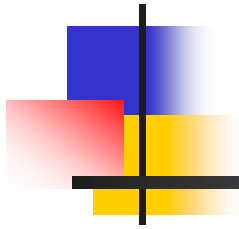


Catalyst Oncology, Inc.



Bridging the Gap between Diagnosis and Therapy

Entrepreneurial Success Stories

September 5, 2006



Catalyst's Mission

- Provide accurate, reliable, patient-specific, evidence-based clinical information to:
 - Improve outcomes for cancer patients
 - Reduce healthcare costs
- Essentially, Catalyst seeks to enable “Personalized Medicine” approaches to clinical oncology



Great Opportunity!

- Capitalizing on Personalized Medicine
- Large, attractive target markets
- Patented first product, OncoPlan™, works well and has broad application, and is currently reimbursed
- Short time-to-market, multiple 1st and 2nd to market opportunities in different cancers
- Premium pricing, strong margins
- Exciting pipeline of follow-on products



Catalyst History

- Founded July 2003
- Originally focused on drug development
 - Three co-founders, other 2 were pharma guys
- Refocused on clinical testing mid-2004
 - First co-founder departed (amicably)
- Initial capital early 2005
- OncoPlan introduced for breast cancer in August 2005



Challenges Encountered

- Introducing a new medical technology
- Difficult market dynamics
- Organizational issues
- “Goldilocks” financing problem
- Raising adequate capital



Current Status

- Other co-founder, former CEO, left early June
- Small “angel” financing completed mid-July
- Fully engaged in Series B raise targeting VC’s
- Major presentation at AACR; beginning to get noticed!
- Just introduced OncoPlan for colon cancer
- OncoPlan launch in melanoma in late 2006/early 2007



The Future

- Short term

- Get sales traction in colon, breast cancer
- Raise new round before cash runs out

- Long term

- Position to take advantage of tremendous opportunity in Personalized Medicine



Lessons Learned

- Flexibility
- Persistence
- Chose your partners carefully
- Instill a sense of urgency in your culture
- Start ups are not easy!