

Impact

XCellAssay is pioneering methods that enable the ‘load’ of chemical disruptors present in a body to be measured from a self-collected finger-prick drop of blood. Our advances enable the highly desired, but currently unmet, population-wide monitoring of chemical contamination. *XCellAssay* uniquely:

- allows testing by consumers and organizations concerned about the health consequences of exposure to, or ingestion of, agents in supplements, other consumables, drugs or industrial chemicals in their home and environment;
- keeps measurement cost <\$5, compared to \$1,000s by current methods, which creates exciting consumer-oriented markets with excellent margins;
- allows a consumer to re-test for successful elimination of contamination after lifestyle changes;
- provides societal benefits through nationwide assessment of millions of persons, compared to 2,500 persons costly assessed by US authorities.

XCellAssay’s clinical studies, to date, have shown the superiority over current standard-of-care clinical measurements and indicate measurement levels that the consumer may opt to act upon.

Product

Our entry product addresses a common, self-inflicted chemical insult. 3% of late adolescent males in the US and Europe take anabolic androgenic steroids abused by some sports idols as performance enhancing drugs (PEDs). Traditional tests rely on knowing, isolating then expensively measuring every known androgen. That expense is incompatible with testing across large amateur and youth athlete populations. *XCellAssay* instead provides a read-out of all agents impacting androgen action present in just a small drop of any bodily fluid. Published studies from *XCellAssay* co-founders validated the measurement accuracy of the flagship androgen measurement on human samples.

The product line is being expanded with other ‘BioAssays’. Multiplex methods published by *XCellAssay* co-founders permit BioAssay reports on multiple health concerns with just one drop of blood to open a previously unattained environmental load market of growing consumer concern.

Market

XCellAssay’s disruptive technology will enable widespread monitoring of environmental exposure and will revolutionize medicine. The low-cost of the technology is the key for expansion to the currently unserved entry market to monitor PED abuse in 420,000 NCAA athletes and the most competitive 3M US amateur athletes. The world-wide annual market of \$200M has no competition. *XCellAssay*’s close association with national authorities who are monitoring our progress will lower entry barriers.

Revenues from the PED launch will help drive the expansion of a broad panel of BioAssays into the burgeoning direct-to-consumer ‘Eco-Monitoring’ area (~\$90M annual gross US revenue initially with a large growth potential). For later-stage entry into the clinical marketplace, gross annual sales for the androgen BioAssay alone would be up to \$575M.

The XCellAssay Team

XCellAssay is founded by the inventors of the technology and an expert with >15 years of experience commercializing the scalable instrument platform that the technology co-opts. Advisors, research collaborators and initial funders include multiple key opinion leaders in the initial androgen market areas and experts in the development, commercialization and marketing of diagnostics.

Intellectual Property

IP, developed by the co-Founder while at UCSF, has been secured by *XCellAssay*. An FTO analysis suggests no infringement of prior claims. Additional enabling IP in the PED and other market areas currently is under development at *XCellAssay*.

The XCellAssay Advantage

XCellAssay’s advanced measurements provide a) outstanding accuracy and sensitivity; b) improved physiologic relevance, c) convenience to consumers who supply/mail only a finger-prick drop of blood, and d) very low assay cost with excellent margins. These advantages provide *XCellAssay* with a substantial competitive advantage for creating large, previously unattained markets of high demand.