



## Apop Imaging

### Company profile

Apop Imaging was founded in 2016 to commercialise research tools for imaging Programmed Cell Death (PCD), an event associated with many human diseases, such as cancer, inflammation, neurodegenerative diseases and heart disease. Equipped with a strong IP position in two patents, we envision to become a global leader in personalised medicine by developing our proprietary technology further to include non-invasive diagnostic products for imaging in patients and targeted cancer therapeutics.

Our first products, the CalRexins, target the R&D market and will be used by medical researchers who work on cancer and other diseases at universities, research institutes or pharmaceutical companies worldwide. Our market research shows an exponential increase in research activity on PCD and a huge market opportunity for better imaging reagents that provide a wider range of applications. We estimate the market size for Apoptosis (the best known form of PCD and name sake of our company) and Autophagy combined is globally AU\$94-140 million annually. We estimate that we can achieve 50% market penetration of the autophagy segment in 4 to 5 years, where we currently have no competitors. Apop Imaging has demonstrated the manufacturing process for CalRexin on small scale and has engaged CSIRO to optimise and upscale manufacture. We are also in contact with an Australian based contract manufacture. Key alliances are also in advanced negotiations with reagent suppliers and reputable global distribution partners.

Apop Imaging has just secured seed investment from angel investors and will start operations later in 2018. We have total capital requirement of \$1.82 million in the first two years. Since 2017, Apop Imaging has built a strong executive management team supported by expert legal advisors and is guided by a strong independent board. The founder of the company, Dr Peter Wookey, is CSO and member of the board.

### Speaker Profile

#### **Dr Barbara Meurer, Chief Executive Officer, Apop Imaging**

Dr Barbara Meurer has been appointed CEO at Apop Imaging in February 2018 and has led the development of strategic and operational plans during the capital raising since 2016.

Barbara brings extensive experience in the commercialization of technologies both in the biotechnology sector and the food and nutritionals industry with extensive professional networks in industry, academia, and government. She is a successful grant writer and has helped many small companies to achieve their funding goals to deploy new technologies for product manufacture.



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Barbara has a PhD in plant biochemistry from the University of Cologne in Germany (1988) and has conducted research on bioactive small molecules in the US at the New York Botanical Garden and the City University of New York (Associate Professor until 1998). She joined Melbourne based Cerylid Biosciences (formerly AMRAD) in 1998 to conduct drug discovery research from natural products and became Head of the Lead Discovery Group. From 2005 to 2016, Barbara led innovation programs for the Australian dairy industry in an executive role at Dairy Innovation Australia. She is also a Graduate of the Australian Institute of Company Directors and has experience as a company director.

