



# FAMILY OFFICE INSIGHTS

*facilitated by The Bavelas Group*

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## Peer Insights

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R E P O R T

### Q&A with Rick Geoffrion of Cyrano Therapeutics President & CEO

#### **Principal Series:**

*Cyrano Therapeutics has developed a nasal spray to treat and restore the sense of smell and flavor in those who have experienced a chronic loss of those senses.*

*The Company was founded by an experienced healthcare executive after personally experiencing a chronic loss of smell and flavor. The nasal spray has restored his smell and flavor function and he is now leading a mission to bring it to others.*

*The nasal spray developed by Cyrano has been successfully tested in a 94-patient pilot study with 3 out of 4 patients responding to treatment in an all-comer population. Patients have now been followed out to one year and no significant side effects have been reported. Currently no marketed drug therapy exists for this indication and the company is not aware of any in the pipeline aside from the Cyrano product. An IP portfolio has been established and key patents have been issued. The Company is seeking up to \$7M to fund a double-blind, placebo-controlled, randomized trial to*

*initiate a 505(b)(2) pathway to approval in the USA and advance approval pathways in other major geographies.*



*Join us for a private Family Office Insights Webinar featuring Cyrano Therapeutics who has developed a nasal spray to treat and restore the sense of smell and flavor in those who have experienced a chronic loss of those senses*

*June 10th, 2020 • 2:15pm-3:15pm EST  
Investors Only Please  
[RSVP HERE REQUIRED](#)*

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## How did the Company originate?

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Cyrano Therapeutics is a company I founded after personally experiencing a chronic loss of smell and flavor due to the flu. I engaged in a global search for a solution and identified a former NIH scientist, Dr. Henkin, who had the knowledge and experience to develop an intranasal therapy to restore smell and flavor function. The treatment

we have developed has restored my smell and flavor function and I am now on a mission to bring it to others.

## How large is the opportunity?

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The chronic loss of smell and flavor is a condition affecting at least 15 million people in the US alone with a similar incidence in Europe, having a significant impact on quality of life and well-being. Influenza, allergic rhinitis and traumatic brain injury are commonly known causes of chronic smell and flavor loss. In the neurodegenerative disease sector, it is also known that 95% of Parkinson's patients experience smell and flavor loss, often the first symptom of the disease. Finally, we have recently learned that at least 1 in 2 people who contract COVID-19 will lose their sense of smell/flavor. Although some will recover, we are certain that many will have a long-term deficit in need of treatment.

## Has the therapy been evaluated in human studies?

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### ***Rick Geoffrion of Cyrano Therapeutics***

Rick Geoffrion is the Co-Founder, President and CEO with more than 30 years of experience as a healthcare executive and entrepreneur. He is a founder of multiple venture-backed private healthcare companies, has raised tens of millions in venture capital and achieved significant exits for a number of them. Rick was a smell and flavor impaired patient who has been successfully treated with the Cyrano therapy. His full profile can be found at: [www.linkedin.com/in/rick-geoffrion-64b11b2](https://www.linkedin.com/in/rick-geoffrion-64b11b2)



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**Alert & disclosure:** *The Coronavirus (COVID-19) has now been identified in New York City. During the outbreak of the virus, in order to protect the health of our friends members and staff. Family Office Insights, BavelasGroup LLC and all affiliates is following the recommendations of the CDC and suggest you do the same. Affected individuals should limit their exposure to everyone including fellow members and staff.*

*Affected individuals include members, non-members, guests, general population and staff who exhibit Coronavirus symptoms (including but not limited to fever, cough and shortness of breath), may have been exposed to the Coronavirus, or who have recently traveled to countries affected by the Coronavirus. Limiting exposure may include self-quarantining, avoiding common areas, and limiting close contact with others as much as possible.*

*All are also encouraged to continue to engage in everyday preventative actions, including covering coughs and sneezes with a tissue, washing their hands often with soap and water for at least 20 seconds (or using hand sanitizer), and cleaning frequently touched surfaces and objects daily using a regular household detergent and water. We DO NOT assume or accept any responsibility for the negligence or any action or inaction of anyone. As is our standard policy, we will with pleasure reschedule any service with best efforts issuing FOI services credit only. Please note it is your choice to participate or interact in any way with anyone and is your choice alone and you assume the responsibility thereof. Family Office Insights, BavelasGroup and/or an affiliates or assigns does not offer or give medical, financial or investment advice, or offer or suggest or recommend securities or any other invest for sale or otherwise, and is not a broker dealer. Anyone considering deployment of capital will likely be well served by seeking advice from a qualified professional. I love you.*

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