

Dani Gurrie

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Web Address: www.tots2tweens.com

<b>Management:</b> Dani Gurrie
<b>Industry:</b> E-commerce
<b>Number of Employees:</b> 1
<b>Bank:</b> Bank of America
<b>Auditor:</b> Vicki Grubbs, CPA Divine, Blalock, Martin, Sellari
<b>Law Firm:</b> Miles & Stockbridge
<b>Amount of Financing Sought:</b> \$500K
<b>Current Investors:</b> \$40K+ Personal Investment
<b>Use of Funds:</b> Marketing & Sales

**Business Description:** Tots2Tweens is a free, regional, relevant, online web portal providing pertinent, up-to-date information to all parents with children 0 – 14 years. The current business model is selling directory listings and display advertising to small and medium sized businesses to generate revenue.

**Company Background & Management:** Tots2Tweens was founded in the USA after Dani and her business partner launched a successful web portal in Australia called Kidspot.com.au. The website launched in January 2008.

**Products/Services:** Tots2Tweens offers clients both classified advertising listings and display marketing opportunities as the core products.

**Technologies/Trade Secrets:** Tots2Tweens is interested in creating region-specific consumer identification to customize the experience and interaction with the website. This includes welcome screen technology featuring localized dialects and targeted events and information. No one in this genre is currently utilizing this technology.

**Market:** The current online market if advertising revenue is between \$100MM and \$200MM in the immediate regional service area of Maryland, DC and Northern VA. Internet advertising revenues nationally equaled \$21.2 Billion in 2009 setting a record for the fourth consecutive year. Display advertising accounts for 21% of that amount and Classifieds accounts for 16% (Interactive Advertising Bureau). For this reason, having a website with a national presence (or reaching a majority of the American population would mean access to a market opportunity of about \$7.7 billion as we expand to cities across the US.

**Distribution Channels:** Telephone based sales team will be used. The focus for the outbound telephone team is activity volume and transaction volume. Daily activity levels are paramount and KPIs focus on call volumes, presentations and conversions.

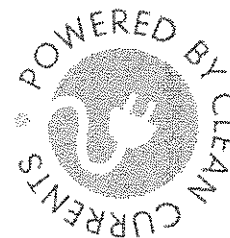
**Competition:**

Publication	Coverage Area	Average Rate
Tots2Tweens	MD, DC and NoVa	\$500/year
Our Kids (subscription for parents)	Washington, DC	\$100 - \$500 per month
Frederick's Child	Frederick Co. Area	\$115 - \$1002 per month
Baltimore's Child	Baltimore City/Co.	\$400 - \$5000 per month
Party Pop	National	\$50 - \$100 per month
Maryland Life	Maryland	\$250 - \$5000 per month
Maryland Family	Maryland	\$350 - \$6000 per month

**Financial Projections (Unaudited):**

**With a \$500K investment**

Financials	Year 1	Year 2	Year 3	Year 4	Year 5
Revenues	626,900	1,815,743	4,216,233	10,878,551	25,578,335
Net	-459,013	277,226	1,899,428	6,77,387	19,369,019
Year End Monthly Traffic Expection (Visitors)	75-100K	250K	500K	750K	1M



**Industry:** Greentech  
**Number of Employees:** 20  
**Bank:** PNC  
**Accountant:** Watkins, Meegan  
**Law Firm:** Wilson Sonsini, Peter Mostow  
**Current Investors:** \$1.1M Private  
**Amount of Financing Sought:** \$0.5M - \$1.0M equity  
**Use of Funds:** Funds received will be used to obtain financing at 6:1 leverage and working capital to convert to supplier

**Business Description:** Clean Currents LLC ("Clean Currents") has been operating as a licensed electricity broker, however, recently began transitioning to a licensed electricity supplier in order to provide more innovative and cost effective electricity solutions. By taking title to the products that it's been selling for years as a broker, gross margins will increase 5X. Established in 2005, Clean Currents has serviced over 6,000 accounts to date.

**Company Background:** Clean Currents is a clean energy solutions company providing green energy, on-site solar installations, renewable energy certificates along with energy consulting services. The Company presently operates as a licensed broker by Public Service Commissions in MD, DC and PA with other restructured energy markets under consideration including: DE, IL, NJ, NY, TX, and MA. Clean Currents Solar subsidiary is a licensed contractor in MD, DC and VA and is also looking at expansion into PA.

**Management:** Clean Currents has assembled a highly-experienced management team including:

**Founder and CEO:** Charles Segerman, P.E., Esq., LEED-AP - Former Director of Green Development for the Tower Companies. Former Project Executive for the nation's first LEED-certified multi-family rental housing community. Former Vice President with Cornerstone Property Management.

**Founder and President:** Gary Skulnik - Former Director of the Clean Energy Partnership. A lead advocate for the passage of the landmark 2004 Maryland RPS and the 2006 Maryland Healthy Air Act. Former activist/lobbyist for groups such as Greenpeace and Sierra Club.

**Founder and Vice President:** Leon Keshishian - Former Regional Vice President of Pulte Homes and Global Brand Manager with Reynolds Metals and Dial Corporation. Former marketing executive of start up game company, boxerjam.com, venture funded by NEA.

**CFO:** Tony Picini, CPA, MBA - Former CFO for Impact Companies and PHP Healthcare Corp. Experienced in M&A, divestitures, public & private debt offerings. Negotiated credit facilities in excess of \$200M. Been involved in corporate structures with 10 to 15 subsidiaries. Began career with KPMG Peat Marwick.

**Products/Services:** Clean Currents currently brokers electricity in restructured utility markets (such as PEPCO, BGE and Allegheny Power) tied to wind farms and offers solar installations to its customer base through a subsidiary company. Company generally targets small to medium sized commercial customers who can benefit from marketing sustainability while benefitting from controlled costs. As an energy supplier, we intend to sell electricity, as we do presently as a broker, but also develop additional products requested by our customers that are not offered by the bigger suppliers.

**Technologies/Special Know How:** Patent Pending: US Patent Application Serial Numbers 609/765,197 and 11/702,089. System for negotiating green tags or fixed price energy contracts United States Patent Application 20070185729. Barriers to entry begin with the complexity of the subject matter. Megawatts, kilowatt-hours, green electricity, Renewable Energy Certificates are terms of art unfamiliar to most entrepreneurs. Being a retail energy supplier requires national, regional and local licenses in addition to negotiations with trading partners, a complicated maze of entitlements that has kept away most from this level of service provider.

**Markets:** DC, then expand to other territories. (MD, PA, DE and NJ). Maryland alone uses 63 million megawatt-hours (MWh) of electricity. Maryland spends over \$6B annually on electricity with over 225 thousand businesses. Of these customers, many can also install solar systems on their properties. DC's market is approximately 1/6th the size of MD's. 23 states and the District of Columbia have passed Renewable Portfolio Standards (RPS) requiring utilities to use clean energy. At the federal level, Congress and the President are seriously considering the nation's first ever national Renewable Portfolio Standard.

**Distribution Channels:** We utilize extensive media coverage, governmental relationships and advocacy to be the "go to group" of green experts in the region. As a supplier, we will be able to leverage other brokers for us, a channel not presently available to us as a fellow broker. Our company is internet savvy and intends to use the internet as well to help us book sales.

**Competition:** Competition consists of traditional energy suppliers (Pepco Energy Services, Constellation). These large suppliers are slow moving with poor public images who currently are not pushing renewable energy solutions. Clean Currents is better positioned as a renewable energy brand. Also, the existing energy suppliers are not market/consumer driven, for example, they will not work with customers who use less than 1 million kilowatt/hours per year.

**Financial Projections:** The following table indicates Revenue and EBITDA for the Historical Years 2008 and 2009 and the Projected Years 2010 through 2013 (\$ in thousands):

	<u>2008</u>	<u>2009</u>	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>
<b>Revenue</b>	\$433	\$2,121	\$5,557	\$19,194	\$44,122	\$80,040
<b>EBITDA</b>	(\$153)	(\$238)	(\$122)	\$1,339	\$4,946	\$10,381

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**Web Address:** www.cleancurrents.com

## Celek Pharmaceuticals, LLC

Graham Allaway, Ph.D.

9700 Great Seneca Highway, Rockville, MD 20850

Phone: (301) 461-7934 | Email: [galloway@celekpharma.com](mailto:galloway@celekpharma.com) | Web Address: [www.celekpharma.com](http://www.celekpharma.com)

### Management:

CEO: *Graham Allaway, Ph.D.*

CBO: *Gary Robinson, Ph.D.*

Industry: *biopharmaceuticals*

Number of Employees: 2

Bank: *Chevy Chase Bank*

Financial Advisors: *Bethesda  
Financial Group; Romano & Mitchell*

Law Firm: *Edwards Angell Palmer  
& Dodge*

Amount of Financing Sought: *\$7M*

Current Investors:

*Personal Funds*

Use of Funds: *Completion of CEL-  
031 proof-of-concept Phase II study*

**Business Description:** Celek is developing targeted drugs to treat bladder diseases. CEL-031 is a Phase II clinical-stage product in development for the treatment of non-muscle invasive bladder cancer (NMIBC). CEL-021 is an innovative treatment for interstitial cystitis/painful bladder syndrome (IC/PBS).

**Company Background:** Celek was founded in 2009 by Drs. Graham Allaway and Gary Robinson. The Company has exclusive rights to the lead compounds in its pipeline.

### Management:

**Graham Allaway, Ph.D., President and CEO.** Dr. Allaway was founding CEO of Panacos Pharmaceuticals (MD) and he played a key role in building that company from a private venture-backed start-up to a public company. Prior to Panacos, Dr. Allaway was CEO of Manchester Biotech (UK) and he previously headed therapeutics R&D at Progenics Pharmaceuticals (NY).

**Gary Robinson, Ph.D., Chief Business Officer.** Dr. Robinson was Senior Director of Business Development at Panacos Pharmaceuticals (MD), where he directed partnering, contracting, intellectual property and pre-launch marketing activities. Prior to Panacos, Dr. Robinson held business and corporate development positions at IGEN (MD), a biomedical diagnostics company.

**Products/Services:** CEL-031 is a potent anticancer drug that has the potential to be the first targeted treatment for non-muscle invasive bladder cancer (NMIBC). Tumor recurrence and progression are common in this disease despite currently available treatments, and there is a strong demand for more effective therapies with fewer side-effects. CEL-031 is well-suited for the treatment of NMIBC since its molecular target is overexpressed in bladder tumor cells and the compound has an attractive clinical safety profile, having been tested in more than 250 people in Phase I and Phase II trials. Celek plans to initiate a proof-of-concept Phase II clinical study of CEL-031 in NMIBC within 18 months.

Celek is developing CEL-021 as an innovative treatment for interstitial cystitis/painful bladder syndrome (IC/PBS). Current therapies for IC/PBS are only marginally effective. CEL-021 specifically inhibits the activity of Antiproliferative Factor (APF), a peptide found selectively in the urine of IC/PBS patients that is believed to play a key role in the etiology of this disease.

**Technologies/Special Know-how:** Celek has obtained exclusive rights to a portfolio of oncology assets from OSI Pharmaceuticals, including CEL-031 (formerly OSI-461). The IND for the compound is open and several hundred kilograms of cGMP drug substance are available. Celek also has rights to patents relating to APF and its analogs, including CEL-021, from the University of Maryland School of Medicine, Baltimore (UMB).

**Markets:** Bladder cancer is the 5<sup>th</sup> most common cancer in the U.S., with 71,000 new diagnoses and 14,000 deaths in 2008 and an overall prevalence of 600,000 patients. 70% of cases are diagnosed at the NMIBC stage. The need for lifelong frequent monitoring and treatment makes the cost per patient of bladder cancer the highest of all malignancies. Celek estimates that peak annual sales revenues of CEL-031 would be in the range of \$400-800M.

There are estimated to be ~1M people suffering from IC/PBS in the U.S. alone, 90% of whom are women. Celek estimates that peak annual sales revenues of CEL-021 could exceed \$500M.

**Distribution Channels:** Celek intends to take its products through Phase II proof-of-concept studies in patients and then seek partners or acquirers who have late-stage development and commercialization capabilities.

**Competition:** Current intravesical treatments for NMIBC include the immunogen BCG and the cytotoxic chemotherapeutics mitomycin C and valrubicin. Two drugs are in clinical development for NMIBC: Eoquin (Spectrum Pharmaceuticals), a pro-drug of MMC, and Urocidin (Bioniche), a variant of BCG. Unlike CEL-031, none of these drugs specifically targets tumor cells.

Current IC/PBS treatments are relatively ineffective, e.g. Elmiron (Ortho-McNeil-Janssen). Drugs in development, including tanezumab (Pfizer) and URG-101 (Urigen), generally attempt to treat the pain associated with the condition but not the underlying causes.

### Financial Projections (Unaudited):

	2008	2009	2010	2011	2012
Revenue:	NA	0	50	50	300
EBIT:					
(dollars in thousands)	NA	(153)	(1,034)	(2,761)	(2,876)

Biomedica Management Corporation 1448 S Rolling Road, Baltimore, MD 21227

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Fax: 718-282-4863

Email: Gfalus@biomedic.net

Web Address: www.biomjedic.net

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**Business Description:** Biomedica Management Corporation is a privately-held research and development company headquartered at the UMBC TechCenter in Baltimore, MD. The company was formed in 1999 under an innovative business model that explores and develops therapeutic agents in collaboration with academic scientists in three critical biotechnology areas: wound healing (ClotFoam) with civilian and military applications, sepsis (Glyco 23), and inflammation (Neutrolide). These new agents address serious unmet medical needs.

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**Company Background:** The Company product development has been funded by the Defense Advanced Research Projects Agency (DARPA), The National Heart, Blood, and Lung Institute (NHLBI) of the National Institutes of Health (NIH); the National Institute of General Medical Sciences,(NIGMS) NIH; The National Institute of Allergy and Infectious Diseases,(NIAID) NIH; The National Institute Digestive Disease and Kidney, (NIDDK) NIH; the U.S. Army Medical Research Command; the Maryland Technology Development Corporation (TEDCO ), Johnson & Johnson, the State University of New York Downstate, and the University of Maryland.

**Management:** Our team is made of business managers and worldwide recognized researcher with expertise in the fields of fibrinogen chemistry and trauma surgery. The team includes Warren Pearlson, former Pfizer executive with solid expertise in program development and commercialization, and Dr. Stella Manne, former Director of Technology Transfer and Research Administration at New York Medical College; Dr. Leonid Medved, a pioneer in fibrin chemistry, and Dr. Grant Bochicchio from University of Maryland Trauma Center. The team is led by George Falus, a biophysicist, former Director of the Interamerican College of Physicians and Surgeons

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#### Products/LEADING PRODUCT

ClotFoam® is a proprietary state-of-the-art 2<sup>nd</sup> generation fibrin sealant for use in non-compressible severe hemorrhage. The sealant has important applications in trauma, laparoscopic and cosmetic surgery, and wound healing. Supported by NIH and Department of Defense grants, Biomedica is developing highly promissory technologies to address unmet needs in two coveted markets: 1) Glyco 23 to control sepsis, and 2) Neutrolide to extend organ life and improve graft in transplantation.

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**Technologies/Special Know-how:** Biomedica holds provisional patents applications #61/133,051; 61/132,998;61/132999; 61/133,000 and non-provisional patent application #12/419734 and 12/487057 which protects the substance of matter, the form of application, and the manufacturing process. All patents are assigned to Biomedica.

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**Market:** Over 4.3 million procedures compatible with the use of ClotFoan at an average cost of \$400 each, are conducted in the US every year. Thus, the potential market value for new surgical sealants is estimated at \$ 1.7 billion, without including over-the-counter hemostatic adhesive bandages or liposuction procedures.

**Distribution Channels:** The company will pursue a royalty revenue model with pharmaceutical or device partners. The company envisions the manufacturing and distribution of a critical component of the technology (fibrin monomer).

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**Competition:** The wound healing market is dominated by Johnson & Johnson and Baxter, with a market share of 70%. None of this companies has develop an hemostatic sealant to be used in trauma and minimally invasive surgery.

#### Five-Year Financial Projection

	2010	2011	2012	2013	2014	
Revenue from Grants (\$'000)	1,580	1000	1000			
Licensee Sales (\$'000)	--	---	---	100,000	250,000	40
Licensee Down payment (\$'000)			2000			
Royalties (10%)(\$'000)				10,000	25,000	40
EBIDTA (\$'000)	(1000)	(3000)	300	7000	23,000	35

Proceeds include grants, investments, milestone payments, and royalties from licensing calculated as 11% of sales

*Energy Dense Power Systems*

*Christopher Donavin CEO*

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**Management:**

*CEO: Chris Donavin*

*VP Bus Development: Chad Sample*

*CTO: Igor Jekauc*

*Gov. Liaison: James Derderian*

**Industry:** *Electronics Manufacturer*

**Number of Employees:** 7

**Bank:** *M and T*

**Law Firm:** *Walsh Colucci*

**Amount of Financing Sought:**  
*1-1.5 Million*

**Current Investors:***Founders*

**Use of Funds:** *Product Development,  
Continuing IP*

**Business Description:** *EDPS is the only manufacturer of energy dense battery pack power management systems capable of being scaled from 300w to 95000w. Our patent pending technology allows powering virtually any electronic device. We offer a 4X weight and cube reduction compared to lead acid battery systems which make up more than 80% of the rechargeable battery market. EDPS storage and power management systems coupled with solar, wind, and conventional recharge are creating the next generation of tethered and non-tethered stand alone power systems*

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**Company Background:** *Formed in Dec. 2008, we have vetted first article products and EDPS technology with Verizon Federal Systems at 6 major military and commercial trade shows from 5/2008 to 12/2008. EDPS was launched to take advantage of the first SMBUS compliant battery pack power management technology and apply that technology to the emerging field of intelligent battery and stored power management.*

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**Management:** *Chris Donavin, CEO, 20 yr product marketing and development, Chad Sample, Bus Development, 25 yr military and federal agency sales. Igor Jekauc, CTO, published multiple patent holder with extensive background in electrical engineering and physics.*

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**Products/Services:** *Prior to the advent of EDPS technology, end users were stuck with 150 yr old lead acid technology, or low power lithium/nickel metal applications for powering deployed electronics. We offer a dramatically lighter more powerful platform to power virtually any electronic equipment. The modern war fighter carries over 8 pieces of electronic equip into the field. We can greatly reduce carried load as well as providing increased runtimes. Solar and wind recharge enable end users to stay off grid indefinitely.*

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**Technologies/Special Know-how:** *To date we believe, EDPS is the only company able to safely manage multiple(up to 1000) SMBUS lithium ion cell packs and the only company meeting DOT and UN requirements for transport as non-hazardous cargo. Our patent pending, (2005)building block architecture for our power management technology allows for rapid scaling from 300w to 95000w, enabling extremely rapid design build and custom applications*

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**Market:** *The rechargeable battery market was 36 BILLION dollars in 2008 and is expected to reach 50 BiLLION by 2013.*

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# Remedium Technologies, Inc.

387 Technology Dr., College Park, MD 20742

www.remEDIUMtechnologies.com



**Company Overview:** Remedium Technologies is wound care company which has developed a proprietary novel hemorrhage controlling platform technology called “Nano-Velcro.” Specifically, their products utilize a biocompatible, anti-microbial biopolymer modified with novel nano-“hooks” which are able to orchestrate the **rapid self-assembly of a clot-like seal** upon contact with blood. Unlike any competing technology, this mechanism of clot formation is **reversible on-demand**.

**Problem Addressed:** Each year 21 million patients experience uncontrolled hemorrhage (e.g. car accidents, gunshot wounds, shrapnel, etc.), resulting in 5 million deaths. Readily available materials which can be applied during the “Golden Hour” (i.e. the first 60 minutes after injury) are the key to saving lives. While many products are offered to serve this need, all unfortunately have one of two critical drawbacks. That is, they either (1) stick to the injury too weakly (i.e. low efficacy), or (2) stick too strongly that they are impossible to remove without re-bleeds or serious tissue damage. **On-demand hemostat removability is a critical unmet need** for trauma surgeons. Hemostats which stick too strongly make the necessary tasks of injury identification and wound debridement immensely difficult.

**Solution:** The bonding ability of each nano-“hook” is individually very weak. By functionalizing the biopolymer backbone with many nano-hooks, the biopolymer is transformed into a **Velcro analogue for hemostatic applications**. That is, much like the micro-sized hooks of Velcro, a large number of nano-hooks is able to form a correspondingly large number of weak bonds with blood and soft tissue cells. The **summation** of these weak bonds results in a **strong adhesion** which is **easily removable on-demand** without harm to the patient. Our first product, the **Remedium Bandage**, employs Nano-Velcro to provide excellent first aid, and subsequently streamline the job of the trauma surgeon.

**Intellectual Property:** Remedium Technologies has the exclusive license to 3 utility patent applications from the University of Maryland, College Park which covers the technology described here. UMCP performed an FTO analysis which indicated no infringements.

**Competitive Advantage:** Remedium’s Nano-Velcro hemostatic technology offers a superior combination of clinically relevant qualities which no other product offers. Below is a chart comparing Nano-Velcro with the key competitors offering military-directed *low-cost solutions* in this space. Of these competing technologies, only Nano-Velcro has the efficacy to expand into civilian surgeries, a high-opportunity area dominated by high-cost products.

Company	Remedium Technologies	Z-Medica	Z-Medica	Traumacure	Hemcon	Marine Polymer Technologies
Technology	Nano-Velcro Modified Chitosan	Zeolite powder	Zeolite gauze	Mineral powder	Chitosan Bandage	Chitin Bandage
High Efficacy	✓	✓	✓	✓		
Safe	✓				✓	✓
Easily Removable	✓		✓		✓	✓
Anti-microbial	✓				✓	

**Target Market:** Our initial customer focus is Department of Defense, which has the biggest need for advanced hemostatic technologies and, as such, is willing to tolerate the risks associated with new hemostats. Success of our technology in the military setting will allow us to establish benchmark clients in the following civilian markets: (1) Shock/Trauma centers, (2) EMS (First Responders), (3) Surgical Centers, (4) State and Local Law Enforcement.

**Market Size:** The global wound care market is \$25B. Within the US, acute wound care management is \$4.7B in 2010 and is forecasted to grow to \$6.5B in 2015 due to larger populations, more surgeries, and new technologies. Within that \$4.7B market is as **\$1.2 B** market for hemostatic products sales; this segment is estimated to reach \$1.8B in 2015.

**Finances and Strategy:** We expect to capture 0.2%, 0.4%, and 1% of the hemostatic products segment during the 1<sup>st</sup> 3 years of revenue generation (2011-2013), respectively, via direct military sales (≈\$50M segment) and product licensing into the civilian surgical sealant space (≈\$800M segment). Launch of 2 follow-up products (1) sprayable foam and (2) flowable tissue sealant will increase market share to 5% by 2016.

**Management:**  
 Dr. Matthew Dowling, *CEO*  
 Dr. Tosin Oguniola, *COO*  
 Peter Thomas, *CTO*

**Industry:** Wound Care/Hemostatics

**Founded:** 2007, Delaware C-Corp

**Business Contacts:**

Primary

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 Fax: 301-405-0523

Secondary

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 Fax: 301-226-5378

**Law Firms:**

Cohen & Grigsby (Corporate)  
 Whiteford, Taylor & Preston (IP)

**Financial Information:**

Pre-Revenue, Pre-Venture Capital

Current Support :

\$125K TEDCO Funding

\$104K MIPS Funding

Seeking :

\$2M equity

**Use of Funds:**

Product Development (\$1.5M)

IP Portfolio Development (\$0.3M)

Regulatory Advising (\$0.2M)

Applied Sciences, LLC  
 Wayne E. Moore, Ph. D.  
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 Columbia, MD 21044  
 Phone: 410-740-1213

# Very Early Melanoma Detection

Fax: 410-740-2115

Email: [w\\_e\\_moore@comcast.net](mailto:w_e_moore@comcast.net)

**Management:**

CEO – Wayne E. Moore  
 EVP Marketing – TBA\*  
 CSO – Wayne E. Moore  
 CTO – TBA\*

\*Names must be withheld.

**Industry:** Medical Devices

**Number of Employees:** 1

**Bank:** Sandy Spring Bank

**Auditor:** Clifton Gunderson, LLP

**Law Firms:** Terry, Antonelli and Stout,  
 The Dobe Law Group, Richard  
 Scheibstein, LLC, and William S.  
 Ramsey, Esq.

**Amount of Financing Sought:**

\$355K – Angel Start-Equity

Total 3-year \$5.2MM – Equity

**Current Investors:** None

**Use of Funds:** Product Development,  
 Device Materials, Facilities and  
 Operations, Clinical Trials, Professional  
 Services, Administration, Marketing.

**Business Description:** NanoFluor, LLC, dba **Applied Sciences**, is a Maryland LLC created in 2002 to license, develop and commercialize technology. It has an option to license a patent application for a melanoma detection method studied at a prominent eastern medical university and discussed in this summary.

**Company Background:** Nanofluor, LLC was created by Dr. Wayne Moore as a licensing company while he was CEO of Microcosm, Inc. Moore founded Microcosm in 1994. Microcosm operated until 2009 developing custom imaging systems for DoD. While developing over 30 unique imaging devices, Microcosm received several SBIRs for biological imaging systems and detection devices. **Applied Sciences** was registered in 2010.

**Management:** Dr. Moore is presently the sole member of **Applied Sciences**. In the past 20 years he has led three successful optical engineering and technology start-up companies. He has a broad scientific background in development of imaging devices in addition to his many years of business leadership and entrepreneurial experience. Key senior executives are being enrolled now.

**Products/Services:** Melanoma kills one American every hour. Showcased here is non-invasive thermal imaging system that measures the heat generated by melanoma lesions. This invention has shown its ability to identify and differentiate very early-stage melanoma (Clark Level 0-1) from healthy pigmented tissue.

Without this device doctors are not able to accurately diagnose melanoma. 15% of

the deadly lesions are missed. This device solves that problem with what appears to be low development risk and no risk to the patient. The device should clear FDA as a 510-K, depending on claims made by the Company.

**Technologies/Special Know-how:** The device relies on the comparison of heat generated by a cancerous lesion (mole) to the heat generated by healthy surrounding tissue. A conventional, hand-held thermal camera is used. Software analyzes the images and creates quantitative measures that identify the melanoma and its state of development. There is no comparable device available.

**Market:** In the U.S. there are about 80,000 medical doctors of whom about 10,000 are dermatologists. High-volume dermatology clinics are the primary target. Primary care physicians also will use the device for skin cancer screening as part of every routine physical exam. The incidence of melanoma is rapidly increasing 5 to 7% per year, and the patients themselves are important drivers of this market. We will sell the device as a point-of-care scanner with a small charge for each scan. Doctor and Company will share the revenue from the usage fee. This model promises recurring revenue reaching \$1B/year within 5 years of sales.

**Distribution Channels:** The device will be sold directly with an internal and external sales force. We may partner with other companies who have established access to the market. That is also one possible exit strategy.

**Competition:** Two public companies are working toward competitive devices. Publicly traded “Melafind” uses a spectral imaging technology to detect melanoma. FDA has delayed approval. It should be available within a year. T-Ray Inc. of Canada claims to be developing a TeraHertz technology with entry date unknown. We believe we can show that the device offered here is superior in cost and performance to either known potential competitor. The fact that others are able to attract public investors adds credibility to the market size we foresee.

**Financial Projections (Un-audited):**

We assume funding begins in 2011. Development will take 2.5 to 3 years. Negative EBIT (red) is the *cumulative* investment required. The company breaks even in the first year of sales. Revenues accelerate rapidly due to the recurring revenue generated as the number of devices in use increases each year, approaching \$50 MM in the second year with only 385 devices in service. Each device easily generates over \$30K per month. By Year-5 of sales, not shown below, recurring revenue can exceed \$1B/year.

	2011	2012	2013	2014	2015
Revenue:	0	0	0	\$19,347	\$105,726
EBIT: (\$ in Thousands)	(\$773)	(\$2,607)	(\$5,220)	\$884	\$48,200

**Management:**

George Atanasoff, PhD-President  
Oscar von Bredow – COO  
Marc Epstein, PhD – Chairman  
Robert Proctor, PhD – Advisor  
Bruce Craig, PhD – Advisor

**Industry:** Process control system for thin film solar cell manufacturers. Follow up industries include touch screens, HB LEDs, thin film batteries, etc.

**Number of Employees:** 7

**Patents:** US 6879744; 7345765; 61/146 134

**Bank:** Suntrust

**Accountant:** Frank Kistner

**Law Firm:** NovaTech Law

**Amount of Financing Sought:** \$3.0M

**Current Investors:** \$1.02M from founders, angels, federal grants (NSF, DoE, EPA) and MD TEDCO MTTCF.

**Use of Funds:** Commercialize prototype-development, sales, manufacturing, and working capital.

**Business Description:** AccuStrata is developing a unique optical control system that will increase the power solar cells generate. The system is installed on the solar panel manufacturing lines and allows making on-the-fly adjustments to the thin film deposition process as the panels are moving in the chamber. Our system will increase the panel efficiency by about 15-20% for the thin film (a-Si, CdTe and CIGS) and by about 10% for the c-Si and pc-Si solar panels.

**Company Background:** AccuStrata is a start-up company and member of the University of Maryland's TAP incubator program. The company is funded by private funds, MD TEDCO and several federal grants (NSF, DoE, EPA). AccuStrata was selected as the New 2008 Incubator Company of the Year and was again nominated for the award in 2009.

**Management:** AccuStrata's team is composed of seasoned and experienced entrepreneurs with significant management experience, a proven track record and the technical knowledge ensuring the long term success of the company. **Dr. George Atanasoff** is the founder and President of AccuStrata. He started his career as professor in physics and later held different senior management positions at Ciena, DiCon Fiberoptics, MET Labs, and ECI. He received his PhD in Physics. **Oscar von Bredow** is the COO of AccuStrata. He is a seasoned entrepreneur having worked for both large companies and startups with 30 years of technical, business development and sales experience. **Dr. Marc Epstein** is Chairman of the Board for AccuStrata. He has started and is currently managing a number of successful companies such as Acquired Data Solutions, EnvirolyteUSA and Terriss Consolidated Industries. **Dr. Bruce Craig** is advisor for AccuStrata. He has over 30 years of experience in

management, and research in the broad-based photonics area, was former President of Spectra Physics, and held executive positions at Thermo Electron and Newport Corp. **Dr. Robert Proctor** is an advisor for Accustrata and is an active angel investor with expertise in the area of solid state and semiconductor physics.

**Products/Services:** AccuStrata's solution measures the critical physical properties of the thin film layers as they are being made on the solar panel and provides correction not only for the current layer being deposited, but also makes recommendations on how to modify future layers to accommodate imperfections in the current layer to achieve better efficiency. The brain of the system is our proprietary software with learning and reasoning capabilities. The system also consists of our patented fiber optics sensors installed inside the deposition equipment and the external hardware module. We are installing the sensors and the hardware module and licensing the software. There are also recurring service fees.

**Technologies/Special Know-how:** The existing and growing library of patents provide us exclusivity in placing the fiber optics sensors in the deposition chambers and performing real-time monitoring and control during film deposition, making it a barrier of entry for our competition.

**Market:** The global PV market is expected to reach \$70B with almost one third (\$22B) generated by thin film solar panels by 2014. We will also begin to address secondary markets such as HB-LEDs (\$15B market by 2015) and touch screen displays (\$9M market by 2015). Additional markets are thin film batteries (\$11B by 2012), MEMS (\$13.2B by 2014), nano-electronics and nano-tools (\$7B by 2013), and Military (15% of DoD budget allocated for electronics, EO and IT).

**Distribution Channels:** AccuStrata will initially focus on direct sales to US based thin film solar cell manufacturers who can get immediate benefits from our technology. After we show success with the domestic solar cell market we will expand to Europe and Asia. We will also begin to address secondary markets.

**Competition:** The competition for similar products in the solar market is emerging. Companies such as Laytec, BrightView and k-Space only monitor the panels from outside the chamber after layers are deposited. Sopralab and J.A. Woolam are also entering this market. Additionally, the optical metrology market is diverse and inhomogeneous and includes KLA-Tencor, Horiba, and Rudolph Technologies who can also be potential customers and acquirers.

**Financial Projections (dollars in thousands):**

	<u>2010</u>	<u>2011</u>	<u>2012</u>	<u>2013</u>	<u>2014</u>
Revenue	407	4,018	14,826	31,601	56,528
EBITDA	(401)	(1,360)	3,144	10,495	22,430

## Cognapse, LLC

E. Harrison Stone Jr.,

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### Management:

**President:** E. Harrison Stone, Jr., Esq.

**Chief Commercialization Officer:**

Jonathan Cabral

**Chief Science Officer/Founder:** Majid

Fotuhi, MD, PhD

**Industry:** Nutraceuticals for the Brain

**Number of Employees:** 3

**Bank:** Wachovia

**Auditor:** Watkins, Meegan

**Law Firm:** Holland & Knight

**Amount of Financing Sought:**

\$2M Equity

**Current Investors:** N/A

**Use of Funds:** Commercialization of  
Remviva – Manufacturing, Sales, Marketing

**Business Description:** Cognapse believes it can become the market leader for nutraceuticals of the brain with its lead product Remviva. It will compete in the \$400M brain nutraceuticals market (10-15% CAGR), a segment of the overall \$3.5B brain health market inclusive of Rx products. Remviva is the first and only product to not only be formulated by a neurologist, but also to have compelling long-term published (Journal of Alzheimer's & Dementia, 2008) clinical data demonstrating the maintenance of cognitive function for those at risk for Alzheimer's.

**Company Background:** Cognapse, LLC is a Baltimore based healthcare start-up focused on nutraceuticals for the brain.

### Management:

- **Majid Fotuhi, MD, PhD, ([Mfotuhi@cognapse.com](mailto:Mfotuhi@cognapse.com))** Neurologist, Trained at Harvard Medical School, and Johns Hopkins University Medical School. He is widely published and considered a Key Opinion Leader in the field of Alzheimer's and other diseases of the brain as it ages.
- **Harrison Stone, Esq., ([hstone@cognapse.com](mailto:hstone@cognapse.com))** brings extensive start-up experience and leadership, with a focus on fundraising, operations and organizational effectiveness.
- **Jonathan Cabral, MBA, ([Jcabral@cognapse.com](mailto:Jcabral@cognapse.com))** has 20 years of executive experience in the healthcare sector, specializing in start-ups and launching game changing technologies.

**Products/Services:** Remviva is a once-a-day softgel pill formulated by a patented, proprietary combination of Vitamin C, E, Curcumin, Omega-3(DHA) and Bioperine. Remviva is the only formulation based on a published multi-year clinical study involving several thousand patients

**Technologies/Special Know-how:** Remviva is patent protected under "Dosage regimen and medicament for guarding memory and brain health and for preventing or reducing risk of onset of dementia by administration of specific vitamins and supplements". The priority Filing Date is January 28, 2008 and the patent is still in the preliminary phase. Hunton & Williams LLP serves as patent counsel.

**Market:** The target market is Baby Boomers (79MM in U.S., Born 1948-1964) and the elderly in the United States who suffer from diseases and disorders of the brain, or who are at risk of developing an issue predicated upon genetic predisposition. Specifically, those individuals in this demographic who are proactive in managing their health issues already and either have a brain health issue or are at risk for one. Women are more proactive than men and there is a strong correlation with education (more) and income levels (higher). This is a highly targeted, highly segmented direct-to-consumer model. REMVIVA pills will sell for \$39.99 (COGS \$9.99) for a one month supply and wholesale for \$19.99.

**Distribution Channels:** At launch, Cognapse will focus on retail sales generated by a multi-media marketing campaign that generates sales through our website and calls to our customer service team. Once established, Cognapse plans to wholesale product to the larger retail pharmacy chains.

**Competition:** Memory Essentials, Mind Power, Focus Factor, Cognitive, Cognizin. Existing competitors lack the supportive clinical data and the support of highly respected, well known neurologist.

### Financial Projections (Unaudited):

Remviva	2010	2011	2012	2013	2014	2015	2106	2107
Total Revenue	\$50,000	\$4,200,000	\$11,600,000	\$19,600,000	\$30,200,000	\$42,400,000	\$56,200,000	\$71,600,000
EBITDA	-\$111,850	\$737,600	\$3,784,800	\$6,308,800	\$9,965,600	\$14,627,200	\$19,293,600	\$24,964,800
EBITDA %	-936.40%	23.02%	42.76%	42.19%	43.25%	45.21%	44.99%	45.70%

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**Management:**

CEO: Pranay Kohli  
VP, Business Development: Cheryle Wharton  
Associates: Mike Hatch, Pat Pathade, Kenn Walters (Europe)

**Industry:** Events (Tradeshows, conferences, exhibitions)

**Number of Employees:** 2  
Contractors: 2  
Interns: 3 planned during 2010

**Bank:**  
Bank of America

**Law Firm:**  
Whiteford, Taylor & Preston LLP  
(Baltimore)

**Amount of Financing Sought:**  
\$350k

**Current Investors:**  
Maryland TEDCO via MTTCF:  
\$72,000; Personal funds ca. 70\$ +  
sweat equity since June 2009

**Use of Funds:**  
Product development and  
marketing/sales

**Business Description:** Dramatically enhance the Return on Investment (ROI) for exhibitors by combining innovative software and creative service. Targeted pre-show exhibitor-attendee networking increases ROI by 100%-200%, yet 85% of exhibitors don't do any pre show marketing: they lack the skills, time, or willingness. Our solution will do it all for them with demonstrable results, making it highly attractive. With 10,000 B2B shows it's a \$50B industry in the US; \$100B globally.

**Company Background:** The Company was found by Pranay Kohli, an internationally experienced business professional based on his experience working with almost 400 tradeshows as VP of marketing and strategy with an industry leader in the events industry.

**Management:** Pranay Kohli, CEO, marketing, strategy, M&As, product development. a2z, Inc. (VP, Strategy and Marketing), Ernst & Young Management Consulting, IBM Global Services.  
Cheryle Wharton, Director, Business Development 20 years experience from US, Canada, and the Middle East.

**Products/Services:** Addressing a \$2B market with no clear leader. Our three major competitive advantages: (1) First mover with integrated technology platform and features (2) business model that favors show organizers and exhibitors (3) long term analysis capability.

**Technologies/Special Know-how:** At its core, the solution has (1) intelligent algorithms (2) unique integrated architecture, and (3) ability to serve desktop and mobile platforms. The intelligent algorithms bring together industry knowledge and technology capability. The above intelligence has been developed by amidus's founder and has been treated as a trade secret. We plan to patent the unique mobile multimedia interface that we are developing.

**Go-to-Market:** capture at least 10 trade show organizers with a total of 50-75 shows between them within the first three years. Establish ourselves in the mid-Atlantic arena, and focus (but not exclusively) on energy and environment shows to begin with.

**Competition:** we identify three competitor categories: 1. Companies that provide lists of potential buyers to exhibitors 2. Email marketing companies that provide functionality to create/deliver emails 3. Companies that offer matchmaking solutions to trade show organizers. We are competitively well positioned with our integrated technology as well as business model.

**Revenue Model:** L Our business model features a close cooperation with the show organizer. We create marketing material and train sales show organizer sales staff, who sells this when they sell other items such as booth space to exhibitors. They are incentivized for each sale. The tradeshow organizer pays amidus the negotiated fulfillment price upon realizing the revenue from exhibitor (typically months before delivery date)

**Financial Projections (Unaudited):**

	2010	2011	2012	2013	2014
Revenue:	\$200k	\$700k	1.4m	2.2m	3.5m
EBIT:	\$90k	\$300k	\$0.6m	\$0.9m	\$1.8m