

## Company Profile

**Industry Sector:** Life Science Instrumentation

**Company Overview:** CellASIC develops and commercializes innovative microfluidic products for live cell analysis. The company was founded in 2005 from the UC Berkeley Department of Bioengineering and has since established itself as a pioneer in delivering cutting-edge microfluidics to the market. Our core technology enables drastically miniaturizing cell culture screening while recreating the physiologic microenvironment of tissues.

### Target Market(s):

- In vitro toxicology screening
- Cell-based screening
- Drug discovery and development tools

## Management

### Leadership:

Philip Lee, Ph.D. Director of R&D, co-founder  
Paul Hung, Ph.D. CTO, co-founder

### Scientific Advisory Board:

Professor Luke Lee, Dept. of Bioengineering, UC Berkeley

## Key Value Drivers

### Technology:

- High density microfluidic cell culture arrays for primary cell screening
- Improved function and cost savings for hepatocyte toxicology studies
- Core technology can be applied to many different cell screening applications

### Competitive Advantage:

- Proprietary microfluidic design provides improved cellular behavior with 10X fewer cells/reagent per data point
- Continuous flow microchambers improves data quality vs. microtiter plates
- Innovative 96 and 384 well interface adapts to existing automation robots

### Plan & Strategy:

- Prototype 384 well culture arrays to be completed in Q2 of 2008
- Currently seeking partnerships with drug screening experts for validation
- Then secure capital to deliver and market automated platform(s)

\*Technology funded by the NCI and being commercialized under the NIH-CAP.

## Product Pipeline

CellASIC currently markets the ONIX™ dynamic cell culture platform for advanced cell biology research.

### Upcoming products include:

- The PerL (Perfusion Liver) hepatocyte array for *in vitro* toxicology screening
- The MiCA (microfluidic cell array) for high throughput primary cell culture and assay

