

# Helaplex<sup>4</sup>

21.211

*The 1st Commercial Life Science Accelerator for Life Science Start-Ups*

Tia Lyles-Williams, [D.Sc.](#) | Founder & CEO | [tia@helaplex.com](mailto:tia@helaplex.com)

## **Mission**

To build a Diverse, Inclusive & Equitable Life Science Start-Up Culture

## **Goal**

To Democratize Life Science Start-Up Operations



Tia Lyles-Williams, [D.Sc.](#) | Founder & CEO

• 1st African-American Queer Woman to Own / Lead a Biotech/Biopharma Company, LucasPye BIO

• 2021 Forbes NEXT 1000 Honoree

• Inc. Magazine 2021 FemaleFounders100

• 2022 Board Member at [LaunchBio](#)([BioLabs](#) Nonprofit Arm)

• 2022 Board Member at the [Prysm Institute](#)

• +21 Years Experience working in Big Pharma

• Howard University Alum - [B.Sc.](#) Biology c/o 2005

• USC Trojan - MRSc Regulatory Science c/o 2018

• Honorary Doctorate of Science Degree - Sidney Kimmel Medical College @ Thomas Jefferson University

*Start-Up Accelerators **lack**...*



Life Science Accelerator Curriculum



Commercial Development "Know How"



Mentorship from Commercial Life  
Science Industry Members

# **HelaPlex**

## ***Solution***



### **Commercial Life Science Start-Up Accelerator**

- SAAS Financial Model to keep customer costs low
- Freemium option for Pre-Seed Start-Ups
- Mobile App

# HeLaPlex



## Pre-Seed (Freemium MVP)

- Business Reg. & Infrastructure Basics
- Intro. to Biotech / Biopharma Com. Dev.
- Business Plan / Business Model Basics
- Financial Projections, etc.
- Fundraising Pathways - incl. Partnerships
- Pitch Perfection



## Seed (\$150 Subscription Fee)

- Intro. to Regulatory Affairs
- Intro. to Preclinical Dev. - incl. Tech. Transfer "Know-How" Inventory / Supply Chain Mgmt.
- Brand Marketing / PR Media
- Fundraising Pathways - incl. Partnerships
- Pitch Perfection



## Series A-F (\$150 Subscription Fee)

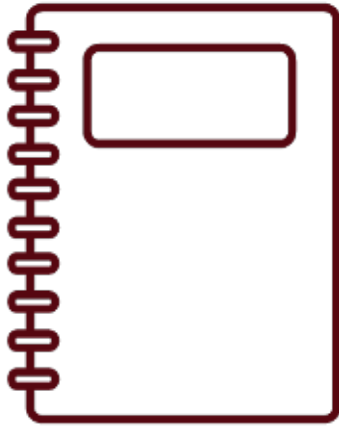
- Post-Reg. Approval Ops. & Req.
- Market Expansion - incl. Partnerships
- Fundraising Pathways - Incl. IPOs / SPACs
- Pitch Perfection

**Total Time Req. for Life Science Start-Ups: 18M (Pre-Seed to Series A thru F)**

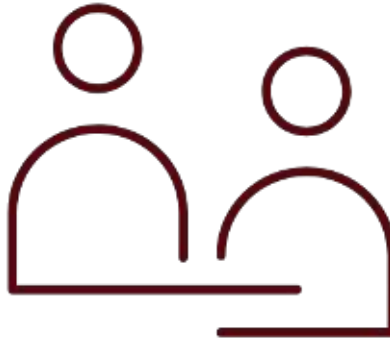
**Total Costs for Life Science Start-Ups: \$1800 via Monthly Subscription Fees (\$1200 Annual Membership Fee)**

# HeLaPlex

## *Benefits*



**Dedicated Life Science Accelerator  
Curriculum**



**Commercial Life Science Mentors**



**Network of Life Science  
Accredited-Investors & Investment  
Firms**

# HelaPlex Indirect Competitors



## Dedicate Life Science Start-Up Accelerators

<b>Customer Requirements</b>	<b>HelaPlex</b>	<b>Prysm Institute</b>	<b>Nuvera</b>
<i>Life Science Accelerator Curriculum</i>	Yes	No	Yes
<i>Life Science Start-Up Agnostic</i>	Yes	Yes	No
<i>Confirmed Accredited Investment Network</i>	Yes	No	Yes
<i>Philadelphia Market Access</i>	Yes	No	No
<i>Virtual Access</i>	Yes	Yes	No



# Business Model



**SAAS**



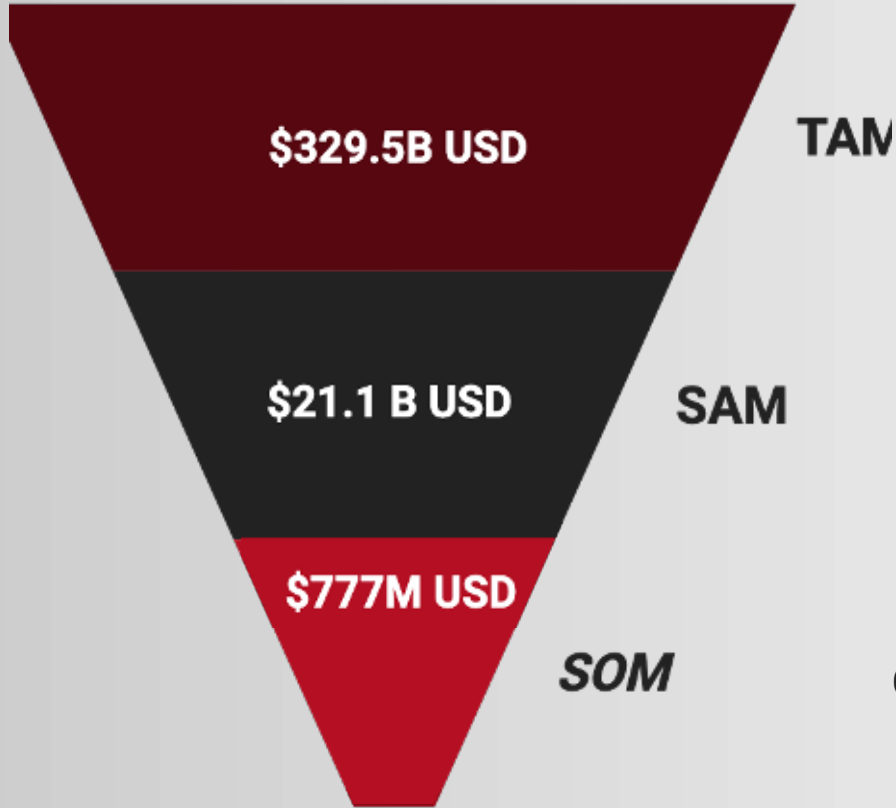
**Lab Space Management Fees**



**Equity Stake in HelaPlex Member Companies\***

**\*Notes:** Will only take equity in Seed to Series A-F Level Start-Ups.

# Market Opportunity



**Goal:** To obtain 100,000 Users by end of Q4-2026  
(Value: \$15M USD)

**Notes:** **TAM** is based upon Start-Up Venture Capital Value in the U.S. **SAM** is based upon Venture Capital Value for Early-Seed Start-Ups in the U.S. **SOM** is based upon Venture Capital Value for Life Science Start-Ups in Philadelphia, PA. All data are based on 2021 statistical data.

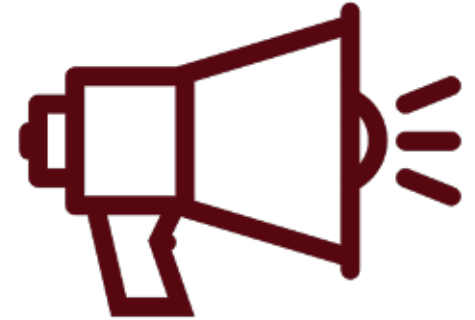
# Go To Market Strategy



**Freemium MVP**

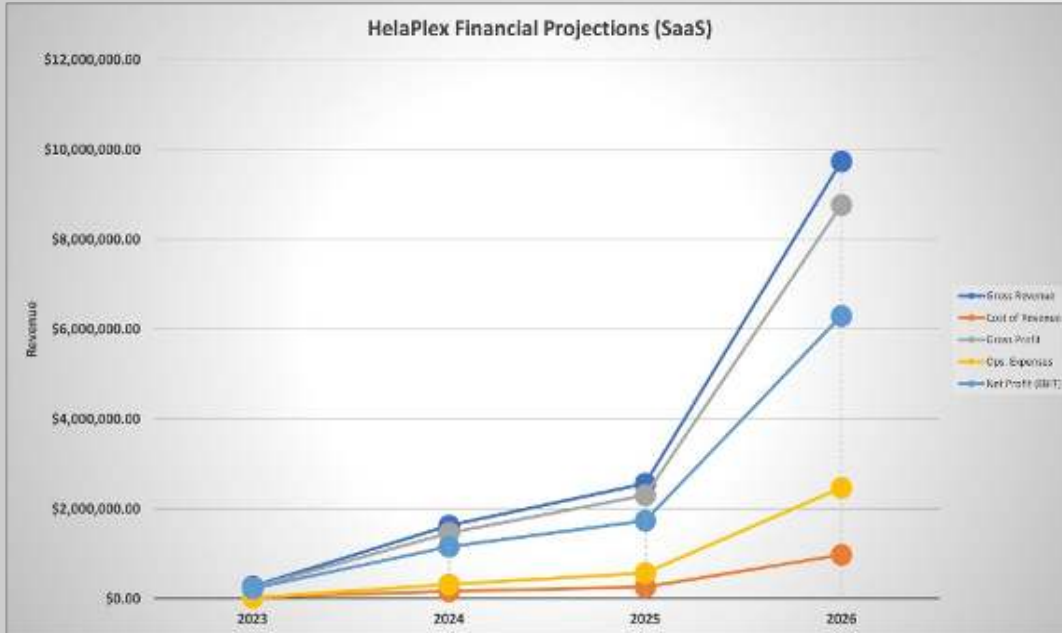


**Form Strategic Partnerships with  
Coworking & Incubator Spaces**



**Digital Marketing / Advertising  
Campaign - including Social Media**

# Financial Projections



**Avg. Gross Profit Margin:** 90%

**Avg. Net Profit Margin:**

**Breakeven:** Year 2024 w/ \$1.7M USD in Annual Sales

**ROI Timeline:** 3 Years (Year 2025)

**Avg. Revenue per User (ARPU):** \$9.75

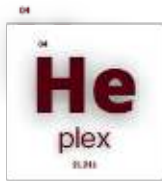
**Avg. Churn:** 9.7%

**Avg. Customer Lifetime (Years):** 11.5 Years

**Avg. Customer Lifetime Value (CLV):** \$101.75

**Avg. Customer Acquisition Cost (CAC):** \$7.25

# Traction To Date



Secured Co-Founder & COO

Strategic Partnership with [Space Age](#) ( CEO Emery Bishop - Investor & Board Member) - investing **\$2.4M USD in Marketing/Branding Services**

Acquired Board Member, **Jim Jordan** - Pilar & Commercial Life Science Start-Up SME

Commitment from [SOLUtion Medical](#) (Philly, PA) - Medical Device (HelaPlex Early Adopter)

Commitment from [BioLattice](#) (Philly, PA) - Artificial Tissue (HelaPlex Early Adopter)

Commitment from [Wilson Therapeutics](#) ( Kansas City, Missouri) - Medical Device (HelaPlex Early Adopter)



# HelaPlex Team



## Board of Directors



Jim Jordan, CEO - StraTactic, Inc.



Emery Bishop, Co-Founder & Chief Space Officer - Space Age

## C-Suite



Dr. Tia Lyles-Williams, Founder & CEO - HelaPlex



Sharon Clinton, Co-Founder & COO - HelaPlex



CTO - TBD

# HelaPlex Team

## HelaPlex Biotech Community Advisory Board



Dr. Dara-Ruiz Whalen, Executive Director/Chief Learning Officer - eCLOSE



Phil Brooks, Director - STEM Workforce Partnerships University City Science Center



Dr. Cameron Bardliving, Director- Process Development and Operations - JIB



Dr. Patrick Oates, Senior Vice President of Strategic Planning & Business Development - EMSCO



Steven Bradley, Founder & President - Bradley & Bradley Associates, Inc.



Dr. Stephanie Parker, Investigator, Downstream Process Development - GSK



Celena Morrison, ED Mayor's Office of LGBT Affairs



Sam Woods, Sr. Director of Business Development - Philadelphia Department of Commerce

# Funding Request

Start-Up Capital

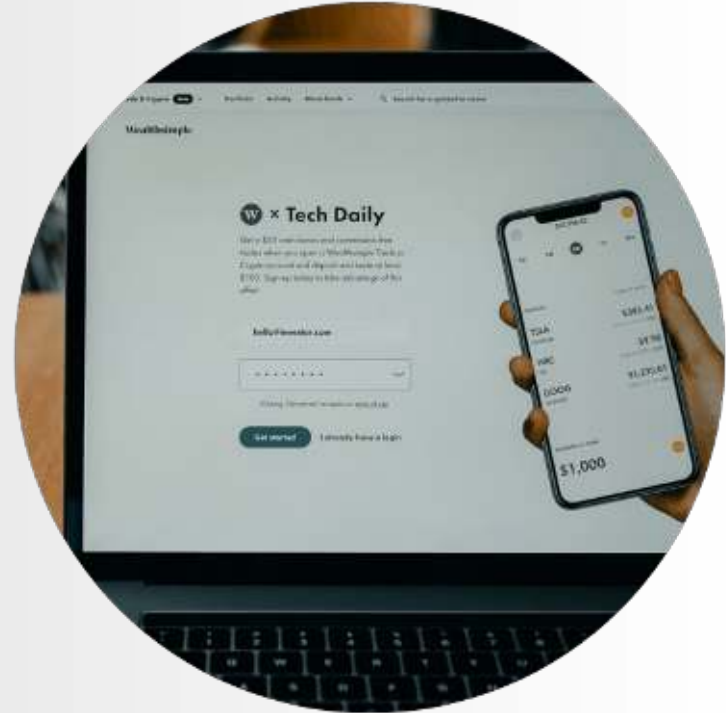


## \$500K USD

### Start-Up Budget

- \$250K USD for MVP Build-Out
- \$150K USD for C-Suite Salary - including hiring a CTO
- \$100K USD for Marketing / Advertising Budget

**Offering 2% in Equity Stake in HelaPlex**





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