

BreatheStim Executive Summary

Please contact: Howard J. Leonhardt, Executive Chairman & CEO, Dr. Blair Bittner, Chief Medical Officer
www.breathestim.com

Company Description

BreatheStim is a franchise package for clinicians to participate in the growing market for treating breathing disorders and breathing optimization enhancement with a full suite of patented products and services customized to patients specific breathing improvement needs.

Problem / Opportunity

Poor breathing especially during sleep is an underlying cause of many health problems and is a very underserved market. Over a billion people worldwide could improve their health and work performance by improving their breathing.

Our Solution

BreatheStim offers a full suite of patented bioelectric protein expression and bioregulatory technologies combined with uniquely designed devices for treating breathing disorders based on analysis and customization to individual patient needs.

Key Patents and Patents Pending

Bioelectric control of...

- Klotho for managing inflammation and tightening muscle tissue.
- Tropoelastin for improving elasticity of tissues.
- Follistatin for tightening muscle tissue.
- IGF1 for tightening muscle tissue.
- VEGF, eNOS, PDGF, HIF1a for improving blood circulation.
- SDF1 for stem cell homing.
- Collagen 1, 3 and 17A1 for rebuilding collagen.
- RANKL for loosening up bone structures and accelerated movement.

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- OPG, BMP2, BMP9 for stabilization of bone structures after treatment.

Device Patents

- Bioelectric stimulator
- Arch expander and stimulator combination
- Mouthpiece and stimulator combination

Market

The breathing disorder treatment market is expected to exceed \$2.6 billion by 2026.

Clients

- General practitioners.
- Dentists.
- MedSpas.
- Cardiologists.
- ENTs.

Revenue Model

BreatheStim will sell franchises and training programs to clinicians which will include SOPs for operating a breathing disorder treatment clinic and a full suite of patented bioelectric, laser, LED light, PEMF, ozone, ultrasound, steam and other technologies. BreatheStim also provides equipment to analyze a patient's specific underlying causes of their breathing problems and helps clinicians design and deliver individualized customized solutions.

Key Supply Partners

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- **StimCore** www.stimcoremd.com with **SinuStim, TongueStim, OrofacialStim, PharyngealStim**
- **ArchStim** www.archstim.com

Marketing & Sales Channels

BreatheStim will advertise directly to patients and clinicians throughout mass media and new social media channels as well as through participation in major conferences. BreatheStim has developed a marketing and distribution partnership with Lionheart Health which will focus on calling on MedSpas, Sports Medicine and Mental Health Clinics

BreatheStim will have a special Sports Medicine suite of products which includes customized therapies and solutions to help athletes of all ages improve their performance through better breathing.

Comparison to Competition.

No competitor offers the comprehensive suite of technologies, support and knowledge base in treating breathing disorders that BreatheStim does.

Our Team

- **Howard J. Leonhardt - Executive Chairman & CEO** - Serial entrepreneur and inventor. Invented and developed a number of market leading medical devices.
- **Dr. Blair Bittner - Chief Medical Officer** - A world leader in breathing disorder research.
- **Shawn Toohey** - Chief Marketing Officer - 25 years experience in medical marketing.

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Our Strength

Leader in bioelectric bioregulatory stimulation technologies for controlled protein expressions for opening up breathing passages, tightening tissues, relieving inflammation and stabilizing and maintaining results once obtained.

Our Needs

Raising \$5 million to complete development and launch product onto USA market.

What We Want to Achieve

To become the world leader in helping clinicians treat breathing disorders and to help patients optimize their breathing. To increase awareness of the importance of healthy optimized breathing.

Financial Projections

State the sales, the unit/quantity, the anticipated profit for the next 1, 3 and 5 years.

	YEAR 1	YEAR 3	YEAR 5
SALES			
UNIT/QUANTITY			
EBIT			
NET PROFIT/ LOSS			
