Business Name: Icelus Pharmaceuticals

Summary: Icelus Pharmaceutical’s develops, manufactures, and markets novel fast dissolve drug delivery technology products for pediatric medicines. The technology allows pediatric medications to rapidly dissolve in a child’s mouth without the inconvenience or the uncertainty a parent experiences when their child spits out a portion of the conventional syrup or tablet form of a medication.

Vision: The vision for Icelus Pharmaceuticals is to be a growth company with revenues exceeding $13 million by their fifth year of operation. Icelus Pharmaceuticals will need to manage the growth of the company by investing to maintain adequate manufacturing capacity and by creating a strategic product portfolio to deliver high return pediatric market opportunities.

Market Size: The analgesic market includes Children’s Tylenol, Children’s Motrin, Advil and private label brands. The size of the category is at least $286 million, excluding Wal-Mart data. The growth rate in this segment is 3-5% over the last 5 years. The Infant/Children’s cough and cold segment has seen the most growth on any over the counter category (excluding Prilosec) with an average 8% growth rate over three years. The sales in this category are approximately $223 million (excluding Wal-Mart data).

Management Team:
RBS Partner - BS Mechanical Engineering, Rutgers University 1997. MBA Supply Chain Management, Rutgers University 2004. 7 years experience in production and inventory management as well as experience in the distribution of consumer products to the retail, grocery and drug channels.

Partner - BS Pharmacy Rutgers University (94), MBA Finance and Marketing, Drexel University. 10 years experience in sales and business development for contract development and manufacturing services organizations in the pharmaceutical industry.

Partner - BS Chemical Engineering, Texas A&M, MS Chemical Engineering, MIT, MBA Finance and Marketing, Stern School of Business School. 12 years experience in formulation and product development in over-the-counter (OTC) consumer products, ethical drugs, and pharmaceutical drug delivery technologies.

Partner - B.S. Chemical Engineering, University of Natal, South Africa, M.S. Mechanical Engineering, West Virginia University, Ph.D. Chemical Engineering, Massachusetts Institute of Technology. Trish has experience in leading the development and scale-up of formulations and manufacturing processes for ethical drugs.

Resources Needed: The resources needed include funding for the capital equipment, working capital for initial operations, and administrative functions for the company. Initial operating expenses include the salaries and benefits associated with a production supervisor and a research and development scientist.