

Continuous Biological Visibility

Defining the new standard in animal health.

Powered by



Veterinary Care is Reactive by Design — The Window to Change is Now.

THE PROBLEM

- 50%+ of pet health issues never reach a vet (Royal Canin, 2023)
- Decisions based on snapshots, not continuous data
- 25% of owners forget to dose at correct intervals (Dinis, et al., 2024)
- Disease drift drives treatment discontinuation

WHY NOW

- Sensing tech has only just reached in-vivo precision
- Pet owners already pay for chronic care & wearables
- Pharmaceutical urgency for adherence & therapy persistence
- Non-diagnostic path bypasses multi-year approval cycles

Four forces converging simultaneously — the category window is open.

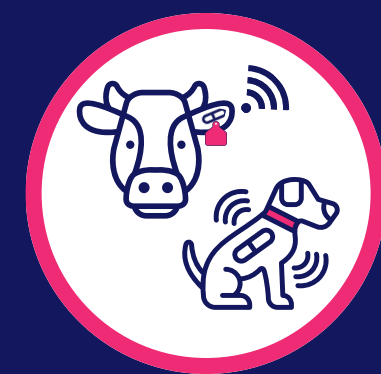
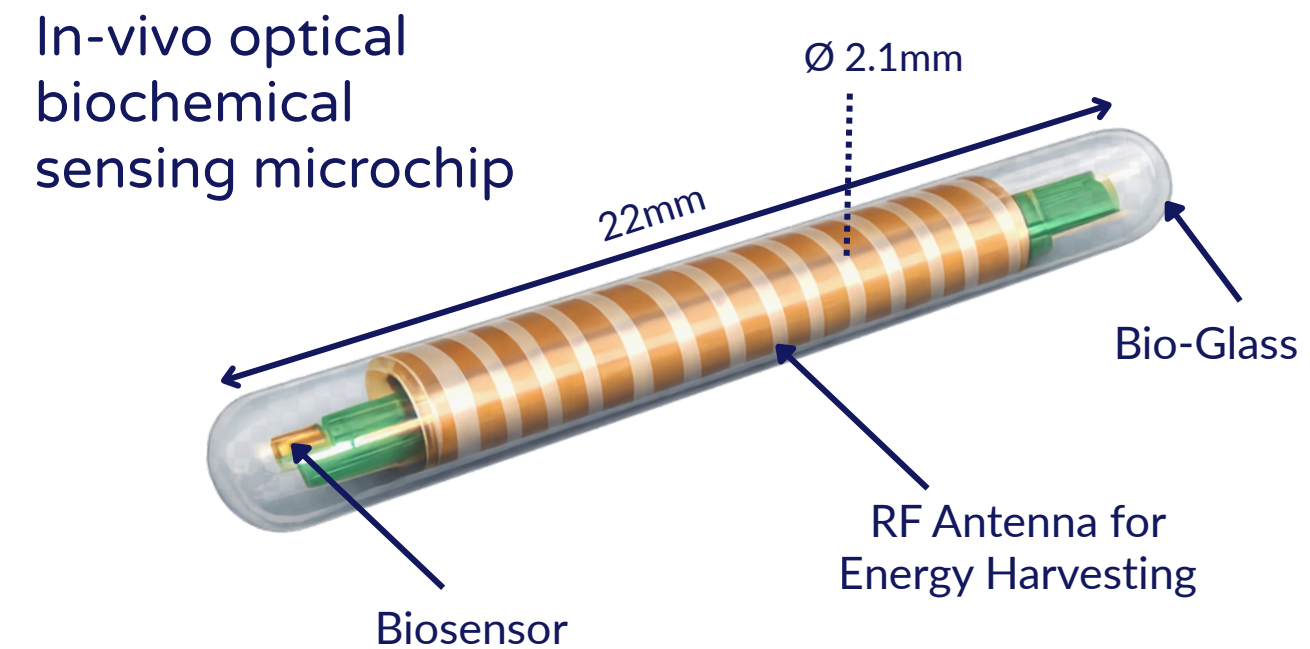
One implant. Continuous biochemical data. Delivered as actionable insights.

WHAT IT SENSES

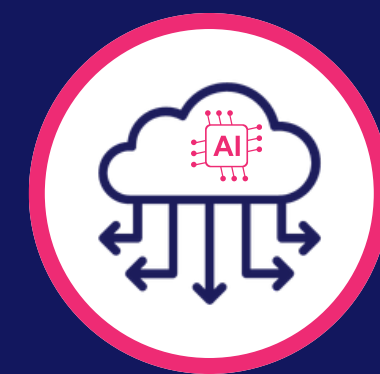
- 3 custom biomarkers at molecular level
- Body temperature & location
- Continuous — no blood draws

IP — WHY IT'S DEFENSIBLE

- Proprietary optical biosensor architecture
- Unique in-vivo data modality — no direct competitor
- Longitudinal data strengthen over time



NFC Transmission



Data Processing



Vet / Owner/Farmer
Actionable Insights

A monitoring platform, not a diagnostic device — faster to deploy, broader in application.

Lab-validated. Partner-engaged.

COMMERCIAL

- NDAs signed with 3 Tier-1 global veterinary pharmaceutical companies
- MOU signed with veterinary pharmaceutical partner for commercialisation
- Paid pilot framework & study design defined
- 3 core patents filed

TECHNICAL

- Glucose & zoonotic (Leptospirosis & Q Fever) biomarkers validated in vitro
- 100% chip fabrication yield achieved
- Collar-implant integration underway

REGULATORY

- Non-diagnostic classification confirmed – accelerated regulatory pathway
- Built on ISO 11784/11785 compliant implantable microchip platform
- Biocompatible design aligned with ISO 10993 standards

FUNDED

- \$150K USD private investment closed
- \$565K AUD non-dilutive R&D grant secured (Australian Government)
- Founder-backed full-time since inception

Pre-seed capital removes the single remaining technical risk before partner pilots begin.

Defining the category of continuous in-vivo biochemical monitoring.

Blood Sampling

IDEXX

zoetis

ANTECH

- Conducted during veterinary visits
- Single time-point measurements
- Used to diagnose and confirm clinical change
- No data between consultations

Movement and Behaviour Monitoring

PetPace

COWMANAGER

VetChip

SenseHub™

- No biochemical data
- Health inferred from movement only
- Cannot detect early disease change
- External wearable — no in-vivo signal

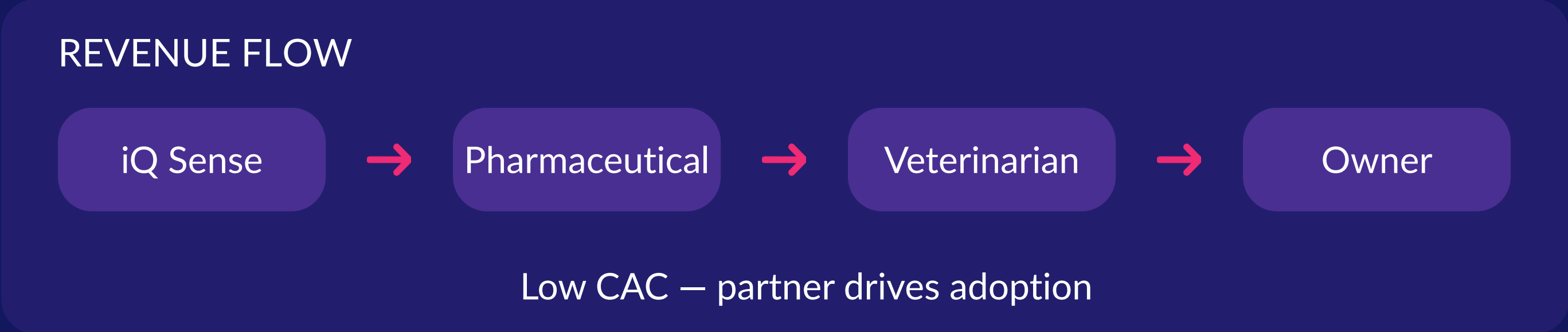
Continuous Biological Platform

iQ Sense

- Continuous in-vivo biochemical signals
- Detects change before visible signs emerge
- Longitudinal dataset — compounds over time
- Alert triggers owner to contact the veterinarian

Drives earlier intervention, longer treatment duration and revenue protection.

Three revenue layers. All scale with therapy duration.



HARDWARE – ONE-OFF

\$216 revenue per device.
Owner pays or pharmaceutical partner subsidises.

SUBSCRIPTION – CORE

\$5/month insight revenue.
Tied directly to treatment duration.

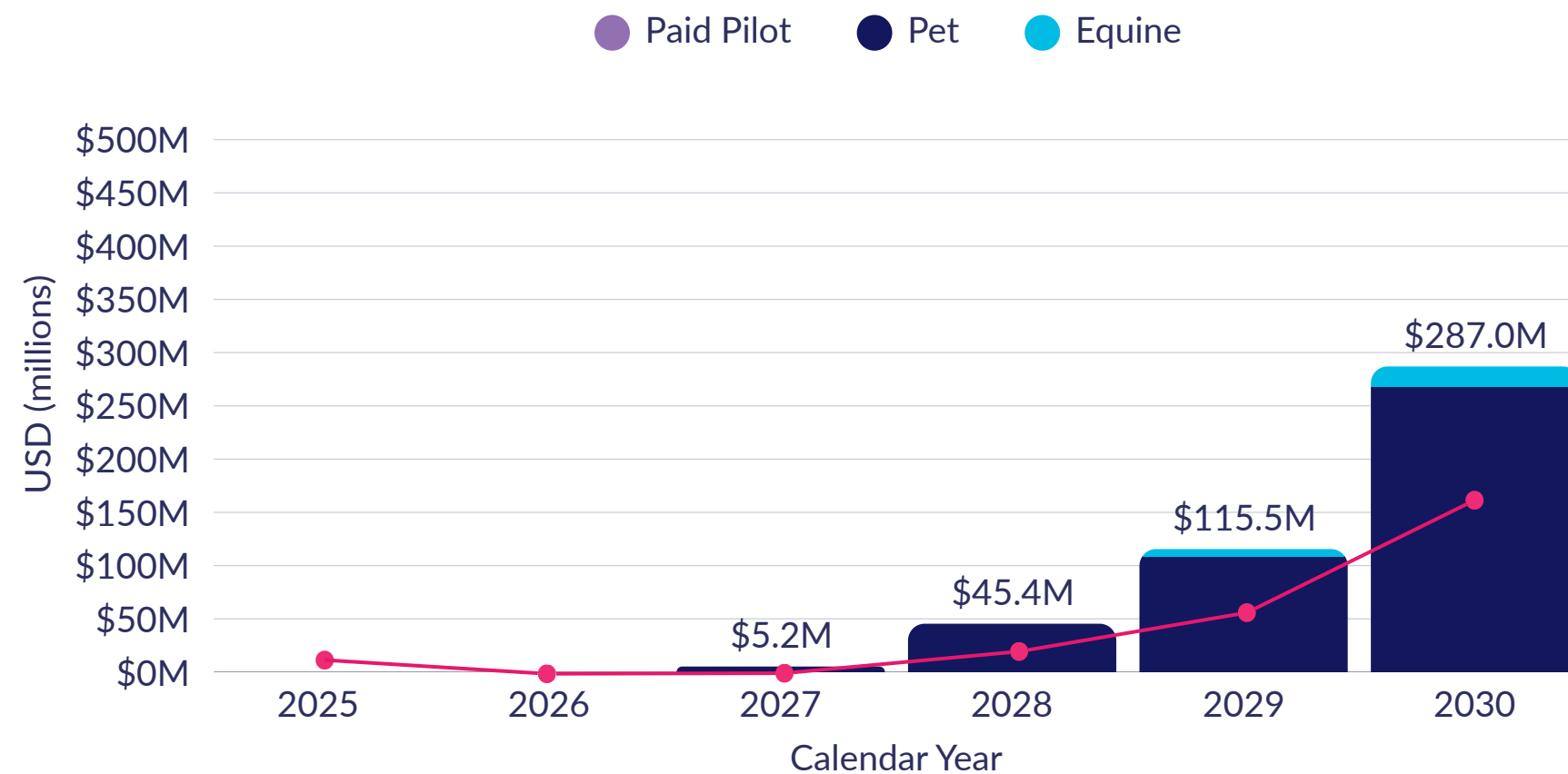
DATA LAYER – UPSIDE

Biomarker datasets licensed to pharmaceutical companies.
High-margin revenue.

A new category – deployed through channels that already own the relationship.

Partner-Led Financial Model (2025–2030)

Total Revenue and EBITDA



Core Model Assumptions

- 1 primary global pharmaceutical partner (pet)
- 12–18 month embed before scale
- Controlled geographic rollout
- Revenue ramp aligned to partner NPI timelines
- Equine introduced 2029 post-validation

Financial Outcomes

- \$287M total revenue by 2030
- \$126M subscription ARR by 2030
- >56% blended gross margin from 2027 onward
- EBITDA positive from 2028
- Team scales from 3 → 46 FTE (2026-2030)

Closing Live Subscription Customers: 13K → 111K → 332K → 855K

Full financial model available in data room

Defined entry point. Global-scale ceiling.

MARKET SIZE (BOTTOM-UP)

TAM

\$143B

Stage 1 geographies — 377M pets
(EUR, USA, ANZ)

SAM

\$16.3B

Initial focus — 43M chronic patients

SOM - 4 YR TARGET

\$309M

7% adoption · 812K animals
(\$381 LTV — 3YR chronic patients)

PHASED MARKET ENTRY & EXPANSION

1

BEACHHEAD MARKET

Chronic treated companion animals

2

EXPAND

Preventive monitoring — broader
pet population

3

SCALE

Equine & Livestock (new verticals)

No diagnostic classification required — faster commercial deployment from day one.

\$1.3M Pre-seed (ASA) to achieve in-vivo validation and first partner revenue

INVEST IN

R&D (40%)

In-vivo validation

Commercial (25%)

Partner pilot deployment

IP & Ops (20%)

Patents & manufacturing

Team (15%)

Key team hires

TO ACHIEVE

- Chronic disease markers validated in live animals
- First paid pilot revenue with pharmaceutical partner
- Integrated collar-implant system complete
- Defined path to commercial scale

\$7.3M pre-money · SEIS/EIS approved (UK) · Grant-backed · Active partner engagement

Every dollar mapped to a specific risk removed.

Prototype System Integration (MS1-MS4)

Capital: \$375K

Timeline: Q2 2026

Risk Removed: Integrated implant + wearable + data system validated.

Initial In-Vivo Validation (MS5)

Capital: \$63K

Timeline: Q3 2026

Risk Removed: Implant safety and biological compatibility validated.

Expanded In-Vivo Development (MS6)

Capital: \$135K

Timeline: Q3 2026

Risk Removed: Platform stability validated across multiple animals.

Full In-Vivo Validation TRL7 (MS7-MS9)

Capital: \$270K

Timeline: Q1 2027

Risk Removed: Signal durability and predictive data models validated.

* **Unlocks partner pilot deployment**

Milestone capital: \$843K · Remaining \$457K: commercial readiness, IP & team hires

Funding structured to sequentially de-risk the integrated biosensor platform.

Deep sensing science. Proven commercial scale. Both in the room.



Brendan Emery

Co-Founder & CEO · Boehringer Ingelheim, Norbrook

- Led animal health businesses to \$200M+ revenue
- Veterinary therapeutics, diagnostics & digital health
- Scaled via strategic partnerships in regulated markets



Madhu Jambunathan

Co-Founder & CTO · ASML, imec

- 25+ peer-reviewed publications, multiple patents
- Nanotechnology & applied materials science
- Translated advanced sensing research into deployed systems

Same Platform. New Species. Same IP.

PETS

- Beachhead market
- Chronic treated pets
- 43M patients in Phase 1 regions
- Highest willingness to pay
- Phase 2 – preventive monitoring expands addressable pet population

2027

EQUINE

- Highest revenue per animal on the platform
- Performance & health monitoring
- Same implant, equine specific biomarkers
- Racing & breeding applications

2029

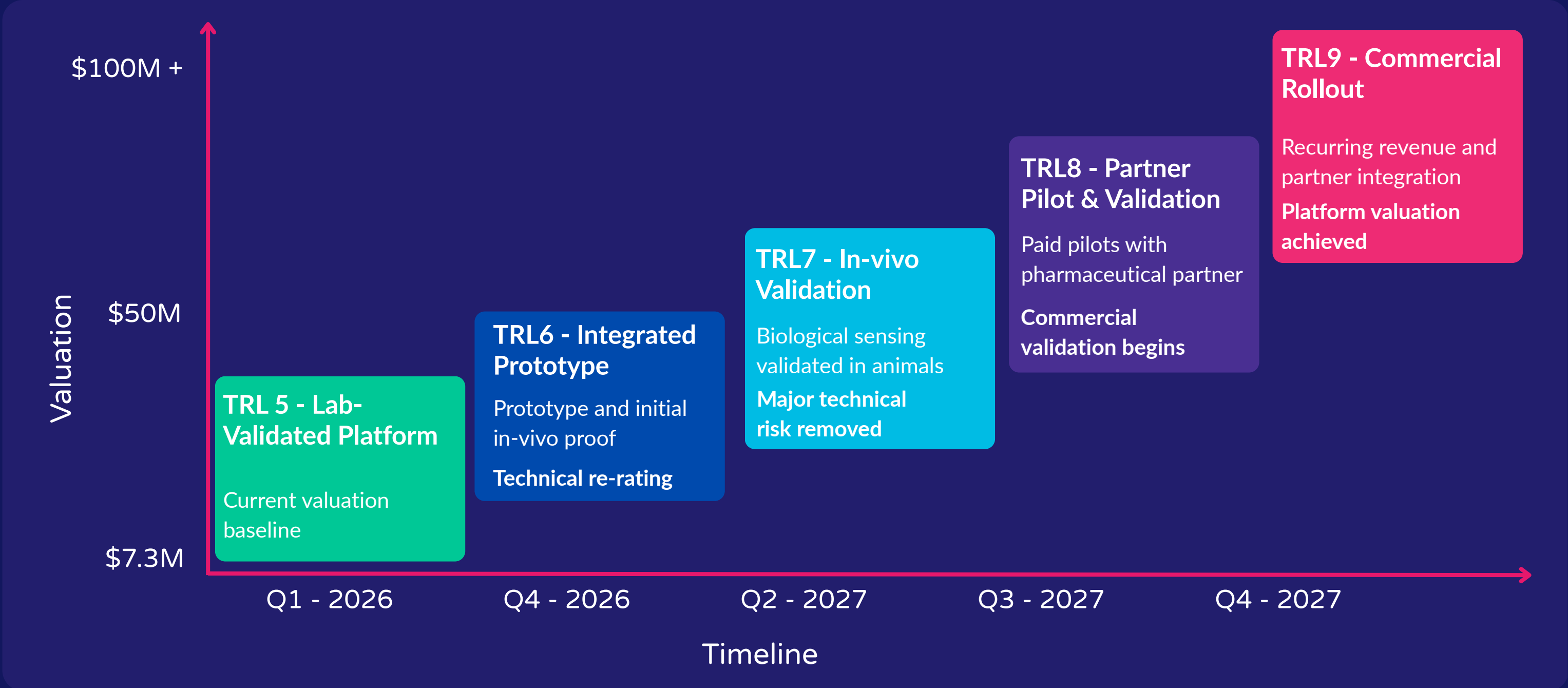
LIVESTOCK

- Volume-scale opportunity
- Metabolic, infectious & zoonotic biomarkers
- Herd-scale economic & emissions data
- Cattle focus

2030

Each new species is a revenue multiplier on existing technology investment.

Investing now captures maximum value.



Valuation increases as risk is removed and adoption is proven.

Strategic acquirers already in the market. Precedent set.

Animal Health Intelligence Platform

Strategic Buyers: Pharmaceutical & Animal Health Platforms



\$2.4B acquisition
(8-10x revenue)

Value from Data

Diagnostics, Insurance & Health Data Ecosystems



Longitudinal biomarker datasets become a strategic asset.

Establishing Continuous Biological Visibility as the Standard in Animal Health



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