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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  $\beta$ -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
<b>Kit</b>					
Development of test kits that differentiate aggressive from the non-aggressive subtype of CLL	[Progress bar from 2008 to 2009]				
<b>FDA approval</b>					
Clinical trial/Disease progression test		[Progress bar from 2009 to 2011]			
Clinical trial/Prognostic test		[Progress bar from 2009 to 2012]			
Disease progression test kits for CLL (FDA approval)				[Progress bar from 2011 to 2012]	
Prognostic test for CLL (FDA approval)					[Progress bar in 2012]
<b>Services</b>					
CLL disease progression and prognostic tests			[Progress bar from 2010 to 2012]		