

Oryl Photonics SA

Solving the insoluble

Lausanne, Switzerland



Company profile

Oryl Photonics is an innovative Swiss company that develops laboratory instruments based on proprietary light scattering technology. Oryl Photonics is a spin-off from Ecole Polytechnique Fédérale de Lausanne (EPFL) where the technology was incubated over a decade of research. The founders obtained their doctoral degree working on this technology.

Sector

The main product "EASY Screener" is a **laboratory instrument for pharmaceutical and biotech companies** that provides simple, reliable, cost-effective and sustainable **solubility measurement** to accelerate drug development for better and effective medicine.

Why us

- Oryl Photonics has the exclusive rights to a patent related to maximizing the efficiency of nonlinear light scattering; other patents are in development.
- Oryl Photonics owns trade-secrets and unique know-how on the application of nonlinear light scattering to solubility measurement

Market

The gold standard technique in solubility measurement is the HPLC (High Performance Liquid Chromatography) coupled to a very sensitive detector (UV-absorbance or mass spectrometry). The solubility measurement market is similar to the HPLC market, with an **aggregated value >5 billion CHF**:

- **End-users** - Pharmaceutical and biotechnology >40% of market share, followed by academic and research institutes, food & beverage, hospitals & clinics, others.
- **Geography** – North America, Europe, Asia-Pacific (China, India and Japan)

The specific solubility market for pharmaceutical industry values at:

- TAM ~1.1 billion CHF (worldwide)
- SAM ~250M CHF (Europe)
- SOM ~43M CHF (mid-sized companies working on small molecules)

Pipeline

- Launch of the EASY Screener on the pharmaceutical market
- Proprietary single-use plates (recurring revenues)
- Different Screener versions with expanded functionalities & modules for additional measurement, to reach other market verticals (biotech, life sciences)

Company objectives

- Becoming a key player in solubility measurement worldwide within 10 years
- Becoming the first choice for such laboratory instruments in Europe and US
- Broaden the offer around the EASY Screener

USP

Our main product, the EASY Screener, simplifies solubility measurement and saves 80% of time, 95% of costs, 99% of chemicals, 99% of electricity and reduces CO₂ emissions by 98% vs gold-standard. It accelerates the decision-making in drug development

Business model & strategy

Selling laboratory instruments, single-use consumables, maintenance, calibration & training services and customized software solutions to companies (B2B) who routinely perform solubility

Product and derivatives

- EASY Screener: a laboratory instrument to simplify solubility measurement. It is modular and upgradeable to other high-growth and valued-added applications with same channels (sales, marketing and distribution) as the application on solubility.
- SHS: a second laboratory instrument for academia

SWOT

- **Strengths:** patented disruptive technology; minimal barriers to adoption; successful pilot study; Swiss brand; tax exemption for 10 years in Canton VD
- **Weaknesses:** early-stage; need cash to launch the product, recruit more talents and internationalize
- **Opportunities:** additional high-growth applications; competing technology is stagnant; growing need for solubility measurement
- **Threats:** only a few laser suppliers available (~30% of selling price); supply chain disruption; strong CHF

Management

- Orly B. Tarun
Founder
PhD Photonics -
prototyping and sales
- Nathan Dupertuis
Founder
PhD Photonics -
marketing and
operations
- Tomas Svoboda
BSc., MBA, 6x CEO,
30+ years in Life
Science industry
(business
development & sales)

Competition

- HPLC manufacturers
(Thermo Fisher;
Agilent; Perkin Elmer;
Shimadzu; etc)
- Nephelometry
manufacturers (BMG
Labtech; Wyatt;
Agilent; Bruker;
Malvern Panalytical;
etc)

Milestones

- Industrialize the
Screener prototype
- Launch the Screener
by Q1 2024 in
Europe
- Outsource
manufacturing >2025
- Expand to the US
>2026

Contact

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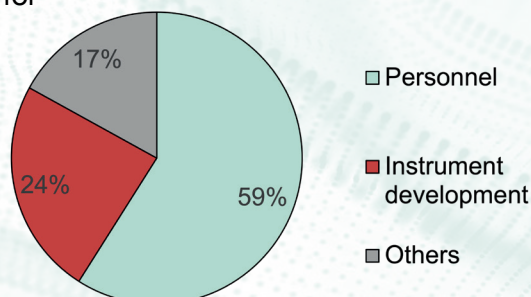
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Performance / Achievements to date

- Obtained 1.2 million CHF of non-diluted financing, with remaining 550k CHF to be used to develop an industrialized version of the EASY Screener prototype
- First sale of a laboratory instrument (a nonlinear microscope) for 315k CHF on Q1 2022
- Second sale of an SHS instrument for 32k CHF on Q2 2023

Funds required & deployment

- Proposing about 20% shares for up to **CHF 1.5M** in equity or convertible notes
- Break-even reached in Q4 2025
- Use of funds to achieve the go-to-market strategy: demonstrations marketing, converting Lols into sales



Exit

Two scenarios when revenues reach above CHF 15M:

- M&A with analytical instrument corporation with HPLC and/or nephelometry in their product portfolios
- Licensing out the technology to companies producing nephelometry instruments

Why to invest

- Continued growth of the pharmaceutical industry
- Growing need for reliable solubility measurement in all fields
- Addressing precisely the burning needs of the pharmaceutical industry: faster, better, sustainable & cost-effective drug development

Revenues and profit

Financials (CHF)

