

Table of Contents

Executive Summary	5
Corporate Strategy	8
What Differentiates Cangen?	8
Collaborations	11
Attractive Market and Investment Opportunity	12
Strategic Product Development / R&D Pipeline	14
Bladder Cancer	14
Lung Cancer	21
Chemosensitivity	27
Therapeutic Products	29
Portfolio Strategy	32
Intellectual Property Summary	33
Government Regulation	34
U.S. Regulatory Approval	34
EU Regulatory Approval	38
Marketing Strategy	40
MSA Bladder Pre-Launch	40
Promotion and Communication Strategy	41
Pricing Strategy	42
Sales and Distribution Strategy	43
MSA Bladder Assay Forecast	44
Corporate Management Team	45
Management and Key Members	45
Risk Factors	50
Appendices / Attachments	53
Attachment A: Patent Summary	54
Attachment B: Quintiles Market Research Report	56

Table of Figures and Tables

Figure 1: Projected R&D Timeline.....	14
Figure 2: Data from National Cancer Institute	16
Figure 3: Pivotal Patents	33
Figure 4: Reimbursement Using Existing CPT Codes	42
Figure 5: Ideal Distribution Scheme	43
Figure 6: Total Available Market & % Penetration.....	46
Figure 7: Five Year Forecast & % Margin	46