

Contact:

Astrid Gulba
CEO
Wolfsbachweg 27
D-45133 Essen
info@bioroxx.de
Tel.:

www.Bioroxx.de
www.Bioroxx.com

Team



Astrid Gulba
Managing Director
Finance and
marketing specialist



Prof. Dr. Dietrich Gulba
Inventor
Chemist + Cardiologist
Blood coagulation
specialist



Dr. Gerhard Karg
Biologist
Expert pest fighter
Certified Animal
experiment supervisor

Financial

- €1 million is needed in the next financing round: for further research & development and patents
- Until approval and market entry a total of €4.5 million is needed in four financing rounds

Highlights

- According to the German Federal Environment Agency, an environmentally friendly rat poison is an "unmet need" an worldwide urgently awaited
- Worldwide patent protection granted

Objective

Enabling environmentally friendly and effective rat control for everyone and in every environment with no resistance development .

About

BIORoxx GmbH is an innovative biotech start-up based in Essen, Germany, specialized in the development and marketing of the world's first and only environmentally friendly rat poison (rodenticide). The globally patented active formula makes it possible for the first time to fight rats with an environmental friendly rat poison with fully maintained high effectivity. BIORoxx will therefore be the only supplier on the market whose products can be universally used with by far the fewest possible regulatory restrictions.

Problem

- Approximately 10 billion rats live worldwide
- At least 300,000,000 rats live in Germany
- Pollution of the environment by the current highly toxic rat poisons
- Increasing resistance of rats against existing rodenticides
- Rats transmit severe diseases and epidemics to man and animals
- Pollution or destruction of 10-25% of annual harvests worldwide
- Secondary poisoning of non-target animals (pets, scavengers, and predators)
- Severe damage to infrastructure and buildings
- Strong increase in the number of harmful rodents
- Avoidance behaviour of rats, due to their learning capability

Solution

The rodenticide currently being developed by BIORoxx GmbH combines all the desired properties:

- High efficacy (100% in the latest GLP-study)
- Very good environmental compatibility
- No resistance development possible
- No secondary-poisoning of nontarget animals (pets, scavengers, predators)
- Consumption of the poisoned bait is virtually harmless to non-target animals and humans
- Time delay between feeding from and poisoning of the rats prevents avoidance behaviour of the rats
- Rapid death of the target animals with only minor suffering

Market

The rodenticide market is continuously growing worldwide. In 2022, annual sales amounted to US\$ 5.4 billion. An increase of 5% per year is realistic. All second-generation rodenticides approved in Germany have only temporary approvals. They will expire in five years (2030). According to the Federal Environment Agency (UBA) and the approval authority (BAuA – Federal Institute for Occupational Safety and Health), these approvals will not be extended once an environmentally friendly product becomes available. This means, that the BIORoxx product will have a unique position on the German and European markets for at least a certain number of years. Thanks to its unique mechanism which is worldwide patent protected, BIORoxx has a clear development advantage over its competitors. It is assumed that with the BIORoxx product – unlike with the 2nd-generation rat poisons – will be able to re-open the B2C market and may sold again to private users.

Special properties

- The BIORoxx rodenticide consists of substances (agents) known from human medicine
- Each agent by itself is entirely non-toxic
- The special feature of the BIORoxx rodenticide is, that the poisonous effect is generated from synergy and occurs only when all agents act together simultaneously
- Once one substance is degraded (short half-life), the entire product turns non-toxic
- This also prevents accumulation of toxicity in the environment
- No secondary toxicities for non target animals from the ingestion of poisoned rats

Securing the idea

The novel BIORoxx compound rodenticide is worldwide patent protected. Patents have been granted in Europe, the USA, Canada, Brazil, Mexico, Korea, Australia, and Israel.

In Addition, confidentiality agreements are signed before any information is disclosed, and the group of people who have access to the active formula is strictly limited.

Sales forecasts

Market entry is planned in 2028. BloRoxx plans a stepwise entry in the key markets in the order of their market approval. Once marketed, first countries are expected to be Australia and Brazil..Due to the two-staged approval process, approval in Europe is expected only in 2029, it is assumed that the break-even will be reached in 2029. In the long run, based on conservative estimates, a global market share of 5% is realistically targeted.

