

Executive Summary

“MyFormulary is a Healthy Food MedTech Company. We have solved the problem of what each individual should eat for their health and longevity, backed by unbiased clinical studies and presented in an easily digestible way through our patented solution”.

Products Medically Graded **A B C D E F** For Your Health Conditions

MyFormulary’s patented solution delivers food, supplement and recipe recommendations to treat or prevent health conditions using peer-approved clinical results. This benefits consumers, physicians, employers and insurance companies. 80% of chronic disease can be treated or prevented with nutritious, delicious, “functional” foods, dramatically improving millions of lives, and having a major impact on the \$3.0 trillion spent on chronic “sick-care” in America. Visit www.myformulary.health to improve your health with food now.

COVID19 has put MyFormulary on center stage. Now is your opportunity to participate in “profits with a purpose”, in a battle that has lasted decades, and becomes more relevant every day. Resilience and immune support saves lives, reduces viral impact, and improves health outcomes.

Problem

Bad news: 3 out of 4 of everyone you know and love is likely to suffer from chronic disease caused by bad food; stealing vibrance, shortening life, and costing over \$3 trillion of wasted “sick-care” money strangling our entire economy. There’s more: Physicians and Pharmacists lack the training or time, and complexity of treatment and cost of care is compounded by multiple conditions.

Solution

Good news!! 80% of chronic disease is preventable through personalized functional food and we have spent the last decade perfecting the solution. Our patented Efficacy Engine® determines which foods have clinical efficacy (scientifically proven effective) and are “functional” in the treatment or prevention of medical conditions. Resilience & immunity are at the core of our solution. Consumers, physicians, insurance companies, employers and food manufacturers alike can benefit from our Efficacy Engine® to get answers as to which foods, supplements, and recipes are right for individuals. An initial Go/NO rating is used enabling consumers to make quick decisions and a deep dive letter/number grading system shows all details behind the initial rating.



Technologies

The patented Efficacy Engine® is architected as an Application Program Interface (“API”) and delivered as Software-as-a-Service (“SaaS”) for use in enterprise, website, and mobile applications as a stand-alone or integrated solution. It synthesizes complex databases of clinical studies and other inputs such as genomics, ingredients, micronutrients, and personal preferences to deliver personalized food, supplement, recipe, and restaurant menu items. The Efficacy Engine® is currently deployed for ecommerce complete with a storefront and virtual inventory system offered to channel partners. Future uses of our technology include a mobile phone app for point-of-purchase evaluation of products, a browser add-in to evaluate products while shopping online and a restaurant

recommendation tool to identify compliant menu items.

Market Size and Opportunity

A third of adults suffer from chronic disease, 80% of which can be prevented or treated by Functional Foods. The market for natural food products exceeded \$173 billion in 2018. 75% of households with income over \$55,000 used supplements, representing an extra \$41 billion.

Market Influencers & Validation

Good nutrition is proven to reduce health care costs and improve medical outcomes. While Baby Boomers bear the highest risks, as Millennials approach middle age, the risk of developing chronic disease more than doubles, and there is no end in sight for this fight. The World Health Organization reports preventable chronic diseases alone account for 70% of worldwide deaths. According to the Council for Responsible Nutrition, 77% of Americans use supplements. 26% of Americans are actively trying to manage health through food. The Efficacy Engine® is personally customized for individuals. Epsilon Research reports personalization is a major purchasing factor for 80% of Americans.

Intellectual Property & Competitive Advantages

Our competitive advantages comes from our patented Efficacy Engine®, our exclusive license to revenue sharing software in our industry, our unique value proposition, and our proprietary research. Moreover, we maintain a distinct, long-term advantage by delivering unapparelled product transparency, guidance, and efficacy-based food, supplement and recipe personalization.

Competition

Our competitors are complementary solutions such as calorie counters, meal planners and health trackers, but none address the critical issue of what food treats or prevents disease in the first place. Our unique patented approach focuses solely on food efficacy. Our solution can be combined with those offered by most of our competitors for superior results, positioning them as partners.

Sales & Marketing

Our target market is comprised of people with one or more chronic health conditions that are treatable by Functional Foods. Our consumer adoption strategy is the result of endorsement by experts who consumers trust. These expert “Partners” include Health Systems, Hospitals, Medical Practices, Dietitians, Insurance Companies, Employers and Health Clubs. We inspire, empower, and motivate our Partners to recommend and refer us to their patients/consumers/clients by delivering: 1) better outcomes for their patients and their practices; 2) deepened loyalty; 3) additional incremental revenues; and 4) improved reviews and ratings, 5) reduced costs; and 6) reduced practitioner time.

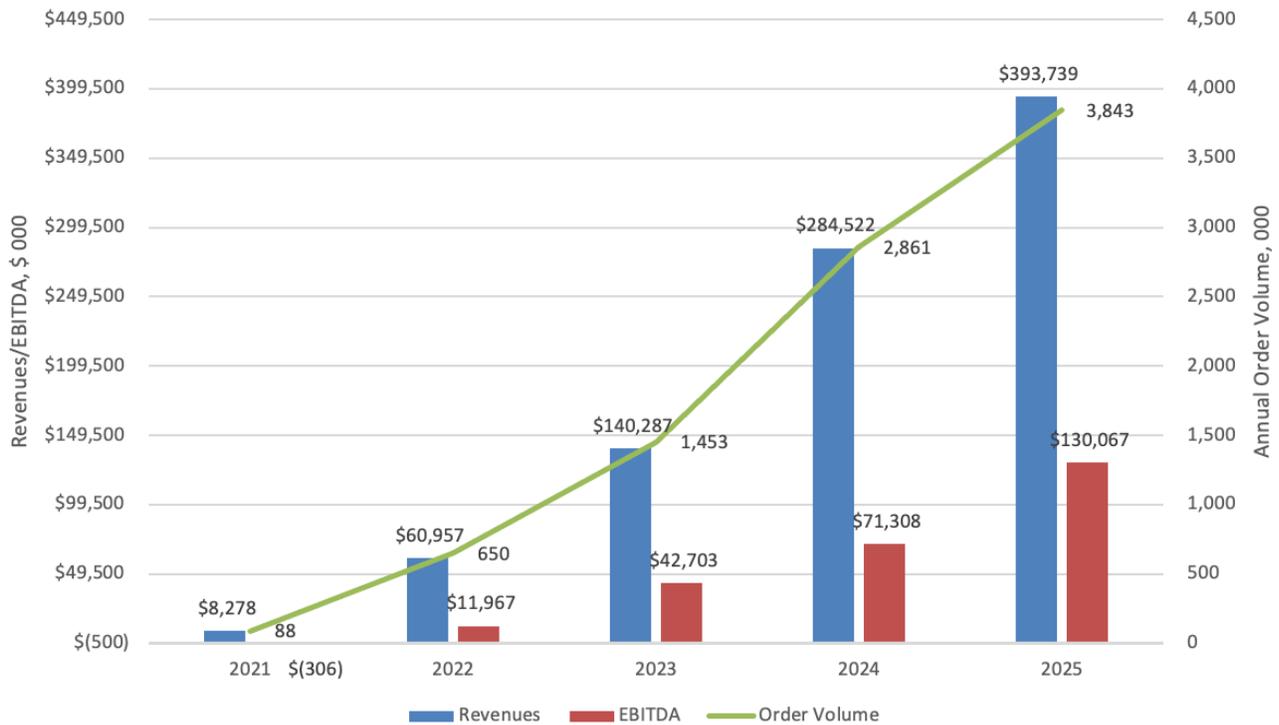


Revenue Models

Current revenues result from applying our Efficacy Engine® within our own online retail grocery store with third-party fulfilment and no inventory. We share our profits with our Partners. We have several potential revenue models we are piloting in 2021: 1) licensing and technology fees from SaaS usage by insurance companies and application developers; 2) user fees as a stand-alone medical resource subscription tool for dietitians, nutritionists and clinics; and 3) user fees for our “Go/NO” mobile app for corporate wellness, health insurance plans and individual consumers.

Forecast

Our medical practice business model segment targets the expected 59% of patients at a practice with multiple chronic conditions based upon the CDC population model. An average practice has 3 physicians and 4800 patients. We have 5 practices in process as of August 2020 and forecast 99 by 1Q/2021. Patient adoption ramps over two years, reaching 283 patients (5.9%). Breakeven occurs Q4/2021 at \$1.2 million revenues based upon monthly ARPU of \$94 and CAC of \$24. The 5-year forecast is \$155 million revenues, and \$33 million EBITDA for only this business model.



Stage & Milestones

Our software solution is fully operational and generating revenues. We have completed consumer test cases and are launching medical practice pilots, the results from which we will be in a position to expand significantly. We are architecting a mobile app and positioning ourselves to leverage SaaS opportunities through our API.

Exit Strategies

Our patented Efficacy Engine® and technology have broad applications across multiple industries that present multiple potential exit strategies: 1) Acquisition by strategic suppliers including food, supplement, or beverage distributors or manufacturers (e.g. UNFI); 2) Roll-up acquisition by private/venture capital in healthcare technology (e.g. Carlson Private Capital); 3) Acquisition by health insurance companies (e.g. UnitedHealth); 4) Acquisition by strategic partners (e.g. Google).

Leadership

- Alex Danzberger, President/COO - veteran partnership, finance, operations and M&A leader
- Brion Finlay, Architect/CTO - expert enterprise software, design, development leader
- Kevin Kruse, CIO/Project Manager – manufacturing, MedTech, systems & process leader
- Dan Lynch, EVP Sales – highly connected medical wellness pioneer & icon
- Adam Southam, Founder/CEO - veteran innovation, strategy, branding & patent leader