



Accent Alternatives, Inc.

Company Overview: Accent Alternatives, Inc. (AAI) will fill a significant void within the dietary supplement industry for natural, safe, efficacious, reliable products targeting common conditions such as prostate disorders. We have licensed the patent rights from the University of New Mexico to pursue the development and sales of a prostate cancer (PC) biotherapeutic agent, Alpha Tocopherylquinone (ATQ).

Problem: Experts estimate that 192,000 men in the United States were diagnosed with PC and 27,000 died in 2009. Prescription drugs and supplements available today have either adverse side effects, no proven efficacy, or both.

Solution: ATQ, the natural oxidized product of vitamin E, has significant activity on prostate cancer cells in culture. Epidemiological data supports that this agent may be highly effective in men. ATQ will be sold over the counter as a nutritional supplement to prolong prostate vitality.

Business Model: Staged market penetration with internet sales and shelf space at Wal-Mart and Walgreens stores supported with a two-stage marketing campaign. Initial pull-stage will be designed to reach the at-risk male population in Virginia, using local TV advertisements featuring a celebrity. Push-stage will include promotion to complementary and alternative medicine practitioners, followed by pharmacists and physicians through journals and free samples at conventions and trade shows. Florida and then the rest of the U.S. will follow.

Marketing Opportunity: The global market for nutraceuticals was worth \$117.3 billion in 2007, increased to \$123.9 billion in 2008, and should reach \$176.7 billion in 2013, a compound annual growth rate (CAGR) of 7.4 percent. The U.S. market commands over 32.8 percent of the global market share. AAI will target the 65 million men over age 45 in the U.S. that comprise our market to gain 0.006 percent share in 5 years for \$134 million in revenues.

Competitive Advantage: Clinically demonstrated safe and efficacious products, and exclusive rights to ATQ patent.

Management Team:

CEO—Isaac Estrada, J.D., attorney specializing in intellectual property and over fourteen years experience in molecular biology research.
CFO—Dr. Shannon Sheehan, PhD, MBA, over twenty years experience as a research scientist and technology transfer executive. Assisted 23 startup companies. President of the New Mexico Biotechnology Industry Organization.
CMO—Juan Ruiz, certified Six Sigma Black Belt, placed a product (MR Toners of New York, New York) in a mass retailer (Sam's Club).

Funding Request: \$2 million.



ISAAC ESTRADA

Investors: Founder
Year Founded: 2004
Employees: 4

Accent Alternatives, Inc.
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In Attendance:
Isaac Estrada, CEO
Shannon Sheehan, CFO

Revenue Forecast:

2010:	\$ 7.98M
2011:	\$ 26.98M
2012:	\$ 54.37M
2013:	\$ 91.51M
2014:	\$ 134.14M