

Biopure Corporation

Matthew Gerry, Will Littrell, Lee Matsos,
Chad Raw, Heather Webster

HEMOPURE

Dr. Ted Jacobs,
VP Human Clinical Trials
• Market Potential to grow
• Oxygenated release solutions
• Hemopure protein
• Feasible and/or cost-effective
• Resources available to start 2
years

Board Room Overview
Go To Market Plan
White Paper

Cardiac Surgery
Cardiac and Thoracic
Transplant
ECMO
ECVAD
ECVAD
ECVAD

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HEMOPURE
Dr. Ted Jacobs
VP Human Clinical Trials
• Market Potential is great
• Oxygen release mechanism
• Hemopure pricing
• Possible under-researched potential
• Resources available to wait 1 year

DEVELOPMENT
Chad Raw
VP R&D
• Hemopure is a...
• Hemopure is a...
• Hemopure is a...

Board Meeting Discussion
Go To Market Now
• VP Operations

Product Line
Marketing Plan
• Hemopure is a...
• Hemopure is a...
• Hemopure is a...

Marketing Strategy
Understand the Market
• Hemopure is a...
• Hemopure is a...
• Hemopure is a...

Product
Hemopure is a...
• Hemopure is a...
• Hemopure is a...

Market
Hemopure is a...
• Hemopure is a...
• Hemopure is a...

Competitors
Hemopure is a...
• Hemopure is a...
• Hemopure is a...

Conclusion
Hemopure is a...
• Hemopure is a...
• Hemopure is a...

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HEMOPURE

Dr. Ted Jacobs,
VP Human Clinical Trials

- Market Potential is great
- Oxyglobin release weakens Hemopure pricing
- Possibly undercut sales potential
- Resources available to wait 2 years

OXYGLOBIN

Andy Wright,
VP Vet Products

- Two years IF FDA approves
- Generate first revenue
- Learn how to go to market
with HEMOPURE



Board Room Decision

Go To Market Now
With Oxyglobin