Gendicine: Gene Therapy for Cancer

THE SOLUTION

Gendicine® Adenovirus-p53 acts to restore the tumor's ability to die via a biological mechanism called apoptosis (a type of cell death in which the cell uses specialized cellular machinery to kill itself). This type of cell process is very beneficial for cancer patients because there are very little side effects and enhances the quality of life for the cancer patients. The only side effect is from the flu-like symptoms due to the Adenovirus, which can be relieved by regular flu treatments.

Several doctors in privately owned and operated medical centers have been administering this product for cancer treatment with several other treatment combinations. The treatment results in Malaysia for both local and foreign patients have been positive with good success rate on treatment efficacy while improving the patient quality of life.

WHAT’ THE ISSUE?

According to the CancerStats Cancer Worldwide publication (September 2011), as the world’s population continues to grow and age, the burden of cancer worldwide will inevitably increase, even if current incidence rates remain the same. It is estimated that if current trends continue, there will be around 13.2 million deaths from cancer worldwide each year by 2030. In Malaysia, there are about 40,000 new cancer cases every year (National Cancer Institute of Malaysia) and the Ministry of Health Malaysia has also recognized cancer as one of the top four critical illnesses to be addressed after heart related problems, diabetes and AIDS.

GENDICINE:
- p53 gene + adenovirus
- gene therapy for cancer
- medical breakthrough

COMPETITIVE ADVANTAGE

1. Reduced production cost and quality control cost by 20%-30% (current cost from China is US$700/vial).
2. Reduction of health care expenses for the rakyat, with a reduced treatment cost of an estimated RM25,000 per patient.
4. Potential medical tourism for Malaysia with lower cost of production and the availability of a cancer treatment program which is not available in other countries.
5. Opportunity to export the drugs to other ASEAN and Muslim countries (currently we are exporting directly from China to Japan, Germany, Philippines, Hong Kong).
6. Providing an additional cancer treatment option for the cancer patients in Malaysia.
7. Potential to tap into the global cancer treatment industry of US$ 4 billion annually.
8. With this project, we expect to project an annual conservative turnover of US$ 15 million per year for the initial 3 years and expect to grow by 30% annually for the subsequent years.
9. Brain-gain as the project will see local medical expertise and university graduates being trained by the foreign team on gene-therapy.
11. An opportunity to place Malaysia on the world-map in terms of medical research in cancer treatment and commercialization of innovative products with this cutting-edge biotechnology which will complement the existing programs in Innobio.
12. Better quality of life for cancer patient as there is very little side-effect as compared to other conventional treatments such as Chemo- and Radio-therapy.

COMMERCIAL OPPORTUNITY

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