

UNOSANO

Unosano, LLC

Company Overview: Unosano is developing a secure, cloud-based platform that lets diabetic users easily consolidate, manage, and visualize all of their health, fitness, lifestyle and nutrition information on a single integrated application accessible from any web enabled device.

Problem: There is no single application allowing diabetics to easily manage all information related to treating this disease. Currently users have to buy multiple, proprietary applications to monitor diet, glucose levels, activities and other vital signs and most likely enter and track this data manually. In addition, less than 20 percent of diabetics comply with the Institute of Medicines recommended treatment protocol.

Solution: Proper diabetes management is a combination of eating the right foods, monitoring blood/glucose, exercising and making other healthy choices. Unosano is developing a secure, cloud based platform that lets diabetic users easily consolidate, manage, and visualize all of their health, fitness, lifestyle, and nutrition information on a single integrated application accessible from any web enabled device. GoGoMeter™ our gateway device, allows users to easily monitor, record, store and analyze key health indicators like glucose levels, daily exercise, blood pressure, weight and heart rate.

Business Model: Unosano's initial revenue is based on premium software services and gateway device sales. We will also generate revenue via third party products, supplies and advertising. Our service capabilities allow us to develop branded platforms for organizations. We also see, but have not forecasted, future revenue related to drug and market research; international expansion; disease analytics and the extension of our platform to other diseases.

Marketing Opportunity: Nearly 28 million people in the United States have type 1 or type 2 diabetes—8.3 percent of the population. Another 79 million people have pre-diabetes and are at risk for developing type 2. The total estimated cost of diabetes in 2007 \$174 billion, including \$116 billion in excess medical expenditures and \$58 billion in reduced national productivity.

Competitive Advantage: Our competitive advantage is in our integrated approach to diabetes management coupled with our intellectual property. Specific unique features to our system include: Cloud based processing, automated collection of health information (glucose, blood pressure, weight, heart rate, and activity), diabetes centered nutrition, automated alert, and automated report generation.

Management Team: Chief executive officer, Paul Cox; chief marketing officer, Don Mikell; chief financial officer Frank Pazera.

Funding Request: \$ 6 million

Financial Summary: We expect total revenue of more than \$63 million and pre-tax profit of more than \$21 million over the first 5 years. Investors should earn an exceptional return when we either sell the company to a larger organization or file for a public offering.



PAUL G. COX

Employees: 5

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In Attendance:
Paul G. Cox

Revenue Forecast:

2011:	\$.1M
2012:	\$.7M
2013:	\$ 3.6M
2014:	\$ 13.2M
2015:	\$ 45.5M