



marblar

just use your marbles

HEPTech

October 2013



@play_marblar



facebook.com/marblar



<http://marblar.com>



hello@marblar.com

MARBLAR TEAM



DANIEL PEREZ, Co-founder, CEO

- Dual PhD student at Oxford and The Scripps Research Institute
- Role: team leadership, sales, fundraising, strategy



MEHMET FIDANBOYLU, Co-Founder, Director of Product

- PhD in neuro-pharmacology from King's College London.
- Role: design, UX, user acquisition and engagement



GABRIEL MECKLENBURG, Co-founder, COO

- Graduated top-of-the-class in Materials Science from Cambridge
- Role: tech prep, financials, ops

MARBLAR ADVISORS



PROF GRAHAM RICHARDS, CBE **Non-Executive Director, IP Group plc;**
Leading advisor of Marblar

Former head of Oxford's Department of Chemistry, helped found Oxford's technology transfer office. Author of *Spin-Outs: Creating Businesses from University Intellectual Property*.



PROF SIR GREG WINTER, **Science entrepreneur & Master of Trinity College, Cambridge**

One of UK's most successful entrepreneurs, having invented a technology that is used in most of the biggest pharmaceutical drugs in the world today.



TREVOR COOK, **Partner, Bird & Bird LLP**

One of the best-known names in intellectual property law, with over 35 years of experience. Particular expert in patent and other IP litigation. Voted UK's "Patent Lawyer of the Year in 2012" for 7th consecutive year.

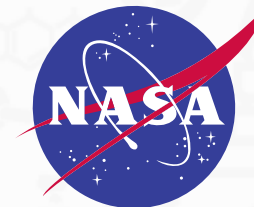
Marblar turns IP into transformative products
through **collaborative product development**

MARBLAR TRACK RECORD

Press



Partners



A HIGHLY SKILLED COMMUNITY

Since launching in **October 2012**, we have built a large community of **very intelligent** people:



~ **14,000** users



Over **115** countries



> **70%** are studying for or already have advanced degree, e.g. MSc, PhD, MBA



Over 1400 new ideas for commercialising technologies

SELECTING PATENTS

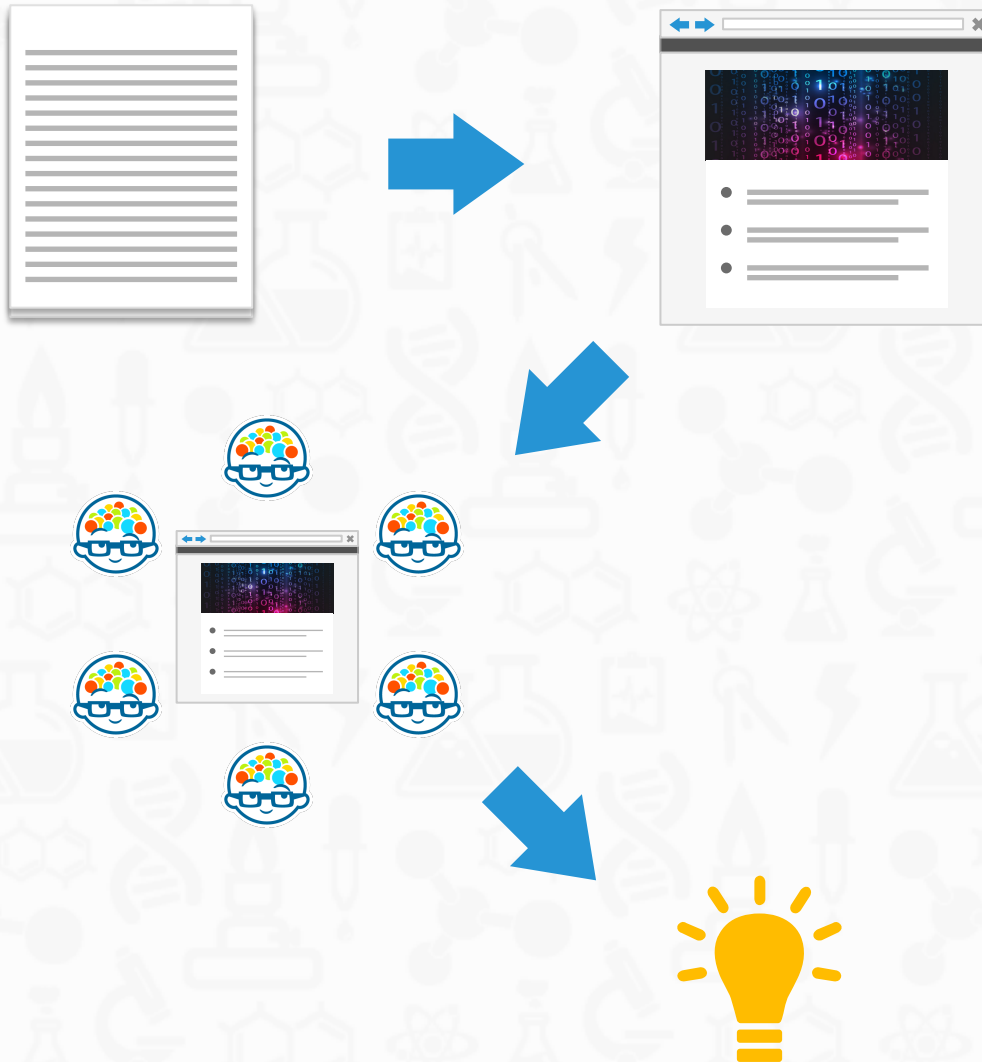
Technical advantage to state of the art

Unique **enabling** features

Multiple possible applications (*i.e.* platform)

Amenable to productisation given **international standards**

SUBMITTING PRODUCT IDEAS



Step 1

We break down patents into **component features**

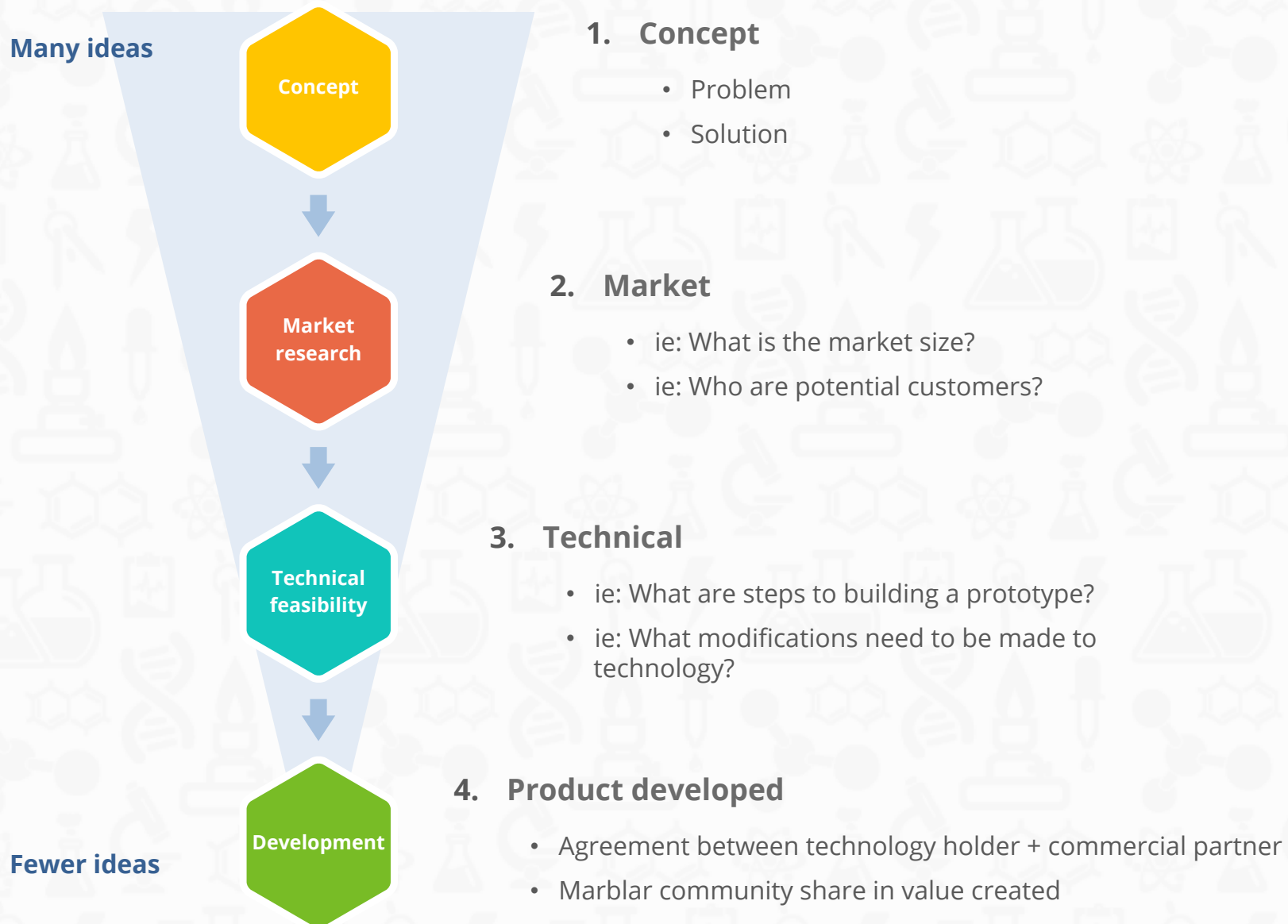
Step 2

Technically-skilled Marblar community study technologies

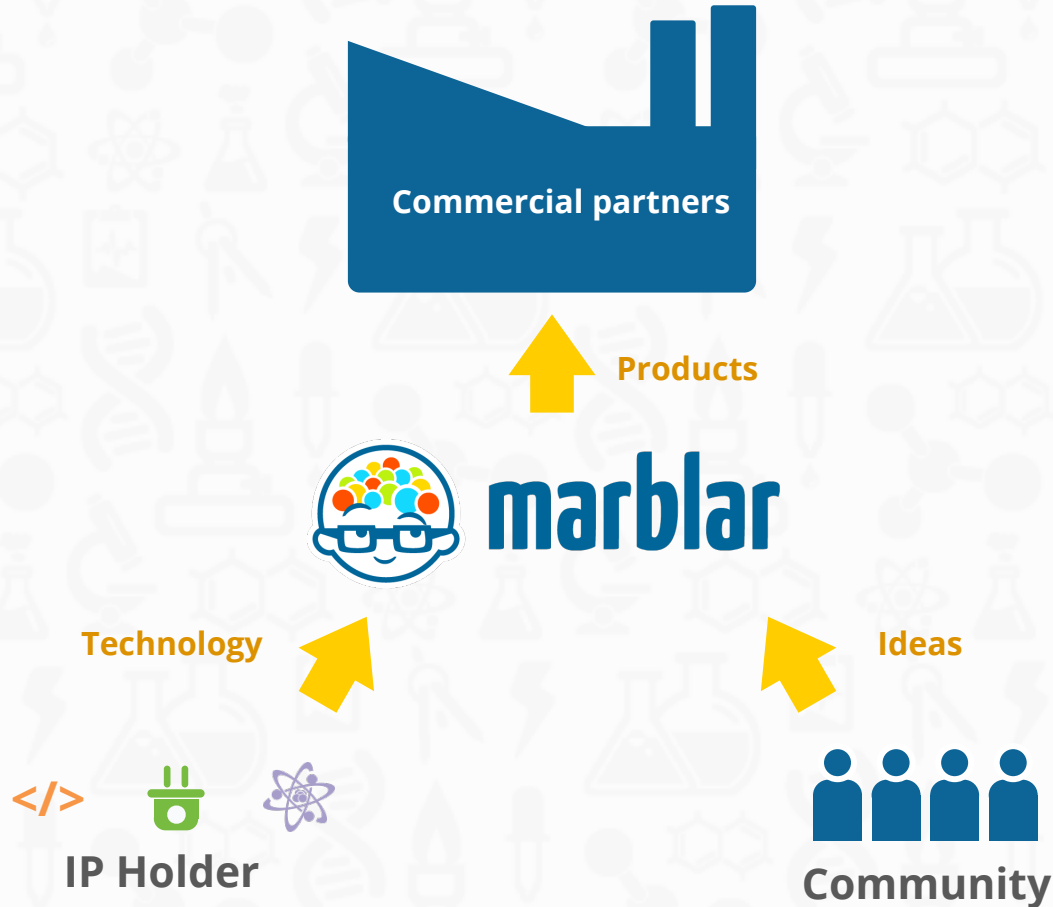
Step 3

Marblar community suggest **new product ideas**

IDEAS DEVELOP OVER STAGES



CO-CREATION PLATFORM



Co-creating **transformative products** from emerging IP

COMMERCIAL PARTNERS

The Samsung logo is displayed in white, uppercase letters within a dark blue, horizontally-oriented oval shape.

SAMSUNG

Samsung Electronics

- Very diverse portfolio
- Product portfolio very relevant to technology pool

The Roche logo consists of the word "Roche" in a blue, serif font, enclosed within a blue-outlined hexagonal shape.

Roche

Diagnostics

Roche Diagnostics

- Advanced discussions
- Looking for new products in diagnostics, medical devices and m-health

BENEFITS TO IP HOLDERS

Receive **new product ideas** for unlicensed technology

Mixing different technologies to create new products

- Both mixing your own IP together, plus from other sources

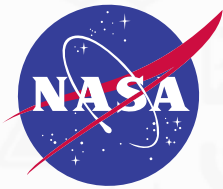
Pair **fast online iteration** with Commercial Partners' capabilities:

- **Rapid** product development

Opportunity for **licensing deals** with devoted Commercial Partners

- Commercial Partners are also multinational companies.

MARBLAR IP HOLDERS



NASA, Marshall Space Flight Centre, [USA](#)



University of Pennsylvania, [USA](#)



ETRI, [South Korea](#)

Initial IP tranche worth over \$500M in R&D

HEPTECH MEMBERS

No listing fee: **forever free** for HEPTEch

- inc. featured listings

Global marketing of HEPTEch technology

- Marblar global audience
- Press outlets covering launch: The Economist, TechCrunch, Nature, BBC

HEPTEch joining **select** research institutes at launch

- NASA, University of Pennsylvania, ETRI

Devotion of Commercial Partners relevant to HEPTEch IP

- Samsung, IP Group, Roche Diagnostics



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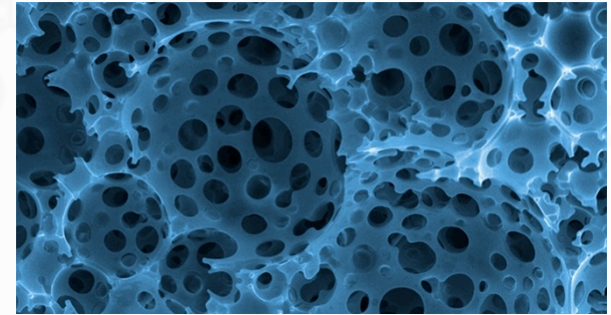
CASE STUDY #1: Structural polyHIPE foam

Technology:

Structural foam manufacturing process

77 applications:

From custom-moulded heat-sinks to abrasives.



**Imperial College
London**

Winning application: Building insulation

- Fill pore with water: **Dutch** creativity consultant
- Swap water for wax: **Austrian** Engineering student
- Find existing BASF project: **German** Chemistry student
- Find existing academic project: **Portuguese** Civil Engineering Professor

**Collaboration rapidly improves idea quality.
Need commercial Partner involved earlier.**

CASE STUDY #2: microFTS

Technology:

Portable and sensitive spectrophotometer

51 applications:

From oil well monitoring to food QA and monitoring of skin disease.



Science & Technology
Facilities Council

Winning application: Chemical analysis of breath to **track and diagnose illnesses:** diabetes, liver disease, H. pilory infection.

Compared to gold-standard

- Safer
- Cheaper
- Faster

Value in divergent perspectives
Applications far outside inventor's specialty