

"The Pharma for the People, People"



sen-jam.com Huntington NY

Main Street Technology Alcohol Lifestyle Female Founder

Highlights

- 1 We're the Pharma for the People, People creating highly accessible, affordable, safe drugs that work
- 2 Lead indications: Oral COVID-19 Therapeutic, Opioid Withdrawal, & Alcohol Hangover Prevention
- 3 Annual US Market Opportunity - \$17 Billion
- 4 Current US Sen-Jam Valuation (rNPV): COVID-19 - \$55mm, Hangover Prevention - \$120mm, & Opioid Withdrawal - \$261mm
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- 5 COVID-19 Therapeutic Clinical Trial with Duke-NUS begins Dec 1st, leading to valuation inflection point
- 6 Pharmacist Founder, Entrepreneurial Surrounded, Regulatory Grounded
- 7 We orchestrate mission oriented, like minded, individuals focused on worldwide healthcare equality.

Our Team



Jim Iversen Co-Founder, CEO

Executive with a consistent track record of designing + executing business strategies that deliver rapid growth in sales, profits, market share + customer satisfaction. Client remits include start-ups to late stage, often resulting in M&A transaction

We are on a mission to revolutionize not just the way we treat pain, but the way the business of pain relief treats humanity. We love the idea: Pharma for the People. Our products treat at the source; preventing symptoms vs. masking them as most therapies do today. And our products are safe & highly affordable. And that's just good for all of us.



Jackie Iversen Co-Founder, Head of Clinical Development

Jackie has extensive knowledge + capabilities in a multitude of clinical settings. Her expertise involves providing clinical pain education + having completed a research fellowship in pharmacokinetics + pain at Memorial Sloan Kettering Cancer Center.



Thomas Dahl, PhD Head of Product Development and Regulatory Affairs

Tom is an accomplished biotech/pharmaceutical executive with deep expertise in early stage ventures, including technical analysis of products and technologies, business strategy and operations, development, clinical trials design and interpretation.



Christine Leonard Head of Strategic Communications

Christine is a highly respected and award-winning marcom strategist with passion for brands that aim to improve lives. She has lead marketing, consumer insight mining and communications development for world class healthcare companies big and small.

Our Pitch to You



HOW IT WORKS

Preventing Inflammation and it's associated pain by Combining NSAID + Antihistamine



SJP-001 ALCOHOL HANGOVER	SJP-002C COVID-19	SJP-005 OPIOID WITHDRAWAL
Procured via OTC	Procured via Rx	Procured via Rx
Take one dose orally before first drink	Take orally twice daily	Take orally (twice daily) when starting to taper off opioids for 7-14 days.
Stabilizes and regulates the body's release of immunological substances	Reduces inflammation & flu-like symptoms, stabilizes mast cells	005 decreases opioid induced pro-inflammatory mediators
Prevents headache, nausea, fatigue, apathy	Prevents cytokine storm & disease progression	Prevents increased dopamine
Ensures next day productivity	Avoids hospitalization	Reduces withdrawal symptoms and opioid cravings

We are not your ordinary Big Pharma company, we are a group of ingenious scientists, pharmacy and pain experts, entrepreneurs and regulatory hounds on a mission to bring the world safe, effective, widely accessible and affordable medications to solve for some of the largest unmet healthcare needs.

MISSION STATEMENT

**FULL
STRENGTH
LIVING**

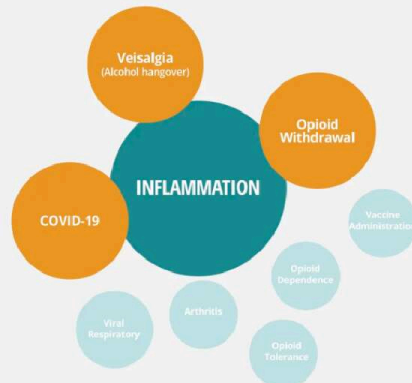
We Improve Societal Wellbeing by Creating
Therapeutics that are Safe, Efficacious, and Accessible

Our mission truly is to help humanity thrive and ensure the business of inflammation treats people fairly and fully. The time is now to upend this environment and restore dignity to the way pharma delivers solutions for the people, to the people.

PROBLEM:
**INFLAMMATION IS
THE ROOT CAUSE OF
MANY AILMENTS**

Yet, the consumer has few therapeutic options
that are safe, efficacious and inexpensive

INFLAMMATION AND ITS
ASSOCIATED PAIN DEBILITATES
ALL OF US AT ONE TIME OR
ANOTHER.



Inflammation is the key to countless ailments, while a safe and potent anti-inflammatory can make a massive difference in over eight distinct health concerns. Issues that are having a tremendous impact on society all over the world today.

SOLUTION:
**8 PRODUCTS THAT
PREVENT
INFLAMMATION**

Sen-Jam's platform of eight products are
being developed to revolutionize how we treat





We have ingeniously repurposed two existing small molecules that have a synergistic effect on inflammation, helping to prevent the problems before they need chasing. This combination product, in differing formulations has a positive impact on such huge health conditions such as treating COVID-19, Opioid Withdrawal and Alcohol Hangover. This is an oral solution that would be affordable and accessible.



The benefits of our 3 lead assets alone are remarkably robust and yet we have five other applicable and protected use cases that would be added to the flock. We mean it when we claim our mission is about revolutionizing pain management with simple, safe, effective medications that are wildly accessible and affordable. Pharma for the people!

RAISED TO DATE: \$2.6M

Current Investors
Sen-Jam Founders
Accredited Investors - Reg D
StartUp Health
RedCrow/The Main Stage

STARTUP + HEALTH **redcrow** **THE MAIN STAGE**

RAISING: \$5 MILLION
through Convertible Note, Grants & Licensing Agreements

* Forward looking projections cannot be guaranteed. Please inquire about Assumptions.

The Wefunder Campaign accounts for 1.07 million of this raise

We have already seen remarkable success in the investor community for our offering as we have already raised \$2.6 million to help shepherd our efforts. We are looking now to raise the remaining funds to get us to the \$5 million mark to expedite our advancing go-to-market activities. **forward looking projections not*

guaranteed



There is a lot of news these days about the rush to get to an Oral COVID-19 therapeutic but none of the existing options or players hustling for their solution has the simplicity and accessibility/affordability of our asset. SJP-002c reduces fever, cough, and pain, while reducing inflammation and its damage to your body. So impressed with how differentiating our product is, the scientists and clinical researchers at Duke University Medical School in Singapore are partnering with us on our clinical trial in Katmandu, Nepal in just a few weeks. We are thrilled to see such strong receptivity to our offering.



The Opioid Crisis is yet another huge unmet need that is harrowing on society. We have a safe, effective product that helps reduce symptoms of withdrawal and by extension, help people ween off these medications effectively. The number one reason people remain dependent on opioids is the excruciating effects on their bodies when they attempt withdrawal. Our product could help millions in their fight against this crisis.





Forward-looking projections cannot be guaranteed.

Competition for Alcohol Hangover is modest, at best with most people assuming you have to suffer the consequences in silence. Our product far outperforms the existing solutions and the market for this asset is significant. Did you know that alcohol hangover accounts for over \$500 million in lost productivity to businesses every year in the United States alone?

WORLD CLASS TEAM

Collectively the Team has Led over \$80M in Exits

MANAGEMENT TEAM

JIM IVERSEN, CEO

- 30+ years of providing Executive Leadership & Strategy across multiple industries
- Chairperson of the Opistol Crisis Working Group, part of StartUp Health
- Directorships and M&A advisory services
- Dedicated the last 4 years, full time, to SenJam

JACQUELINE IVERSEN, RPh, MS, Head of Clinical Development

- Past pain research fellow Memorial Sloan-Kettering Cancer Center
- 15+ years Hospital Clinical Pharmacist
- 10 years Pharmacy Clinical rdinator for Large Hospital System providing clinical education and Formulary selection
- Dedicated the last 4 years, full time, to SenJam

THOMAS DAHL, PhD, Head of Product Development and Regulatory Affairs

- Sr. Biotech/Pharmaceutical Executive with expertise in early stage ventures, including development program strategy, clinical trial design and interpretation
- 25+ years experience in product development, both small molecules and biologics
- 35+ clinical trials under multiple INDs and CTAs across a variety of therapeutic indications

CHRISTINE LEONARD, Head of Marketing & Communications

- Award winning marketing strategist
- 25+ years in marketing, business dev/strategic insight and creative communications
- Expertise in complex categories (financial services, CPG, conscious media, pharmaceutical and healthcare industries)

SCIENTIFIC ADVISORY BOARD

THOMAS DAHL, PhD

- Biotech Executive & Consultant

JORIS VERSTER, PhD

- Associate Professor of Psychopharmacology at Utrecht University

ANDREW SCHOLEY, PhD

- Professor, Director for Human Psychopharmacology at Swinburne Univ

GARY ZAMMIT, PhD

- Founder/CEO of Cerebrus Drug Development Corporation

FRANCIS FARRAVE, MD, MSc

- Senior Associate Consultant in Gastroenterology and Hepatology at the Mayo Clinic where he co-directs the Inflammatory Bowel Disease Center.

And speaking of productivity. Our team reflects a strong, nimble collective of highly experienced scientists, entrepreneurs and regulatory go-getters who are passionate about doing things resourcefully and effectively. Many have deep roots in traditional pharma and as such have the drive to revolutionize the way the business brings solutions to the people. These talented individuals care deeply that real solutions make massive impact for reasonable costs to humanity. Let's do this, together.

INTELLECTUAL PROPERTY

Single Point Ingenuity of Repurposing Two Existing Small Molecules with Proven Safety
25 Patents Pending

001

- US Patent 10,420,756 and we have an open IND to begin FDA Phase III Clinical Trial with CRD selected
- Patents gained in Japan, Australia, & South Africa
- Patents pending in EP, South Korea, Canada, Brazil, Mexico, China, Israel, & New Zealand
- Pre-clinical study in humans published showing efficacy with statistical significance

002

- US Patent pending

002C

- US Patent pending
- In-vitro results showed > 90% reduction of SARS-CoV-2 Viral Load
- Phase 2 Clinical Trial underway

003

- US Patent 10,874,653

004

- US Patent 10,765,630

005

- US Patent pending
- Patents pending for EP, Canada & Australia
- In-vivo study results published showing 50% reduction in withdrawal signs and duration

006

- US Patent 10,675,261
- Patents pending for EP, Canada & Australia

007

- US Patent 11,129,803

Our IP is super strong and gaining momentum every day. Not just here in our own backyard called the USA, but abroad and in important marketplaces that need these solutions not just soon, but now for people to thrive.

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Ensures next day productivity	Avoids hospitalization	Reduces withdrawal symptoms and opioid cravings

FULL STRENGTH LIVING

Our three lead assets have enormous and distinct benefits for each of their therapeutic areas. All are oral. Safe. Effective. Cost-Effective. And accessible to people world-wide. The repurposing of two existing small molecules may be ingenious, but the science is truly impressive.

ENTHUSIASM

Industry Leaders See the Impact



"Sen-jam's preclinical work shows solid promise for its lead products."
- Joris Verster, PhD, Utrecht University

"Repurposing strategy can save valuable time because the safety, manufacturing processes, and pharmaceutical characteristics of a repurposed candidate have already been reviewed by the FDA."
- Robert Malone, MD, MS

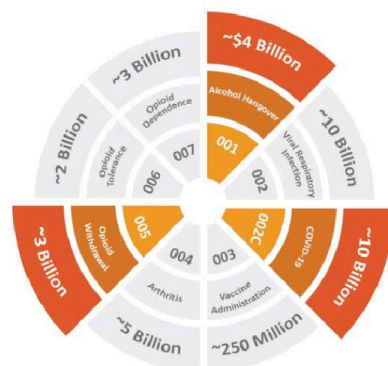
"Non opioid pain relief is extremely exciting! If approved, this could alter the course of the US opioid epidemic."
- Julie Van Ness, President, Real Leaders

Here are just a quick snapshot of some of the comments we are receiving around these solutions.

SEIZE THE DAY

Innovative Technology,
Meaningful Market Opportunity

Total estimated US
market size of our 3 lead
assets (001, 002C AND 005):
~\$17 Billion Annually



US market size, estimated for each asset

But even more exciting than the word on the street, is the value in the portfolio and in particular the enormous annual market size of just our first three assets. \$17 billion is incredible but absolutely in the realm of possible playground

sizes for these assets.

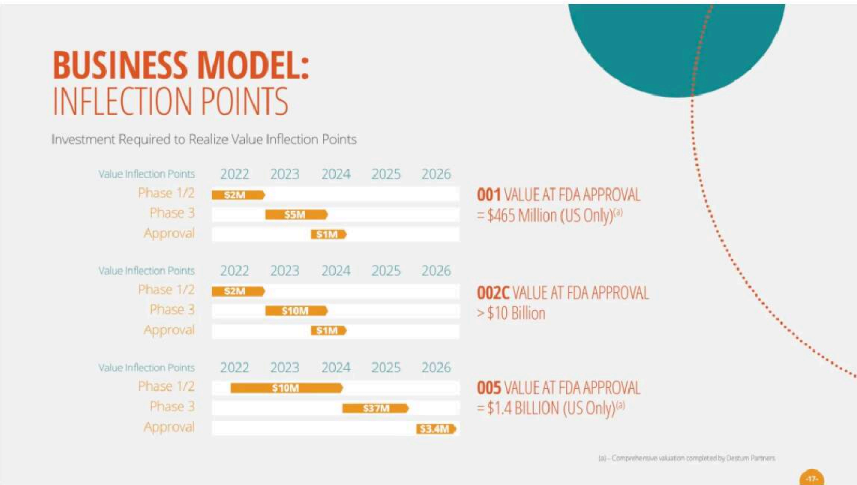


Forward-looking projections cannot be guaranteed.

One very important insight to underscore for you is the fact that because our combination product repurposes two existing small molecules, we are on the accelerated 505(b)(2) regulatory pathway which you can see from the charts above reflects an incredible savings in both time and money. This is genius.



Our goal is to sell or license each product by 2025. With a proven process adhered to with systematic precision, we drive home value at the perfect inflection points.



Forward-looking projections cannot be guaranteed.

Here are the key inflection points for each of our 3 lead assets and the timing across the milestones to achieve prime value accordingly.

REVENUE FORECAST

	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031
Projected Financials(000)										
Revenue*	\$5,000	\$9,250	\$18,250	\$21,525	\$52,387	\$47,871	\$68,464	\$90,138	\$107,086	\$124,919
Expenses										
- Research & Development†	\$5,000	\$20,000	\$40,000	\$20,000	\$2,685	\$2,744	\$2,807	\$2,872	\$2,941	\$3,013
- Sales, Gen, & Admin	\$1,938	\$2,034	\$2,136	\$2,243	\$2,355	\$2,473	\$2,596	\$2,726	\$2,863	\$3,006
EBITDA (Loss)	-\$1,938	-\$12,784	-\$23,886	-\$718	\$47,347	\$42,654	\$63,061	\$84,540	\$101,283	\$118,901

*Revenue is based on securing license agreements which is dependent on successfully advancing the regulatory work for our technology which is dependent on our ability to fund the regulatory work.

†Please enquire for: fees regarding licensing fees and royalty payments. Assumptions on above projects.

18

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Revenue forecasts are base assumptions and illustrate the lucrative nature of these therapeutic areas and unmet needs.

WHY WE ARE FUNDRAISING NOW

Accelerate and Complete 2022 Milestones

INITIAL GOALS 2022

Fundraising milestones on next page

LONGTERM GOALS 2023+BEYOND

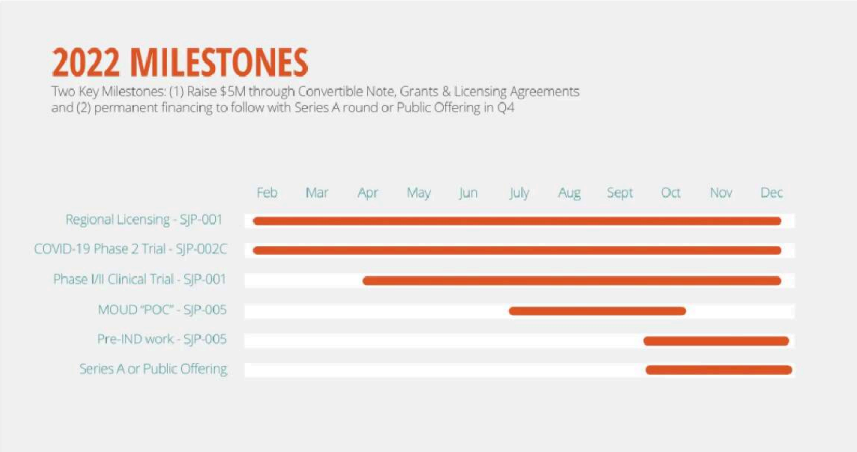
Advance all products through FDA regulatory process until products are sold or licensed

Secure further IP

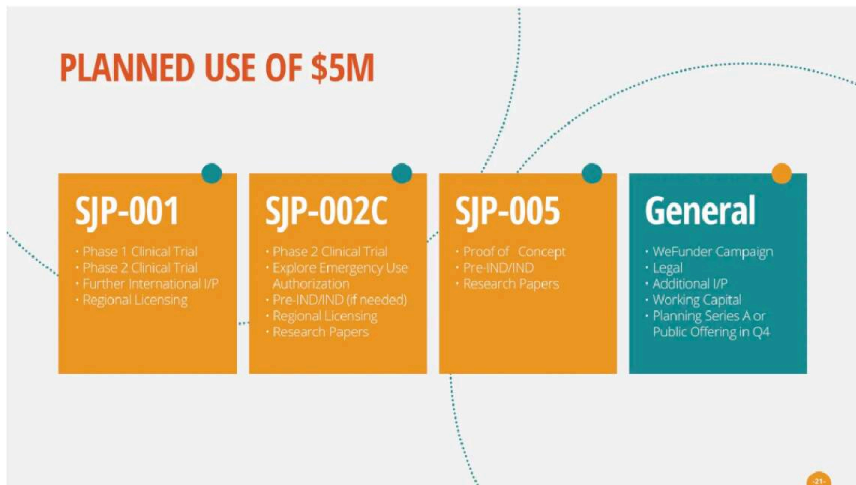
19

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We are raising funding today for our specific 2022 goals and milestones outlined below.

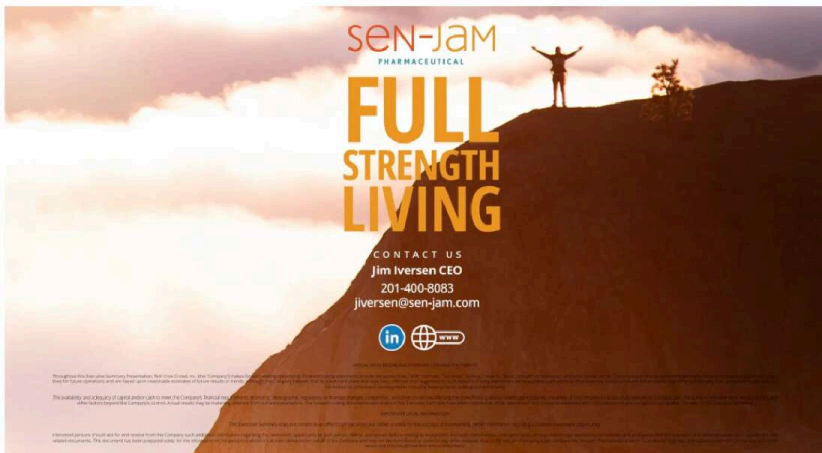


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The Wefunder Campaign accounts for 1.07 million of this raise

We thank you for your attention and welcome inquiries large and small. Join us in our mission and help bring full-strength living to the world by upending Big Pharma and creating a thriving world where Pharma for the People benefits real People.



PLEASE REACH OUT ANYTIME. OUR TEAM MEMBERS ARE DELIGHTED TO SHARE MORE DETAILS.

THANK YOU FOR YOUR INTEREST.

Downloads

[RedCrow Diligence Report - Created March 2020.pdf](#)

[Sen-Jam Pharmaceutical - Executive Summary Q4-21 .pdf](#)

[FINAL Fall 2021 Sen-Jam Pitch Deck 11 2 21.pdf](#)

