

## Xontogeny Developed a High Impact Strategy for Company Launch



### CHALLENGE

- Xontogeny approached LHS to assist in launching itself as a new life science accelerator with a high profile CEO and notable life science institutional investor group
- Goal of maximizing impact with business and industry press

### LHS SOLUTION

- Developed high impact press release and media outreach strategy including non-exclusive, embargoed access for highly desired media outlets
- Pitched company launch to important media targets
- Contributed to the content and design of new Xontogeny website to ensure third-party interest

### RESULTS

- Secured one-on-one interviews with leading publications
- 12 original articles were written on the launch with 100% positive sentiment and on target messaging
- Press release received 18,000+ views and 250+ pick-ups



## Ex-Sarepta CEO Garabedian Returns to Run Bio Accelerator Xontogeny



**Frank Vinluan**  
May 18th, 2017

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**Xconomy Boston** — Chris Garabedian, a veteran biotech executive who helped turn Sarepta Therapeutics around before his controversial exit in 2015, has returned to the life sciences scene—this time with a new venture to form some biotech startups and help others find their footing.

Garabedian is the chairman and CEO of a new Boston-based life sciences accelerator called Xontogeny. The accelerator announced Thursday that it has secured \$15 million in funding, a sum that represents the first tranche of a \$25 million Series A round. Perceptive Advisors, a New York life sciences investment firm, is the only institutional investor backing the accelerator.

In his new role, Garabedian will serve as a mentor and advisor to the accelerator's startups. He is currently assembling a team of drug development experts to help find experimental therapies and technologies and funnel them into new ventures, according to a statement. Xontogeny, which Garabedian founded last June, will help these fledgling biotech progress experimental programs from preclinical research through proof-of-concept studies in unspecified "serious disease areas."

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## Former Sarepta CEO launches biotech accelerator with \$25M backing

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**Don Seiffert**  
Managing Editor  
*Boston Business Journal*

The former CEO of Sarepta Therapeutics Inc., one of the most closely watched small biotechs over the past five years, has reemerged more than two years after his sudden resignation from the Cambridge company — with \$25 million in hand and a plan to change how entrepreneurs develop new drugs.

Chris Garabedian, who renamed a 30-year-old Seattle-based company (Nasdaq: SRPT) and moved it to Cambridge in 2012, says he started getting calls within days after he stepped down on March 31, 2015. That resignation came after a very public struggle with the U.S. Food and Drug Administration over Sarepta's Duchenne muscular dystrophy drug, which finally got approval last year and is sold as Exondys51.

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### XONTOGENY RAISES \$25M IN SERIES A

BY BECKY SIMON

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Life sciences accelerator Xontogeny LLC (Boston, Mass.) said it closed a \$15 million tranche of a \$25 million series A financing from sole institutional investor Perceptive Advisors. Founder and CEO Christopher Garabedian told BioCentury that Xontogeny will use the funds primarily to hire advisory staff who will work to advance early stage development of life science products in its portfolio companies.

Garabedian said Xontogeny hopes to intercept drug development strategies "before mistakes are made" in order to improve success rates among early stage companies. He said the company will chiefly provide managerial and strategic support, but has also made seed investments in four portfolio companies, with the largest investment at \$500,000.

Garabedian declined to name specific portfolio companies, but said their therapeutic areas span oncology, immunoinflammation, anti-infectives and cardiovascular disease. All the programs are preclinical. One expects its inflammatory bowel disease (IBD) candidate to enter the clinic next year, Garabedian said.

He added that while Xontogeny is agnostic to disease area, he favors well-validated technologies. He expects to Xontogeny to make exits after portfolio companies achieve clinical proof of concept.

Once an undisclosed milestone is achieved, Xontogeny expects to raise the round's balance from Perceptive, Garabedian said.

Garabedian was CEO of Sarepta Therapeutics Inc. (NASDAQ:SRPT), and held executive positions at Celgene Corp. (NASDAQ:CELG) and Gilead Sciences Inc. (NASDAQ:GILD).

Perceptive's Joseph Edelman and Adam Stone joined Xontogeny's board.

Incubators have played an increasingly large role in nurturing early stage life sciences start-ups (see [BioCentury Innovations, April 27](#)).


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PEOPLE, STARTUPS

## After a bruising turn as Sarepta CEO, Chris Garabedian is back in biotech with a new role as godfather to a bunch of startups

by JOHN CARROLL — on May 18, 2017 06:59 AM EDT  
Updated 09:17 AM



*Chris Garabedian*  
XONTOGENY

ENDPOINTS NEWS

Chris Garabedian is back.

Two years after the former Sarepta CEO ended a turbulent reign marked by a roller coaster ride for investors — which is still not over, even after the controversial FDA OK of eteplirsen — Garabedian has won \$15 million from some loyal backers at Perceptive Advisors to establish a company that promises to guide biotech startups through that first critical stage of development leading to proof-of-concept data.

This is brand new and its called Xontogeny. Now that he has the first tranche of a \$25 million commitment in hand, Garabedian is putting together a small

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