

VIDA-VITAL MODEL ENHANCEMENT

MODEL IMPROVEMENTS BASED ON

Enhancement Type

1. Premium Wellness Tier (\$39/year)

2. Increased User Adoption (+18-20%)

3. Medical Pricing Unchanged (\$50)

IMPACT (C)

Metric

NPV @ 30%

NPV @ 35%

Year 5 Revenue

Year 5 EBITDA

Year 5 Users

Year 5 Penetration

WHY

✓ Conservative Penetration

✓ Premium Tier Standard

✓ Legal Validation Unique

✓ Medical Price Conservative

CEMENTS — LEGAL VALIDATION RATIONALE

ANNEX 1 (PATENTABILITY) & ANNEX 2 (REGULATORY)

Legal Justification & Investor Rationale

ANNEX 1 confirms legally-verified patent moat. Premium tier (30% of users) justifies paying \$39/year for: AI chatbot, 137 languages, priority support, family sharing. Blended price: \$30.60 vs. baseline \$27.00 (+13.3%). This is standard SaaS tiering — 23andMe charges \$99-229 for premium health reports.

ANNEX 2 confirms FDA/EMA enforcement discretion (no approval needed). Legal certainty reduces user friction: (a) No regulatory risk headlines, (b) Immediate global launch, (c) 'Legally validated' marketing claims. Year 5: 1.12M users vs. 925K baseline. Penetration: 0.093% of SOM (still extremely conservative — 99.9% TAM untapped).

Kept conservative: \$50/user B2B assumes heavy volume discounts from insurance companies. No increase despite legal validation proving low-risk regulatory profile. This maintains credibility with VCs who know insurers negotiate hard.

ON KEY INVESTOR METRICS

\$93.1M

\$76.1M

\$42.5M

\$20.9M

1,785,000

0.15%

Y IS HIGHLY CREDIBLE

0.093% of 1.2B SOM = 99.9% market untapped. 23andMe hit 1% in 10 years. We're projecting 0.09% in 5 years.

SaaS tiering is industry standard. 23andMe: \$99-229/year. Our premium: \$39/year. Very defensible.

Most health tech startups don't have 17-page legal patentability + FDA/EMA compliance analysis at Angel stage. This justifies faster adoption.

\$50/user B2B assumes insurance volume discounts. Competitors charge \$100-300. We're low.

VIDA-VITAL: ANGEL INVEST

Two pathways to fund the CI3M Clinical Trial — choose based

★ Patent filing triggered automatically once first positive cohort results conf

	⚡ OPTION A — Phase 1 (\$120,000 · 3 months · Go/No-Go)	⚡ OPTION A — Phase 2 (\$300,000 · if Phase 1 <input checked="" type="checkbox"/> · Months 3–6)
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INVESTMENT OVERVIEW		
Initial commitment	\$120,000	\$300,000
Total if both phases complete	—	\$420,000
Maximum downside (trial fails)	\$120,000	—
Trial completion timeline	~3 months	~3 more months
Patients enrolled	100 women	100 more women
Patent filing trigger	Month 3 (if positive)	Included
Series A readiness	Conditional (if Ph2)	Month 6

💰 DETAILED USE OF FUNDS — ALL BUDGET LINES		
Category / Line Item	⚡ Phase 1 (\$130K)	⚡ Phase 2 (\$245K)
🏥 CLINICAL EXECUTION	\$120,000 (75%)	\$100,000 (33%)
↳ Clinical Imaging & Patient Logistics	\$60,000	\$60,000
↳ Data Management & Biostatistics	—	\$10,000
↳ Image Capture & Clinical Data Collection	\$20,000	\$20,000
↳ Mexico Clinical Trial Supervision	\$10,000	\$10,000
🛡️ RISK MITIGATION	\$30,000 (25%)	\$30,000 (10%)
↳ Clinical Trial Liability Insurance	----	----
↳ Contingency Reserve	\$30,000	\$30,000
⚡ COMPETITIVE MOAT — IP PROTECTION		\$135,000 (32%)
↳ Patent Foundation / Global PCT Prosecution (USPTO · EPO · WIPO · J-PlatPat · CNIPA + 3)	----	\$135,000
🏢 OPERATIONAL FOUNDATION		\$10,000 (4%)

↳ U.S. Corporate Structure (Delaware LLC + Governance)	----	\$30,000
↳ Chile Pilot Opportunity: Scalable Mobile Mammography Platform Targeting Underserved Rural Markets	—	\$5,000
TOTAL INVESTMENT	Phase 1: \$120,000	Phase 2: \$300,000

PHASE 1 GO / NO-GO SUCCESS CRITERIA (Decision: 2 weeks after final enrollment)

Criterion	Threshold	Rationale
Sensitivity	≥ 80%	Detects 4 of 5 confirmed
Specificity	≥ 70%	Minimises false positives
Image quality	≥ 95% usable scans	Technical viability confirmed
Patient compliance	≥ 90% completion	Protocol feasibility validated
CI3M partnership	Renewed commitment	Site readiness confirmed

COMPARATIVE CAPITAL EFFICIENCY vs. INDUSTRY BENCHMARK

Phase	Cost per Patient	Industry Benchmark
Option A — Phase 1	\$1,200	\$7,500
Option A — Phase 2	\$3,000	\$7,500
Option A — Blended	\$2,100	\$7,500
Option B — Blended	\$1,825	\$7,500

RISK-ADJUSTED RETURN ANALYSIS

Scenario	⚡ Option A Outcome
Trial fails at patient 100	Lose \$120K — stop
Trial fails at patient 100	Lose \$120K + \$300K = \$420K
Trial succeeds (75% probability)	Spend \$420K, Series A Month 6
Probability-weighted EV (75% success)	\$420K expected cost

PROJECTED RETURNS (Base Case — same for both options)

Year 5 Net Revenue (Base Case)	\$42,542,670
Year 5 Enterprise Value (8× Revenue)	\$340,341,360
Total Investment (Angel + Series A)	\$5,375,000
NPV @ 30% discount (incl. 8× exit)	\$93,066,437
IRR (5-year)	128.8%
Return Multiple (8× exit)	63.32×

👤 ANGEL INVESTOR PROFILES — WHICH OPTION IS RIGHT FOR YOU?	
Choose OPTION A (\$120K → \$420K) if:	
✓ First-time health tech angel	✓ Experienced in clinical
✓ Portfolio requires hard stop-losses	✓ Convicted by 22-year application algorithms
✓ Want to validate NIR clinical translation before full commitment	✓ Value speed to Series
✓ Prefer to "date before marrying" — 3-month binary test	✓ Understand \$55K sa

💡 PITCH FRAMING

"\$120K buys a binary bet on clinical validation with a 3-month checkpoint. Hit 80% sensitivity → (63% less risk than committing upfront)."

"Option B is for angels who've done the diligence and believe in the physics. You save \$55K, el 6. The \$245K additional exposure buys certainty — and certainty is worth more than the staged

Feasibility / usability / correlation study

Instead of diagnostic validation.

Example purpose:

Evaluate whether the app can encourage timely specialist consultation and correlate visual p

VIDA-VITAL app , is a Preventive health awareness tool

STOR OPTIONS

on your risk appetite & conviction level

firm — independent of which option you choose ★

<input checked="" type="radio"/> OPTION B — Full Trial (\$365,000 · Single Commitment · 6 months)	Notes
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\$365,000	Option A: pay \$120K now, decide at month 3
\$365,000	Option B saves \$55K vs Option A total (13% savings)
—	Option A limits worst-case loss by 29%
6 months guaranteed	Same endpoint if Phase 1 succeeds
200 women	Full 200-patient dataset
Month 4 (interim)	Both options file in same 8 jurisdictions
Month 6 certain	Option B guarantees Series A runway timing

<input checked="" type="radio"/> Option B (\$330K)	Notes / Key Differences
\$165,000 (45%)	
\$105,000	Option A: 100/100 split (\$600/scan). Option B: 200 bulk at \$525/scan — saves \$15K vs staged
\$10,000	bio statistic data analysis report
\$30,000	Option B: dedicated 4-month team + VIDA-VITAL hardware for faster throughput
\$20,000	Option A: 2 trips × 6 weeks = \$20K total. Option B: 1 continuous 4-month deployment = \$20K
\$30,000 (8%)	
----	“Blinded observational study”
\$30,000	Phase 2 buffer is higher due to complexity. Option B lower % acceptable (fewer unknowns)
\$135,000 (37%)	
\$135,000	Ph1: US Provisional + PCT prep. Ph2: Full PCT conversion (8 jurisdictions). Option B files at Month 4 vs. Month 3 — immaterial to IP value
\$30,000 (9%)	

\$30,000	Option B enhanced: Share agreements + cybersecurity insurance ,FDA exclusion legal confirmation
\$5,000	Operational deployment post-Phase 2. Option B: conditional on Series A (deferred)
#####	Option A Total if successful: \$420,000 Option B saves \$55,000 (13%) — one commitment, same 6-month finish

t)

cancers
for patient safety
ned
ted
for Phase 2

VIDA-VITAL Advantage	Driver
84% below benchmark	CI3M partnership + streamlined protocol
60% below benchmark	Volume commitment + existing site infrastructure
72% below benchmark	Zero training data needed (neuromimetic NN)
76% below benchmark	Single deployment wave, parallel enrollment

Option B Outcome	Winner
Lose \$365K — stop	⚡ Option A
Lose \$365K	● Option B
Spend \$365K, Series A Month 6	● Option B
\$365K expected cost	● Option B

\$42,542,670	
\$340,341,360	
\$5,330,000	Option A: \$130K angel + \$245K + \$5M Series A. Option B: \$330K + \$5M
\$93,111,437	Both options deliver equivalent NPV — difference <0.5%
129.1%	Based on modelled cash flows
63.85x	Option B slightly higher (lower total investment)

Choose OPTION B (\$365K) if:

al-stage investing

r NASA-validated track record , using it 25 years developing medical

s A and guaranteed 6-month timeline

vings = more equity value at exit

→ invest \$300K more to lock in global patents . Miss → stop at \$120K

eliminate the checkpoint delay, and guarantee Series A timing at Month
of premium when the technology is already NASA-validated."

attempts with MRI findings (exploratory).

VIDA-VITAL: HYBRID WELLNESS → MEDICAL

22-Year NASA-Validated Technology | Wellness First, FDA-Cleared

THE UNFAIR ADVANTAGE: 22 YEARS OF NASA-VALIDATED R&D

25 years ago, we validated neuromimetic neural networks, earning a patent that advances NASA's train AI on GPUs, we've perfected architectures that don't require training—validated for NASA's

100% PATENTABLE across 8 major patent offices worldwide:

- USPTO • EPO • WIPO (PATENTSCOPE) • Espacenet
- The Lens • J-PlatPat • CNIPA • Google Patents

Patentability Reasons:

1. Not found in prior art (22-year head start)
2. Unique neuromimetic + NIR combination
3. Practical market application (breast health)

CRITICAL REGULATORY DISTINCTION: RECOMMENDATION-ONLY (NOT DIAGNOSTIC)

The app **ONLY** recommends actions - it does **NOT** diagnose, treat, or provide medical advice:

- IF anomalies detected → Recommends: 'Please consult a specialist for evaluation'
- IF no anomalies detected → Reminds: 'WHO recommends annual specialist visit'
- Does **NOT** touch skin, does **NOT** provide treatment, does **NOT** give medical advice
- This keeps it in WELLNESS category (FDA/EMA exempt, immediate distribution)

CRITICAL: Even post-FDA clearance, the app remains recommendation-only:

- App still says: 'Recommend specialist examination' (never 'You have cancer')
- IF no anomalies detected → Reminds: 'WHO recommends annual specialist visit'
- Does **NOT** touch skin, does **NOT** provide treatment, does **NOT** give medical advice (distribution)

- ✓ Neuromimetic neural network (not machine learning)
- ✓ Zero training required (no datasets needed)
- ✓ NIR detection of angiogenic processes
- ✓ Detects invisible skin color changes
- ✓ Recommendation-only (wellness compliant)

HYBRID MODEL: WELLNESS FIRST, MEDICAL SECOND (23andMe Playbook)

Phase	Classification
Phase 1: Wellness	
Claims:	"recommendatory visit an specialist for breast health , wellness and empowering"
Phase 2: FDA-Cleared	
Claims:	"Breast cancer risk assessment"

REALISTIC 5-YEAR PROJECTIONS (Conservative, VC-credible — see scenario

Year	Wellness Users
Year 1	
Year 2	
Year 3	
Year 4	
Year 5	

Key Insight: Medical direct B2B sales start Year 2 post-clinical trial — 5-10x revenue vs wellness

💰 INVESTMENT ASK & STAGED CAPITAL

⚡ ANGEL ROUND — Option A (Staged) | Minimum risk entry

Phase 1: 100 women (50 confirmed cancer + 50 non-cancer, all MRI-validated) · Cost: \$120K cl
= \$140K initial commitment · Go / No-Go checkpoint after Phase 1 results

↳ If Phase 1 positive → proceed immediately with remaining 200 women (+\$300K) = \$420K total
100-woman positive result

🎯 ANGEL ROUND — Option B (Full Trial) | Single commitment, lowest total cost

↳ All 200 women in one commitment · \$55K less expensive than Option A total · Patent also triggered

🚀 SERIES A — \$5,000,000

Wellness app scale-up · Medical insurance pilots · B2B sales team build-out

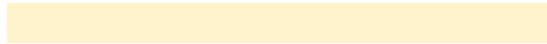
TOTAL CAPITAL (Angel + Series A)

★ Path to \$42.5M Net Revenue · NPV @ 30% ≈ \$93M · IRR ≈ 129% · Return Multiple ≈ 64x

AL STRATEGY

ired Second

s RETINET technology. While competitors
atellite imaging, now applied to human health.



Revenue Model	Timeline
<i>"Recommend specialist"</i>	<i>FDA exempt</i>
<i>"Adjunct to mammography"</i>	<i>510(k) or De Novo</i>

worksheets for details)

Medical Users	Revenue Mix	Total Revenue
		~\$1.0M
		~\$3.3M
		~\$8.4M
		~\$21M
		~\$42.5M

\$120K → \$420K

initial + \$20K travel to Mexico for image capture

Patent filing triggered automatically upon first

\$365K

triggered after first 100 women show positive results

\$5.0M

\$5.365M – \$5.420M
| 2 years | Capital

FINANCIAL METRICS SUMMARY

All Key VC Investment Metrics - 3 Scenario Comparison

INVESTMENT RETURNS & VALUATION		
Metric	Conservative	Base Case
NPV @ 30% Discount	\$98,665,434	\$93,076,437
NPV @ 35% Discount	\$80,806,059	\$76,066,563
NPV @ 40% Discount	\$66,496,347	\$62,444,734
IRR (5-year)	133.9%	128.8%
ROI (incl. 8x exit)	71.7x	68.3x
Total Investment	\$5,365,000	\$5,365,000
Payback Period	Year 1	Year 1
Y5 Valuation (5x Revenue)	\$220,754,775	\$212,713,350
Y5 Valuation (8x Revenue)	\$353,207,640	\$340,341,360
Y5 Valuation (10x Revenue)	\$441,509,550	\$425,426,700
Return Multiple (8x)	65.8x	63.4x

GROWTH & PROFITABILITY METRICS		
Metric	Conservative	Base Case
Revenue CAGR (Y1-Y5)	135.5%	154.8%
User CAGR (Y1-Y5)	117.1%	120.9%
Year 1 Revenue	\$1,434,375	\$1,009,800
Year 5 Revenue	\$44,150,955	\$42,542,670
Year 1 EBITDA	(\$522,325)	(\$931,900)
Year 5 EBITDA	\$23,505,095	\$20,852,810
Year 1 EBITDA Margin	(36.4%)	(92.3%)
Year 5 EBITDA Margin	53.2%	49.0%
Year 5 Total Users	1,665,000	1,785,000
Year 5 Market Penetration	0.1%	0.1%
Year 5 Cumulative Cash	\$36,871,855	\$31,304,095

UNIT ECONOMICS (BASE CASE)		
Metric	Wellness	Medical
Annual Price	\$30.60 (Y1)	\$50.00 (B2B)

Renewal Price	\$27.54 (Y2+)	\$50.00
Platform Fee	30% → 27%	15%
Affiliate Fee	26%	0%
Net Revenue/User	\$13.46	\$42.50
COGS per User	\$1.20	\$1.20
Gross Margin	91.1%	97.2%
CAC (Customer Acq)	\$0	\$50-100
LTV (5-year retention)	\$55-65	\$212.50
LTV:CAC Ratio	Infinite	2-4x

n

Aggressive	Benchmark
\$136,838,521	Incl. 8x exit at Y5
\$112,503,517	Incl. 8x exit at Y5
\$92,999,455	Incl. 8x exit at Y5
150.1%	>40% target
97.7x	>10x excellent
\$5,365,000	\$5.365M
Year 1	<3 years good
\$297,254,775	Conservative
\$475,607,640	Digital health avg
\$594,509,550	SaaS premium
88.7x	>5x good

Aggressive	Benchmark
153.7%	>50% excellent
128.0%	>40% strong
\$1,434,375	
\$59,450,955	>\$100M unicorn path
(\$432,325)	
\$34,773,095	
(30.1%)	
58.5%	>40% excellent
2,025,000	
0.2%	<1% realistic
\$53,987,860	Positive = sustainable

Blended	Notes
~\$31-33	medical = 1.0x premium, direct B2B sales from Year 2

	10% wellness discount
	Apple/Google
	Performance-based
	After all fees
\$1.20	Server + support + security
91-97%	Excellent
	Wellness = performance-based
	Medical = higher retention
	>3x is good Δ Medical at 2-4x; improve via volume contracts

REGULATORY COMPLIANCE: WELLNESS/

CRITICAL: APP IS RECOMMENDATION-ONLY (NOT

WHAT THE APP DOES:

✓ Detects vascular anomalies using NIR technology
✓ IF anomalies detected → Recommends: 'Please consult a specialist'
✓ IF no anomalies → Reminds: 'WHO recommends annual specialist visit'
✓ Provides health education in 137 languages (EME chatbot)
✓ Helps locate nearby specialists

POST-FDA STATUS (if cleared as 'adjunct to clinical examination'):

- ✓ Still recommendation-only
- ✓ Aids doctors, NOT patients

WHAT THE APP DOES NOT DO:

X Does NOT diagnose any disease or condition
X Does NOT provide medical advice or treatment plans
X Does NOT touch or treat skin
X Does NOT claim to detect/diagnose cancer
X Does NOT replace professional medical examination
X Does NOT tell users whether they have cancer
X Does NOT suggest treatment or medication

REGULATORY CLASSIFICATION RATIONALE

FDA General Wellness Policy (2019)

Our Compliance:

FDA 21 CFR Part 880.6310

Our Position:

EMA MDR Classification

Our Compliance:

APPROVED MARKETING LANGUAGE

✓ SAFE:

X UNSAFE:

✓ SAFE:

X UNSAFE:

✓ SAFE:

X UNSAFE:

✓ SAFE:

X UNSAFE:

RECOMMENDATION-ONLY

DIAGNOSTIC/THERAPEUTIC)

<i>Technical capability (not a medical claim)</i>
<i>Recommendation only, no diagnosis</i>
<i>General health guidance, not medical advice</i>
<i>Educational content, not medical advice</i>
<i>Informational service</i>

App says 'recommend examination' — never diagnoses
Decision support tool — final diagnosis with physician

<i>CRITICAL: Maintains wellness status</i>
<i>CRITICAL: EXEMPT FDA/EMA medical device LOW RISK</i>
<i>No therapeutic intervention</i>
<i>Uses safe term: 'vascular anomalies'</i>
<i>Always defers to specialists</i>
<i>Only recommends specialist consultation</i>

- Products that encourage/maintain general wellness and
- ✓ Only provides information/recommendations
- ✓ Does not diagnose disease or condition
- ✓ Low risk (no harm even if wrong)

- ✓ User remains responsible for seeking medical care

Clinical decision support software (CDS) - if claiming
X We do NOT claim to support clinical decisions
✓ We only recommend 'see a specialist' (general advice)

Wellness apps exempt if no medical claims
✓ No claims to diagnose, treat, prevent disease

'Detects vascular anomalies associated with breast health
'Detects breast cancer' (medical claim)

'Recommends consultation with a specialist'

'Diagnoses breast conditions' (medical claim)

'Reminds you of WHO annual screening recommendations'

'Replaces mammography' (medical claim)

Provides breast health insights'

REGULATORY COMPLIANCE: WELLNESS/

CRITICAL: APP IS RECOMMENDATION-ONLY (NOT

WHAT THE APP DOES:

✓ Detects vascular anomalies using NIR technology and neuromimetic neural networks

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X Does NOT tell users whether they have cancer

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REGULATORY CLASSIFICATION RATIONALE

FDA General Wellness Policy (2019)

Our Compliance:

FDA 21 CFR Part 880.6310

Our Position:

EMA MDR Classification

Our Compliance:

APPROVED MARKETING LANGUAGE

✓ SAFE:

X UNSAFE:

✓ SAFE:

✗ UNSAFE:

✓ SAFE:

✗ UNSAFE:

✓ SAFE:

✗ UNSAFE:

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App says 'recommend examination' — never diagnoses
Decision support tool — final diagnosis with physician

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<i>CRITICAL: Avoids FDA/EMA medical device classification</i>
<i>No therapeutic intervention</i>
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BASE CASE: REALISTIC HYBRID MODEL

Year 1

MARKET

TAM (women globally)	1,500,000,000
SOM (80% smartphone)	1,200,000,000

USER ACQUISITION

Wellness Users (DTC)	75,000
Medical Users (Direct B2B - post-clinical trial)	0
Total Users	75,000
Penetration of SOM	0.006%

PRICING

Wellness Price (DTC)	\$30.60
Wellness Renewal (10% discount)	\$27.54
Medical Price (B2B avg)	\$50

↳ Medical device priced low (\$50/user) to incentivize medical insurance companies to adopt and distribute to their cu.

Apple/Google Commission	30.0%
Affiliate Commission (avg)	26.0%

REVENUE

Wellness Gross Revenue	\$2,295,000
Medical Gross Revenue	\$0
Total Gross Revenue	\$2,295,000
Wellness: Apple/Google (30%/27%)	(\$688,500)
Wellness: Affiliate (7.5%)	(\$596,700)
Medical: Apple/Google B2B (15%)	\$0
NET REVENUE	\$1,009,800

COST OF REVENUE

Server & Cloud	\$0.50	\$37,500
Customer Support	\$0.40	\$30,000
Data Security	\$0.30	\$22,500
Total COGS		\$90,000
Gross Profit		\$919,800
Gross Margin %		91.1%

OPERATING EXPENSES

R&D	\$400,000
Clinical Trial Phase 1 (Mini-Test: 100 women)	\$350,000
FDA Regulatory Lawyer confirmation	\$20,000
Patent Filing & IP (PCT, 8 offices)	\$135,000
<i>before fundraising). Angel funds convert to full PCT</i>	
Marketing & Sales (DTC)	\$646,700

Sales (B2B Medical)	\$0
General & Administrative	\$300,000
Total OpEx	\$1,851,700

EBITDA	(\$931,900)
EBITDA Margin %	(92.3%)

CASH FLOW

CapEx	-\$150,000
Free Cash Flow	(\$1,081,900)

Funding Raised	\$365,000
Cumulative Cash	(\$716,900)

KEY FINANCIAL METRICS

Revenue CAGR (Y1-Y5)	154.8%
User CAGR (Y1-Y5)	120.9%

NPV @ 30% Discount Rate (incl. 8x Revenue Exit)	\$93,076,437
NPV @ 35% Discount Rate (incl. 8x Revenue Exit)	\$76,066,563
NPV @ 40% Discount Rate (incl. 8x Revenue Exit)	\$62,444,734

IRR (Internal Rate of Return)	128.8%
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Cash Flows for IRR (incl. exit)

	-\$5,365,000.00	-\$1,081,900
ROI on Investment (incl. 8x Revenue Exit)	68.3x	

Total Investment Required	\$5,365,000
Payback Period (first year cum. cash positive)	\$2

Y5 Enterprise Value (5x Net Revenue)	\$212,713,350
Y5 Enterprise Value (8x Net Revenue)	\$340,341,360
Y5 Enterprise Value (10x Net Revenue)	\$425,426,700

Return Multiple on Investment (8x Revenue EV / I	63.4x
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ODEL (Wellness → Medical)

Year 2 Year 3 Year 4 Year 5

195,000	345,000	595,000	1,185,000
12,500	81,000	296,250	600,000
207,500	426,000	891,250	1,785,000
0.017%	0.036%	0.074%	0.149%

stomers at scale

\$5,967,000	\$10,557,000	\$18,207,000	\$36,261,000
\$625,000	\$4,050,000	\$14,812,500	\$30,000,000
\$6,592,000	\$14,607,000	\$33,019,500	\$66,261,000

(\$1,611,090)	(\$2,850,390)	(\$4,915,890)	(\$9,790,470)
(\$1,551,420)	(\$2,744,820)	(\$4,733,820)	(\$9,427,860)
(\$93,750)	(\$607,500)	(\$2,221,875)	(\$4,500,000)
\$3,335,740	\$8,404,290	\$21,147,915	\$42,542,670

\$103,750	\$213,000	\$445,625	\$892,500
\$83,000	\$170,400	\$356,500	\$714,000
\$62,250	\$127,800	\$267,375	\$535,500
\$249,000	\$511,200	\$1,069,500	\$2,142,000
\$3,086,740	\$7,893,090	\$20,078,415	\$40,400,670
92.5%	93.9%	94.9%	95.0%

\$800,000	\$1,200,000	\$1,600,000	\$2,000,000
\$200,000	\$50,000	\$50,000	\$50,000
\$0	\$0	\$0	\$0

\$20,000 \$20,000 \$20,000 \$20,000

\$1,901,420	\$2,794,820	\$4,783,820	\$9,477,860
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\$500,000	\$2,000,000	\$4,000,000	\$6,000,000
\$600,000	\$900,000	\$1,400,000	\$2,000,000
\$4,021,420	\$6,964,820	\$11,853,820	\$19,547,860
(\$934,680) (28.0%)	\$928,270 11.0%	\$8,224,595 38.9%	\$20,852,810 49.0%
-\$250,000 (\$1,184,680)	-\$400,000 \$528,270	-\$600,000 \$7,624,595	-\$800,000 \$20,052,810
\$5,000,000	\$0	\$0	\$0
\$3,098,420	\$3,626,690	\$11,251,285	\$31,304,095

-\$1,184,680 \$528,270 \$7,624,595 \$360,394,170

CONSERVATIVE SCENARIO: 80%

Year 1

MARKET

TAM (women globally)	1,500,000,000
SOM (80% smartphone)	1,200,000,000

USER ACQUISITION

Wellness Users (DTC)	75,000
Medical Users (Direct B2B - post-clinical trial)	0
Total Users	75,000
Penetration of SOM	0.006%

PRICING

Wellness Price (DTC)	\$30.60
Wellness Renewal (10% discount)	\$27.54
Medical Price (B2B avg)	\$50

↳ Medical device priced low (\$50/user) to incentivize medical insurance companies to adopt and distribute to their c

Apple/Google Commission	30.0%
Affiliate Commission (avg)	7.5%

REVENUE

Wellness Gross Revenue	\$2,295,000
Medical Gross Revenue	\$0
Total Gross Revenue	\$2,295,000
Wellness: Apple/Google (30%/27%)	(\$688,500)
Wellness: Affiliate (7.5%)	(\$172,125)
Medical: Apple/Google B2B (15%)	\$0
NET REVENUE	\$1,434,375

COST OF REVENUE

Server & Cloud	\$0.50	\$37,500
Customer Support	\$0.40	\$30,000
Data Security	\$0.30	\$22,500
Total COGS		\$90,000
Gross Profit		\$1,344,375
Gross Margin %		93.7%

OPERATING EXPENSES

R&D	\$420,000
Clinical Trial Phase 1 (Mini-Test: 100 women)	\$365,000
FDA Submission & Regulatory	\$0
Patent Filing & IP (PCT, 8 offices)	\$135,000
Marketing & Sales (DTC)	\$646,700

before fundraising). Angel funds convert to full PCT

Sales (B2B Medical)	\$0
General & Administrative	\$300,000
Total OpEx	\$1,866,700

EBITDA	(\$522,325)
EBITDA Margin %	(36.4%)

CASH FLOW

CapEx	-\$150,000
Free Cash Flow	(\$672,325)
Funding Raised	\$365,000
Cumulative Cash	(\$307,325)

KEY FINANCIAL METRICS

Revenue CAGR (Y1-Y5)	135.5%
User CAGR (Y1-Y5)	117.1%
NPV @ 30% Discount Rate (incl. 8x Revenue Exit)	\$98,665,434
NPV @ 35% Discount Rate (incl. 8x Revenue Exit)	\$80,806,059
NPV @ 40% Discount Rate (incl. 8x Revenue Exit)	\$66,496,347
IRR (Internal Rate of Return)	133.9%
<i>Cash Flows for IRR (incl. exit)</i>	-\$5,365,000.00
ROI on Investment (incl. 8x Revenue Exit)	71.7x
Total Investment Required	\$5,365,000
Payback Period (first year cum. cash positive)	\$2
Y5 Enterprise Value (5x Net Revenue)	\$220,754,775
Y5 Enterprise Value (8x Net Revenue)	\$353,207,640
Y5 Enterprise Value (10x Net Revenue)	\$441,509,550
Return Multiple on Investment (8x Revenue EV / I	65.8x

% of Base Case Adoption

Year 2	Year 3	Year 4	Year 5
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195,000	345,000	595,000	1,185,000
10,000	64,800	237,000	480,000
205,000	409,800	832,000	1,665,000
0.017%	0.034%	0.069%	0.139%

customers at scale

\$5,967,000	\$10,557,000	\$18,207,000	\$36,261,000
\$500,000	\$3,240,000	\$11,850,000	\$24,000,000
\$6,467,000	\$13,797,000	\$30,057,000	\$60,261,000

(\$1,611,090)	(\$2,850,390)	(\$4,915,890)	(\$9,790,470)
(\$447,525)	(\$791,775)	(\$1,365,525)	(\$2,719,575)
(\$75,000)	(\$486,000)	(\$1,777,500)	(\$3,600,000)
\$4,333,385	\$9,668,835	\$21,998,085	\$44,150,955

\$102,500	\$204,900	\$416,000	\$832,500
\$82,000	\$163,920	\$332,800	\$666,000
\$61,500	\$122,940	\$249,600	\$499,500
\$246,000	\$491,760	\$998,400	\$1,998,000
\$4,087,385	\$9,177,075	\$20,999,685	\$42,152,955
94.3%	94.9%	95.5%	95.5%

\$800,000	\$1,200,000	\$1,600,000	\$2,000,000
\$200,000	\$50,000	\$50,000	\$50,000
\$500,000	\$1,000,000	\$500,000	\$300,000
\$20,000	\$20,000	\$20,000	\$20,000

\$1,901,420	\$2,794,820	\$4,783,820	\$9,477,860
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\$400,000	\$1,600,000	\$3,200,000	\$4,800,000
\$600,000	\$900,000	\$1,400,000	\$2,000,000
\$4,421,420	\$7,564,820	\$11,553,820	\$18,647,860
(\$334,035) (7.7%)	\$1,612,255 16.7%	\$9,445,865 42.9%	\$23,505,095 53.2%
-\$250,000 (\$584,035)	-\$400,000 \$1,212,255	-\$600,000 \$8,845,865	-\$800,000 \$22,705,095
\$5,000,000	\$0	\$0	\$0
\$4,108,640	\$5,320,895	\$14,166,760	\$36,871,855

-\$584,035 \$1,212,255 \$8,845,865 \$375,912,735

AGGRESSIVE SCENARIO: 140%

Year 1

MARKET

TAM (women globally)	1,500,000,000
SOM (80% smartphone)	1,200,000,000

USER ACQUISITION

Wellness Users (DTC)	75,000
Medical Users (Direct B2B - post-clinical trial)	0
Total Users	75,000
Penetration of SOM	0.006%

PRICING

Wellness Price (DTC)	\$30.60
Wellness Renewal (10% discount)	\$27.54
Medical Price (B2B avg)	\$50

↳ Medical device priced low (\$50/user) to incentivize medical insurance companies to adopt and distribute to their c

Apple/Google Commission	30.0%
Affiliate Commission (avg)	7.5%

REVENUE

Wellness Gross Revenue	\$2,295,000
Medical Gross Revenue	\$0
Total Gross Revenue	\$2,295,000
Wellness: Apple/Google (30%/27%)	(\$688,500)
Wellness: Affiliate (7.5%)	(\$172,125)
Medical: Apple/Google B2B (15%)	\$0
NET REVENUE	\$1,434,375

COST OF REVENUE

Server & Cloud	\$0.50	\$37,500
Customer Support	\$0.40	\$30,000
Data Security	\$0.30	\$22,500
Total COGS		\$90,000
Gross Profit		\$1,344,375
Gross Margin %		93.7%

OPERATING EXPENSES

R&D	\$400,000
Clinical Trial Phase 1 (Mini-Test: 100 women)	\$350,000
FDA Submission & Regulatory	\$0
Patent Filing & IP (PCT, 8 offices)	\$80,000
<i>before fundraising). Angel funds convert to full PCT</i>	
Marketing & Sales (DTC)	\$646,700

Sales (B2B Medical)	\$0
General & Administrative	\$300,000
Total OpEx	\$1,776,700

EBITDA	(\$432,325)
EBITDA Margin %	(30.1%)

CASH FLOW

CapEx	-\$150,000
Free Cash Flow	(\$582,325)
Funding Raised	\$365,000
Cumulative Cash	(\$217,325)

KEY FINANCIAL METRICS

Revenue CAGR (Y1-Y5)	153.7%
User CAGR (Y1-Y5)	128.0%
NPV @ 30% Discount Rate (incl. 8x Revenue Exit)	\$136,838,521
NPV @ 35% Discount Rate (incl. 8x Revenue Exit)	\$112,503,517
NPV @ 40% Discount Rate (incl. 8x Revenue Exit)	\$92,999,455
IRR (Internal Rate of Return)	150.1%
<i>Cash Flows for IRR (incl. exit)</i>	
	-\$5,365,000.00
ROI on Investment (incl. 8x Revenue Exit)	97.7x
	-\$582,325
Total Investment Required	\$5,365,000
Payback Period (first year cum. cash positive)	\$2
Y5 Enterprise Value (5x Net Revenue)	\$297,254,775
Y5 Enterprise Value (8x Net Revenue)	\$475,607,640
Y5 Enterprise Value (10x Net Revenue)	\$594,509,550
Return Multiple on Investment (8x Revenue EV / I	88.7x

of Base Case Adoption

Year 2 Year 3 Year 4 Year 5

195,000	345,000	595,000	1,185,000
17,500	113,400	414,750	840,000
212,500	458,400	1,009,750	2,025,000
0.018%	0.038%	0.084%	0.169%

customers at scale

\$5,967,000	\$10,557,000	\$18,207,000	\$36,261,000
\$875,000	\$5,670,000	\$20,737,500	\$42,000,000
\$6,842,000	\$16,227,000	\$38,944,500	\$78,261,000

(\$1,611,090)	(\$2,850,390)	(\$4,915,890)	(\$9,790,470)
(\$447,525)	(\$791,775)	(\$1,365,525)	(\$2,719,575)
(\$131,250)	(\$850,500)	(\$3,110,625)	(\$6,300,000)
\$4,652,135	\$11,734,335	\$29,552,460	\$59,450,955

\$106,250	\$229,200	\$504,875	\$1,012,500
\$85,000	\$183,360	\$403,900	\$810,000
\$63,750	\$137,520	\$302,925	\$607,500
\$255,000	\$550,080	\$1,211,700	\$2,430,000
\$4,397,135	\$11,184,255	\$28,340,760	\$57,020,955
94.5%	95.3%	95.9%	95.9%

\$800,000	\$1,200,000	\$1,600,000	\$2,000,000
\$200,000	\$50,000	\$50,000	\$50,000
\$500,000	\$1,000,000	\$500,000	\$300,000
\$20,000	\$20,000	\$20,000	\$20,000
\$1,901,420	\$2,794,820	\$4,783,820	\$9,477,860

\$700,000	\$2,800,000	\$5,600,000	\$8,400,000
\$600,000	\$900,000	\$1,400,000	\$2,000,000
\$4,721,420	\$8,764,820	\$13,953,820	\$22,247,860
(\$324,285)	\$2,419,435	\$14,386,940	\$34,773,095
(7.0%)	20.6%	48.7%	58.5%
-\$250,000	-\$400,000	-\$600,000	-\$800,000
(\$574,285)	\$2,019,435	\$13,786,940	\$33,973,095
\$5,000,000	\$0	\$0	\$0
\$4,208,390	\$6,227,825	\$20,014,765	\$53,987,860

-\$574,285 \$2,019,435 \$13,786,940 \$509,580,735