

MEDNOXA

www.mednoxa.com

CORPORATE INFORMATION	
Founded:	May 27 th , 2016
Industry:	Wound Care (Class I & II Medical Device)
Product:	Oxygenation Bandage
IP Status	Patent (published 2015)
Entity	Delaware Corporation
Funding:	\$260,000
Accelerator	Health Wildcatters 2017

FINANCING	
Funding Stage	Seed Stage
Current Round	\$550,000
Next Round	\$2M
Use of Funds	Manufacturing Regulatory

Go-to-Market	
Q1 2018	Design Freeze
Q2 2018	Manufacturing
Q2 2018	Real-World Evidence
Q3 2018	Submit Class I (exempt)
Q4 2018	Sales (Class I)
Q1 2019	Clinical Study
Q3 2019	Submit 510(k) Class II

MANAGEMENT TEAM	
CEO: Eric K. Frey – USMC Officer, Sales, Mech. Engineering, MBA, MS in Tech. Commercialization	
CSO: Evan Skowronski, PhD – Senior Microbiology leader, R&D100 award, Division Chief at Edgewood CBC	
Medical Director: Ron Scott, MD - 35 years of wound care experience	

Advisors/Consultants	
Legal Council	Egan & Nelson LLP
Regulatory	Theranova LLC
BizDev Advisor	BioCore Strategies
IP Advisor	Frank Razavi
Clinical Advisor	Tom Millington, MD
Engineering	Manuel Ochoa, PhD

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A seed stage wound care startup commercializing an affordable oxygen generation and delivery wound care bandage that promotes accelerated healing while reducing scarring and infection of acute and chronic wounds.

Problem: Diabetic wounds are the leading cause of non-traumatic amputation. Globally, a leg is lost to diabetes every 30 seconds. Significantly, up to 85% of diabetic amputations are preventable with early treatment! Poor oxygen delivery due to circulatory issues is a significant cause of slow healing, infection and amputation. However, there are currently no affordable, convenient or over-the-counter (OTC) oxygen bandage solutions.

Solution: Developed with NSF funding at the Ziaie Biomedical Microdevices Laboratory at the Purdue Research Foundation; our novel oxygenation wound care solution is a patented wound bandage that generates oxygen from the chemical decomposition of hydrogen peroxide and delivers oxygen to the wound to stimulate tissue growth and promote healing.

Secret Sauce: Uniquely moving advanced topical oxygen wound care to lower levels of care and closer in time to the point of injury. This is enabled by the cost advantage achieved through our patented technology combined with a proprietary manufacturing processes.

Market: Ulcers developing from acute wounds are a serious problem affecting 10-20% of the 30M diabetics in the U.S. and 415M diabetics across the globe. In 2016, \$15B was spent treating diabetic foot ulcers. MedNoxa is also positioned for the broader markets of acute, chronic and surgical wounds. Combined, these markets generated revenues in excess of \$50B. The initial addressable market for MedNoxa is estimated at \$1.5B expanding to \$8B.

Competition: In prescription wound care; Oxyband, Oxygenesys, TransCuO2, and Epiflo are the closest competitors and are all FDA 510(k) cleared class II devices. However, the main competition is from non-oxygen wound care; Band-Aid™, Nexcare™, CVS/pharmacy hospital series, gauze, Tegaderm™, Mepilex™ or any standard wound dressing or bandage.

FDA: We have a full regulatory strategy that includes; FDA Class I (exempt) occlusive dressings and Class II 510(k) filing for topical oxygen devices for both Rx & OTC sales. 510(k) clearance is projected in 2019 following the launch of a Class I product in late-2018.

Customer Acquisition: Multi-channel B2B sales supported with targeted B2C marketing. An efficacy study will jumpstart adoption and market entry will be accomplished through partnerships with boutique & specialty pharmacies for sales via early adopter podiatrists, primary care physicians and end-user patients with later expansion to wound clinics.

Efficacy: Topical oxygen is clinically proven. On April 3rd, 2017, following a review of the efficacy evidence from six recent clinical research studies, The Centers for Medicare & Medicaid Services (CMS) published a decision memo allowing local contractors to reimburse topical oxygen for chronic wounds. This is a significant acknowledgement of the efficacy. MedNoxa's full clinical trials are planned to commence in late-2018 with publication in 2019.

Seeking: Funding and expertise. \$100K remains open on a \$550K pre-seed convertible note round that will be followed by a \$1M Series Seed preferred equity round. Also seeking manufacturing, quality control and independent pharmacy business development expertise.

Pro-Forma Financial Projections:

	2018	2019	2020	2021	2022
Revenues	\$25,001	\$2,475,001	\$4,635,900	\$8,357,400	\$15,408,000
Royalties	-\$7,500	-\$111,375	-\$208,616	-\$376,083	-\$693,360
Cost of goods sold	-\$615,593	-\$1,264,172	-\$1,836,288	-\$2,724,966	-\$4,816,733
Gross profit	-\$598,092	\$1,099,454	\$2,590,996	\$5,256,351	\$9,897,907
Gross profit margin	-	49%	60%	67%	69%

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