

Mobilizing Alberta's Bioeconomy

Banff, Alberta
October 21-23, 2014

Conrad Plimpton

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

The Perfect Investment Proposal

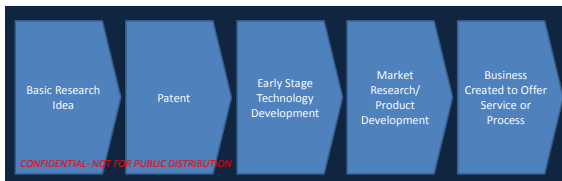
- A perfect proposal does not exist.
- Proposals are all about people and the communication of their ideas.
 - Collaborative effort among investors
- "We will fear no evil – in the pursuit of goodness."



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

The Valley of Death

- Mantra for entrepreneurs and sponsors.
- Path to success is rough, with unexpected potholes.



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Proposal Factors at the VoD

- Considered proposal factors at the "Valley of Death":
 - Business evaluation
 - Supply chain
 - Projected revenue
 - Stage of business
 - IP protection
 - Barrier to market entry
 - Life expectancy of market

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Current Trends

- Trends in the venture capital world:
 - Angel investors
 - Venture investors
 - Corporates
- Trends in the specialty chemicals market:
 - Natural ingredients
 - Safe, effective ingredients



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION



Innovation. Technology. Excellence.

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

The Company

- **Innovation. Technology. Excellence.**
- Founded 100+ years ago in Philadelphia, PA
 - Around 100 employees.
 - Manufacturing: EFCI GMP Facility
 - Global sales offices and distribution
 - Privately owned since 1981.
- First to market esters to the personal care industry in the 1950's and 1960's.

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

History

- **Late 1800's:** DB Martin Company renders fat for lamp oil
- **Mid 1900's:** Fat splitting/re-esterification to produce cosmetic esters, lubricant esters, and polyesters for the urethane market
- **1970's:** American Can (now CitiGroup) purchases INOLEX (later sells pharma to G.D. Searle)
- **1997:** Development of specialty cosmetic applications, as well as high temperature lubricant applications
- **2007:** INOLEX divest its polyester/urethane business. Remaining business focused entirely on personal care and lubricants
- **2008 – 2013:** INOLEX expands globally with satellite offices and warehouses throughout Europe and Asia

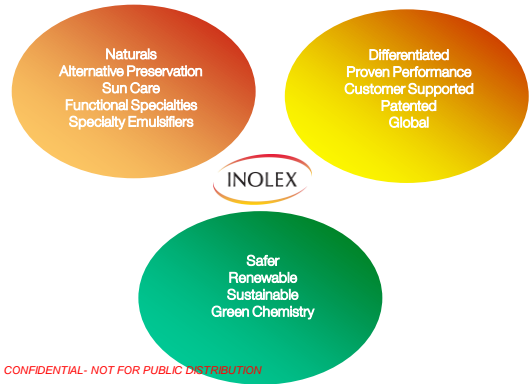
CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Locations

- Global company, with seven locations spanning from North America to Asia.



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Hair Care and Cleansing



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Sun Care



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Skin Care and Make-up



Preservation



Our Brand Promise

- We build trust
 - so great that there are no barriers between us and our clients
- We solve technical problems
 - we provide solutions that create high value
- We have really good ideas
 - clients code our products - this is a measurement of our success.

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

We Are A Global Innovator



How Did We Become That Way?

"LOHAS" - inspired

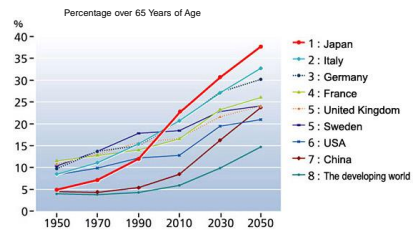
Lifestyle Of Health & Sustainability, of wellness, of choosing products free from harmful effects, products that are ecocertified – this drives spending habits

The Global Consumer:

Older, wealthier, with few children, dialed-in to media concerns about chronic effects of consumer goods on human & environmental health.

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Drivers Behind LOHAS



Corporate Overview

- **Inolex's Value Proposition:**
 - History of safety, quality & reliability
 - New, sought-after technologies
 - Forward-looking innovation strategy
 - A track record of proven success



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION

Acquisitions/Investments

- **The Plimpton Family and INOLEX**
 - We invest behind people who innovate
 - We look to acquire / collaborate on new technologies
 - We work directly with entrepreneurs, research universities, emerging growth companies, and others who seek global partnerships & investments
 - We align with people who share commercial interests and seek shared rewards & profitability



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION

Partnerships



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION

Community Outreach



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION

Tech Launch Arizona

- Vision: By 2020 Tech Launch Arizona will become a recognized national resource for its role in integrating UA-created knowledge into tangible economic and social benefit.
- Office of integrated teams creating an ecosystem of invention and commercialization.
 - Wheelhouse Arizona
 - Corporate Relations Arizona
 - Tech Parks Arizona



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION

CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION



Tech Parks Arizona

Creates the place, environment and interactive ground that generates, attracts and retains technology companies and talent in alignment with the mission and goals of the University of Arizona

- UA Tech Park
- UA Bio Park
- Arizona Center for Innovation




UA Tech Park Facilities

- 1345 acres
- 2 million square feet
- Easy Interstate access
- 13 miles from downtown and UA main campus
- Zero-discharge facility





UA Tech Park Features

- Fortune 500 companies
- Tenant amenities
- Competitive cost
- Tucson Tech Corridor
- Arizona Center for Innovation





MSDx, Inc. Tucson, Arizona



CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Biomarkers for Brain Diseases




Starting in Multiple Sclerosis & Parkinson's Disease

Traumatic Brain Injury

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

MSDx Biomarkers for Brain Disease



PBMC – WINDOW INTO THE BRAIN™

- Myelin Basic Protein -Demyelination
- Tau -Neurodegeneration
- Hippocalcin 1 like 1 - Neurodegeneration
- Neuromelanin - Neurodegeneration
- UCHL1- Neurodegeneration

MSDx Complex-1 -
Leukocyte Transmigration

NK Cytolytic Competence (CD16/Perforin) -Immunoregulatory

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION



The Organization

- Working to grow a strong, vibrant startup ecosystem of companies, entrepreneurs, and talent in Tucson.
- Spur economic growth by organizing:
 - Educational Events
 - Social Events

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION



Core Values



- | | | | | |
|---|--|---|---|--|
| <ul style="list-style-type: none"> • Startup Standup • Co-founder Speed Dating • Startup Weekend • ThryveIX • Entrepreneur Meetups | <ul style="list-style-type: none"> • UA TechMatch • Hackathons • Code for Tucson • Makeathon • Marketopolis • Tech Mentors | <ul style="list-style-type: none"> • Launch In Tucson Bootcamp • Collaboration space at Colab Workspace • Thryve Incubator | <ul style="list-style-type: none"> • IdeaFunding • Desert Angels • Monsoon Fund • SBIR Tucson | <ul style="list-style-type: none"> • Tucson Job Crowl • Startup Shark Tank • Thryve Demo Days |
|---|--|---|---|--|



The Organization

- Established in 2000
- Tucson, Arizona based non-profit
 - Accredited investors
 - Seek opportunities to invest in SW regional startup or early stage companies
- Serves as forum for over 100 members
 - Invested over \$29 million in 70 presenting companies.

CONFIDENTIAL - NOT FOR PUBLIC DISTRIBUTION

Funding Application



- Each year the organization reviews over 300 applications as possible investments
 - Those that excel in this review process are invited to present to the organization at its monthly meetings
- Monthly meetings
 - One or two companies present their ideas
 - Nationally recognized speakers
 - Entrepreneurs
 - Venture capitalists
 - Thought leaders

CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION

Educational Events



- Members involved in educational activities in the Tuscon community:
 - Sponsoring the local presentation of the Kauffman Foundation's "Power of Angel Investing seminar
 - Assisting the UA College of Management and its McGuire Center for Entrepreneurship.

CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION

The Canada Arizona Business Council

- Brings together senior players in every industry on both sides of the border
 - Assures 1 degree of separations from the decision makers
 - CEOs, presidents, entrepreneurs, and professionals
- This resource is available for those looking for direction or connections in the U.S.



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION



CONFIDENTIAL- NOT FOR PUBLIC DISTRIBUTION