



ChoiceTM

every child desired

Breakthrough hormone-free
lifetime easy birth control



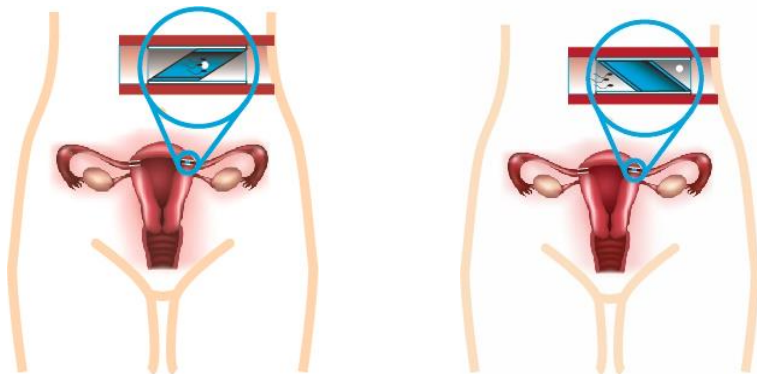
Executive Summary

CHALLENGE

Many women desire hormone free contraception to replace the pill or IUD, which are affecting their bodies & minds, and go un-serviced. Current contraception is also not effective enough (1 in 4 children born unwanted).

SOLUTION

Valves in fallopian tubes, open & closed wirelessly. Dependable, permanent, carefree reversible contraceptive & sterilisation method in one. No worries, no pain, hormone, chemical & discipline free. Ultimate low-cost opportunity, able to reach every woman.



Valve open

Valve closed

TEAM

Started in 2018 with disruptive IP from founder. Now a team containing the experience of the top Dutch gynaecologists in fallopian tube implants, experienced medical implant developers, proven clinical test experts, established European high-tech companies in micro electro-mechanics as well as successful serial entrepreneurs & finance experts.

IP

1 awarded EU patent on valve & motor, US patent pending. 2 patents pending. More IP on stream.

MARKET

Game changer for the contraceptive market. A vast majority of young women surveyed prefer the Choice solution. Triple digit revenue growth possible first 10 years. Total world market for contraception growing from \$24 billion (2018) to \$44 billion (2027)*.

STATUS

Engaged in animal testing (rabbits) to ensure biological compatibility

NEED

Raised 1.3 M€ in two years. Now looking for additional 3M€ funding for first-in-woman testing.

* source: [inkwood research](#)



Multi-disciplinary team with experience

TEAM

Peter van de Graaf, MSc. Founder
25 years experience medical product design (3M Medica). Dedicated his life to this essential innovation. (medical) product development veteran, 7 patents.

Jörg Stroetzel, MSc. Business Development
Co-investor. 30 years of experience in the development of modular systems.

Bert Bakker, BSc. CTO
30 years CTO & system architect experience in medical implant development.

SCIENTIFIC ADVISORY BOARD

Prof. dr. Marlies Bongers
30 years experience in gynaecology. With B. Veersema foremost Dutch specialist in tube implants, Maastricht University, MMC, Maxima Medical Centrum.

Prof. dr. Bas Veersema
30 years experience in gynaecology (see above). Utrecht University, UMC.

Prof. dr. ir. Peter Baltus
35 years experience in wireless systems & IC design. Technical University Eindhoven.

CLINICAL TESTING

Joris Bannenberg. Dr.
25 years medical device regulatory and clinical consultant.

INVESTOR/BUSINESS ADVISORS

Erik van de Graaf, M.Sc.
40 years finance expert, grand real estate developer, brother of founder.

Rens Boogerd M.Sc.
Michael Riedijk, M.Sc.
CEO's multiple tech enterprises & (angel) investors in 10+ companies RABO BSF LioF Brainport

NEW HIRES

CMO
Next quarter, to shape & manage clinical testing



A broad network of partners

TECHNICAL

**Choice
Product Development**

Main Partners

TU/e
TNTech
HemoTeq
Settels Savenije
imec
& others (to be discussed under
NDA)

CLINICAL

**Rabbit tests, Organoids
Peri- & Per Hysterectomy
tests**

Main Partners

Anapath
FREY-TOX
Charité Berlin
Maxima
UMC Utrecht

SOCIETAL

**Societal
Embedding**

Main Partners

Rutgers Stichting
Humanistisch Verbond

FINANCIAL

**Valorisation study
Market Access study**

Main Partners

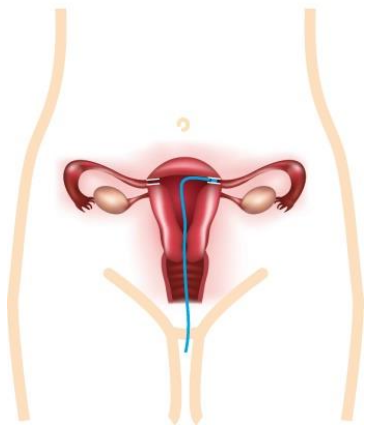
Claassen, Molenbeek & Partners
IMTA
Erasmus University
Rabo Innovatie Fonds
Brabant Startup Fonds
LIOF



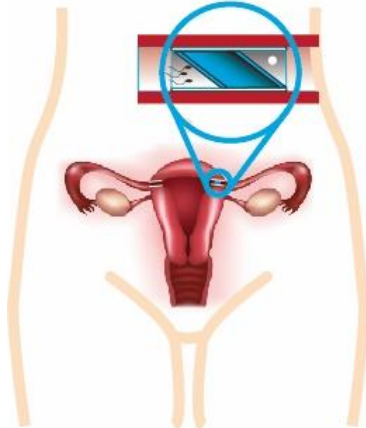
CHOICE



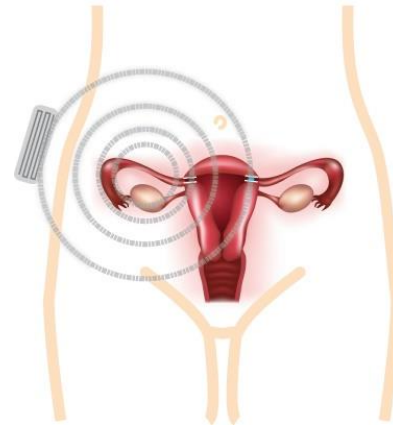
Technical



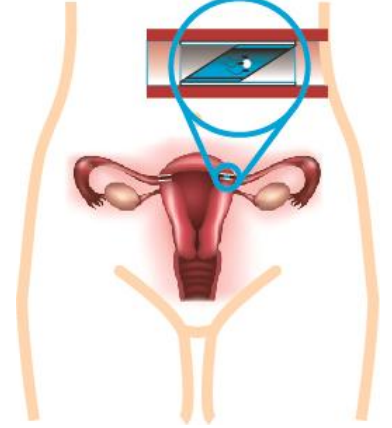
Placing Implants



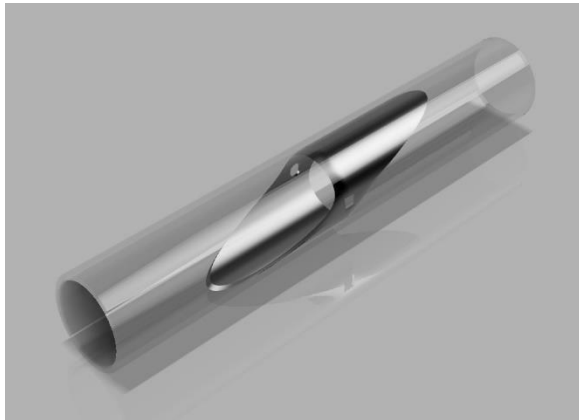
Closed: infertile



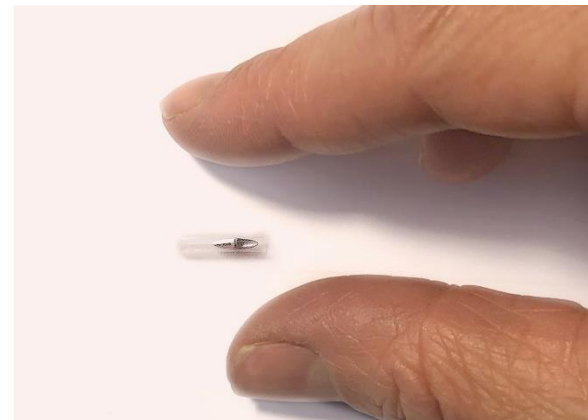
Wireless change



Open: fertile



Overall view



Size



Challenge & Solution

CHALLENGE

Ten percent of US women at risk of unintended pregnancy are not currently using any contraceptive method*. Everybody wants children to be desired, but one in 4 is not, to huge psychological & societal cost. Why?

Because there is currently no ideal contraception:

- More & more women dislike hormones, abrasion & chemicals (IUD's) in their body.
- The discipline required for the pill & condoms does not always fit real life.
- The recurring cost for contraception can not always be afforded.
- Contraception is not available (200M women)

* Source: Guttmacher Institute

BENEFITS

Choice delivers ideal contraception for life. A one-time only outpatient procedure delivers a:

- carefree
- hormone-free
- abrasion-free
- chemical-free
- discipline-free contraception
- combining contraception & sterilisation

UPSIDE USER

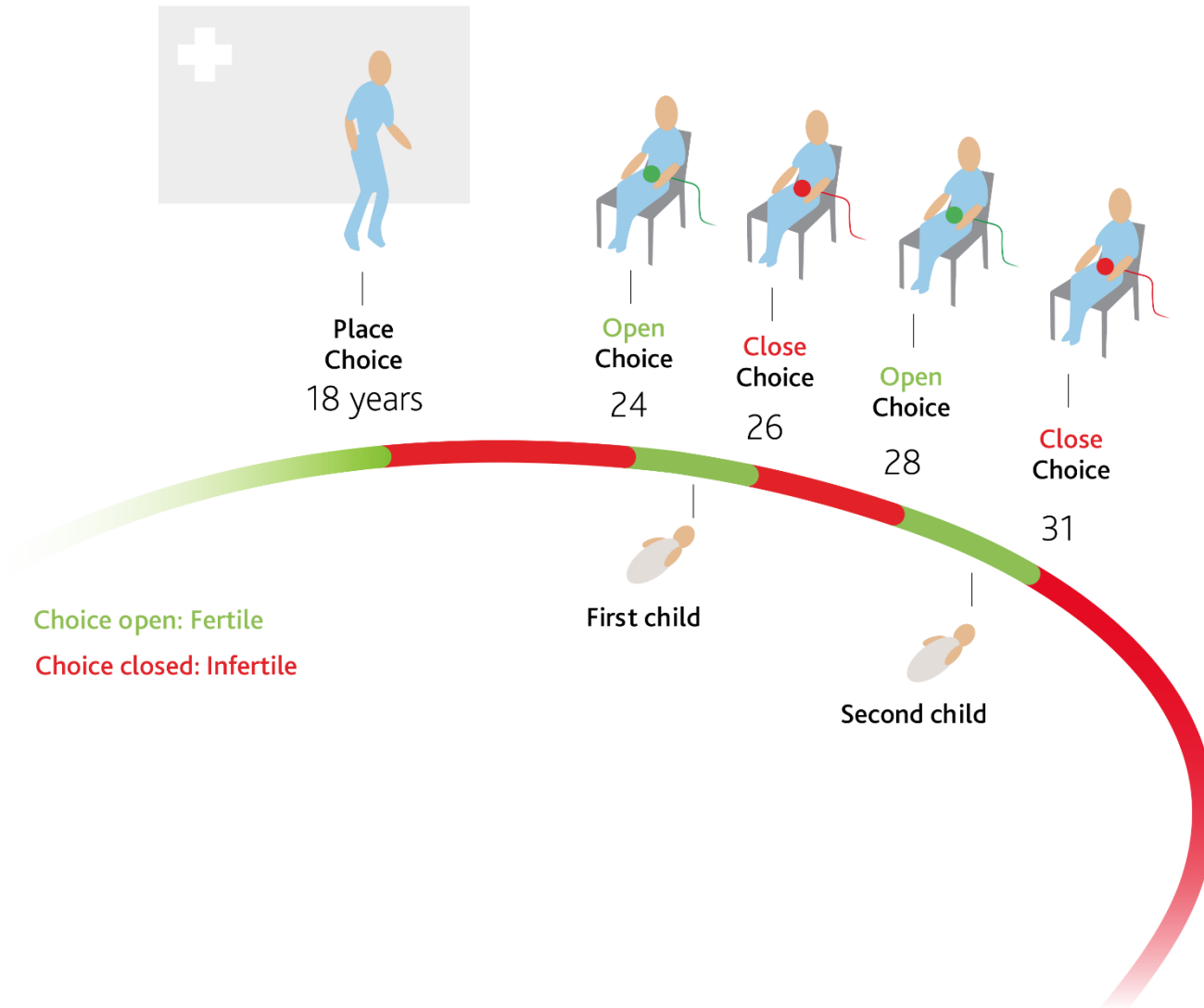
Less expensive than competition (pill, IUD),
\$ 250/year subscription (see IMTA report)

UPSIDE CARE

Avoided societal & care cost; undesired children, abortions, psychological trauma parents & children, child care services, crime & prostitution, contraception lifetime, side effects



Contraception & sterilisation in one





Competitive analysis overview

	Choice	Pill	Condom	IUD Copper/ Hormonal	Sterilization
Hormone free	✓	✗	✓	✓ ✗	✓
Carefree (independent of user)	✓	✗	✗	✓	✓
Passion proof (always protected)	✓	✓	✗	✓	✓
Reversible	✓	✓	✓	✓	✗
One-time-purchase/ intervention	✓	✗	✗	✗	✓
High degree of reliability (>90%)*	✓	✓	✗	✓	✓
Natural feel	✓	✓	✗	✓	✓

* en.wikipedia.org/wiki/Pearl_Index



Intellectual Property

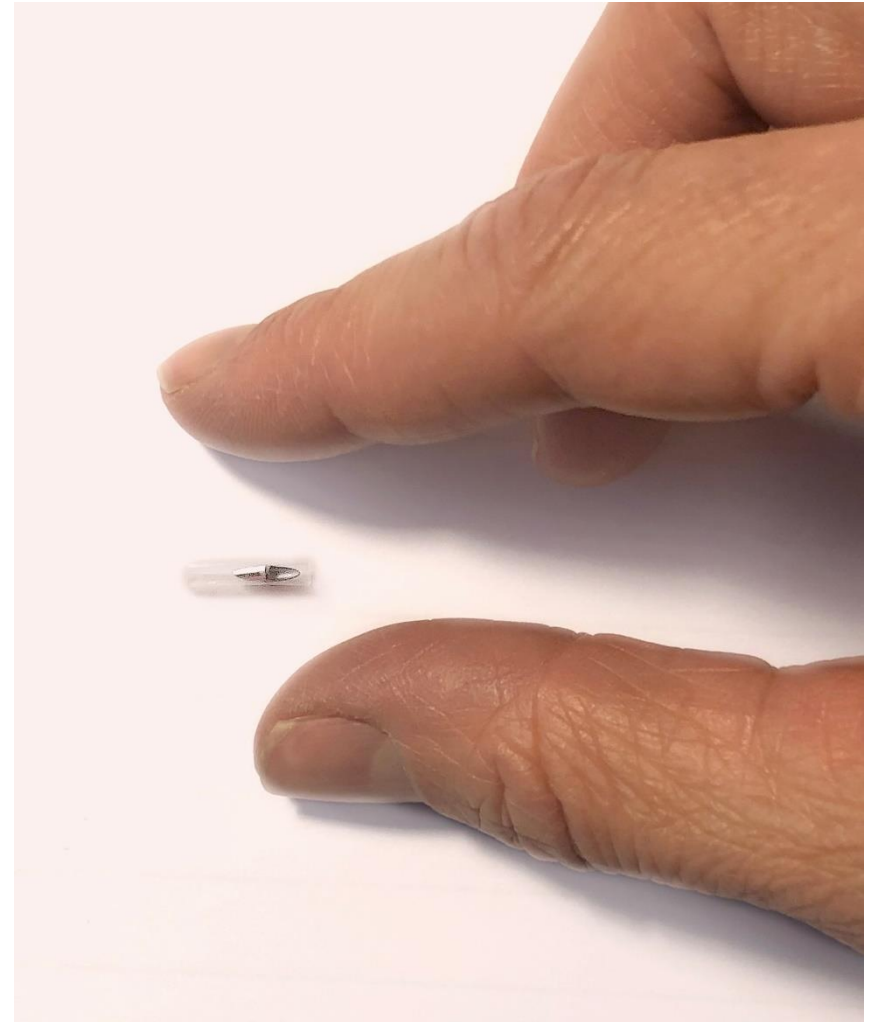
Overall architecture: valve & actuator

EU patent granted EP3188699, US pending

Several patents pending

Important trade secrets

Extensive knowhow protected through NDA's





Clinical Path & Path to Market

CLINICAL PATH

ANIMAL TEST

Tests in rabbits if fallopian tubes can be closed by implants
(Choice 1.0)

PRE – HYSTERECTOMY TEST

Test in women, before a hysterectomy, to see if the implant is
accepted & functional
(Choice 1.0/2.0/3.0)

ORGANOIDS

Long term method for testing materials in human fallopian tube
organoids
(Choice 1.0/2.0/3.0)

CLINICAL TEST

CE/FDA acceptance test
(Choice 1.0/2.0/3.0)

PATH TO MARKET

THROUGH GYNAECOLOGISTS

Addressed by MedTech Partner

SEGMENTATION

- 1 - Women not using contraception because of (perceived) incompatibility
- 2 - Women unhappy with their current contraceptive

REGIONAL

- 1 - US/EU
- 2 - China/India
- 3 - upcoming markets



Go to market

STRATEGY

DECLARED GOAL

establishing an R&D company

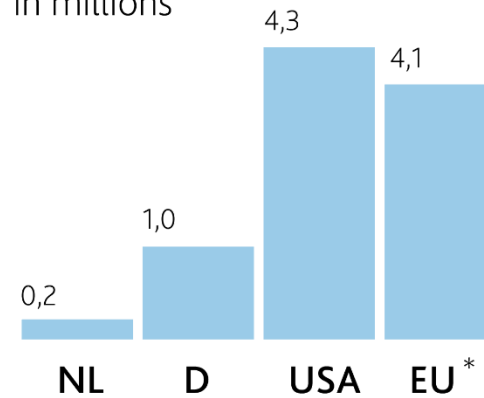
BUSINESS MODEL

Licensing model on a regional or nationwide basis with established partners in the MedTech or Pharma sector.

AIM

To reach at least 30% of all women in the age group of 18 to 55 years.

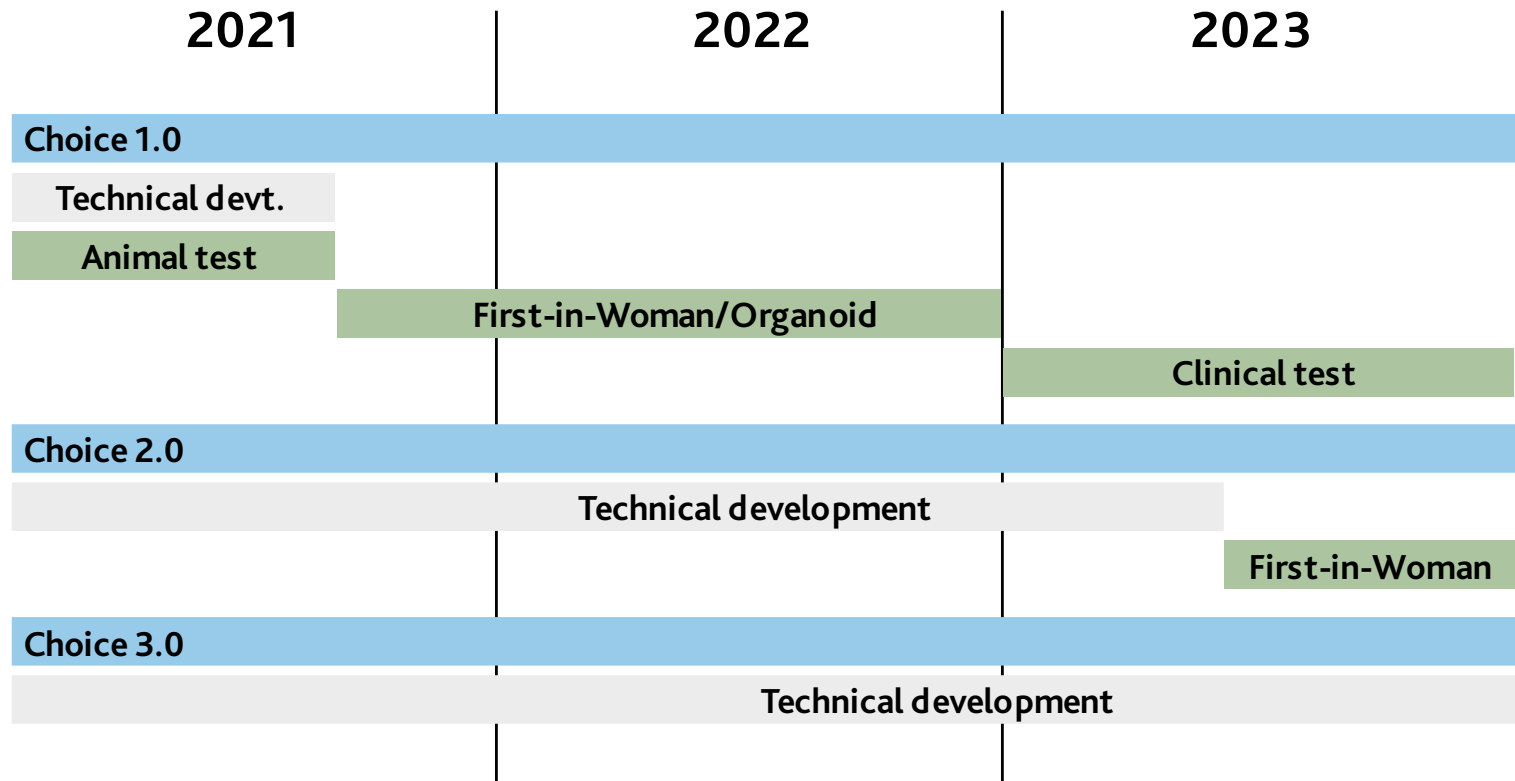
5% of women aged 18-55 years
in millions



*EU26, minus The Netherlands and Germany



Planning



+ spin-out product incontinence valve

CHOICE

Thank you

 **Choice**TM

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