

PharmaLundensis Business Plan Spring 2026

Executive Summary

What problem are we solving? Chronic Obstructive Pulmonary Disease (COPD) is responsible for 3.5 million deaths globally every year. PharmaLundensis is convinced that the disease is caused by inhalation of heavy metals from tobacco smoke and air pollution. We have developed the effective and gentle heavy metal scavenger Phal-501, which we believe has the potential to treat and even cure COPD.

Why now? PharmaLundensis has spent several years developing and scaling up the chemical synthesis of Phal-501, and this work is now complete. We are ready to evaluate the clinical effect of our treatment on patients with COPD and a few other diseases. Therefore, we are 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 the EU, the US, India and China. We also have a unique knowledge of the synthesis and upscaling of this very complex substance.

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.

Products and services: PharmaLundensis is developing a new, effective and gentle treatment called Phal-501 for the severe lung disease COPD. 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 USD 1 000 per patient, this would result in revenues of 200 billion dollars annually from year 10.

Target market: Around [400 million patients worldwide have COPD](#), which is the fourth leading cause of death globally. It is often referred to as "[The Silent Killer](#)."

Competitive advantage: All of today's treatments give only a limited effect. Millions of people die every year despite maximum treatment. In contrast, our heavy metal scavenger Phal-501 may target the underlying root cause of COPD by addressing the inhalation of heavy metals from tobacco smoke and air pollution.

Financial Projects: The cost for the COPD project over the next 18–24 months is MUSD 6. No revenues are anticipated until after a successful proof-of-concept clinical study has been completed. After that, we expect revenues to increase rapidly with projected USD 10 billion in revenue in year 3 for the COPD project and USD 200 billion in revenue by year 10. With a 10% expected profit, this would result in an annual profit of 20 USD billion from year 10.

Financing needs: PharmaLundensis is currently seeking an investment of MUSD 6 to cover the costs of GMP synthesis of Phal-501 and the planned proof-of-concept clinical studies. The investment could consist of loans, grants and investments.

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: PharmaLundensis stock is listed on Spotlight Stock Market in Stockholm. Dr. Staffan Skogvall owns around 43% of the shares, while 2 000 smaller shareholders own the rest, none holding more than 5%.

Short history: PharmaLundensis AB was founded by Dr. Staffan Skogvall in 2007 to develop 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 [a successful clinical study](#) with an early test substance, IodoCarb, in 60 patients with moderate COPD, PharmaLundensis further refined the treatment by developing a new, more advanced test substance, 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 aims to develop a new, effective and gentle pharmaceutical for the severe lung disease, chronic obstructive pulmonary disease (COPD). Our goal is to produce and sell this treatment to patients worldwide. 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 USD 1 000 per patient, this would result in revenues of 200 billion dollars by the tenth year. Profits are estimated at 10% of revenue, or 20 billion dollars annually. PharmaLundensis plans to establish subsidiaries in the US and in some strategic European countries to handle sales. In most other markets, we intend 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. Despite 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 a primitive heavy metal scavenger called IodoCarb (iodinated activated charcoal) significantly [improved lung function in COPD patients by 8.2%](#) compared to placebo. No other new treatment principle has resulted in such a great improvement in 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, Phal-501, and upscaled the

synthesis. Phal-501 will be used in future clinical studies, initially in a proof-of-concept clinical study involving 100 patients with moderate-to-severe COPD.

Patent: [The PharmaLundensis PCT application](#) has received a positive report from the European Patent Office (EPO), indicating that our substance is new and patentable. The patent application has entered the National Phase in Europe, the 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 fine-tuning and upscaling the production process. These chemical complexities will create additional complications that, together with patent protection, can discourage potential competitors.

Chronic fatigue syndrome, ME/CFS: Chronic fatigue syndrome is a mysterious illness that causes prolonged, severe tiredness, sleep disturbances, 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 struggle with daily activities such as getting dressed or cooking a meal. The symptoms are chronic and can last for years or even decades, and it is estimated that up to [3 million people in the U.S. alone](#) are affected. No one knows what causes chronic fatigue syndrome, so there is currently no effective treatment.

However, the symptoms have strong [similarities with the neurotoxic effects caused by heavy metals](#). It is well-known that many [heavy metals inhibit energy production in cells](#). Thus, it seems highly plausible that a consistent lack of energy production in the cells of the body will result in chronic fatigue! To investigate this further, a proof-of-concept clinical study will be conducted to determine whether Phal-501 can alleviate the symptoms of patients with CFS.

Severe depression: More diseases may be associated with heavy metal toxicity. Severe depression displays many symptoms that are also present in heavy metal toxicity and today’s antidepressant medications often lack beneficial effects. A successful treatment using Phal-501 could offer relief and a potential cure for the millions of people worldwide suffering from treatment-resistant severe depression.

PharmaLundensis is also working on a side project to develop a Minievaporator for purifying liquid hazardous waste.

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](#), measured at constant 2017 prices, between 2020 and 2050.

PharmaLundensis plans to produce and sell Phal-501 to organizations that, in turn, provide the drug to patients, such as insurance companies, Pharmacies, various government agencies, etc. The cost of the drug will largely be covered by government subsidies and insurance, with a portion also being paid by patients.

Competitor Analysis

There are two main types of COPD treatments today: long-acting bronchodilators and inhaled corticosteroids, with several brands in each type. There are also second- and third-line treatments that have very limited effects but are used in some patients. Despite all these drugs, many patients have severe symptoms, and many patients die from COPD every year.

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

2035 Market Forecast: USD 37.05 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 the product, it will be shipped to the respective markets. Phal-501 will be sold to patients in a traditional way, with the drug delivered to importers in specific markets, who will then deliver it to Pharmacies for purchase by patients.

Three years after a successful proof-of-concept clinical study has been completed, it is expected that 10 million patients will use the treatment daily. After ten years, it is expected that 200 million patients worldwide will use Phal-501.

Financial Projections

Cost for the next 18-24 months: MUSD 6

GMP synthesis of Phal-501: MUSD 3

Analytical work: MSEK 0.5

Animal toxicology tests: MUSD 0.5

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

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

Revenues: No revenues are expected until a successful proof-of-concept clinical study is completed. After that, revenues will increase rapidly, with projected USD 10 billion in year 3 for the COPD project and USD 200 billion by year 10. With a 10% expected profit, this will result in an annual profit of USD 20 billion.

Current Financial Analysis

PharmaLundensis is currently seeking investments to fund the proof-of-concept clinical studies described above. This funding would preferably come from lenders. A financing amount of MUSD 6, together with positive results from clinical studies, is expected to position PharmaLundensis for substantial revenue growth.