



Surya Suncare Corporation

Company Overview: Surya Suncare Corp. is building on patent-pending nanotechnology from Los Alamos National Laboratory to offer the first clear sunscreen with complete protection against cancer-causing, age-accelerating ultraviolet radiation. Surya was started by four experienced team members led by Steven Renfro, a senior Los Alamos manager with a private-sector manufacturing background.

Problem: Sunscreens on the market incompletely block UV that causes skin aging and cancers. Research shows that UVA bands not in the Sun Protection Factor (SPF) system can be more dangerous than bands current sunscreens block. Melanoma rates have risen since SPF was introduced as those protected from burning by UVB-screening products continue to expose themselves unaware to UVA.

Solution: A first-to-market, patent-pending nano-scale metal and semiconductor combination will absorb and safely disperse all ultraviolet radiation while allowing visible light through, ensuring transparency while offering complete UV protection—a distinct advantage over current solutions. This solution is proposed to be the new standard to which all other materials will be compared. Applications could be broad for uses requiring UV filtering and optical transparency.

Business Model: Surya will continue to market premium branding products while testing its new form of protection to speed FDA approvals, minimize capital and maximize returns. Using the demand-rich Southwest and Southeast U.S. as beachheads, Surya will be cash flow positive in 18 months, with annual revenues of nearly \$30 million by year six. Large players such as Schering-Plough use acquisitions to obtain capabilities and enter markets, so Surya is expected to be an attractive target.

Marketing Opportunity: Global revenues for suncare exceed \$4.7 billion annually, with 2007 US annual sales at \$1.1 billion. UV protection and anti-aging are top selling points for personal care products, which are one of today's most resilient markets.

Competitive Advantage:

- Exclusive technology license
- Unique 100 percent protection
- Anti-aging

Management Team: Steven Renfro has over 20 years of experience in the field. At Los Alamos, he oversees a more than \$100 million annual portfolio and more than 200 FTEs. He has managed large, private technical organizations, commercialized chemicals, and managed IP commercialization. He has a degree in Mechanical Engineering, an MBA, and six US Patents. Other team skills include medical research, technology and marketing.

Funding Request: \$1.25 million



STEVEN RENFRO

Investors: Founders

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In Attendance:

Steve Renfro, MBA,
president, CEO
William Reichard, MBA,
VP, COO
Miles Nelson, MD, MBA,
treasurer, CFO
Klaus Mueller, MBA,
MEE, secretary, CTO

Revenue Forecast:

Year 1:	\$.36M
Year 2:	\$ 2.4M
Year 3:	\$ 9.4M
Year 4:	\$ 19M
Year 5:	\$ 29M