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PPM To Add Series A Funds For Health Test Beta Launch

Bloomington, Ind. -- Personalized health and wellness services company Predictive Physiology & Medicine Inc. is looking to add \$2.3 million to \$2.8 million to bring its total Series A round to more than \$4 million, Venture Wire has learned.

Predictive Physiology & Medicine, also called PPM, raised about \$2 million toward the Series A in May 2007 through Leco Corp. and Indiana University. PPM, founded in 2005, used that funding to form its lab and hire staff, including scientists. Now the company is looking to raise additional funding toward the round in preparation for a beta launch of its product this year, Chief Operations Officer Brian Kleber said.

"We are talking to quite a few people right now and have had a good response," Kleber said of the fund-raising talks, which currently include small venture funds and Chicago and Indianapolis-area angel networks. PPM plans to raise the funding to finish the round this summer, Kleber said. Valuation was not disclosed.

Bloomington, Ind.-based PPM is developing blood analysis services for the consumer health and wellness market. With its technology, PPM plans to work to analyze 600 molecules of an individual's blood sample to find out what areas of health and wellness can be improved.

With its test, PPM can measure for specific molecules affecting a person's body. While news reports may come out with general warnings - such as recent reports on how some plastic containers can have a harmful impact on the body - Kleber said PPM's test can evaluate whether that specific molecule is affecting an individual.

PPM plans to use the additional Series A funds for sales and focus groups to obtain consumer feedback, as it has scheduled a beta launch of its product for this year. The company first plans to sell its services through businesses, including medspas, sports medicine and executive health programs, and eventually to include direct-to-consumer sales, Kleber said.

PPM, with 15 employees, previously raised \$300,000 in seed funding and \$450,000 in non-equity contracts, Kleber said.

<http://www.ppmwellness.com>

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