

TOTAL \$17B

US Market Size Asset Portfolio Estimated

"The Pharma for the People, People"



 PITCH VIDEO  INVESTOR PANEL

INVEST IN SEN-JAM PHARMACEUTICAL

Own a stake for health equality; affordable and accessible for all

LEAD INVESTOR



Richard Goldberg Entrepreneur, Executive Consultant, Investor

I'm delighted to be leading this investment round for Sen-Jam Pharmaceutical. While I've invested in other early-stage companies, I've never felt committed enough to lead a round personally. Until now. Sen-Jam aims to positively impact the lives of tens of millions of people, through cost effective treatments for some of the world's worst maladies. Investing in it provides a rare opportunity to potentially benefit financially from materially improving others' lives. I've known and respected the Founders of Sen-Jam for many years. What they have accomplished since the company's inception in 2014 is nothing short of remarkable. They have developed a portfolio of valuable assets that promise to be true global game-changers. They have done this by applying limited resources in remarkably inventive ways, attracting a phenomenal team of scientific staff and strategic partners, and collaborating with top experts in this field. Without compromising safety or effectiveness, they are harnessing two already proven drugs in a combination that could create arguably the world's most potent broad spectrum anti-inflammatory product. Inflammation is the villain at the

heart of some of the world's worst health outcomes, including COVID-19. Their COVID-19 oral therapeutic aims to ease symptoms, reduce viral load and, most important, avoid the need with top experts in this field. Without compromising safety or effectiveness, they are harnessing two already proven drugs in a combination that could create arguably the world's most potent broad spectrum anti-inflammatory product. Inflammation is the villain at the heart of some of the world's worst health outcomes, including COVID-19. Their COVID-19 oral therapeutic aims to ease symptoms, reduce viral load and, most important, avoid the need for hospitalization that comes from disease progression. Duke University Medical has come on board to conduct Phase II Clinical Trials for Sen-Jam's COVID pill therapy. If successful, it would bring incredible relief worldwide at a fraction of the cost of the few therapeutics currently available. In fact, this treatment could prove even more valuable than current anti-virals at minimizing long term patient suffering and health damage. Additionally, the therapeutic approach Sen-Jam is pioneering to treat COVID-19 symptoms has potential applications to several other international health scourges, including mitigating opioid withdrawal symptoms. The scope of opportunity seems extraordinary. Sen-Jam's team of executives and scientists have brought companies to market successfully several times before, and give me confidence that my faith, and financial investment, will be rewarded. I love that their mission of creating "Pharma for the people" includes allowing everyday people to participate in their success through investment. COVID isn't going away. We desperately need inventive, inexpensive approaches like Sen-Jam's to make it less awful.

Invested \$75,000 this round & \$60,000 previously

sen-jam.com Huntington NY

Main Street

Technology

Alcohol

Lifestyle

Female Founder

Highlights

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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
 - 4 Current valuation (rNPV): COVID-19: \$55M, hangover prevention: \$120M, and opioid withdrawal" \$261M
 - 5 COVID-19 therapeutic clinical trial with Duke-NUS begins Dec., 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
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Our Team

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

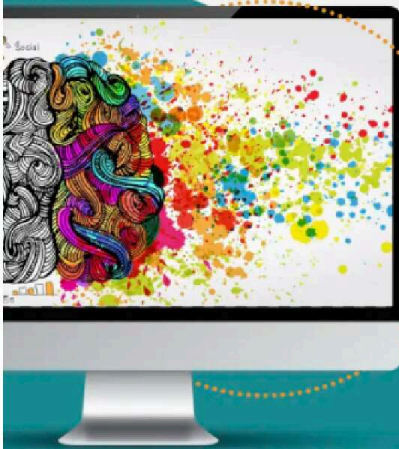
Christine is a highly respected and award-winning marcom strategist with passion for brands that aim to improve lives. She has lead marketing, consumer insight mining and communications development for world class healthcare companies big and small.

Our Pitch to You



HOW IT WORKS

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



SJP-001

ALCOHOL HANGOVER

Procured via OTC

Take one dose orally before first drink

Stabilizes and regulates the body's release of immunological substances

Prevents headache, nausea, fatigue, apathy

Ensures next day productivity

SJP-002C

COVID-19

Procured via Rx

Take orally twice daily

Reduces inflammation & flu-like symptoms, stabilizes mast cells

Prevents cytokine storm & disease progression

Avoids hospitalization

SJP-005

OPIOID WITHDRAWAL

Procured via Rx

Take orally (twice daily) when starting to taper off opioids for 7-14 days.

005 decreases opioid induced pro-inflammatory mediators

Prevents increased dopamine

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.

MISSION STATEMENT

FULL STRENGTH LIVING

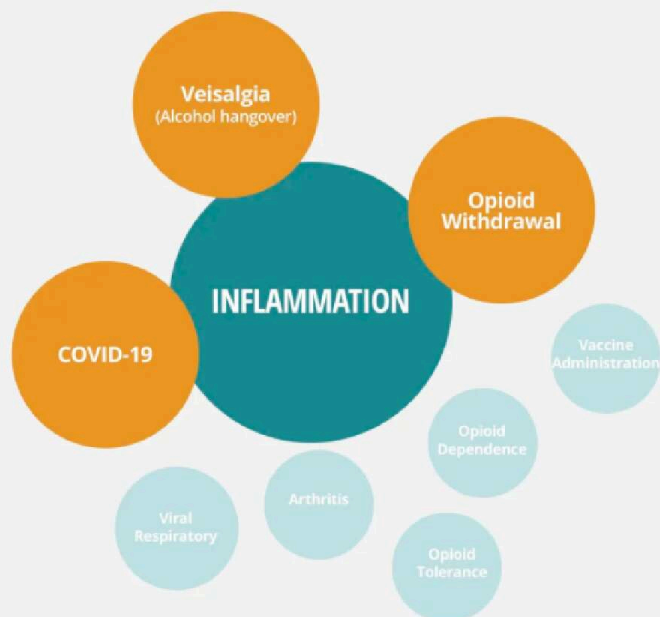
We Improve Societal Wellbeing by Creating
Therapeutics that are Safe, Efficacious, and Accessible

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.

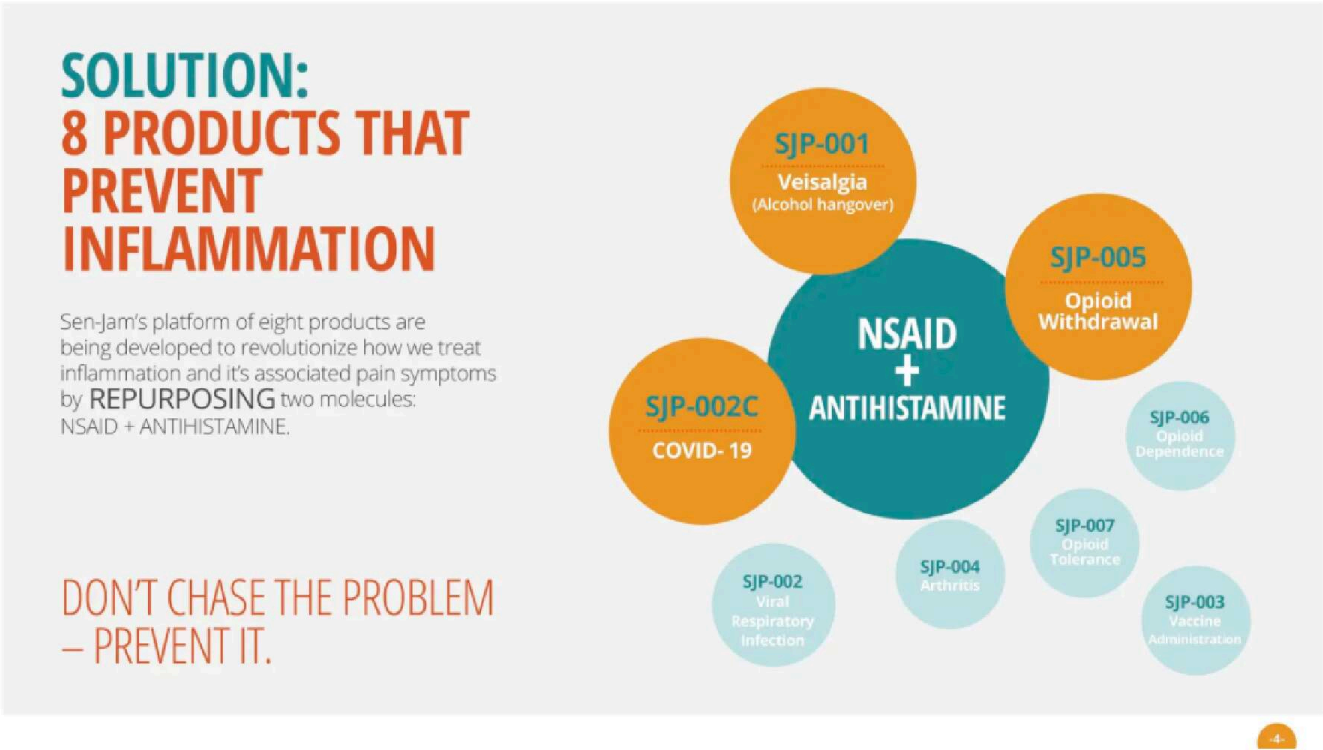
PROBLEM: INFLAMMATION IS THE ROOT CAUSE OF MANY AILMENTS

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

INFLAMMATION AND IT'S
ASSOCIATED PAIN DEBILITATES
ALL OF US AT ONE TIME OR
ANOTHER.

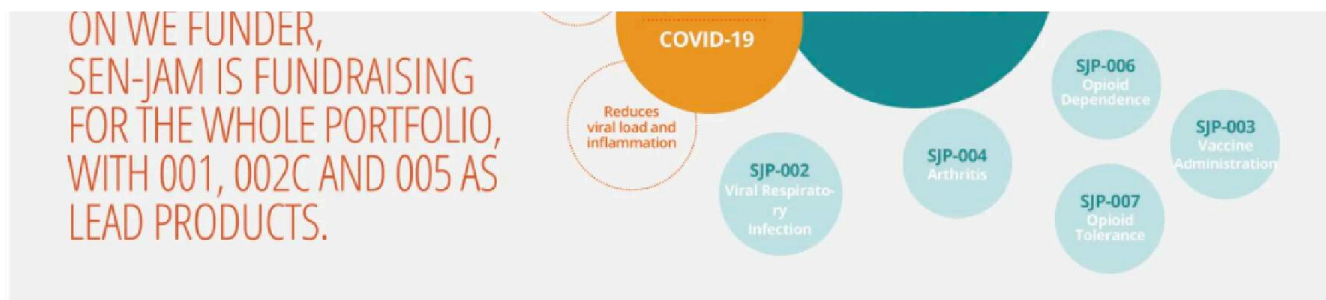


Inflammation is the key to countless ailments, while a safe and potent anti-inflammatory can make a massive difference in over eight distinct health concerns. Issues that are having a tremendous impact on society all over the world today.



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.





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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

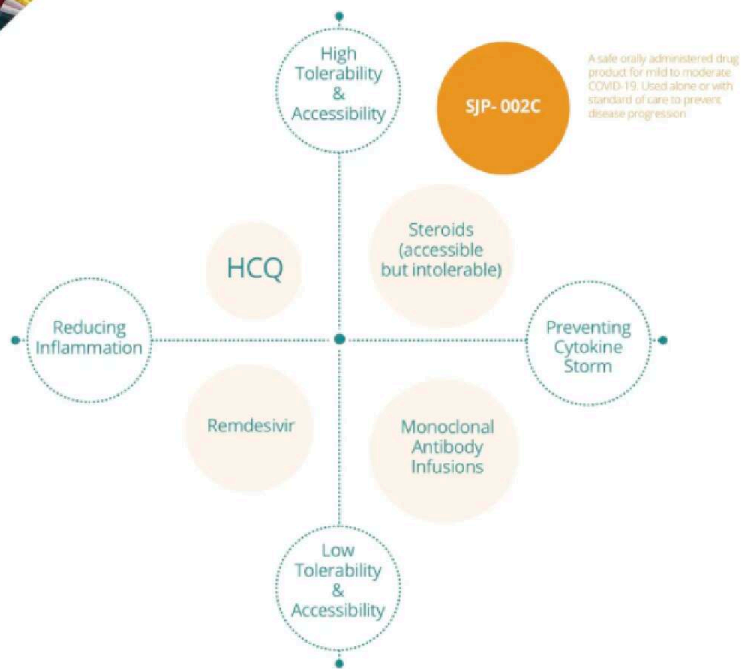
RAISING: \$5 MILLION
through Convertible Note, Grants & Licensing Agreements

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

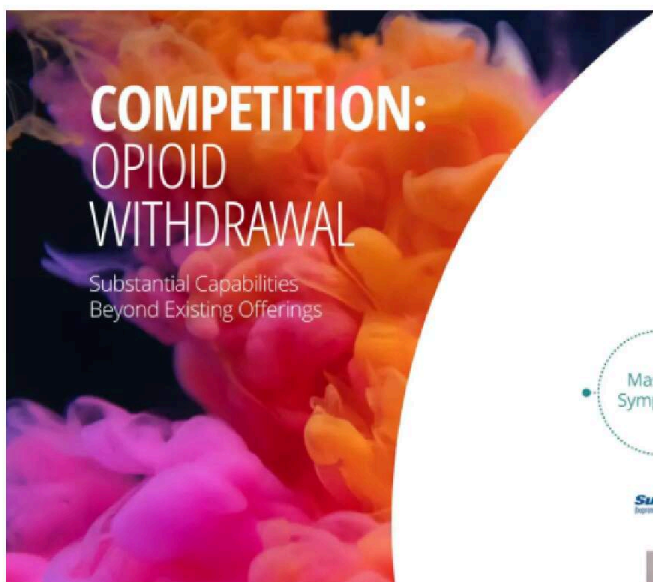
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The Wefunder Campaign accounts for 1.07 million of this raise

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*

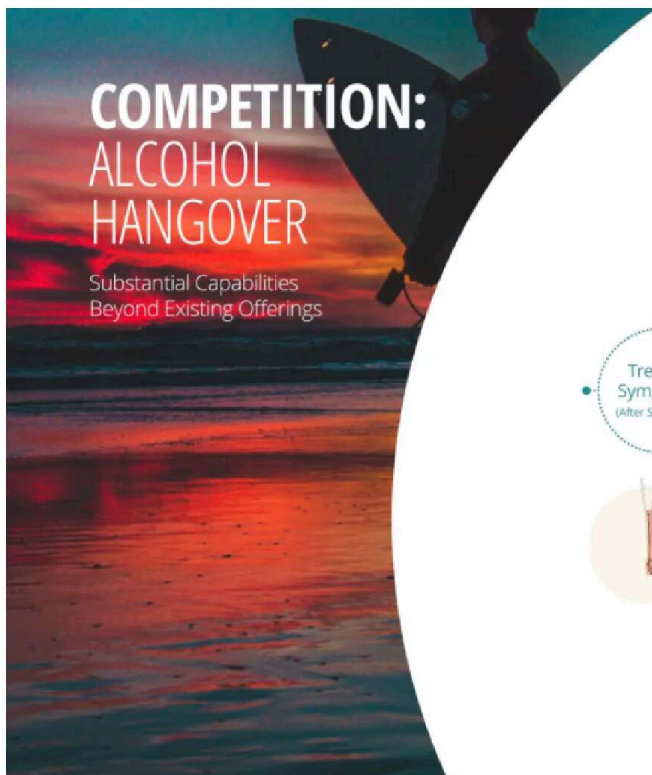


There is a lot of news these days about the rush to get to an Oral COVID-19 therapeutic but none of the existing options or players hustling for their solution has the simplicity and accessibility/affordability of our asset. SJP-002c reduces fever, cough, and pain, while reducing inflammation and its 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 Opioid Crisis Working Group, part of StartUp Health
- Directorships and M&A advisory services
- Dedicated the last 4 years, full time, to Sen-jam



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 rindator for Large Hospital System providing clinical education and Formulary selection
- Dedicated the last 4 years, full time, to Sen-jam



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 Clinilabs 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.

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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 I/II Clinical Trial with CRO 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.

HOW IT WORKS

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



| SJP-001 | SJP-002C | SJP-005 |
|---|---|---|
| ALCOHOL HANGOVER | COVID-19 | 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

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.

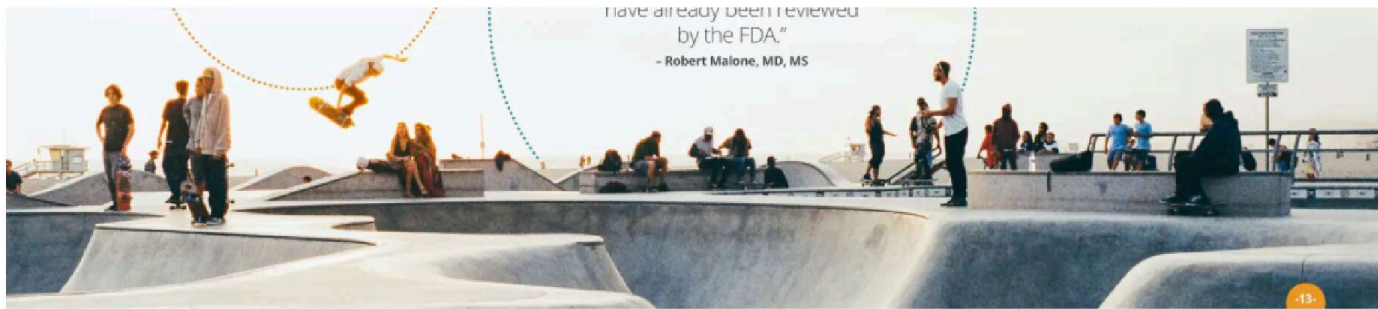
ENTHUSIASM

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."

"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.

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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.

REPURPOSING DRUGS = COMMERCIAL RESOURCEFULNESS

Leveraging the 505(b)2 Pathway for Quick, Cost-Effective FDA Approval to Hit the Market ASAP



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.

BUSINESS MODEL: INFLECTION POINTS

Investment Required to Realize Value Inflection Points



(a) - Comprehensive valuation completed by Destium Partners

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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) | | | | | | | | | | |
| Revenue¹ | \$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 |

¹Revenue 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: Notes regarding licensing fees and royalty payments. Assumptions on above projects

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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

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Forward-looking projections cannot be guaranteed.

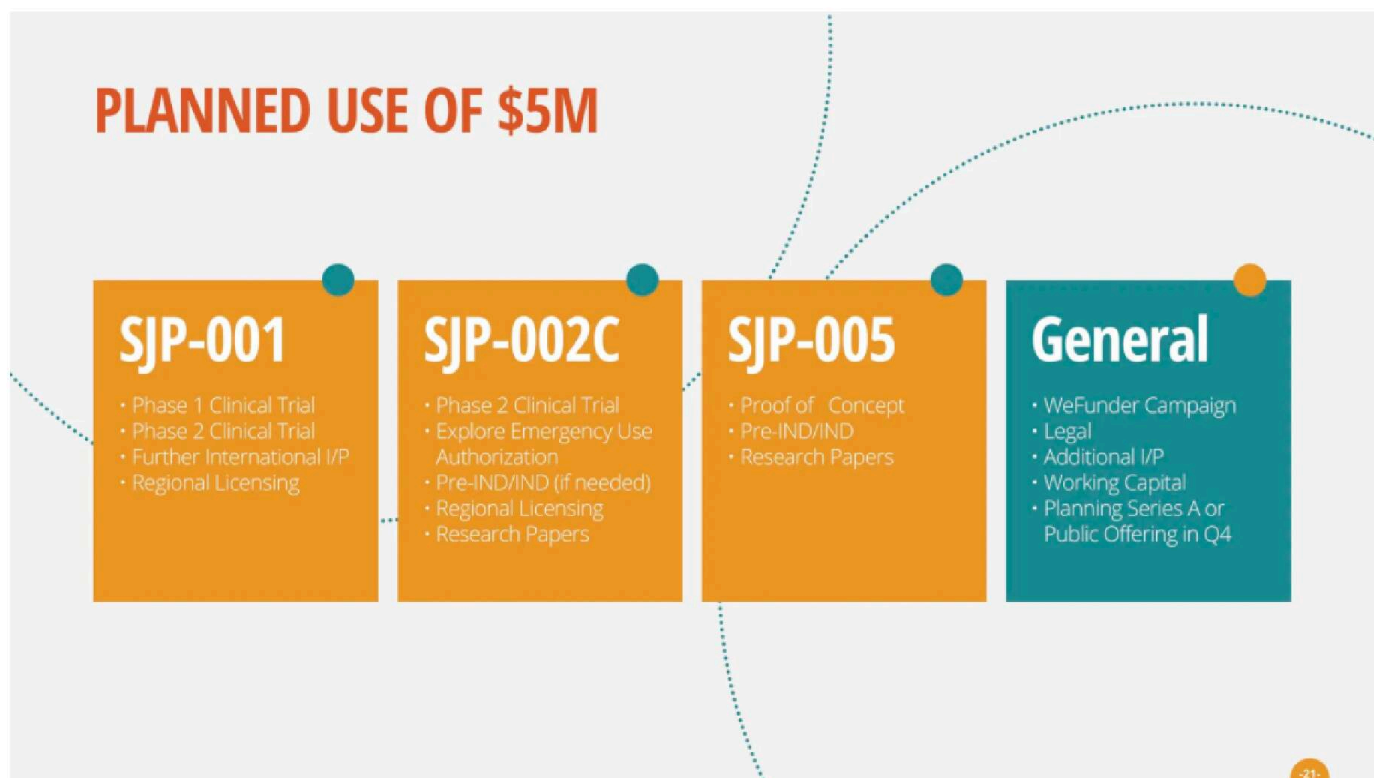
We are raising funding today for our specific 2022 goals and milestones outlined below.

2022 MILESTONES

Two Key Milestones: (1) Raise \$5M through Convertible Note, Grants & Licensing Agreements and (2) permanent financing to follow with Series A round or Public Offering in Q4



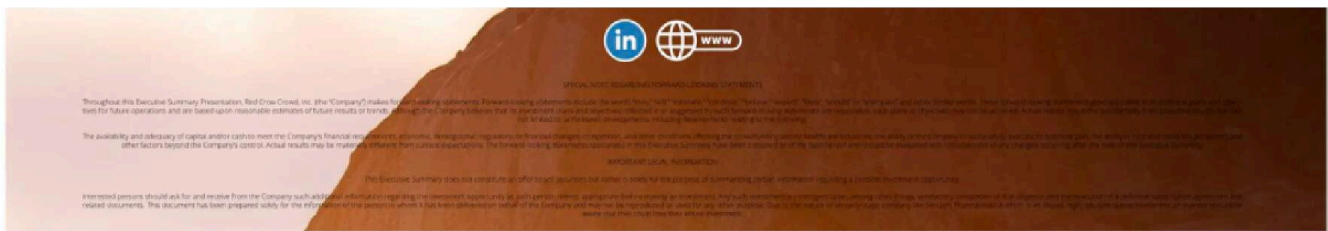
Forward-looking projections cannot be guaranteed.



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.

Downloads

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

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