



HOME BUSINESS



UK Alzheimer's scientist Susan Greenfield raising funds for drug therapy



Oxford-based Baroness Susan Greenfield: "The drug will halt Alzheimer's, I hope." Picture: Aaron Francis / The Australian

By TANSY HARCOURT, SENIOR REPORTER 12:00AM JUNE 3, 2022 NO COMMENTS

British Baroness Susan Greenfield is talking to high net worth investors in Australia about bringing her novel therapy to treat Alzheimer's Disease to the stage where it can be trialled on humans.

The baroness is the founder and chief executive of Neuro-Bio and last month had her paper on a new type of drug, known as NBPI4, peer reviewed in the Alzheimer's & Dementia TRCI.

"The drug will halt Alzheimer's, I hope," she said, adding that her research had reached a point of accelerated learning. "It's a bit like a jigsaw puzzle. Once you complete more of the puzzle then things start getting quicker."

Alzheimer's is a growing and heartbreaking problem in countries with ageing populations. Treatments for the drug are expected to cost \$13.3bn by 2023.

Baroness Greenfield, a former Oxford lecturer in medicine and researcher in the Department of Pharmacology, believes current treatments for Alzheimer's are too focused on the consequences of neurodegeneration such as amyloid plaques, at which point too much damage has already been done.

"The problem with this is you are closing the door after the horse has already bolted," she adds.

Her next step is raising up to £20m (\$34.9m) for Neuro-Bio to take the drug from mice trials, where it's shown extremely promising results, to Phase I clinical trials.

Australia is a good place to start her "friend raising" campaign ahead of the fundraising because about 20 per cent of Neuro-Bio investors come from this country.

"Everyone has an interest in Alzheimer's ... Australians are perhaps more open-minded," she said.

One seed investor is Peter Yates AM, who is currently the chairman of AIA Australia and director of Mutual Trust. Others are rumoured to include former Macquarie Bank chief executive Nicolas Moore and the Myer family.

Mr Yates has known Baroness Greenfield since she was the "thinker in Residence" at Adelaide's Australian Science Media Centre, set up to counter inaccurate reporting of science.

"Susan came up with a novel therapy for Alzheimer's and when she did early fundraising I was an early investor," said Mr Yates.

Fundraising to date has gotten her drug to the point of peer review publishing. The new funds she is hoping to raise take it through to trials on humans in a year or two years' time.

"With venture capital, at this stage you decide where you want to be, and you explain your idea so that people who might want to invest have time to think about it," Mr Yates said of her visit to Australia.

Neuro-Bio's drug NBPI4 is among the first to be accredited with formal recognition by the MHRA (the British FDA) as truly novel.

The drug focuses on a previously unknown neurochemical (T14) that Neuro-Bio believes underlies a very basic biological system.

"We have designed a new type of drug, NBPI4, that is actually a structurally changed, inactive variant of T14 itself, that blocks the actions of its naturally occurring counterpart when operating inappropriately," Neuro-Bio said in a statement.

According to their own research, optimal pricing for the drug would be \$10 per day.

"Five years post-launch, we forecast over 650 million treatments per year in our target markets, with an anticipated net revenue per treatment of ~£750," Neuro-Bio said. "This results in annual sales of ~£5bn in the fifth year following launch."

The second part of Baroness Greenfield's research involves creating a saliva or blood test to test for the chemical compound that she believes indicates Alzheimer's, even in asymptomatic people.

The current drug in the news as a potential Alzheimer's treatment is Biogen's Aducanumab.

TANSY HARCOURT, SENIOR REPORTER

Tansy Harcourt joined the business team in 2022, returning to journalism after several years in corporate affairs. Tansy was a columnist and writer over a 10-year period at the Australian Financial Review, and ... Read more

Share this article



NO COMMENTS

You can now view your entire comment history via the My comments link in the subscriber menu at the top right of each page. Click here for more details.

Reader comments on this site are moderated before publication to promote lively, but civil and respectful debate. We encourage your comments but submitting one does not guarantee publication. You can read our comment guidelines here. If you believe a comment has been rejected in error, email comments@theaustralian.com.au and we'll investigate. Please ensure you include the email address you use to log in so we can locate your comment.

Hi Kieran

COMMENTS MY PROFILE

This article is now closed for commenting.

Viewing Options

There were no comments on this article.

A NOTE ABOUT RELEVANT ADVERTISING: We collect information about the content (including ads) you use across this site and use it to make both advertising and content more relevant to you on our network and other sites. This is also known as Online Behavioural Advertising. You can find out more about our policy and your choices, including how to opt-out here.

More from The Australian

Back to top



OUR PRODUCTS

- The Australian app on iOS
The Australian app on Android
Facebook Messenger app
Chinese site
Mind Games
Today's paper
All topics

TERMS OF USE

- Standards of Practice
Editorial code of conduct
Subscription terms
Group subscription terms
Privacy Policy
Relevant Ads Opt-out
Cookie Policy
Terms of Use

CONTACT US

- Help
Contact info
Photo Sales
News archive
Copyright & Licensing

ABOUT US

- About The Australian
Advertise with us
Our journalists
Subscribe
The Australian Plus member benefits
Sign up to Newsletters