



**Contact:** Lawrence Friedhoff, MD, PhD  
**Location:** 150 New Scotland Avenue,  
 Albany, NY 12208  
**Email:** LTF@pspg.com  
**Tel:** +1 201 425 1913

## Company Profile

### Industry Sector: Pharmaceuticals

Sub Descriptor: Small Molecule

**Company Overview:** Senex develops pharmaceutical inhibitors of a biological regulatory pathway activated by cellular damage or aging and implicated in cancer, age-related diseases and viral illnesses including HIV.

**Achievement:** We have successfully moved from drug discovery, through target identification and on to structure optimization with a total cash investment of under \$3 million (including grants). This demonstrates the very high efficiency of our operation.

**Target Market(s):** Alzheimer's disease, difficult to treat cancers and viral infections including HIV. These markets represent growing opportunities based on the increasing population of aged individuals, and the emergence and spread of viral illnesses.

**Seeking:** Investments from pharma company related funds or pharma strategic partners. Venture funds considered if they have a track record of successful drug approvals in their prior companies.

## Management

**Lawrence Friedhoff, MD, PhD, FACP, CEO** - Co-founder of small companies with total revenues of over \$5 billion in annual revenues. Six successful New Drug Applications. No rejected NDAs. All companies were profitable within 3 to 4 years of founding.

**Igor Roninson, PhD, President** - Inventor of 38 issued US patents. Cloned the gene responsible for the major form of multidrug resistance in cancer. Developed functional genomics techniques for high-throughput target identification. Invented a molecular assay for the detection of neurovirulent revertants in live poliovirus vaccine now used by vaccine manufacturers.

**Donald Porter, PhD, Senior Scientist**

### Scientific Advisory Board:

Dr. Mark Wentland Professor of Chemistry, Rensselaer Polytechnic Institute

Dr. Ethan Dmitrovsky Wallace Professor and Chair of the Department of Pharmacology and Toxicology, Dartmouth Medical School

Dr. Judith Campisi Senior Staff Scientist, Lawrence Berkeley National Laboratory and Professor at the Buck Institute for Aging Research

Dr. Richard L. Davidson Administrative Director of the Kimmel Cancer Center and Professor of Cancer Biology, Thomas Jefferson University

Dr. George Drusano Co-Director of Ordway Research Institute and Center for Biodefense and Emerging Infections.

Dr. Alexander Varshavsky Smits Professor of Cell Biology, California Institute of Technology



U. S. DEPARTMENT OF HEALTH AND HUMAN SERVICES  
 National Institutes of Health



National Institutes of Health Commercialization Assistance Program  
 (NIH-CAP)

## Key Value Drivers

**Technology\*:** A patented, high throughput screening method for inhibitors of a signal transduction pathway activated by damage or aging. The genes activated by this pathway are implicated in cancer and Alzheimer's disease; the pathway also activates the genes of HIV and other viruses.

Two classes of inhibitors of this pathway have been discovered and selected for preclinical and clinical development. One (SNX9) for oncology indications is selectively toxic to cancer cells via a unique target that is not active in normal cells. The second (SNX2) blocks the production of tumor-supporting factors by both cancer cells and cancer-associated fibroblasts. The same compounds also prevent stress-induced activation of genes involved in Alzheimer's disease and block HIV replication.

**Competitive Advantage:** A patented screening method along with pending patents on novel compounds and mechanisms of action represent a potentially broad intellectual property estate covering unique treatments for common serious diseases such as Alzheimer's disease, many cancers and AIDS.

**Plan & Strategy:** Select lead anti-cancer drug, a lead treatment for Alzheimer's disease and a novel therapeutic for HIV infection and obtain regulatory approval to market these products. We intend to out-license the marketing to companies with strong marketing capabilities. Profitability by 2012. Exit for financial investors by 2012.

\*Technology funded by the Phase I and Phase II SBIR grants from NCI and being commercialized under the NIH-CAP

Product Pipeline	2010	2011	2012	2013	2014
SNX2					
Lead Optimized					
IND					
Phase I					
Phase II					
Phase III					
NDA					
SNX9					
Lead Optimized					
IND					
Phase I					
Phase II					
Phase III					
NDA					
Profitability					
Investor Exit					