

Part 1: "Elevator" Introduction

Omni Bioceutical Innovations key mission is to be the preeminent provider of unique and highly differentiated aesthetic treatment and care solutions. Omni does this through innovative products that use new and novel ingredients along with patented biologic delivery systems. Omni develops and distributes through two distribution channels, *direct to physician and private label* for a wide variety of clients. Omni's strength is in its formulas and ingredients, their associated patents, exclusive licenses, trade secrets and science based IP with roots in the wound care industry.

Part 2: Market and Industry Analysis

Omni markets and sells their products **primarily** within the Medical Aesthetics market. **Total** U.S. market in 2015 is estimated to be \$23.9B. (Source: American Society for Aesthetics Plastic Surgery; Center for Hair Restoration; IBISWORLD Industry Report OD4136: Hair Loss Treatment Manufacturing in the US; Grand View Research)

The total market consists of:

Laser sales \$4.1B with an average annual growth rate of 12% year on year
Invasive-Surgical procedures \$7.2B - 1.8M procedures. Growth 6% average year on year
Non-invasive procedures \$5.1B – 9.5M procedures. Growth 13.1% average year on year
Injectables – Growth rate 21% average year on year
Skin Rejuvenation – Growth rate 23% average year on year
Hair removal Growth rate 2% average year on year
Laser treatments – Growth rate 35% average growth rate year on year
Topical Hair growth treatments \$2.3B – Growth rate 5% average annual growth rate
Hair transplant treatments \$2.5B growing at 76% annually
Oral Hair loss treatments \$2.7B growth rate 5% average year on year

Omni is currently **active in the fastest growing segments of the Medical Aesthetics market** valued at \$7.7B with overall growth at strong double digits:

Skin Rejuvenation \$1.9B growing at 23% annually

Laser treatments \$1.0B growing at 35% annually

Hair transplant treatments \$2.5B growing at 76% annually

Competition - There are several large and small companies offering biologic stem cell derived human "growth factor" related products or medical skincare. Not all have IP or patented processes and some come from plants, fruits and even snails. However, there are only two patents that exist and Omni has an exclusive license with one of these patents. The other patent is held by Histogen and is utilized by Allergan for its SkinMedica product line. Although Allergan was first to market these products are losing their appeal in the physician market because of over exposure on Amazon and other mass sales platforms. Thus, leaving the physician feeling that they do not have an elite product and are being undercut by Groupon.

Part 3: Go-to-Market Plan

Who are (will be) your customers?

Physicians - The primary channel that Omni sells through and has developed is its commission based national sales force. These distributors sell directly to the physician owned medical aesthetic practices, med spas, and specialty medical practices.

Private Label – Omni's secondary channel is growing in interest quickly as an opportunity to provide formulations and novel products to the aesthetic device market and other retail channels.

Omni has been approached by and has signed NDAs with three worldwide industry leaders for unique products that will be supported through their client's distribution network. Other private label opportunities that Omni is engaged; a global MLM company; retail product sold in high end department stores; and a hybrid private label for a physician office that was successfully completed and launched in September 2016.

Omni has experienced two years of substantial revenue and client acquisitions in both the medical aesthetic and private label sectors. Current distribution base is growing and making repeat orders at an 80% rate.

Describe how you win customers today. Describe your future customer acquisition strategy.

As Omni has done over the past two years, the next five years will see continued efforts to develop new and improved targeted products, expand IP and licenses and widen its sales force and territories outside the US. With the medical device industry coming out with more powerful and upgraded devices Omni will grow with the trend to support these procedures/products. Omni will continue to expand its offering in the biologic field with new peptides, growth factors, amino acids and others with new methods of delivering them through the skin. Continued development of Omni's carrier delivery molecule M007 holds tremendous promise in this field and can be paired with any protein for targeted delivery. Within the next 5 years Omni will see pharma applications to pair this molecule with cancer and amnio therapy drugs.

Part 4: Technical Product Description and Plan

Briefly describe your product or service. Omni offers one of kind, patented human growth factor (GF) products that provide the medical aesthetic patient superior recovery and less down time during invasive and non-invasive medical aesthetic procedures such as CO2 laser treatments. This treatment typically requires a 7-10 day recovery. Using Omni's CORE Recovery serum this down time is reduced it to 2-5 days. **Omni** currently offers a product line of 8 specialized serums, 1 mask and 1 Recovery Kit.

Technology Validation. Omni has clinical information that shows our technology is sound and we have engaged industry luminaries for further studies. Industry tech partners have offered their technology in confocal microscopy using electron microscope technology showing **Omni's** products penetration and absorbability.

Describe the remaining product development risks and your plans to overcome them. Product development risks have already been overcome and products are currently in the market with zero product complaints since their introduction. **Omni** has planned its product pipeline for new innovative products for the next three years. **Omni's** product integrity and consumer testing will be well established through our product development, manufacturing and testing processes.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors). Omni's products contain a higher grade and percentage of human derived growth factors than our competitors thus resulting in higher rates of client satisfaction. Several competitors use plant and fruit growth factors or other sources of diluted growth factors to develop their skin care products. These ingredients often produce ineffective or poor results.

Current intellectual property status Omni has a provisional patent in place for its' delivery molecule; pending patent for same including uses and proprietary manufacturing processes; exclusive licenses for our growth factor media utilizing one of the two existing patents on the market. Omni also has several trade secrets that involve growth factor specific manufacturing techniques.

Discussion of any non-IP barriers to entry for your market. Omni's growth factor product line is highly differentiated in that we exclusively use HPL (human platelet lysate) to grow out targeted growth factors. This creates the most robust and efficacious GF product line on the market which no other competitor can duplicate. Secondly, Omni is beginning to introduce its' delivery molecule, M007 in its entire product line, creating a one of a kind medical aesthetic product that can deliver active ingredients to the lower levels of the dermis. Omni continues to develop before and after evidence of the effectiveness of its products as well as confocal imagery. This imagery demonstrates, at a microscopic level, evidence of the products ability to pass the stratum corneum level of the skin.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones?

Omni started out with its early product distribution with a large device manufacturer in the micro needling field. After early success and revenue generation Omni's client changed course and went with a less expensive product substitute. This caused Omni to cut costs, seek alternative distribution channels and "play our client cards" differently. We diversified into multi-distribution channels, developed private label programs and an on-line presence to sell directly to consumers. This strategy generated income while allowing continued develop of IP, medical aesthetics products and packaging and distribution channels we have today. Also, our first micro needling client mentioned above, came back as a client!

Briefly list and describe your key team members.

Jane Christensen – 20 plus years' experience developing and running successful medical related businesses – co-founder

Gary Black, PhD – global leader in molecular physics in both materials and bioscience. Omni's CSO.

Ron Carpenter, MBA – 20 plus years' experience in M&A and running global operations. Omni's COO.

Randy Haden, - well-seasoned medical aesthetics sales executive with over 20 years' experience. Omni's EVP of Sales.

Christine Marshall, 20 plus years' experience in supply chain management for multi-billion dollar operations.

Dr Farhan Taghizadeh, MD PhD – facial plastic surgeon, ENT and director of innovation for Lifestyle Lift.

Cherie Morgan, NP – Co-founder of Integrated Laser Solutions with 20 years plus experience as an advanced laser trainer.

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?

Omni plans on hiring four key employees – marketing director, private label manager, sales director and project management.

Briefly list and describe your key advisors, and their contributions to date.

Omni has created a board of directors with vast experience in the healthcare and financial sectors. Along with the Omni board the key team members have been acting as advisors and contributing in the overall development of the Omni brand and business. They have contributed logistics, bio-science, packaging, sales development, sales force education, marketing/communications, financial forecasting and overall corporate and strategic direction to the Omni business. Omni is also working with MaryAnn Guerra and the BioAccel bio-science team.