

PharmaLundensis Business Plan Spring 2026

Executive Summary

Mission statement: PharmaLundensis mission is to develop a new, effective and gentle pharmaceutical for the severe lung disease chronic obstructive pulmonary disease, COPD, and to produce and sell this treatment to patients around the world. PharmaLundensis is at present looking for an investment of 6 MUSD to cover the costs of GMP synthesis of Phal-501 and planned Proof-of-concept clinical studies.

Rational: PharmaLundensis performed a successful clinical study with an early heavy metal binding substance called IodoCarb on 40 patients with moderate COPD. This treatment improved the lung function of COPD patients by 8.2 % compared to placebo. This is an exceptional improvement of the lung function, as this disease is notoriously difficult to treat! We are therefore convinced that heavy metals from tobacco smoke and airway pollution are the root causes of COPD. Heavy metals in tobacco originate primarily from soil absorption during growth from contaminated water, industrial pollution, and synthetic fertilizers.

What problem are we solving? Chronic Obstructive Pulmonary Disease (COPD) is responsible for 3.5 million deaths globally every year. Our new, effective and gentle heavy metal scavenger Phal-501 has the potential to treat, and even cure, COPD!

Why now? PharmaLundensis has successfully worked for several years to develop and upscale the chemical synthesis for the effective heavy metal scavenger Phal-501. It is now time to evaluate the clinical effect of this treatment on patients with COPD and a few other diseases. We are therefore looking for an investment of 6 MUSD to finance GMP production of Phal-501 and planned Proof-of-concept clinical studies.

Why us? PharmaLundensis has patented Phal-501 in EU, US, India and China. We have also a unique knowledge of the synthesis and upscaling of this very difficult substance.

Target market: There are around [400 million patients suffering from COPD globally](#). COPD is the world's fourth leading cause of death and is often called "[The Silent Killer](#)".

Competitive advantage: All of today's treatments give only limited effect. Millions of people die every year in spite of maximum treatment. In contrast, our heavy metal scavenger Phal-501 may attack the underlying problem in COPD, that is inhalation of heavy metals from tobacco smoke and air pollution.

Financial Projects and needs: Cost for the next 18-24 months for COPD project: 6 MUSD. No revenues are expected until after a successful Prof-or-concept clinical study has been completed. After that, revenues will increase rapidly with a projected 10 USD Billion revenue on year 3 for the COPD project and 200 USD Billion revenue on year 10. With a 10 % expected profit, this will result in an annual profit of 20 USD Billion in year 10.

Company Description

Address: PharmaLundensis AB, Scheelevägen 22, SE-223 63 Lund, Sweden.

Key employees: MD, PhD Staffan Skogvall, CEO and Founder, Oskar Axelsson, Head of Chemistry, PhD in Chemistry.

Owners and ownership stakes: CEO Dr Staffan Skogvall owns around 43 % of the shares, while 2000 smaller shareholders own the rest, none having more than 5 %.

Short history: PharmaLundensis AB was founded by Dr Staffan Skogvall 2007 with the purpose of developing a new, effective treatment for the common and severe lung disease Chronic Obstructive Pulmonary Disease (COPD) using knowledge he had acquired when writing a thesis in lung Physiology at Lund University. After performing [a successful clinical study](#) with an early test substance called IodoCarb on 40 patients with moderate COPD, PharmaLundensis further refined the treatment by developing a new, more advanced test substance called Phal-501. This substance will be used in a future Proof of Concept clinical study on 100 patients with COPD.

Business Purpose and Goals

Mission statement and goals: PharmaLundensis mission is to develop a new, effective and gentle pharmaceutical for the severe lung disease chronic obstructive pulmonary disease, COPD, and to produce and sell this treatment to patients around the world. With approximately [400 million COPD patients globally](#), our 10-year goal is to reach 200 million patients receiving our treatment. With a yearly cost of 1 000 USD per patient, this would result in revenues of 200 billion dollars in the tenth year. Profits are estimated to amount to 10 % of revenue, that is 20 billion dollars annually. PharmaLundensis will start subsidiaries in the US and in some strategic European countries to handle sales, while on most other markets we plan to out license the treatment to local companies.

Products and Services

Product: PharmaLundensis is developing a new, effective and gentle treatment called Phal-501 for the severe lung disease COPD. In spite of some treatments that are available today, [3.5 million people worldwide die](#) from this disease every year. Clearly, there is an urgent need for better pharmaceuticals. Phal-501 works as a heavy metal scavenger. We believe that COPD is caused by inhalation of heavy metals from tobacco smoke and air pollution because of findings in a previous clinical study that we performed some years ago. Here we found that an early heavy metal scavenger called IodoCarb gave a significant [improvement of the lung function of COPD patients by 8.2 %](#) compared to placebo. No other new treatment principle has resulted in such a great improvement of the lung function of COPD patients, which is notoriously difficult to treat. PharmaLundensis has further refined the treatment by developing a new, more advanced test substance called Phal-501 and

upscaled the synthesis. Phal-501 will be used in future clinical studies, initially a Proof-of-Concept clinical study on 100 patients with moderate-severe COPD.

Patent: [PharmaLundensis PCT application](#) has received a positive report from the European Patent Office, EPO, which signifies that our substance is new and patentable. The patent application has entered National Phase in Europe, US, India and China.

Informal protection, patent “moat”: Phal-501 is a very difficult substance to synthesize in large quantities and we have had to spend several years to fine-tune and upscale the production process. These chemical difficulties will bring additional complications that together with patent protection can discourage possible competitors.

Chronic fatigue syndrome, ME/CFS: Chronic fatigue syndrome is a mysterious illness that causes prolonged severe tiredness, problems sleeping, anxiety/depression and a range of other symptoms without doctors finding a clear explanation for the symptoms. The fatigue is often so severe that patients cannot do daily tasks such as getting dressed or cooking a meal. The symptoms are chronic and can last for years or even decades. Up to [3 million people in the U.S. alone](#) are considered affected. No one knows what causes chronic fatigue syndrome, so there is no effective treatment.

However, the symptoms have strong [similarities with the neurotoxic effects caused by heavy metals](#). Also, it is well-known that many [heavy metals inhibit energy production in the mitochondria, which are the power plants of cells](#). It appears very plausible that a consistent lack of energy production in the cells of the body will result in chronic fatigue! A Proof-of-concept clinical study will be performed to clarify if Phal-501 can improve the symptoms of patients suffering from CFS.

Severe depression: There are more diseases that may be associated with heavy metal toxicity. Severe depression displays many symptoms that are present also in heavy metal toxicity and today's antidepressant medications often lack beneficial effects. A good treatment effect by Phal-501 could bring relief and cure to the millions of people worldwide suffering from treatment-resistant severe depression.

Market Analysis

There are around [400 million patients suffering from COPD globally](#). COPD is the world's fourth leading cause of death and is often called “[The Silent Killer](#)”. It has been estimated that [COPD will cost the world economy \\$4.326 trillion](#) at constant 2017 prices in 2020–50..

PharmaLundensis will produce and sell Phal-501 to organizations that eventually provide the drug to the patients, such as insurance companies, Pharmacies, various government agencies etc. Much of the cost for the drug will be covered by government subsidies and insurance while a part will be covered by patients,

Competitor Analysis

There are two main types of COPD treatments today: long acting bronchodilators such as beta-2 agonist and antimuscarinic agents and inhaled corticosteroids, with several brands in each type. There are also second and third line treatments which have very limited effects, but are used in some patients, In spite of all these drugs, many patients have severe symptoms, and many patients die from COPD every year.

[2024 Market Size: 22.07 USD Billion](#)

2035 Market Forecast: 37.05 USD Billion

Major Players: GlaxoSmithKline (GB), [Boehringer Ingelheim](#) (DE), AstraZeneca (GB), Novartis (CH), Teva Pharmaceutical Industries (IL), Mylan (US), Roche (CH), Pfizer (US), Merck & Co. (US)

Marketing and Sales Plan

Patients are expected to take 1 gram Phal-501 four times daily. When the usage of our drug has increased we may need to manufacture tons of the treatment each week. After analyzing and packaging of the product, it will be shipped to respective markets. Phal-501 will be sold to patients in a traditional way by delivering the drug to importers on specific markets, who will then deliver it to Pharmacies for purchase by patients.

3 years after a successful Prof-or-concept clinical study has been completed, it is expected that 10 million patients will use the treatment every day. After 10 years it is expected that 200 million patients in the world will use Phal-501.

Financial Projections

Cost for the next 18-24 months: 6 MUSD

GMP synthesis of Phal-501: 3 MUSD

Analytical work: 0.5 MUSD

Animal toxicology tests: 0.5 MUSD

Proof-of-concept clinical study, COPD: 1.5 MUSD

Proof-of-concept clinical study, chronic fatigue syndrome: 0.5 MUSD

Revenues: No revenues are expected until after a successful Prof-or-concept clinical study has been completed. After that, revenues will increase rapidly with a projected 10 USD Billion revenue on year 3 for the COPD project and 200 USD Billion revenue on year 10. With a 10 % expected profit, this will result in an annual profit of 20 USD Billion.

Current Financial Analysis

PharmaLundensis is at present looking for investments to cover the costs of the Proof-of-concept clinical studies, as described above. This could consist of lenders, grantors and investors, or a combination. A financing of 6 MUSD, together with positive clinical studies, is projected to take PharmaLundensis into the beginning of huge revenues.