



ANTI-DOPING – BLOOD DOPING DIAGNOSTIC TEST KIT



Market need and potential

Today athletes can with blood doping increase their capability with 5-15% with little risk of being caught. From a decent athlete to an Olympic Champion or a World Champion. From little or no prize money to big checks.

The method targets **Autologous blood doping (ABD)** where athletes donate blood from themselves, freeze it down (using cryo storage) and let the body recover from the blood loss. Some months later, at the competition, they transfuse (inject) it back in one, or small, doses.

Transfusion of one's own blood raises hemoglobin, increases the oxygen-carrying capacity of the athlete's blood and allows more oxygen transport to the muscles. ABD cannot be detected by a direct method - until now.

WADA laboratories conduct more than 31 000 Athletic Blood Passport (ABP) tests annually in endurance sports to try to find athletes using blood doping methods. Between the years 2008-2018 no athlete was directly suspended for autologous blood doping using today's test methods. However, athletes have been caught for ABD with the help of police investigations. The latest example is the cross-country skiers Seefeldt 2019. So, without a doubt there are athletes using ABD to reach the podium. The challenge is to find them.

Business idea

Pro Test Diagnostics (PTD) have developed a test that reveals changes in the red blood cell protein profile after cryo storage. This means that if athletes use ABD, they will be discovered by this test. The customers are all WADA labs and private labs that analyze blood doping samples. The kit will be sold from our webpage, produced in Germany and delivered directly to WADA and private labs.

Competitors

There is no competing method, substitute or competing group known today showing a working test. The Athletic Blood Passport (ABP) is used today for monitoring the athlete but there are no known cases where the ABP by itself has revealed autologous blood doping.

Advantages

- Based on robust research.
- Patent pending solution.
- First-mover advantage.
- Validation by WADA-accredited laboratories.
- Easy-to-use kit adapted for WADA doping labs.
- Established professional relationship with WADA.
- WADA sponsored research five times with a total amount of 7 msek.

Opportunity:

PTD will be introducing the first routine test for ABD and thereby become the gold standard for blood doping measurements. PTD calculated, based on WADA's current test statistics and a private market that 21 000 tests can be sold 2024. PTD expects to enter the market late 2020 and achieve sales of 24 million SEK in 2021 for a projected 8 000 test kits.

Current status

The product is being validated Jan-March 2020 by the WADA doping lab in Oslo, followed by Stockholm and Paris. The production kit is ready for sales Q2 2020. International sports federation are ready to use the test as soon as it has been validated and published. A sales portal will be ready 2020 on our website. During 2020 we are also looking forward to the WADA approval, opening for worldwide usage.

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IPR

There is freedom-to-operate within the market segment. The patent application covers the proteins and the fragments of those proteins (peptides) and method of use that allows the kit to detect a doped athlete who has received transfusions.

Capital Need

Pro Test Diagnostics and its investor are offering this exciting opportunity to new investing partners. PTD is looking for a total of 17 M SEK financing from external investors to secure a successful market introduction globally. PTD's current investor will take a 5M SEK share in the financing round.

Team/Scientific advisors

Prof. Christer Malm
Dr. Nelson Khoo
Dr. Irene Granlund
Dr. Raik Wagner

Management Team

Dr. Anders Mannelqvist, CEO
Dr. Nelson Khoo, COO
Prof. Christer Malm CSO

Management/Board

Anders Blom (Chair)
Prof. Christer Malm
Birgitta Fernström Gunnello
Martin Gunhaga

Background

2006 the basic idea by Christer Malm.
2007–2014 Method development
2012 the company was founded
2015 Fort Knox Förvaring AB invested in PTD
2015–2019 Clinical test, Kit development
2020 WADA doping lab validation
Oslo/Stockholm/Paris