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MANAGEMENT TEAM

Jonathan Leong: CEO
Simon Yi: President, COO
Hugh Sharkey, Chief Regulatory Officer
James Choi, VP of Marketing

INDUSTRY

Life Sciences, Medical Devices, and mHealth

CURRENT INVESTORS

Principals, TEEC Angel Fund, Danen Ventures, NewDo Ventures, Jiuyou Fund, Anda Asset Management, ENV, WSGR Investments, AQAL Capital, Keiretsu Forum.

FUNDING TO DATE

\$ 3.5M has been invested, to date, to develop, test and test market PhysioCue's hypertension therapy device and headache therapy device, to perform our initial clinical study, to apply for U.S. and international patents, and to develop the enhanced-functioning PhysioCue Hypertension Reduction Therapy Device with its embedded BP Biosensor and monitoring technology.

FINANCING SOUGHT

PhysioCue's Series A syndicated funding round of up to \$7 million has been opened

USE OF PROCEEDS

Completion of hypertension therapy device and finish the clinical trials in the U.S., for FDA Class II 510(k) clearance, and working capital to 1.2 Therapy only device and PhysioCue's 2.0 mobile health and BP biosensor therapy devices.

BANK

First Republic Bank

LAW FIRM

WSGR

COMPANY DESCRIPTION

PhysioCue, Inc. is a consumer digital health and therapy device development company that developed a non-invasive hypertension therapy device and headache therapy device. Our next generation hypertension device and health IoT solution device includes a blood pressure sensor which combines biosensor technology to measure blood pressure from one's fingers, and records and transmits the data via a paired mobile app. in just 30 seconds. that will allow our device to track and relay information.

PhysioCue's non-invasive therapy devices are efficient, safe, easy to use, and have none of the side effects associated with anti-hypertensive and headache drugs. PhysioCue next generation hypertension therapy device, it includes unique, PPG and ECG biosensors that measure blood pressure from fingers, record and transmit the data, via the PhysioCue mobile app, to the cloud, for dissemination to healthcare providers. No blood pressure cuffs required!

PhysioCue's initial clinical trial—60 subjects over 68 days—showed this device to be equivalent to anti-hypertension drugs in lowering blood pressure in hypertensive patients. The enhanced PhysioCue hypertension therapy device is a portable, rechargeable, thermal neuro-stimulator that is applied to the site of the carotid artery, on the side of the user's neck, using non-ablative therapy. With application of its controlled cold tip and micro-vibration therapy for just 5 minutes daily, patients have experienced a sustained average reduction in blood pressure (systolic/diastolic) of 16/9 mmHg after 68 days of treatment. This therapy application employs the well know baroreflex action of the carotid artery baroreceptors. This therapy can be used as an alternative to postpone the onset of drug therapy or as an adjunct to medications, helping the subject to reach BP objectives.

PhysioCue's next generation hypertension therapy device is a true eHealth/mHealth product platform that includes vital signs monitoring, data collection and dissemination functions, and SaaS/Mobile phone integration for individual disease management and Remote Patient Monitoring (RPM).

TARGET MARKETS

Hypertension, headache and bio-sensor driven markets are enormous in size and potential. More than 30% of the world population has hypertension and the consequent cost of the individual and the society are mounting, \$5T/year direct and indirect. Furthermore, hypertension is known as a silent killer since it is responsible for most of the mortality and paramount diseases of cardiovascular, kidney, bone, vision, and even sexual problems. Headache and migraine have a similar epidemical statistic as well. Over 1 billion people worldwide are suffering, especially among women, and major countries, including U.S., headache, and migraine medicine market expect to grow up to \$5.8B by 2021, not to mention that our daily lives and productivity adversely affected as serious as other health issues.

PhysioCue Product lines are in 3 major categories.

1.High blood pressure reduction therapy 2.Migraine headache therapy 3.Bio-sensor blood pressure monitors.

PhysioCue's hypertension therapy device is deemed as Class 2 510(K) per US FDA. The company is planning to engage with FDA in the US and major countries.

Migraine and Headache therapy, PhysioCue has developed a different algorithm of the temperature and vibration stimulation coefficient to relieve migraine and headache. This device shall be placed against temple areas for 2 minutes and 30 seconds on each side of the forehead, total 5 minutes a day. This stimulation therapy eliminates the pain immediately.

We do not intend to manufacture, distribute or sell our devices. Instead, our go-to-market strategy uses strategic regional partnerships to accomplish these steps.

COMPETITION

Large pharmaceutical companies, including Pfizer, Merck, AstraZeneca, Novartis, Bristol Myers Squibb, Aventis, GSK and Bayer dominate the market for hypertension treatment with various drugs.

“Medical therapy devices” include Resperate (www.resperate.com), a biofeedback system that trains people to breathe properly, reducing their high blood pressure over 8 weeks.

For severe Stage 3 hypertension cases, CVRx (www.cvr.com) has a surgically implanted device, placed next to the carotid artery, that electrically stimulates the patient's baroreceptors constantly, similar to a pacemaker. This solution is invasive, prohibitively expensive, and only appeals to Stage 3 hypertensives, which is about 3% of the market.

Diet, exercise and other lifestyle changes are also known to help control hypertension over time.

PhysioCue's new 2.0 video has been published on YouTube at <https://youtu.be/SEgtoTtAh2g>

<https://www.youtube.com/channel/UCzfrHVhGvUDVgQ00LofKU0w>

“LIVE HEALTHIER, HAPPIER AND LONGER LIVES!”

PhysioCue targets the most prevailing and common health issues; hypertension, migraine, and headache. Furthermore, the company is equipped with essential eHealth and mobile health technology ingredients, such as bio-sensors, to cope with its exponential growth in demand due to the aging and proactively health-conscious generation of the world.

MILESTONES

2010: Initial U.S. Patent Issued

2013: U.S. Corporation formed (Delaware Corp)

2014: Seed funding round closed with multiple closings

2016: IRB approved for Clinical Trial through University of Texas Health Services Center and VA Hospital

2016: Additional methods and design patent applications and submitted IP for therapy devices and BP Biosensor devices

2019: Q4 Hypertension therapy device and headache therapy device launch

2020: Q1 Migraine mobile app launch

2020: Q2 BP Biosensor monitor launch as separate stand-alone device with PhysioCue mobile



Five-Year Financial Summary and Projection

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue	6,591,000	31,710,000	78,303,760	215,367,920	397,891,440
Net Income	(926,525)	(28,860)	13,383,048	62,498,138	127,957,224
Number of Devices Sold*	30,000	220,000	398,300	1,057,600	2,349,700

* Does not include App Svc

** Test Market offering of 5,000 “Brizo” 1.0 units sold in 4 weeks on HSN (US\$195 per unit (retail)).