



# GelSana

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## Changing How Wounds Heal

**Melissa Krebs, Ph.D.**

**CEO and Founder**

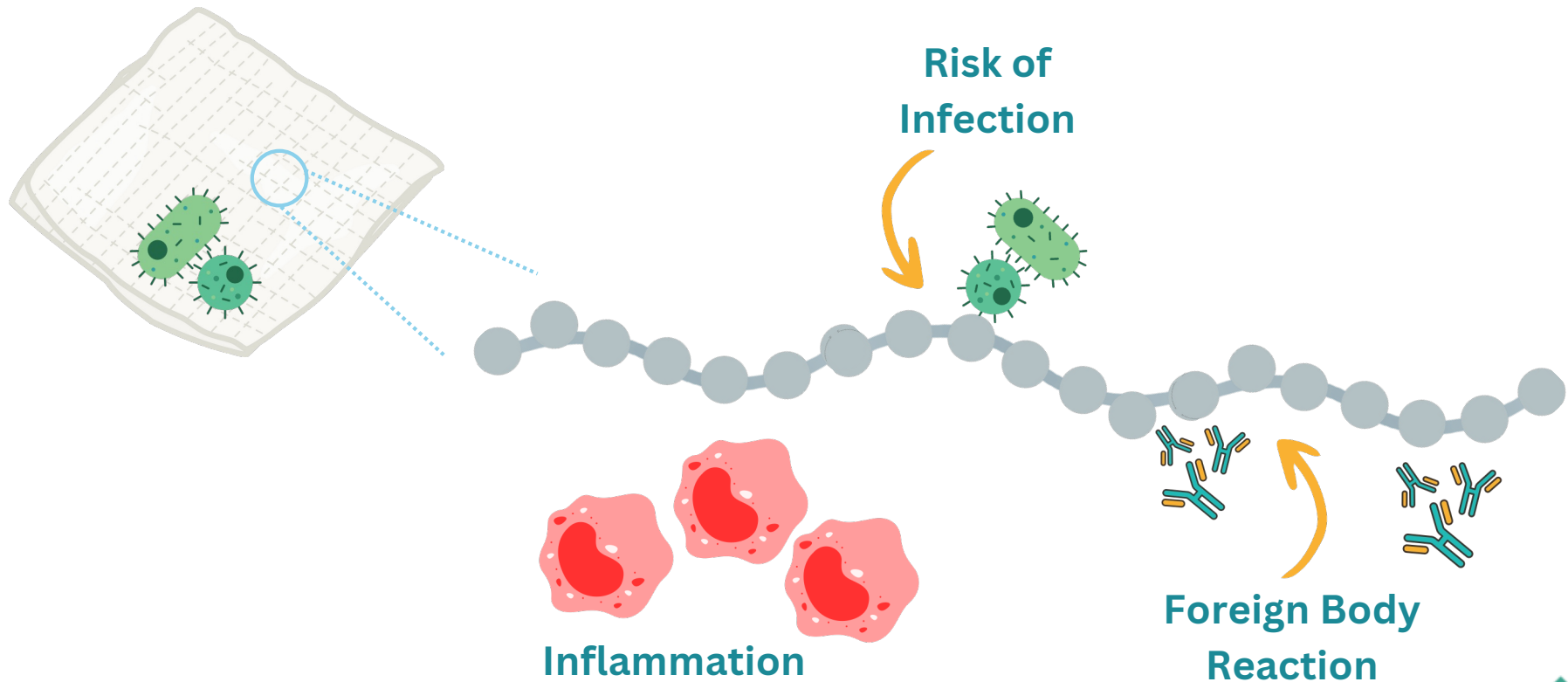
**[mdkrebs@gelsanatherapeutics.com](mailto:mdkrebs@gelsanatherapeutics.com)**

# Care for Chronic Wounds is Insufficient

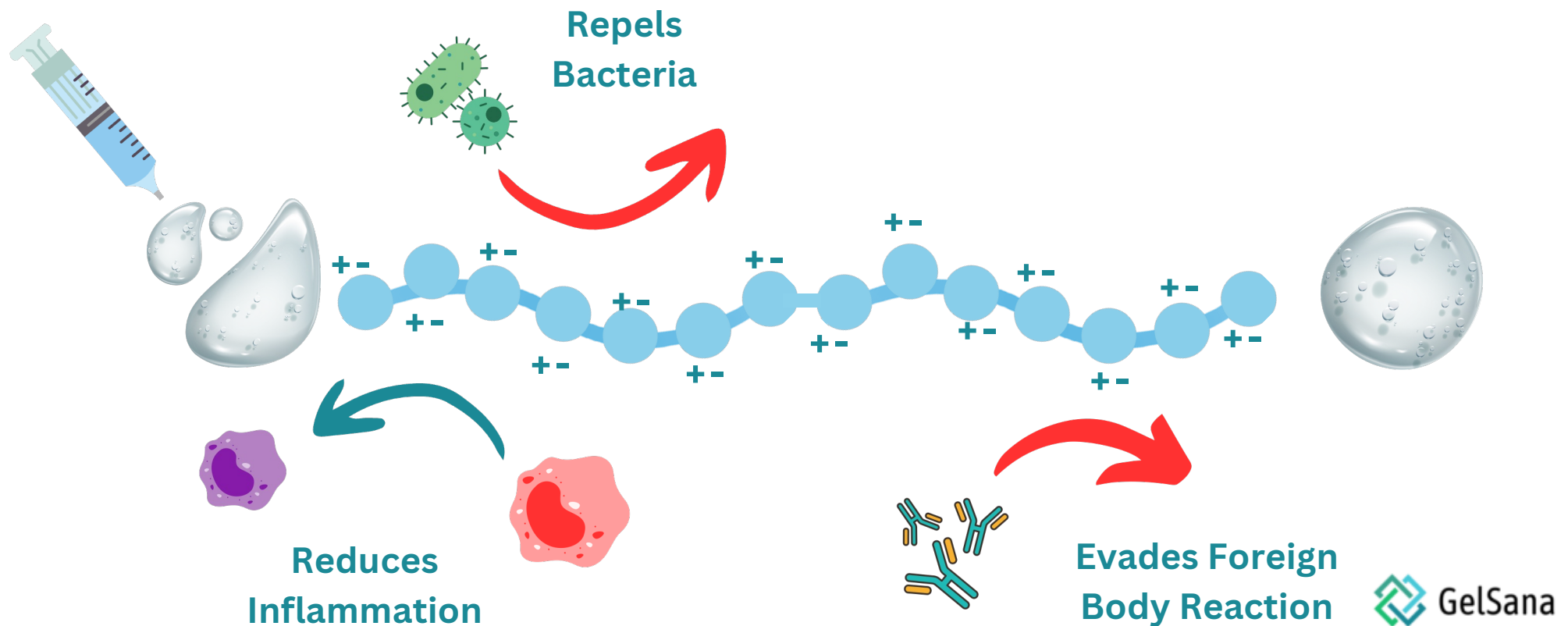


- 1 in 38 Adults in U.S. have a Chronic Wound
- \$50B / year in U.S.
- 1/2 of Chronic Wounds Become Infected
- Amputation Every 20 Seconds

# Current Dressings Do Not Address Underlying Issues of Chronic Wounds



# Proprietary Chemistry Promotes Healing, Prevents Infection



# Introducing Cleragel™ Wound Dressing

Changing How Wounds are Healed:

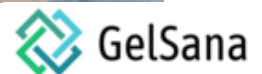
- Chronic:
  - Diabetic Ulcers, Pressure Ulcers
- Acute:
  - Burns & Grafting Preparation, Surgical & Traumatic Wounds

**Performance: Longer Wear-Time, Resists Bacteria**

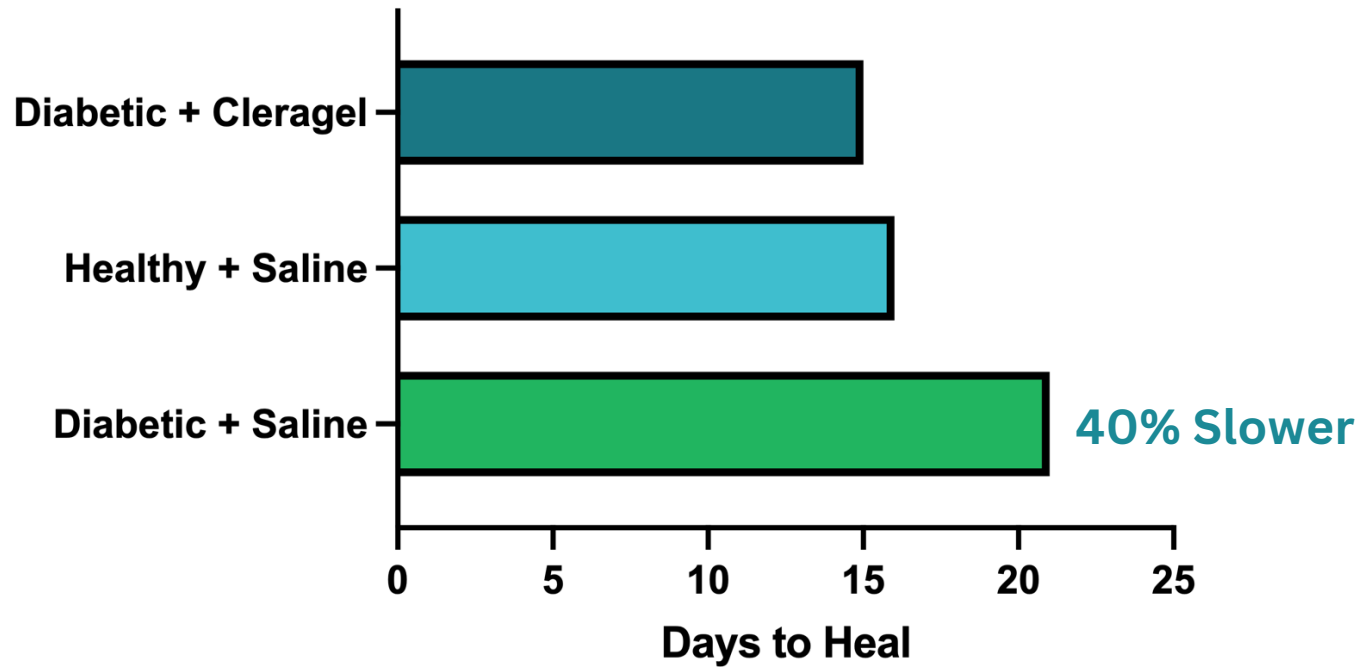
**Efficacy: Inherently Reduces Inflammation**

**Reduces Pain: Cooling & Gently Adheres**

**Class I Medical Device FDA Registration and Clinical  
Launch: 2025**

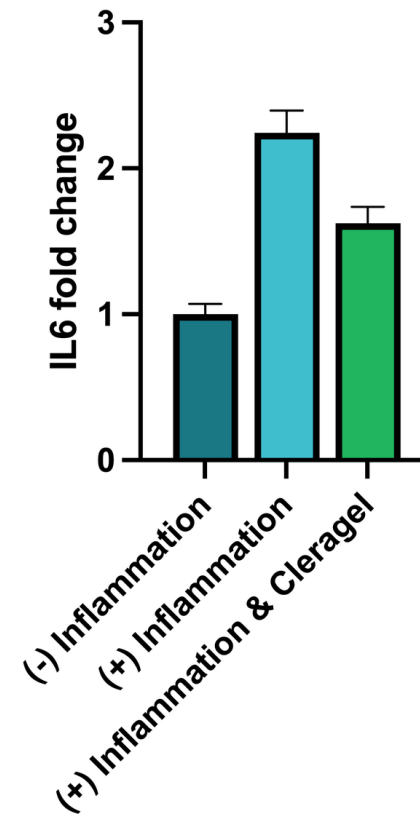
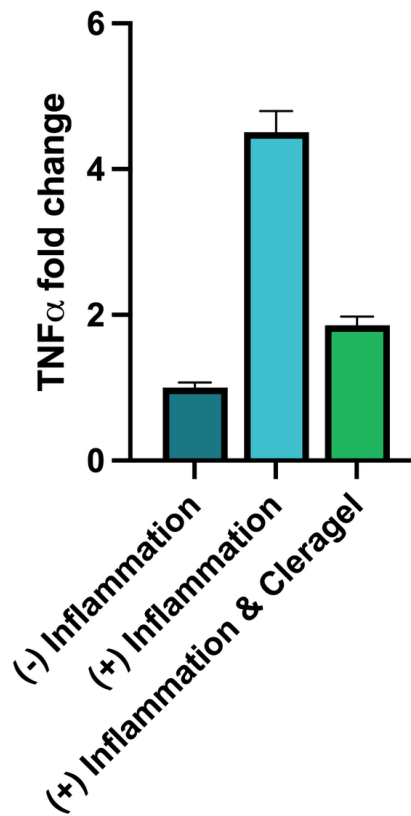
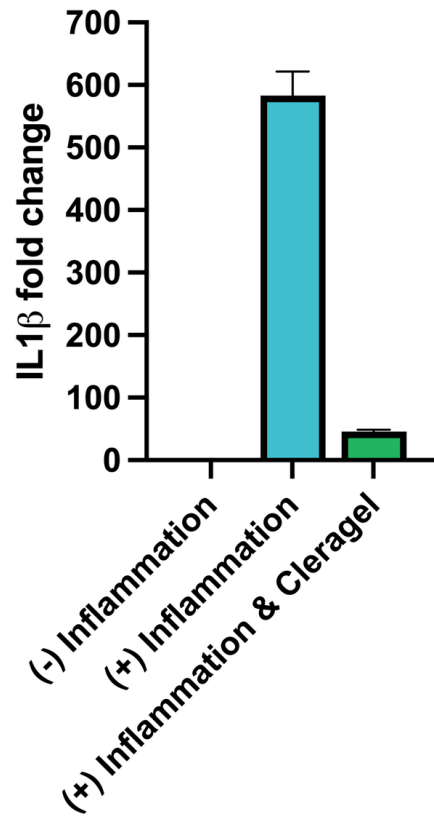


# Cleragel Corrects Impaired Wound Healing in Animals

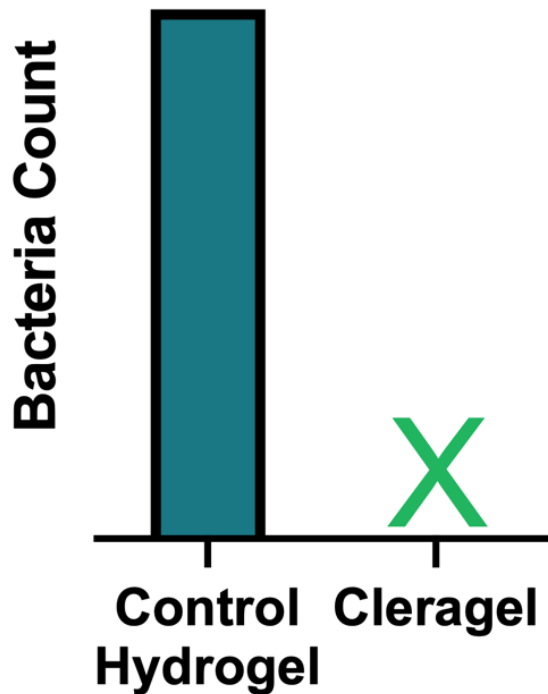


# Cleragel Quenches Macrophage Inflammation

## Degree of Inflammation



# Cleragel Repels Bacteria



- Hydrogel and Cleragel incubated with actively growing *P. aeruginosa* for 24 hrs
- Imaged under confocal microscope

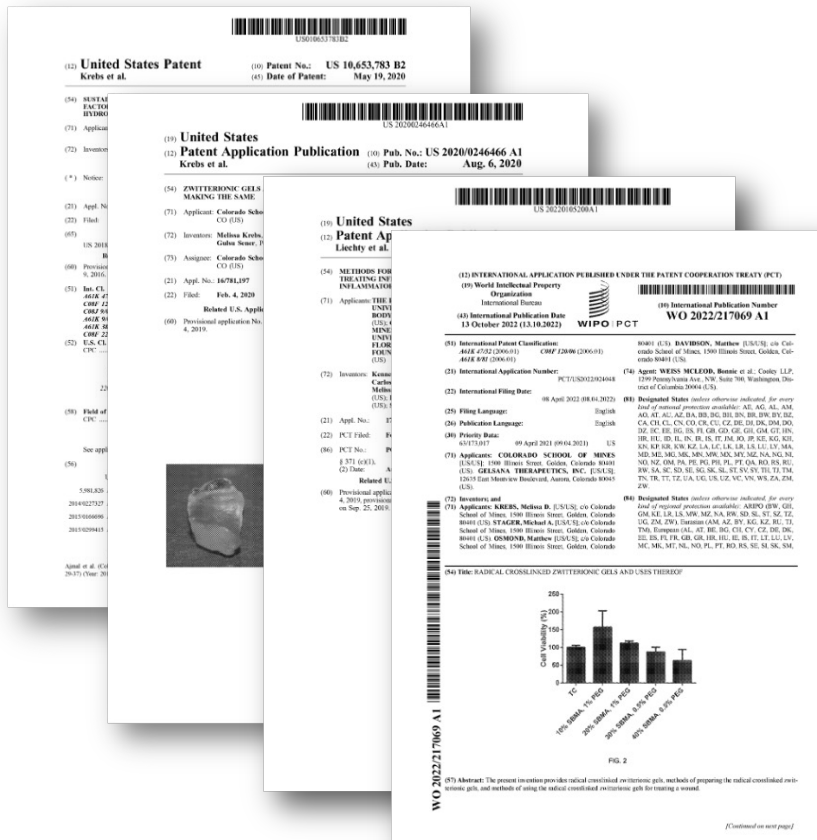


# Strong Intellectual Property Portfolio

## IP Portfolio:

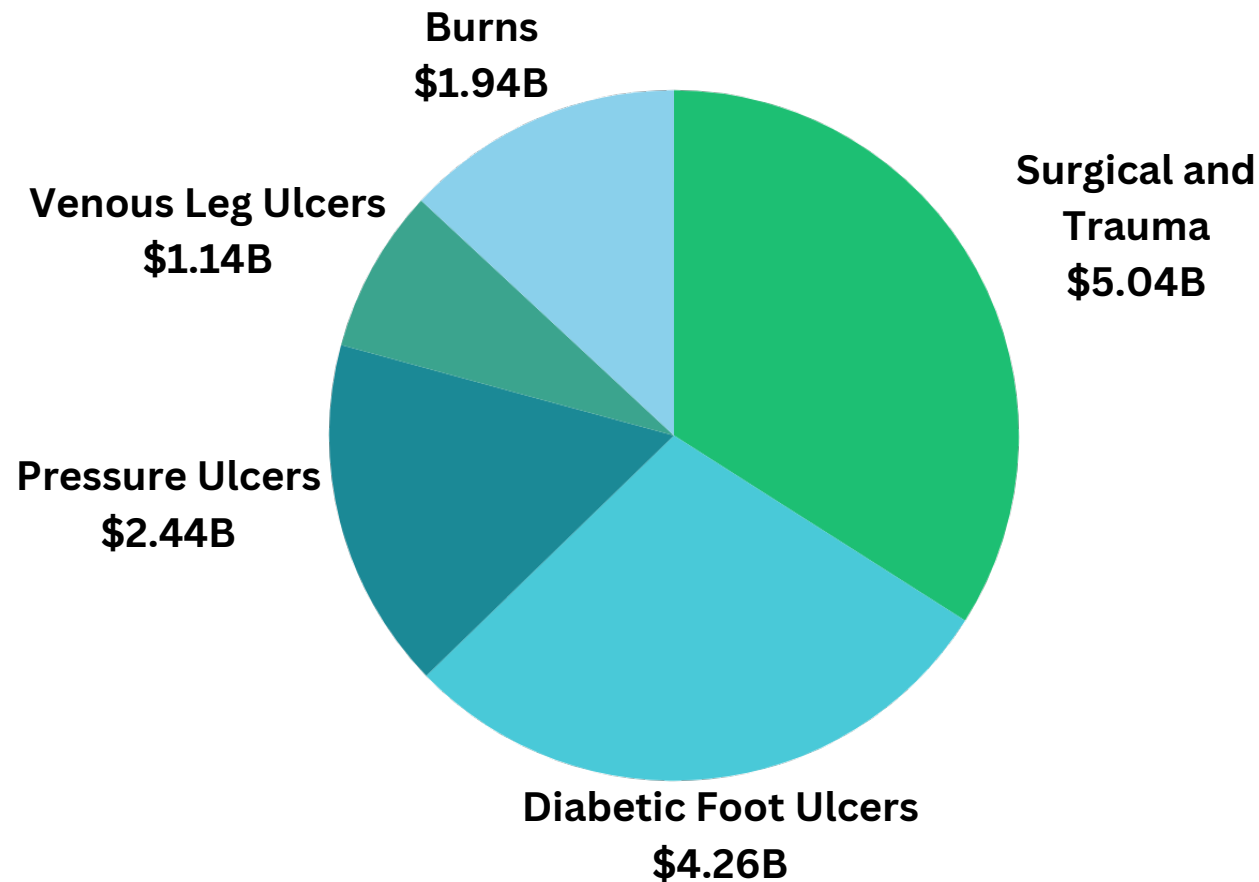
- Composition of Matter
- Drug Delivery Platform
- Methods of Use

## Foundational IP Under Exclusive License



# Advanced Wound Care Target Markets

**\$14.8B Total estimated 2025**



# Product Strategy

Clinical Launch 2025



Commercial Scale-Up 2027

**Cleragel**



**Cleragel  
Single-Use**



**Indications**

Diabetic Foot Ulcer

Pressure Ulcer

Minor Burn

Venous Leg Ulcer

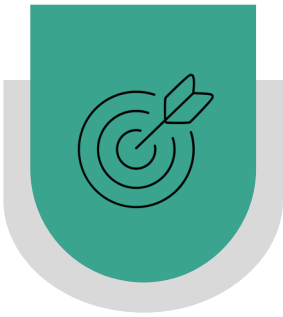
Trauma, Abrasion

Burn or Blast Injury

Post Surgical Incision

Series A

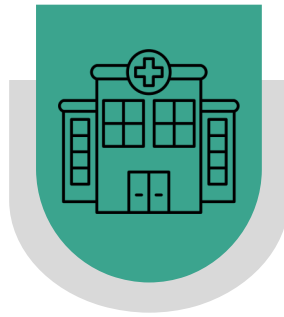
# Commercial Strategy



## Target Market

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Chronic Wounds  
Acute Wounds



## Sites of Care

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Wound Care  
Clinics  
Podiatry Offices  
Hospitals  
Critical Care Units  
Long Term Care  
Burn Units



## Sales

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Direct Sales & Distribution US  
Expand into EU (Distributors)  
Rest of World: Acquirer



## Stakeholders

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Surgeons  
Podiatrists  
Nurses  
Purchasing  
IDNs

# Cleragel Go-To Market Activities

## 2025 Clinical Launch



**Dr. David Armstrong**  
USC (CA)



**Dr. Lisa Gould**  
South Shore (MA)



**Dr. John James**  
Centura (CO)



**Dr. Larry Lavery**  
UT San Antonio (TX)



**Dr. Hadar Lev-Tov**  
U Miami (FL)



**Dr. Stephanie Wu**  
Rosalind Franklin Univ (IL)

## 2026 Clinical Studies & Drive KOL Adoption

### Clinical Studies that Demonstrate

- Performance & Handling in Covering Difficult-to-Treat Wounds
- Pain Reduction
- Wear Time and Reduced Dressing Changes

### Marketing, Presentations at Conferences

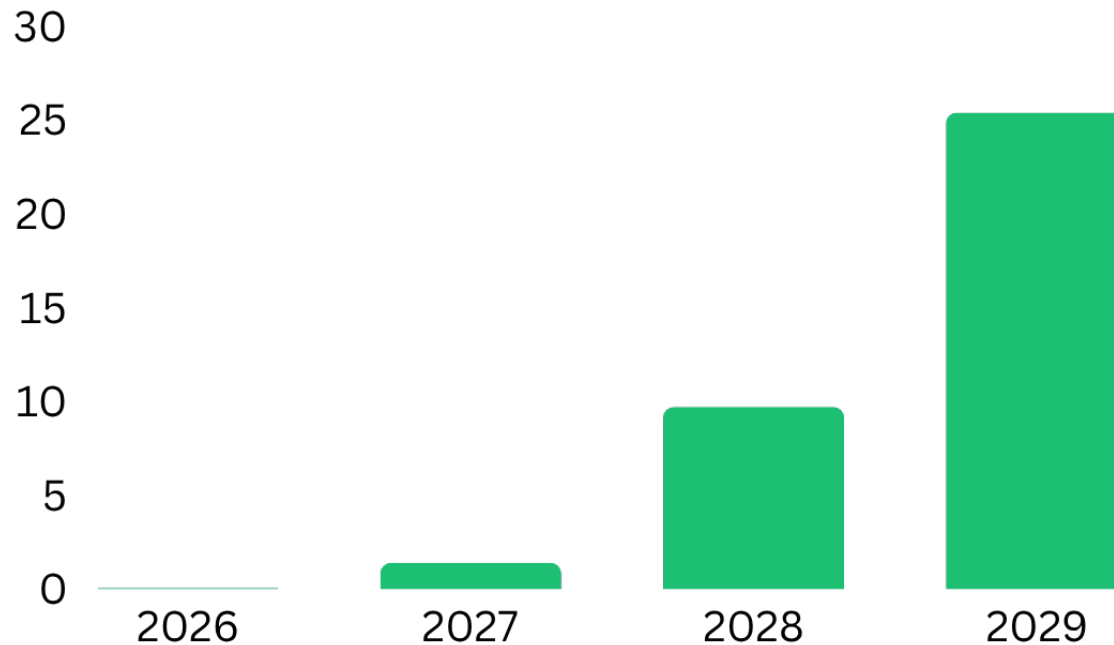
### Hiring Sales Leader & US Sales Representatives

Series A



# Cleragel Revenue Projections

\$MM ● \$ (Millions)



Possible M&A

- Existing Reimbursement Codes
- Gross Profit Margin 70%+
- Rapid Revenue Growth After Clinical Validation & Commercial Scale-Up

# Cleragel Manufacturing

## In-House Manufacturing:

- Control Scale-Up
- Oversee Quality
- Control COGS





# Pipeline Development Opportunities



**Battlefield/ Trauma**



**Scars**



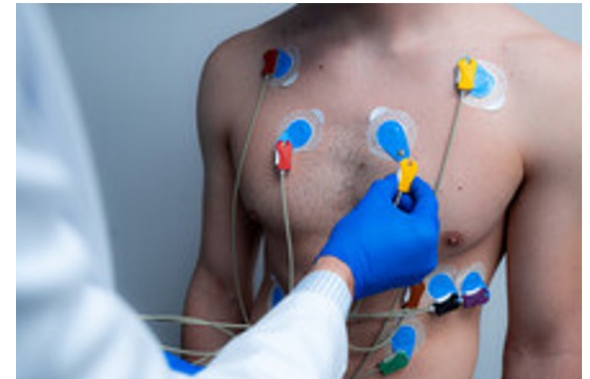
**Veterinary Medicine**



**Injectable Drug Delivery**



**Cosmetics**



**Electrodes**

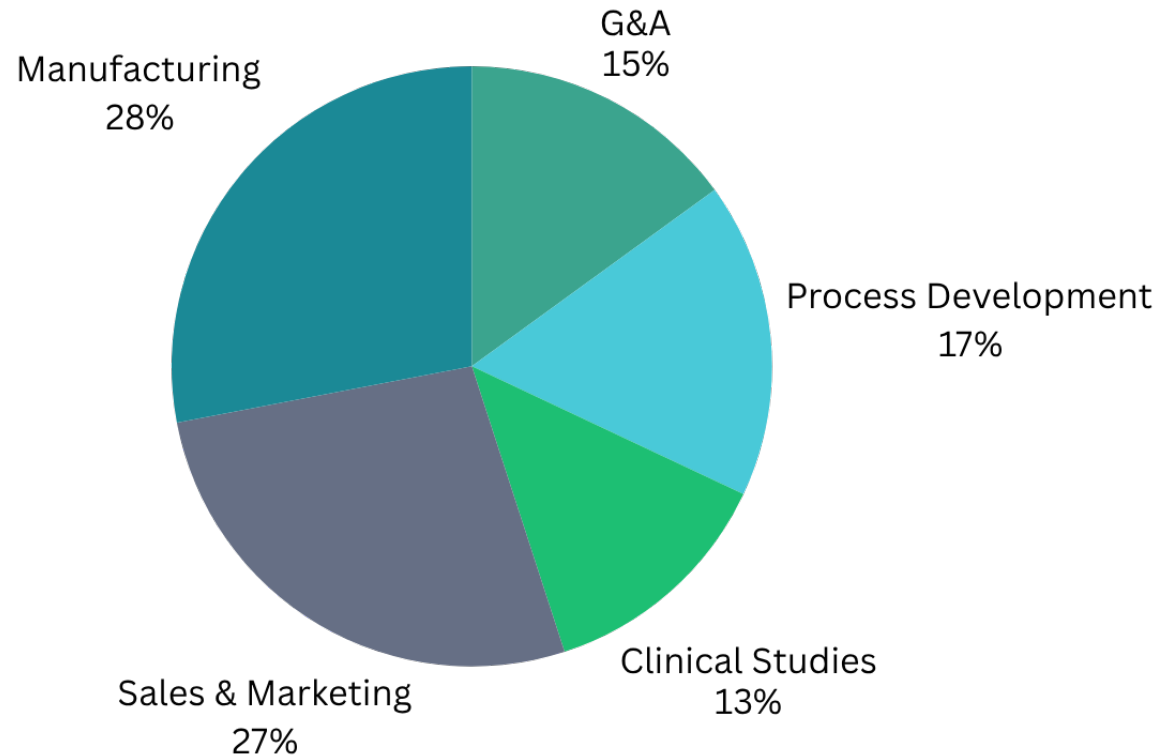


# Pipeline Development Through Non-Dilutive Funding (\$2.5M total to date)

Product	Stage	Indications	Funding
Wound Dressing for Burns	Pre-Clinical	Severe 2nd and 3rd Degree Burns	AFWERX SBIR Phase I and II
Wound Dressing + Antimicrobial	Pre-Clinical	Wounds Prone to Infection	State of Colorado OEDIT
Topical Drug Delivery	Pre-Clinical	Diabetic Foot Ulcer	NIH

# \$10M Series A - Use of Funds

- U.S. and Europe Launch
- Clinical Studies
- Manufacturing Scaling
- Key Commercial Hires
  - RA/QA
  - Manufacturing
  - Sales & Marketing



\$5.5M raised previously in pre-seed and seed funding (\$3M) and grants (\$2.5M)

# Management Team



**Melissa Krebs, Ph.D.**  
**Founder and CEO**



**Jon Fernandez**  
**COO**



**Adam Rucker, Ph.D.**  
**Director R&D**



**Ania Camplin**  
**Fractional CFO**



## Board of Directors



**Mike Freeman**



**Diana Verrilli**

**MCKESSON**



**David Armstrong**

Keck School of  
Medicine of USC



**John James**



**Lisa Gould**



## Consultants and Advisors



**Joey Money, PhD**  
Business



**Kathy Schaum**  
Reimbursement

**Smith+Nephew**  
Johnson&Johnson



**Gabriela Codina, PhD**  
Project Mgr

**TERUMO Medtronic**



**Brittany Michael**  
Quality





**Changing How Wounds Heal**

**Melissa Krebs, Ph.D.  
CEO and Founder**

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**Unique Polymers to Effectively Heal Wounds**

**Raising \$10M Series A to commercialize  
Cleragel**

**Previously raised \$5.5M**

