

Value of Personalized Healthcare

Clearly, the value of the 'Personalized Healthcare' approach is rooted in positive clinical outcomes for the patient – saving lives and improving the quality of life.

But other stakeholders benefit as well.

Patients:

- Better quality of life in a worst case scenario and saved life in best case scenario.
- Patient-friendly non-invasive detection and clinical treatment monitoring.
- Easier compliance regimen

Healthcare Provider:

- Physicians are provided with the right tools for easier decision making, and better prediction of treatment outcome
- Better doctor-patient communication-especially if the treatment options include non-invasive detection and monitoring methods
- Seamless interaction with the patients as detection, treatment and monitoring is part of the same continuum.
- Less training for healthcare professionals

Companies & Investors

- A fast and cost effective development and commercialization pathway
- Solid foundation for a risk-managed sustainable growth
- Payers and reimburses see the optimized use of resources and the potential elimination &/or reduction of co-treatments for side effects.
- Faster investment returns for the investors.
- Robust product pipelines with simplified product development path.

Regulatory Agencies:

- A modular and common components in all the products

- And regulators and policymakers find a stronger basis for the development of treatment guidelines.
- Allows a simplified compliance procedure for approval and quality assurance.

Simply stated, there is no company in the world in a better position to make this approach a reality.

A CHIKUJEE PRODUCT COMMERCIALIZATION CASE

Time to Market

