

BUSINESS IDEA

Nowadays, the symptoms of Pre Menstrual Syndrome (PMS) are addressed partially and apart. The Electronic Smart Cure system (female) (ESCS(f)) approach to PMS dissipation totally differs from any other offered and used today. ESCS(f) is designed to dissipate the essence of whole PMS, rather than just addressing its various symptoms apart.

MANAGEMENT TEAM

The inventor of the technology and the scientific supervisor of the research program — **Dr. Arkady Kotlyar**. Co Founder, Certified Acupuncture Practitioner (PhD, DiplAc)

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— **Mr. Roe Shalom**. Co Founder, IT entrepreneur and investor.

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THE POTENTIAL TARGET MARKET SIZE: MORE THAN 200,000,000 WOMEN

TYPICAL CUSTOMERS

Live in developed countries and have stable financial income

Women aged 15 to 49 with Pre Menstrual Syndrome (PMS)

Adhere to an active healthy lifestyle

Supporting Literature



PROBLEM

PMS affects up to 80% of the female population of the planet between the ages of 11 and 50 (1.76 billion people in 2020). The syndrome affects daily life up to 10 days every month for about 35 years of women' life.

AN INNOVATIVE SOLUTION

The idea of the ESCS(f) stems from the wisdom of ancient Chinese philosophy. Its uniqueness is in addressing the syndrome as a female bundle physiological imbalance. The innovation of the approach is using electric currents of low intensity, applied to restricted, separated from each other body areas (points), delivered through invented for it Smart Cure electrodes.

UNIQUE SELLING POINTS (USP)

We address the whole PMS spectrum, rather than locally presented symptoms. "SMARTCURE" balances the work of various body systems and processes, occurring in them. Our "global" PMS approach allows the suffering women for dissipating all the symptoms at once. In addition, it is anticipated that the next period is also to benefit from the previous use of ESCS(f).

FINANCIAL BUSINESS MODEL

E-commerce marketing strategy

OUR COMPETITORS

| Competitors | | | ESCS(f) |
|--|--|--|---|
| Type | Technology | Targeted at | |
| Direct (Pharmacology) solitary PMS symptoms | <ul style="list-style-type: none"> • Analgesics, Antidepressants, • Oral Contraceptives & Ovarian • Suppression Agents, etc; • Food additives and Vitamins | Artificially segregated, PMS symptoms, partially, and with expected serious side effects | Dissipates all PMS symptoms at once and without or neglectable adverse events |
| Indirect (Devices) | <ul style="list-style-type: none"> • TENS/Electrotherapy and laser • Light therapy • Vibration and percussion tech • Compression • Heat therapy | Artificially segregated, solitary PMS symptoms, partially and apart | |

GLOBAL PMS TREATMENT MARKET SIZE

- ▶ A precalculation of an approximate global volume of the PMS Treatment Market is not-achievable;
- ▶ Research and evaluation primarily focus on the pharmacological therapy;
- ▶ The numbers of the above vary widely by 2024 (\$ 1.5 – \$ 5 billion);
- ▶ Our approach is holistic and non-pharmacological;
- ▶ It's a financial niche, from several hundreds of millions to more than a billion dollars;

FINANCIAL BUSINESS OUTLOOK

An Investment of \$ 5, 200.00 is Required

1.5 Year For the 1st Stage

- v Prototyping
- v Efficacy Validation
- v Commercial Design
- v Preparation for Industrial Mass Production
- v Setting Market Distribution Strategy

CONTACT INFORMATION

| COMPANY NAME | CONTACT PERSON 1 | CONTACT PERSON 2 |
|---|---|--|
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