

Personalized Therapeutics to Combat Inflammation while Promoting Healthy Aging

PITCH VIDEO **INVESTOR PANEL**

Female Founder & Visionary Pharmacist

Repurposing existing small molecules in ingenious ways to produce what promises to be the world's most potent bench of anti-inflammatory solutions with the least side effects enabling radical affordability and access worldwide

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Jackie Iversen, RPh, MS, Founder and Head of Clinical Development

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sen-jam.com Huntington New York

Technology Main Street Infrastructure Lifestyle Female Founder

Highlights

- 1 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: \$17B
- 2 Lead indications: oral COVID-19 therapeutic, opioid withdrawal, & alcohol hangover prevention
- 3 Annual US market opportunity: \$17B
- 4 Current valuation (rNPV): COVID-19: \$55M, hangover prevention: \$120M, and opioid withdrawal" \$261M
- 5 COVID-19 therapeutic clinical trial with Duke-NUS in Nepal leading to valuation inflection point
- 6 Female founder is clinical pharmacist
- 7 Team of mission-oriented, like-minded individuals focused on worldwide healthcare
- 8 Global IP includes 25 patents and patents pending

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

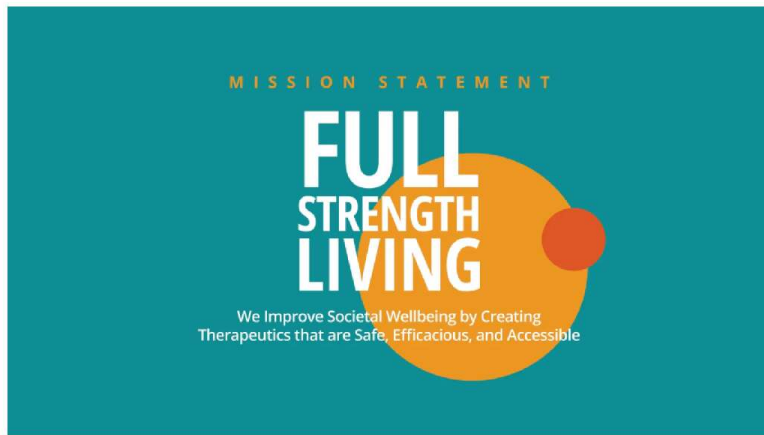


SJP-001 ALCOHOL HANGOVER	SJP-002C COVID-19	SJP-005 OPIOID WITHDRAWAL
Procured via OTC	Procured via Rx	Procured via Rx
Take one dose orally before first drink	Take orally twice daily	Take orally (twice daily) when starting to taper off opioids for 7-14 days
Stabilizes and regulates the body's release 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

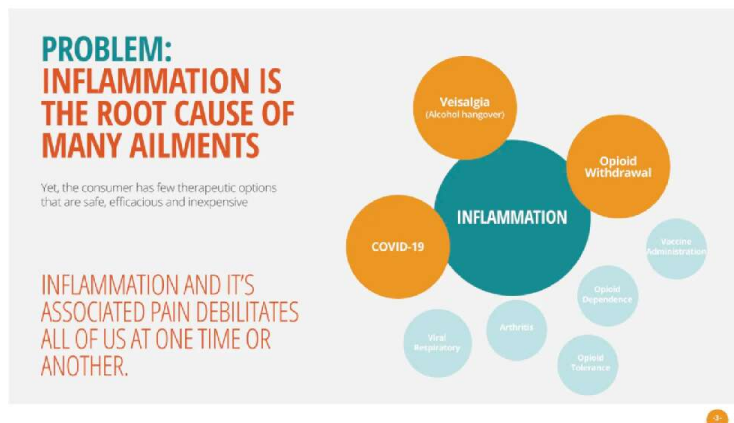
FULL STRENGTH LIVING

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, wildly accessible and affordable

medications to solve for some of the largest unmet healthcare needs.



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.



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.



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!



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 improved with low differentiation our product is the reference and clinical

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 growing Executive Leadership & Strategy across multiple industries
 • Chairperson of the Opioid Crisis Working Group, part of StartUp Health
 • Directorships and M&A advisory services
 • Dedicated the last 4 years, full time, to SenJam



JACQUELINE IVERSEN, BPH, MS, Head of Clinical Development
 • Post-grad research fellow, Memorial Sloan-Kettering Cancer Center
 • 19+ years Hospital Clinical Pharmacologist
 • 10 years Pharmacy Clinical Coordinator 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
 • 30+ clinical trials under multiple INDs and CTRs across a variety of therapeutic indications



CHRISTINE LEONARD, Head of Marketing & Communications
 • Accelerating marketing strategies
 • 25+ years in marketing, business development insight and creative communications
 • Expertise in complex categories financial services, CPG, consumer 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 University

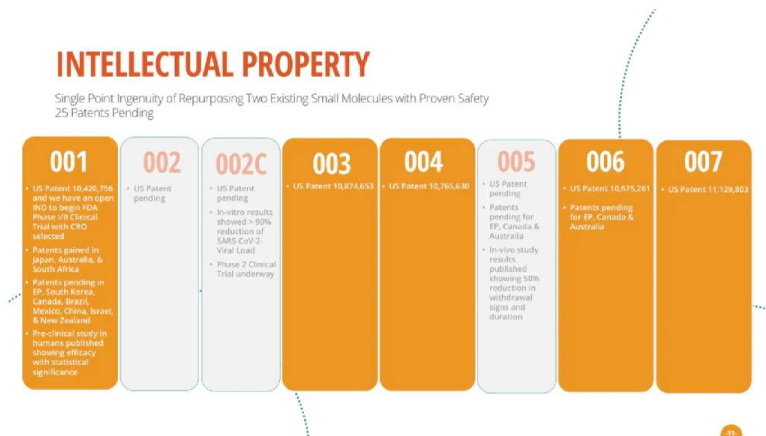
GARY ZAMMIT, PhD

• Founder/CEO of Clinixus Drug Development Corporation

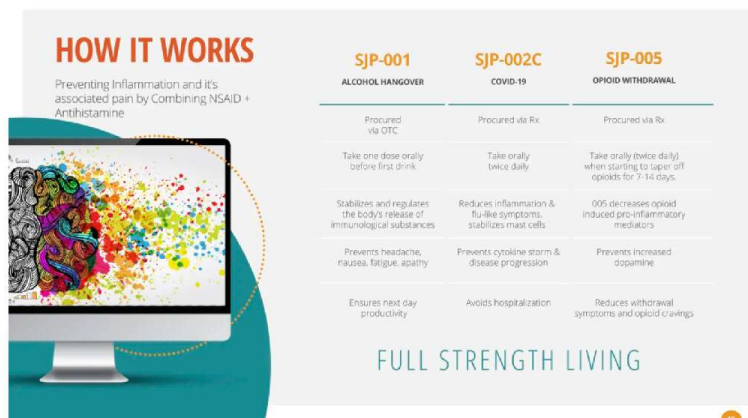
FRANCIS FARRAYE, MD, MSc

• 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.



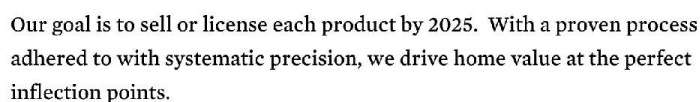
Our IP is super strong and gaining momentum every day. Not just here in our own backyard called the USA, but abroad and in important marketplaces that need these solutions not just soon, but now for people to thrive.

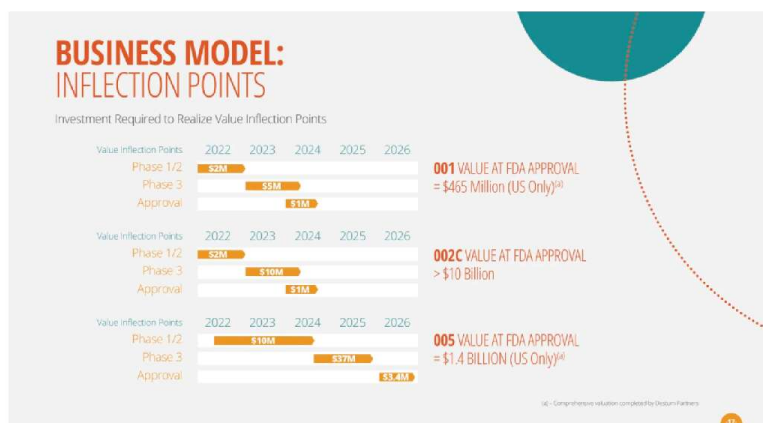


Our three lead assets have enormous and distinct benefits for each of their therapeutic areas. All are oral. Safe. Effective. Cost-Effective. And accessible to people world-wide. The repurposing of two existing small molecules may be ingenious, but the science is truly impressive.



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





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(\$00)										
Revenue ⁽¹⁾	\$5,000	\$9,250	\$18,250	\$21,525	\$52,387	\$47,871	\$68,464	\$90,138	\$107,086	\$124,919
Expenses										
- Research & Development ⁽²⁾	\$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

⁽¹⁾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.
⁽²⁾Please ensure that costs regarding licensing fees and equity payments, assumptions on above projects

Forward-looking projections cannot be guaranteed.

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

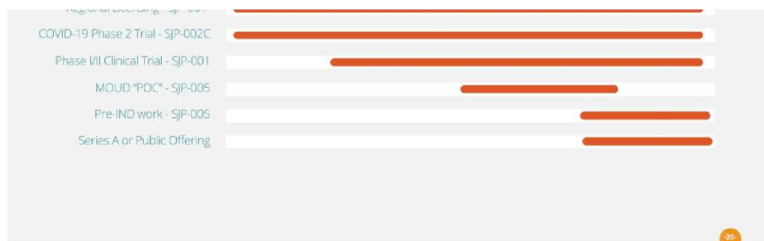
LONGTERM GOALS 2023+BEYOND

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

Forward-looking projections cannot be guaranteed.

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





Forward-looking projections cannot be guaranteed.



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.