

Advemto Investment Notes

We are excited to announce that Enterprise Angels and EA Fund 4 have made an investment into [Advemto](#).

The Company

Founded in 2022 by [Prof. Justin Hodgkiss](#) (CEO & CSO), [Dr. Ronnie Tamming](#) (Product Engineer), and [Douglas Bock](#) (Product Engineer), Advemto is revolutionizing the field of biomarker mapping with its innovative '2D Barcode Reader' technology.

Understanding how biological cells work is crucial for life sciences and is essential for developing new drugs and diagnosing diseases. Current technology for analysing these fluorescent labels is not very effective. Only a few markers can be detected at once due to interference from the cell's natural glow. This makes the process slow and expensive - taking up to a year and costing up to \$2 million per clinical trial.

Fluorescent Labelling uses special glowing markers that attach to specific molecules in cells. These markers help scientists identify and study these molecules by capturing the light they emit. Advemto's innovative '2D Barcode Reader' uses advanced spectroscopy to turn blurry fluorescent signals into clear, distinct 2D barcodes. This means it can identify hundreds of biomarkers at once, making the process faster and cheaper.

Advemto's business model includes revenue from selling the Barcode Reader hardware and subscriptions to their software. Their technology has various applications, including flow cytometry, microscopy, bulk analysis, spatial biology, and panel design.

The Market

The total addressable market (TAM) for flow cytometry alone is estimated at \$2.5 billion, with additional markets in microscopy, bulk analysis, and spatial biology contributing to a substantial market opportunity. The market is driven by the need for faster, more accurate biomarker analysis, which is crucial for drug development and clinical diagnostics.

Key competitors include companies like Cytex Biosciences, ThermoFisher, and Sony, but Advemto differentiates itself with its unique ability to identify and quantify hundreds of biomarkers simultaneously, reducing time and cost.

Reasons we like Advemto

1. **Innovative Technology with Impact:** Advemto's 2D Barcode Reader significantly reduces the time and cost of biomarker analysis by identifying hundreds of biomarkers at once, a major improvement over current technologies. This technology has the potential to significantly impact drug development and clinical diagnosis.
2. **Strong Leadership:** The company is led by a team with extensive expertise in spectroscopy and product engineering, ensuring strong guidance and innovative development.
3. **Broad Applications with Large Markets:** The technology has versatile applications across multiple fields, including flow cytometry, microscopy, and spatial biology, which broadens its market potential. The market for flow cytometry alone is extremely large!
4. **Business Model and Early Validation:** Advemto's business model includes both hardware sales and recurring software subscriptions. The company has secured significant pre-seed funding, has a clear roadmap for further development, and enjoys strong support from key opinion leaders, industry experts, and venture capital investors.

5. **Proven Commercialization:** Advento has already commercialized its MatriX-1 optical reader, demonstrating its ability to bring products to market and generate revenue.

Acknowledgements

We extend our thanks to Prof. Justin Hodgkiss for his leadership and innovation in developing this groundbreaking technology. We also appreciate his collaboration throughout the capital raise – he was a pleasure to deal with!

We would also like to thank the lead investor, [MOVAC](#), and co-investor [NZGCP](#), for their professionalism and collaboration in this investment.