

IDEA Spark Cantabria 2019

Reference #	12967876
Status	Complete
Project Title	Precision Medicine in Oncology. GENETRACER BIOTECH
Short project title (max 20 alpha-numeric characters)	PrecisionMedicineGT
How long have you (or your team) been working on this project?	6 years
How many people are on your project team? (Count only those who will be involved in doing the work of the program and/or those you would like included on any email communications from the program. Note that each person will need to submit a registration form; instructions will be provided after this application is submitted.)	2
Applicant name:	Carlos Cortijo
Applicant E-mail address (when you submit, a copy of your entry will be sent to this email)	carlos.cortijo@genetracerbiotech.com

Project Description:

Provide a brief overview of your project.

Please comment on the problem you propose to solve and the potential societal impact of solving it. This should be understandable and compelling to someone not skilled in the art.

Our Project is focused on Personalized and Precision Medicine in the field of Oncology, with the vision of helping to improve society by applying the innovation to win cancer and improve quality and quantity of live of the patients..

We are innovating in the following areas:

-Incorporation of CTCs (Circulant Tumoral Cells) as a prognosis and xxx

-Customization of panels for every tumour (small panels and more cost effective, focus on the needs and characteristic of every different tumor)

-Oncopediatric Panels, wich are not in the market

-Constant update of the Genes panels (by checking regularly New treatments approved).

Our panels should always give a solution for all the treatments on the market

- Comprehensive service for Professionals with a Clinical Report and interpretation

In regards to Early Diagnosis: we are innovative in:

a.Creating an Early Screening in blood for most of Tumours, detecting cfDNA concentration and CTCs, enriched by Artificial Intelligent that helps being more accurate in the prediction

b.Give an integral 360° service for Cancer patients:

i.Before the symptoms appear: early diagnosis, IA

ii.During the disease: right treatment in every moment for every person

iii.When the disease is in remission

In addition to the product innovation, we are very focused in strategic alliances and collaborations with big companies like IBM, Hospitals, Research Institutions, etc, in order to improve our products

Additionally, we offer services for Research (Exomes, Geomes, Trascriptomes) and for

Hereditary Cancer, to help identifying

Hereditary mutations in individuals or families to take measures for prevention

Have there been any previous approaches to solving this problem (or answering the question)?

Please describe how your idea is original.

1. In regards to Precision Medicine:

Since 1998, all drugs approved by FDA are Target or Immuno therapies, So overall market are working in Precision Medicine as a disruptive evolution.

We are innovating in the following areas:

-Incorporation of CTCs (Circulant Tumoral Cells) as a prognosis and early diagnosis

-Customization of panels for every tumour (small panels and more cost effective, focus on the needs and characteristic of every different tumor)

-Oncopediatric Panels, which are not in the market

-Constant update of the Genes panels (by checking regularly New treatments approved).

Our panels should always give a solution for all the treatments on the market

- Comprehensive service for Professionals with a Clinical Report and interpretation in a friendly way

2. In regards to Early Diagnosis: we are innovative in:

a. Creating an Early Screening in blood for most of Tumours, detecting DNA concentration and CTCs, enriched by Artificial Intelligent that helps being more accurate in the prediction

b. Give an integral 360° service for Cancer patients:

i. Before the symptoms appear: early diagnosis

ii. During the disease: right treatment in every moment for every person

iii. When the disease is in remission

In addition to the product innovation, we are very focused in strategic alliances and collaborations with big companies like IBM, Hospitals, Research Institutions, etc, in order to improve our products

**Tell us something interesting about yourself
(and your team)**

I'm a passionate and courage bio research and entrepreneur that made a complete change in my company in 2012. My father died in 3 months caused by Lung Cancer, He was just retired and he was so passionate with the idea of having such a lot of free time to enjoy his main hobby: mountain trekking. So... though I was dedicated to Pharmacogenetic and already had 2 Patents in Europe, I decided to move Genetracer's focus into Oncology Field.

Appart from enjoying helping people with cancer, trying to avoid others what happened to my father, I love being with my family and enjoying walking on the see together, laughing together for a bad joke, reading.. and enjoying nature and mountain.

About my team... I'm so proud of them! Now we are moving from Santander to Madrid (425 km) and all of them decided to follow us! They are mainly good and passionate persons, in addition to amazed good professionals.

Ana, who is going to attend this Program with me, is an incredible strategic and emphatetic women, objective and client focused, with multidisciplinary skills in management. We really complements each other, and since she is in Board of the Company, we have match most of our objectives! It's a a privilege to have her in my team. You will realize it! And most of it.. it's such a good person!

Why do you want to participate in the program and what do you hope to gain from the program?

Being an student of MIT has always being ,my dream. Being and student on a program to help Genetracer to grow is my main objective and desire this year! Both IDEA Spark and IDEA2 Global Program!!

We have a line defined where we want to go:
DECODER: validate 100% types of cancer (currently 80%))

SPIRAL: starr on the market this year
R&D: IA with IBM; Hospitals and Univesity. Inmunotherapy in Blood, Microbiote and wide range of research programs we would like to implement

Sales Metrics: 500 this year with a growth about 100% per year-

Maintein key clients , incorporate all Private Hospitals in Spain, and close deals in México and Panamá.

Investment: 3M€ in 2020

Close a Joint Venture in México and Panamá to make Technology and Knowledge Transfer and have Laboratories on site there.

From this program we mainly would like to gain:

network with MIT

Get the experience of the best profesionales to validate and improve our strategies and Company methods and procedures

Beeing help with your experience and methods to get our products to the market

We are really grateful to have this opportunity and we will commit with your program and your team with all our heart!

Thank you in advance!

Last Update	2019-04-17 22:02:49
Start Time	2019-04-17 21:37:34
Finish Time	2019-04-17 22:02:49
IP	201.140.191.237
Browser	Safari
OS	Mac
Referrer	https://fs24.formsite.com/MITLinQ/idea_spark_application/index.html

Registration for IDEA Spark

Reference #	12967879
Status	Complete
Short Project Title (use title from IDEA Spark Application)	Precision Medicine in Oncology. GENETRACER BIOTECH
First Name	Ana
Last Name	Palencia
Preferred name (for name tags)	Ana
Institution or organizational affiliation	Genetracer Biotech
Degree	MS
Role in Institution	<ul style="list-style-type: none">• Other:• Board of Director
City	Santander
Country (if US, enter State)	Spain
Phone Number	+34628074638
Email Address	ana.palencia@genetracerbiotech.com
In what way will you be participating in IDEA Spark?	In person
Last Update	2019-04-17 22:05:06
Start Time	2019-04-17 22:03:03
Finish Time	2019-04-17 22:05:06
IP	201.140.191.237
Browser	Safari
OS	Mac
Referrer	N/A

Registration for IDEA Spark

Reference #	12967872
Status	Complete
Short Project Title (use title from IDEA Spark Application)	Precision Medicine in Oncology. GENETRACER BIOTECH
First Name	Carlos
Last Name	Cortijo
Preferred name (for name tags)	Carlos
Institution or organizational affiliation	Genetracer Biotech
Degree	<ul style="list-style-type: none">• PhD• MBA
Role in Institution	Entrepreneur
City	Santander
Country (if US, enter State)	Spain
Phone Number	+34679152691
Email Address	carlos.cortijo@genetracerbiotech.com
In what way will you be participating in IDEA Spark?	In person
Last Update	2019-04-17 21:58:44
Start Time	2019-04-17 21:36:44
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IP	201.140.191.237
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Referrer	N/A