

***Good Afternoon***

*My name is...*

**Maie Gall**

*... and I am the CEO of*



**VISKUMED**

DISRUPTIVE INVESTMENTS DELIVERING NEXT GENERATION HEALTHCARE

# We are a Swiss based, consulting and asset management company focused on Healthcare

250

Years

150

Variables

$10^6$

Data points

10x

ROI



**35 Global Brands**

We have launched/or helped launch over 35 global brands successfully. Including, commercialization, licensing, production/manufacture and distribution



**Over 65%**

We have increased sales by up to 65% in up to 24 months for over 20 brands



**Over 30 deals**

We have over 35 years of experience in acquisitions and exits, working on over more than 30 deals with values ranging from \$200Mio to \$8.7Bn

*Disrupting Healthcare: Creating  
a new Paradigm for  
Nutraceuticals*

# A tale of two sisters...



Examples of diseases that are impacting the globe today and will increasingly do so tomorrow...

Cancers

Diabetes and Obesity

Brain Health and Aging

Infectious Diseases

Autoimmune Diseases

Bacterial Resistance

... calling for an increasing focus on innovative and pragmatic solutions

**Access** to *affordable* diagnostics and treatments

**Education** to create awareness that lifestyle choices have an enormous impact on health

**E-Health/digitisation** as an opportunity to overcome inequalities for remote populations

**Recognition** that a holistic approach may be a very viable solution



*The Healthcare  
Revolution...*





...from ***Sick Care*** to ***Health Care***

***Positively Disrupting***  
***Relationships*** between  
ALL stakeholders



***YOU*** have the power to ***pro-actively define***  
what sustainable healthcare can look like



## Step 1

Understand the  
context

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## Step 2

Embrace Change

*Think Disruptively*





## Step 3

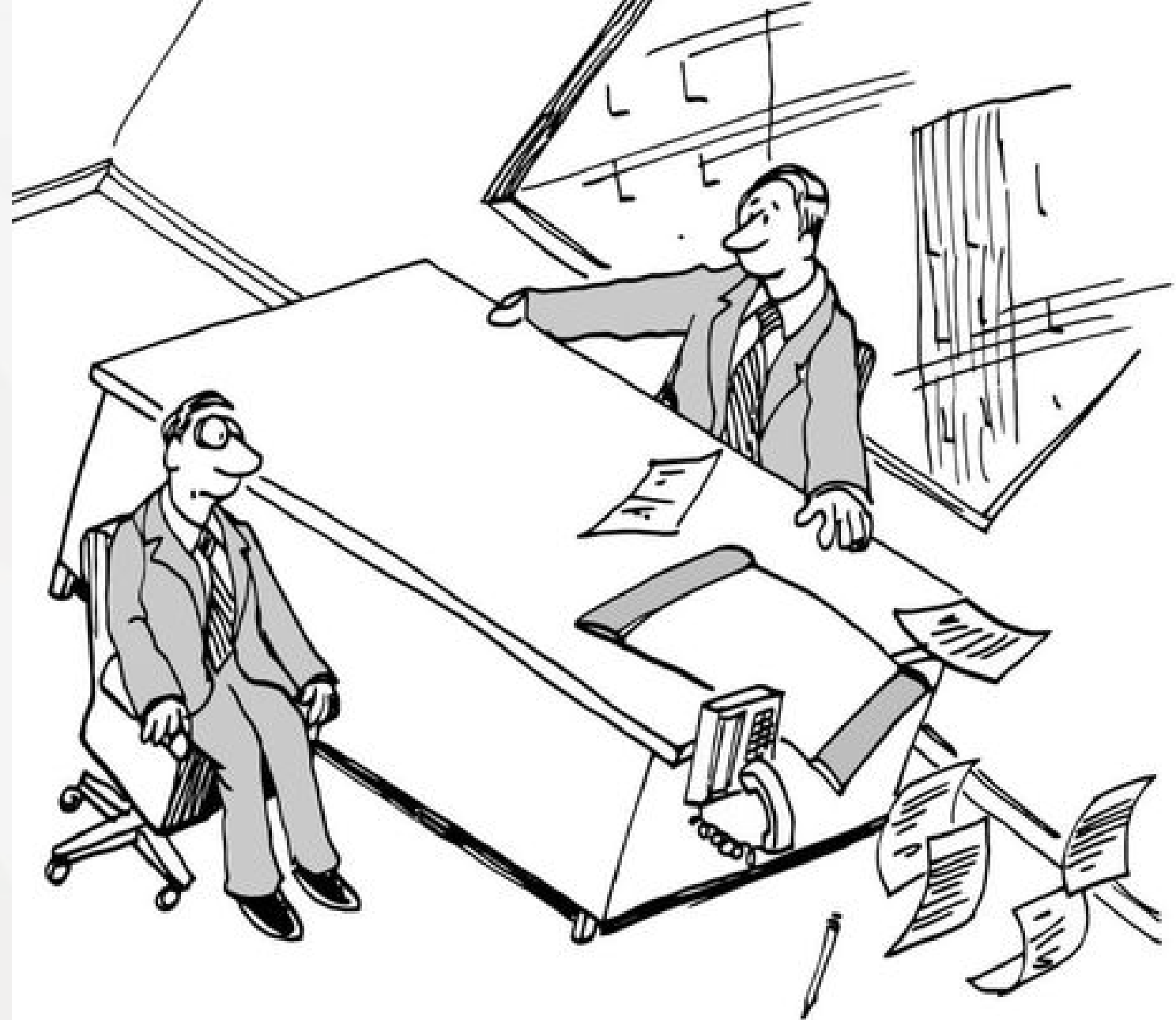
Leverage the existing trends

*Preventative Medicine*

## Step 4

Define your market

*and Your Rules*



“Hold on, the market is shifting again.”



## Step 5

Use RWE to define  
“value”

*Harness Time*



## Step 6

Self-Regulate

*Define Your Values*





*“Science is nothing  
but perception”*

*Plato*

# Thank you

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