

**BREATHING IS LIFE**



## THE PROBLEM

# CORONA VIRUS IS HERE TO STAY

COVID-19 HAS A HUGE IMPACT ON THE HEALTH OF PEOPLE AROUND THE WORLD. IT IS BECOMING CLEAR THAT THIS WILL BE WITH US FOR YEARS TO COME.

## COVID, VARIANTS AND VACCINATION

Total number of cases world-wide: 374,166,761 (and counting)

Vaccine hesitancy USA: polls find 15-20% who say they will never get the vaccine

We don't yet know how effective the vaccines will be against new variants that may arise

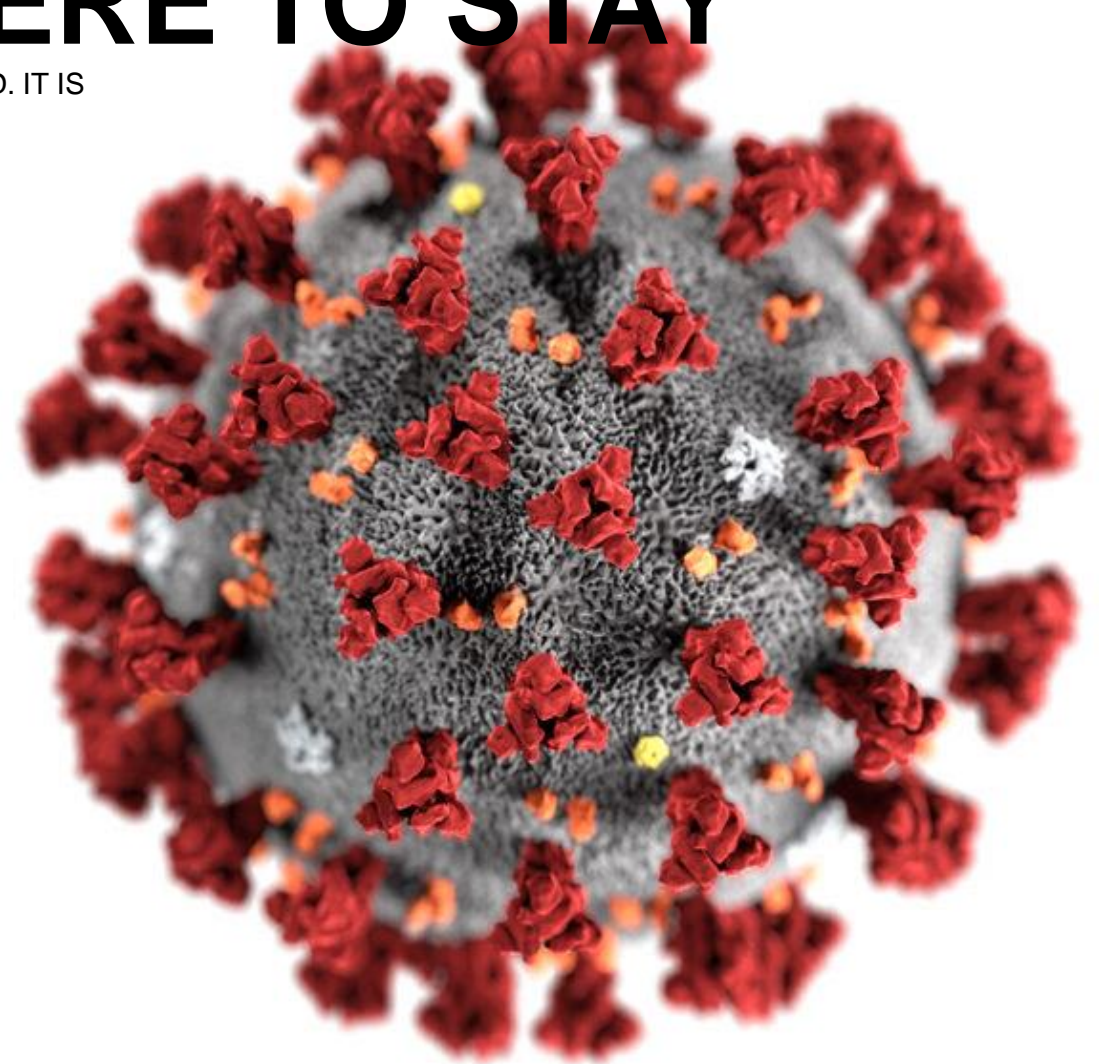
## LONG COVID

Approximately 13.7% of people who tested positive for SARS-CoV-2 experienced one or more symptoms for longer than 12 weeks

## THERE ARE NO EARLY TREATMENTS AVAILABLE

VACCINATION RATE WORLDWIDE **28.2%**

LONG COVID WORLDWIDE **30M** (AND COUNTING)



OUR PRODUCT

# SMART APPLICATION OF HEAT HELPS IN A NATURAL WAY

THE BENEFITS TO THE BODY OF STEAM AND HEAT HAVE BEEN WELL KNOWN AND ACCEPTED FOR CENTURIES. THE ISSUE HAS ALWAYS BEEN HOW TO ACHIEVE THIS SAFELY AND CONSISTENTLY

IMMUPOD'S TEAM OF ENGINEERS AND CELL BIOLOGIST HAVE CREATED A SYSTEM THAT IS ABLE TO GENERATE THE INNATE IMMUNE RESPONSE IN A SAFE AND CONTROLLED WAY.

WE USE THE POWERFUL PROPERTIES OF STEAM TO TRIGGER A NATURAL PROCESS THAT FIGHTS PATHOGENS BEFORE THEY CAN DEVELOP INTO A FULL-BLOWN INFECTION. OUR REVOLUTIONARY DEVICE IS ABLE TO GIVE DOSE SPECIFIC AMOUNTS OF STEAM AND KEEP IT IN THE SAFE AND WELL RESEARCHED PARAMETERS FOR LENGTH OF THE APPLICATION



AFFORDABLE



SAFE



EASY TO USE



NATURAL



CONTROLLED

IMMUPOD IS ABLE TO DO ALL THIS IN A CONSUMER PRODUCT THAT IS BOTH AFFORDABLE AND CONVENIENT TO USE SO THAT IT CAN HELP MILLIONS OF PEOPLE AROUND THE WORLD

# THIS IS THE **SCIENCE BEHIND IT**

THE BODY'S FEVER REACTION IS PART OF THE NATURAL  
DEFENSE MECHANISMS AGAINST VIRUS INFECTIONS

## MEDICAL DOCTORS' GUIDELINES RECOMMEND STEAM INHALATION

Elevating temperature to fever level reduces virus production in respiratory tract tissues. It also induces the immune response. Fever is very effective against infections.

## MOIST AIR FOR A MINIMUM 30 MINUTES PER TREATMENT

Moist air (less than 60°C) inhalation is given as a treatment option for upper respiratory viral infections (Acute rhinosinusitis | Dutch general practitioners guidelines (NHG-Richtlijnen)).

MEDICAL GUIDELINES RECOMMEND A  
TREATMENT FOR WHICH THERE CURRENTLY IS  
NO SAFE AND EFFECTIVE DEVICE IN THE MARKET

INTRODUCING OUR FIRST PRODUCT

# THE IMMUPOD

THE PERSONAL WELLNESS DEVICE THAT HELPS TO KEEP YOU HEALTHY, THE NATURAL WAY

EASY TO BRING ALONG

CONVENIENT TO USE

SAFE



# OUR IMMUPOD PROPRIETARY TECHNOLOGY

## **Ancient principles optimized during decades of research**

Steaming treatments have been used for thousands of years. Applying these proven principles and developing technologies to optimize the practical application to daily use.

## **Safe to use**

The Immupod is engineered to meet the highest safety standards.

## **Optimized for affordability**

Hitting a price point that makes it available for everybody

## **Comfortable treatment**

Experiencing treatment with the Immupod is very comfortable. People have described it as pleasant meditation like.

## **Practical protocol**

Fits in the daily routine of busy people

END USER PRICE US\$ 99

# MARKET NUMBERS

HUGE POTENTIAL AND ONLY GETTING BIGGER

COVID TREATMENT PER PERSON  
**US \$ 20+ THOUSAND**

Source: Healthcare Finance (2021)

IMPACT COVID ON US ANNUAL US HEALTH SYSTEM  
**US \$ 125 -200 BILLION**

Source: Mckinsey (2020)

TOTAL COST PANDEMIC IN LOST OUTPUT  
**US \$ 28 TRILLION**

Source: International Monetary Fund (2020)

**KEY FIGURES:** (USA)  
UNINSURED: 30 MILLION PEOPLE (2020)  
LIKELY TO REMAIN UNVACCINATED: 49-66 MILLION  
LONG COVID: 10 MILLION CASES PEOPLE

Source: Asthma and Allergy Foundation of America

AVERAGE COST TO MEDICARE OF A SINGLE COVID HOSPITALIZATION \$21,752  
ESTIMATED COST OF IMMUPOD: \$99

# COMPETITION

**Analysis:** We are just starting to understand the scale and serious nature of COVID. Despite vaccination, people still get infected. For this, there is still a need for an effective, affordable and safe solution to treat Covid.



## VACCINATION

Not (available) for everybody and (future) variations are a problem



## ANTIVIRAL MEDICATION

Expensive (\$ 530-\$700 pp) and not yet in full production.



## STEAMING HOME REMEDIES

Impractical and (often) unsafe

**Conclusion:** Immupod alleviates the severity and length of virus infections. Immupod is uniquely positioned to become the go-to solution for millions of people suffering from respiratory infections and asthma like conditions around the world.



OUTSOURCED

# R&D + MANUFACTURING

## Engineering

### Brinno Inc Taiwan

[www.brinno.com](http://www.brinno.com)

Taiwan based team of 25+ engineers with over 20 years experience in a large variety of product categories (consumer, medical, defense).

Brinno is serving an international customer base for specialty products that require a higher level of innovation and confidentiality than a typical contract manufacturer can provide.

## Pre-production

### Brinno Inc Taiwan

[www.brinno.com](http://www.brinno.com)

Brinno selects manufacturing partners according to the specific requirements of the project.

This has the advantage of flexibility and being able to get the best partner(s) involved.

## Production

### Taiwan Medical Supply Base

Manufacturing for the Immupod product is planned with a Taiwanese company that has ISO 13485 certification and works according to standards for medical device production.

The Immupod is a consumer- and not a medical device but using a company that understands the requirements for the production of medical devices ensures use of suitable materials and procedures.

Director Product Immupod is based in Taiwan and has a strong working relationship with Brinno and good entry into Taiwan supply base.

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# DISTRIBUTION

Specialty distributors

Medical/Wellness



Direct online-sales distributors

Amazon, social media marketing



Traditional channel distributors

Brick and mortar stores



Immupod is building an international network of distributors that sell into a variety of traditional, specialty medical/wellness and direct channels.

**Direct fulfillment from manufacturer to distributor is the preferred method of physical distribution.**

# THIS IS THE LAUNCH PLAN ROUND 1

2022

PHASE 1: MONTH 1-3

PHASE 2: MONTH 4-6

PHASE 3: MONTH 7-12

## DEVELOPMENT AND PROTOTYPING € 121.000

- Overhead € 21.000
- Design, product development € 50.000
- Prototyping € 25.000

### Market preparation

- Branding, PR, websites and marketing € 10.000
- Travel and launch events € 5.000
- Immupod App € 5.000
- Contingency € 5.000

## TOOLING AND ORDERING € 396.000

- Overhead € 21.000
- Prototyping € 25.000
- Tooling € 150.000
- First production (5000 units/ \$20) € 100.000

### Market preparation

- Branding, PR, websites and marketing € 30.000
- Travel and launch events € 20.000
- IP strategy (patents, trademarks) € 10.000
- Immupod App € 25.000
- Contingency € 15.000

## MARKETING AND SALES € 223.000

- Overhead € 78.000
- Branding, PR, websites and marketing € 60.000
- Travel and launch events € 25.000
- IP strategy (patents, trademarks) € 30.000
- Contingency € 30.000



Immupod will undertake a soft launch, working with influencers, clinicians and patients, to garner important product feedback and to accelerate to product launch

## ROUND 1

# FUNDING NEEDED

INVESTMENT AMOUNT: 740,000 EUROS

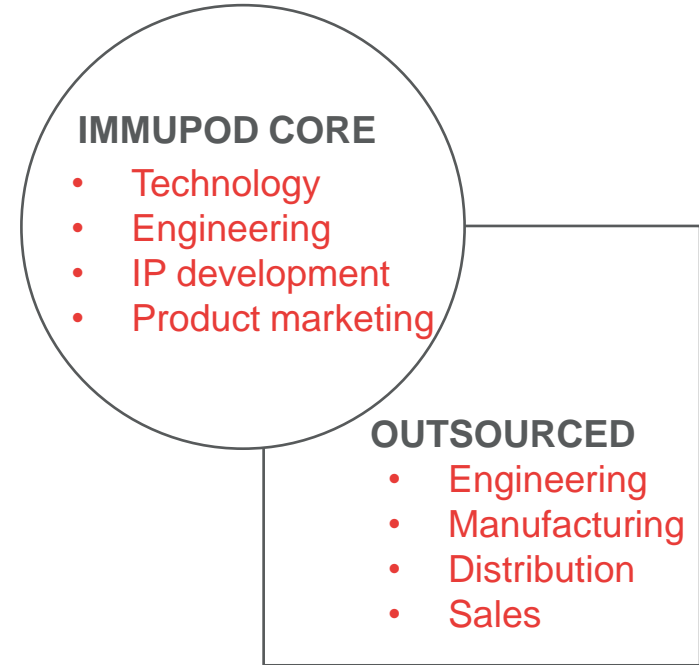
## USE OF FUNDS

Overhead	€	120.000
Design, product development	€	50.000
Prototyping	€	50.000
Tooling	€	150.000
First production run (5000 units)	€	100.000
Branding, PR, websites and marketing	€	100.000
Travel and launch events	€	50.000
IP strategy - patents, trademarks etc	€	40.000
Immupod App	€	30.000
Contingency	€	50.000



# PRODUVATION's IMMUPOD TEAM

Our international team covers all key aspects of our core business and organizes and manages all outsourced activities



**DR. GERRIT-JAN VAN HOLST**  
CO-FOUNDER CEO AND RESEARCH DIRECTOR

Cell biologist, has developed several treatments for viral infections. This project is the result of decades of work by Gerrit-Jan and his team.



**HANS COUVEE (Meng)**  
CO-FOUNDER AND DEVELOPMENT DIRECTOR

Industrial designer, holder of several patents on a variety of different products.



**LOUISE RAHARDJO (MA)**  
GENERAL DIRECTOR

Marketing and sales, extensive experience in organizing and running events for specific target audiences.



**ROB BEEMSTER**  
FUNDING

Finance and fundraising.



**ERIC DJIE**  
DIRECTOR PRODUCT

Strategic design, product development with focus on medical and wellness projects. Extensive startup experience. Based in Taiwan for quality manufacturing.



**GUY BECKERLEGGE**  
DIRECTOR BUSINESS DEVELOPMENT

Over 20 years in Business Development and Distribution of medical and wellness products. Co-founded several medical device companies.



**DR. COEN VAN KALKEN**  
MEDICAL ADVISOR

Oncologist and entrepreneur. Founder of NIPED.

**THANK YOU**

