



## **NEW INVESTMENT OPPORTUNITY**

\*A special opportunity only available for PLUM ALLEY members\*

### **A Revolutionary Advancement:**

Betteromics is on the forefront of using 'omics' data and AI for the potential of a radically different and better therapeutic discovery and healthcare system. In biology, the word '*omics*' refers to the sum of constituents within a cell and the overarching aim of identifying, describing, and quantifying the biomolecules and molecular processes that contribute to the form and function of cells and tissues. Omics is a rapidly evolving and multi-disciplinary emerging field that gives us the way to understand and view biology from an all-encompassing perspective that was previously unthinkable. With high-throughput methodologies, we can see into cells at multiple levels, allowing for unprecedented and accelerated new discoveries in disease and treatment. Join us to learn and hear more.

**Founder Discussion: Wednesday, February 21st**

**Angela Lai, CEO and Founder, Betteromics**

**12:30pm ET // 9:30am PT**

RSVP to [Google Calendar Invite](#)

Call Details Available [Here](#)

**Betteromics** is the first-to-market AI cloud-based, multi-omics data and analysis platform for the biotechnology industry. We are in an unprecedented time with the rapid development of technologies such as high-throughput sequencing that opened the door for omics by systematically interrogating a cellular system. The ever-growing types of molecules and regulatory mechanisms that are being discovered have transformed our understandings of the cellular machinery, and enables even further understanding and breakthroughs.

Omics works by probing and analyzing large amounts of data on the structure and function of the entire machinery inherent in a given biological system at a particular level. There are four core areas of [omics](#), which when combined present powerful new discoveries. The four are genomics (DNA), transcriptomics (RNA), proteomics

(proteins) and metabolomics (metabolites). Since efforts began in mapping and sequencing the human genome in 1990, revolutionary technologies have emerged, facilitating the collection of a wide range of molecular measurements within a tissue or cell with unprecedented level of insights and data. This multidisciplinary approach to biological and medical research and discovery has [transformed the biotech industry](#), resulting in immense advancements in high-throughput testing and screening technologies.

These advancements have resulted in an [explosion of data generation](#), providing researchers and scientists with incredible resources to better understand human biology and how different diseases affect it. Betteromics was built to serve as the AI-powered multi-omics cloud platform in a first-to-market solution to connect data and people, enabling researchers to automate the flow of data across collection, abstraction, and analysis. See below for an introductory video that highlights the unprecedented change in the industry that Betteromics is advancing.



The advent of technology tools that enable rapid, at-scale, and high quality data abstraction are recent developments in the AI field, and Betteromics has the strong combination of an expert team, building on their previous and relevant experience in the field, to maximize this utility in the biotechnology industry. The Company has signed customers and its initial deployment resulted in significant reductions in capital to a fraction of what it would have been even a year ago. The Company has enormous opportunities to scale with customers of any size. Betteromics solves the problem of omics data that currently is in incongruous formats and managed through manual processes causing significant roadblocks to workflows for therapeutic discoveries.

**Top Industry Experts with Unparalleled Expertise:**

This Series A investment opportunity attracted investors at the helm of this massive evolution of data to solve for difficult diseases. [Jeff Huber](#), the lead Seed round investor and co-lead for the Series A, has extraordinary credentials as the former CEO and founder of [GRAIL](#), a pioneering technology company focused on early detection of multiple deadly cancers. GRAIL sold to Illumina for approximately \$7 billion. Jeff also co-founded Google's life sciences efforts at X Development (formerly GoogleX), and led development and scaling for Google Maps and Google Ads, overseeing 50x growth in revenues at Google to \$50 billion. He is now the founder of Triatomic Capital, a venture capital firm investing in 'century-defining' technologies. Angela Lai, the founder of Betteromics and the former CTO at GRAIL, worked closely with Jeff Huber. Additionally, Sofinnova Partners, a deep-pocketed healthcare investment firm with \$3B in AUM and relevant expertise is co-leading the round.

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### Investment Opportunity

Plum Alley is excited to announce a new Series A investment opportunity in Betteromics. The Company has raised \$20M in Series A funding, which closed in December, 2023. Due to an oversubscription in investor interest, Betteromics agreed to extend the round for an additional \$5M for select investors. The round was co-led by [Triatomic Capital](#) and [Sofinnova Partners](#), with participation from [Shakti VC](#), [Decheng Capital](#) and [Unusual Ventures](#). While the Company closed their round with prominent investors and luminaries in the industry, Plum Alley's relationship over the last year with the lead investor and founder allowed us to secure an allocation in the Company.



[Angela Lai](#), CEO & Founder, Betteromics

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### Investment Highlights

\* **AI-Powered Omics Platform:** Betteromics has developed an AI-native, cloud-based omics data platform capable of servicing life science and biotech customers from pre-clinical target and drug discovery to clinical stage development, providing rapid development and discovery capabilities.

\* **Omics Evolution:** The study of the human cell, in general referred to as 'omics,' includes the combination of genomics (DNA), transcriptomics (RNA), proteomics (proteins) and metabolomics (metabolites). Technological advances in computational biology, sequencing, and testing have resulted in massive amounts of data that requires multi-omics analysis to unlock new therapeutics and diagnostics, but requires a platform capable of encompassing these distinct fields.

\* **Timing & Demand are Aligned:** AI and software enhancement tools are being adopted by the biotech industry, with macroeconomic shifts to 'buy' taking place throughout the market. Multi-omics analysis historically has been a manual and highly human-driven process, requiring enormous investments in time and expenses to develop. Technological advancements over the past few years have created the opportunity for a platform like Betteromics' to automate and streamline workflows across different sectors with a compelling and affordable value proposition. Some of their customers include Twist Bioscience, Mission Bio, Montai Health and Elegen Bio.

\* **Exploding Market Opportunity:** Growth forecasts for the big data analytics market in healthcare are projected to reach over \$45B in 2026. In addition, the IT budget at large pharma companies like Pfizer and Moderna is close to \$1B per potential customer, creating a viable, serviceable, and sticky market for Betteromics.

\* **Top Industry Experts:** Betteromics is led by a veteran executive team with deep industry and technical experience from Google, GRAIL, and Verily Life Sciences. Founder and CEO Angela Lai is a technology executive and founder with 30 years of experience building computing infrastructure and ML platforms at global scale at Silicon Graphics, Google, and GRAIL, where she served as Head of Clinical Technology and CTO prior to founding Betteromics.

\* **Strong Strategic Investor Group:** The current Series A round was led by Triatomic Capital, founded by Jeff Huber (Founding CEO, GRAIL, an advanced cancer-screening company acquired by Illumina) and Sofinnova Partners (leading European venture capital firm in life sciences), with participation from and Shakti VC, Decheng Capital and Unusual Ventures, among others.

The Company's confidential and private financing documentation and other diligence files will be available for review in Dropbox. Please request access to Dropbox materials on the left side panel of the company webpage when available. Please note all documents are PRIVATE, CONFIDENTIAL and NOT FOR DISTRIBUTION.

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### **Important Information and Timeline**

*The investment opportunity is available for Plum Alley members who are accredited investors.*

#### **Virtual Founder Discussion**

**Wednesday, February 21st**

**12:30pm ET // 9:30am PT**

RSVP to [Google Calendar Invite](#)

Call Details Available [Here](#)

#### **Final Investment Commitments Due**

**Thursday, February 29th**

*We will take commitments on a rolling basis. [Please submit final commitments here.](#)*

#### **Funding & Documents Due**

**Thursday, March 7th**

*At the end of the commitment period, you will receive details regarding closing documentation and wiring instructions via Carta.*

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Plum Alley, Inc, 43 West 23rd Street, New York, NY 10010, United States

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