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U.S. DEPARTMENT OF HEALTH AND HUMAN SERVICES
 National Institutes of Health



National Institutes of Health Commercialization Assistance Program
 (NIH-CAP)

Company Profile

Industry Sector: Diagnostics

Company Overview: Creatv MicroTech, Inc. is striving to become a major supplier of diagnostic tests, analytical tools and reagents for the water, food, clean tech, pharmaceutical and medical industries. The Company seeks to achieve innovation through a combination of various independent and collaborative R & D projects and programs.

The Creatv's competitive advantage is rooted in its technological commitment to develop only the most innovative ultra sensitive instrument platforms, sample preparation methods and related assays.

Target Market(s): Major hospitals worldwide, clinical diagnostic laboratories, food testing laboratories, biotech and medical research facilities.

Key Value Drivers

Technology: Among various development projects, Creatv is currently developing disease progression and prognostic tests for the aggressive subtype of chronic lymphocytic leukemia (CLL) a debilitating disease known to dramatically shorten the lifespan of its afflicted patients. Creatv will accomplish this by developing a test that can quantitatively detect the changes of a protein in β -cells solely attributable to the aggressive subtypof CLL..

Competitive Advantage: Creatv's prognostic test is simpler, less costly and more accurate than current prognostic tests because Creatv's testadopts a completely new revolutionary approach than its competitors which depend largely on the conventional technologies of either flow cytometry or cytogenetics..

Plan & Strategy: Sseeking strategic partners.

*Technology is being funded by the NIH/National Cancer Institute and being commercialized under the NIH-CAP.

Management

Leadership:

Cha-Mei Tang, Sc.D., President and CEO
 Platte Amstutz, CFO and VP Business Development

Scientific Advisory Board:

Steve Fritz, Ph.D., President and CEO, Emerald Sky Technologies, LLC

Scientific Collaborators:

Adrian U. Wiestner, M.D., Ph.D., National Cancer Institute, National Institute of Health
 Daniel Shelton, Ph.D., Research Leader, Environmental Microbial Safety Laboratory, United States Department of Agriculture Agricultural Research Service

Product Pipeline

	2008	2009	2010	2011	2012
Kit					
Development of test kits that differentiate aggressive from the non-aggressive subtype of CLL	[Bar chart showing activity from 2008 to 2009]				
FDA approval					
Clinical trial/Disease progression test		[Bar chart showing activity from 2009 to 2011]			
Clinical trial/Prognostic test		[Bar chart showing activity from 2009 to 2012]			
Disease progression test kits for CLL (FDA approval)				[Bar chart showing activity in 2011 and 2012]	
Prognostic test for CLL (FDA approval)					[Bar chart showing activity in 2012]
Services					
CLL disease progression and prognostic tests			[Bar chart showing activity from 2010 to 2012]		