

Introduction



**Oriana Papin-
Zoghbi**
CEO & Co-Founder
AOA Dx

- B.A. Economics, Boston University
- 2 successful startup exits
- Expertise in Women's Health
- Global experience

Start-Up Experiences

Company A

FDA 510K cleared device in Maternal Fetal Medicine

- Successful strategic exit at a revenue factor of 4x
- 20% year over year growth in US sales
- Included in numerous national and international clinical practice guidelines
- Distribution network in over 50 countries worldwide
- Global management of regulatory approvals
- New CPT analyte specific code for high value US reimbursement

Company B

FDA PMA Approved device in Maternal Fetal Medicine

- Strategic exit of \$70m following FDA approval
- FDA PMA approval within 3 years
- Achieved significant market share in Europe
- 20% year over year growth in OUS sales
- Included in 5 major European guidelines in 3 years
- >10 published studies in high impact journals

Idea to Commercialization



You have a new idea – **CONGRATULATIONS!**



How to get the discovery or idea into the hands of consumers to improve the status quo?

Discovery to Commercialization Pathway



Discovery and Invention is only Step 1 of bringing the product to market.

95% of the work is still left to do!

