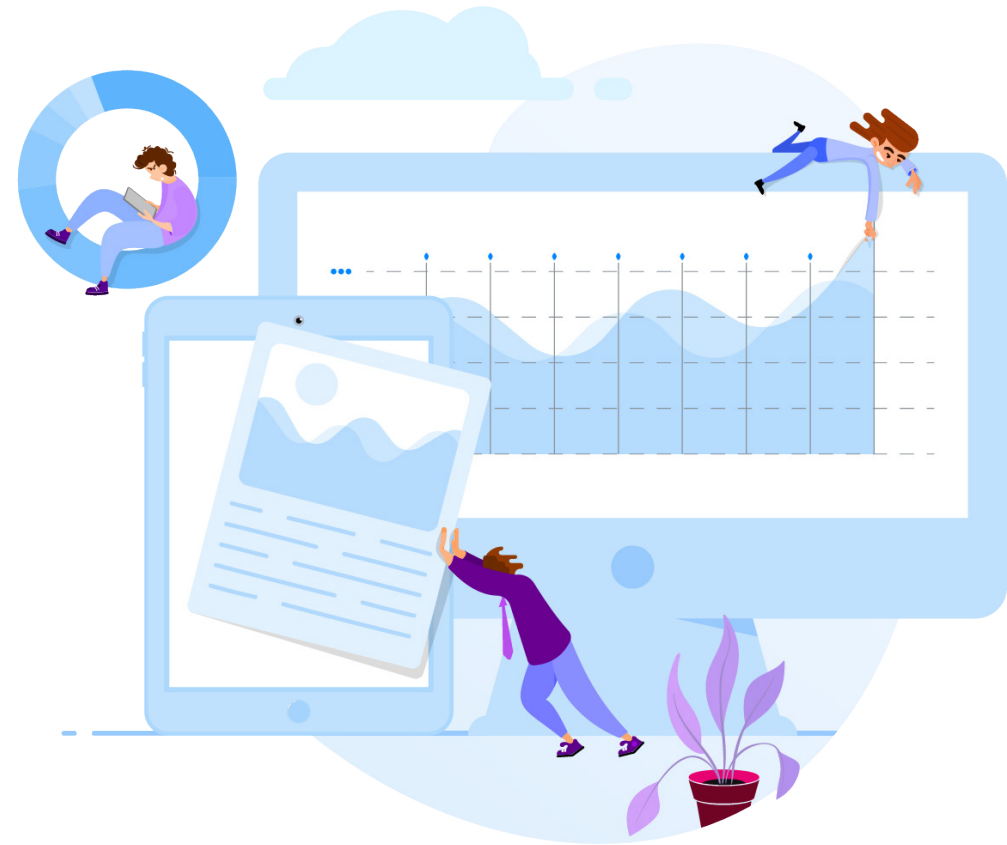


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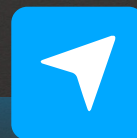
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REVOLUTIONARY CONTROLS

Revolutionary slide by slide co-resident controls provide complete IHC / H&E / Pap process & reagent 100% QC to prevent false negative result

OBJECTIVE ANALYSIS

PRS provides co-resident control for digital imaging to change from subjective to objective analysis

HERE IS THE FUTURE

The IHC 3D antigen density ruler derived from the co-resident controls is the future for diagnostic assessment of the tissue



THE PROCESS RECORD SLIDE

will be a disruptive force in the Pathology market by providing a definitive solution for these challenges, significantly changing the marketplace and creating the opportunity to become a new market benchmark.

Contact:
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Process Record Slide Limited
(a Hong Kong registered company)
denny@ihc-prs.com
www.ihc-prs.com

f /IHCPRS
t /IHC_PRS
in /ihc-prs.co
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PRS KEY FEATURES





IS POWERED BY
IKHARE
THE DIGITAL HEALTH INNOVATORS





iKhare Limited is UK based digital health Innovation Company founded by Dr. Robert Istepanian whom is widely recognised as one of the world leading authorities on m-health and the first scientist whom defined the concept of m-Health in 2003. iKhare Ltd. builds on the extensive research and business knowledge of the company's founder and CEO and the talented engineering innovations and clinical teams that are working closely for years towards the design and development of next generation of smart mobile health technologies for diabetes management.

WE NOT ONLY PIONEERED mHEALTH, WE PERFECTED IT!

Feel free to contact us for more information:

 iKhare Ltd.
58 Gloucester Road, Suite 10
London, SW7 4UB, UK
 <http://www.ikhare.co.uk>

 *44 (0) 7554342293
 mhealth@ikhare.co.uk

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IKHARE
THE DIGITAL HEALTH INNOVATORS







Mind Body Wellness

UNDERSTANDING THE CONNECTION



DR. ALOK TRIVEDI

DR. TRIVEDI IS A PROFESSIONAL SPEAKER, TRAINER AND CONSULTANT TO MAJOR COMPANIES AND ORGANIZATIONS.

AS A DOCTOR HE ALSO HAS WORKED WITH PATIENTS TO HELP THEM CREATE FULFILLING LIVES BY UNDERSTANDING THE MIND BODY CONNECTION.

IN THIS PROGRAM YOU WILL LEARN

- How your mind and brain connect to create true peace of mind.
- What drives human behavior.
- What life balance means.
- Why people are getting sicker today.
- The psychology of creating a life of meaning.
- And much more.

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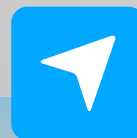
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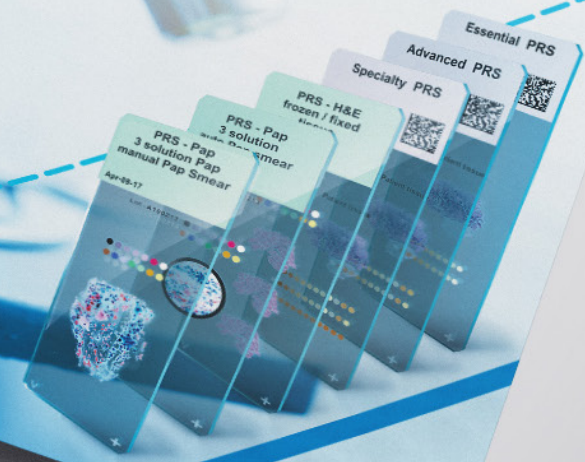
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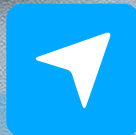
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Unprecedented
improvement in AI
dataset



FDA class 2 cleared
and clinical trial
exempted



5 PCT patents filed
and Freedom to
Operate cleared



Chump-Change
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pathology diagnostic
systems



3 Billion mandatory
market a year.



Missing Link in
Digital Pathology
and Tele Diagnosis



Commercialization
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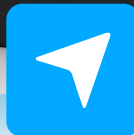
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REVOLUTIONARY SLIDE BY SLIDE

CO-RESIDENT CONTROLS

provides complete IHC/H&E/Pap
process & reagent 100% QC to
prevent false negative result.

CO-RESIDENT CONTROL

ARE THE KEYSTONE

for digital imaging to
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to objective analysis.

THE IHC 3D ANTIGEN

DENSITY RULER

derived from the co-resident
controls is the future for
diagnostic assessment of
the tissue.

Essential PRS



Advanced PRS



Specialty PRS



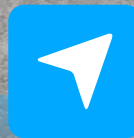
PRS - Pap
3 solution Pap
manual Pap Smear

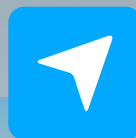


PRS - Pap
3 solution
auto Pap smear



PRS - H&E
frozen / fixed
tissue









The Company



During

the first two years of operation, Ikhare will focus its flagship product on only on the GCC markets in the Middle East due to the prevalence of diabetes amongst a large percentage of its adult citizens. Beginning with its third year, the company will explore home markets, consisting of the UK and other European countries. Potential customers with whom Ikhare's personnel have already spoken to include XXXXXXX. These potential customers have responded with mostly positive feedback.



The Market

It is thought that with our increasing sedentary lives, the world is witnessing a dramatic increase in the prevalence of diabetes. This chronic ailment affects the general health of people living with it as well as imposes significant direct and indirect costs on them, their families and the whole society. This growing burden places a challenge on decision makers within the health sectors in both developed and developing countries, with the impact felt more in developing countries.



Statistics⁴

For example, indicate that :



610
of the top

countries with the
highest prevalence
of **diabetes**
(adults aged 20 – 79)

are located in the
Middle East



Market Opportunity

Ikhare's objective is to develop and commercialise products for chronic disease management using mobile and digital technologies.



Although Ikhare, as a first step, is looking to launch solutions for the management and care of Diabetes in Middle Eastern markets, specifically the Gulf Cooperation Council (GCC) member states¹, other markets will be explored at a later stage, after the successful GCC introduction. The choice of the Middle Eastern market is born more out of necessity than strategic and/or financial benefits.



“The prevalence of diabetes is soaring in populations across the Middle East and North Africa and the burden on the region's healthcare system is set to increase unless more action is taken to change lifestyles.”

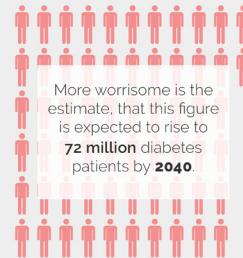
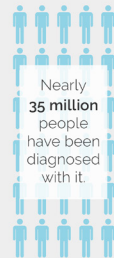
According to a 2014 report from the Financial Times²

In a similar vein, Analysis of data from a 2013 study conducted by the Global Burden of Disease Study³ showed that death rates rose by 61 percent between 1990 and 2013, as a result of diabetes.



The Market

More recent statistics⁴ also indicate that in Middle East and North African countries:



The MoFiD benefits

To describe the rationale of how Ikhare creates, delivers and captures value for the clients, a business model, using the Business Model Canvas, was developed.



Future Products

Ikhare's intentions are to develop a full line of advanced medical devices and products to meet the needs of both local and international markets.



To achieve these Ikhare intends to build on the research and partnerships the founder and CEO has developed through his professional career.



To the end Ikhare has designs are in the pipeline for Ikhare's second product

- This is in line with our mission, which is to improve patients' quality of life as well as maintain a leadership role in the provision of innovative solutions for the healthcare sector.
- These research partnerships which have been built across multidisciplinary disciplines in Management, Science, Engineering and Medical Sciences are expected to continue, culminating in IP generation and new product development

Founder & CEO



As the founder and CEO of Ikhare Ltd,

Professor Robert Istepanian

is responsible for the overall vision, strategy and innovation direction of the company.



Professor Istepanian is globally recognized as one of the leading authorities and pioneers of the area of mobile healthcare (m-health) and the first scientist to have coined and defined this concept.



He has an extensive and scholarly track record of over two decades in the research and development of mobile healthcare computing systems for healthcare.

With over 200 scholarly publications, he has held senior academic posts in:



In financial terms

The GCC healthcare market is projected to grow at an average of

12.1%
Annually

From an estimated

40.3
billion
In 2015

To

71.3
billion
In 2020

An increase due to the rising population and cost of healthcare treatments⁵

The cost of diabetes care in all the countries in the region spent

13.5\$
on diabetes healthcare
in 2017

accounting for
2.5%
of global spend.

Other figures from 2014⁶ indicate that the annual total direct cost of diabetes in the 21 Arab countries is estimated to be between USD 9 billion and USD 22 billion.

With reference to the GCC countries, the market size from 2015 statistics includes approximately:

3.5 million
diabetes patients in
Kingdom of Saudi Arabia

240,000
in Qatar

1 million
in United Arab Emirates

General

Our strategy will be to target the diabetes market to cater for the monitoring and management of the condition.

2. Upon realization of its projected level of sales as well as percentage market share for its products and services, the company will explore the opportunities to own its own manufacturing facilities to improve on its cost structure and increase its profitability.

1. The manufacture of the device will be done through external contracting for the first 4 years. This will minimize the risk for potential investors.

4. We will explore the opportunities to own facilities in either Asia or Eastern Europe, in countries such as China, Malaysia, Vietnam, Poland or Bulgaria.

As mentioned earlier, the company seeks to market to the GCC countries in the Middle East first and this will be done through the establishment of our products at key medical institutions throughout the country.

Strategic partnerships are currently being formed with a few institutions in the Kingdom of Saudi Arabia and the United Arab Emirates. Some of these partnerships are being pursued through our current contacts, who are International Trade Advisers at the UK Department for International Trade (DIT). Their role, in this instance, is assist and support us with finding the relevant organisations within overseas markets and to put us in contact with the relevant individuals within these organisations.

Strategy

Once again, it is pertinent to mention that the company's strategy embraces innovation as a major component of its operations and future product development will therefore be of key concern to the management.

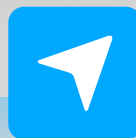
In the first 5 years, a substantial percentage of the resources will be channelled towards R&D activities and as the company revenues grow, management expects that between 10% and 20% annually to product development.

It is expected that these R&D and product development will be done in collaboration with university research groups.

Staffing Requirements

Ikhare is currently running a lean operation with two full, and two part time employees, all of whom are highly skilled and experienced professionals.

It is proposed that during the first 12 months of operations, post launch, the company will increase in size to 7, 4 of whom will be technical staff. Other staffing requirements will be fulfilled on an ad-hoc basis, using short term consultants, who will be contracted to deliver specific tasks or products.



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1

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STORY

1 The Idea August 2016

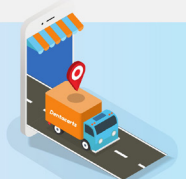


The Idea came up in August 2016, as a result of many dentists complains of hardly getting required dental materials for their postgraduate studies or clinic needs.



When they got the materials, it is not original, it is expensive, and they feel uncomfortable dealing with different dental stores and freelance sales rep.

Consequently, we started to look for a practical and trusted channel, where Dentists can deal directly with official agents to get the original products, pay agent's official prices, and delivered to their doorsteps.



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2

2 Pre-Seed Phase September 2016 - January 2017

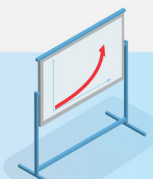


Before seeding our project, we were keen about the feasibility of the business. Thus, we did a brief market study via interviews with expected stakeholders on dental domain, such as undergrad students, postgrad students, dentists, dental stores, and agents.



Aim of these meetings was to examine the acceptance of idea and how far they will be willing to deal with it.

Finally, we got a sufficient information about the market volume, trends, main players, customer behaviour and market segments. Based on that, we proposed DentaCarts business plan.



3

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3 Set-Up Phase February 2017 - March 2017



At this moment, we have decided to start our project, seeking a legal firm to register the company, prepare our cash, and looking for a proper place for DentaCarts office.

By 29th March 2017 we got our official and legal documents, rent and furnished our office, and we were ready to hire the required staff.



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4

4 Pre-Launch Phase April 2017 - June 2017



On this stage, we hired required staff, and we worked on different tracks; developing DentaCarts platform, the website and mobile app, designing DentaCarts themes, creating the product catalogue, approaching dental vendors and closing deals with them, and preparing launching campaign.

At this phase, we have finalised 16 deals with several vendors, had more than 1150 products covering wide range of dental products categories. DentaCarts website and mobile App are ready to LAUNCH.



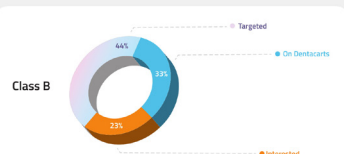
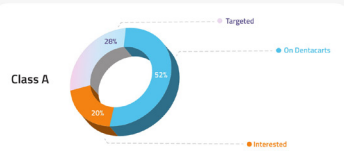
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INSIGHTS

1 Vendors On DentaCarts

Vendors	On DentaCarts	Interested	Targeted	Total
Class A	13 52%	5 20%	7 28%	25
Class B	17 33%	12 23%	23 44%	52



DentsCarts.com
— STORY

8

6 Sales Insights

TOTAL GROSS SALES

733,170 EGP

COMPLETED SALES

455,712 EGP



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12

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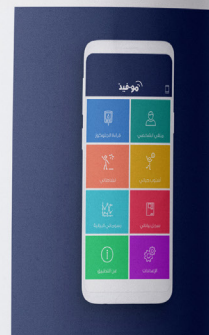
Benefits and Revenue Projections



Confidential Notes
- 2019 -

What are the key advantages of Mo-fiD®?

- a. More frequent monitoring becomes practical, allows glucose levels to be controlled more accurately and provide adherence to medications of patients.
- b. Diabetes population management.
- c. Easier data record keeping and management for users - better data for doctors to act on.
- d. Smart phone apps remind patients to take their medication and other life style data (benefit as (b)).
- e. Smart phone can be used to give (automated) advice to the patients based on their condition. Lower cost but possible liability issues(!)?
- f. Remotely programmable changes for monitoring program or automatic clinical advice, incorporate clinical developments quickly at low cost.



What do these changes mean clinically? Healthcare cost savings:

- A. A small reductions in HbA1c could equal big cost savings (UK study)
- B. Impact of a Reduced Error Range of SMBG in Insulin-treated Patients in Germany
 - a. We can assume and based on these health economic studies in UK and Europe (Germany and Sweden) that small percent of lowering A1c by average < %0.8 for diabetic patient with at least HbA1c > %8, correspond to cost saving of at least %10 of the average diabetes patient cost/year for those using mobile diabetes monitoring.

For Mo-fiD®, assuming these figures to be translated for corresponding cost savings in following examples of GCC countries:

Example 1: KSA Market

Mo-fiD® Users in KSA	Average Cost of diabetes treatment/ person/year (\$3,686/ patient/year)	Average Reduction of 10% of cost/ patient/year with average lowering HbA1c < 0.8% = \$368/ patient/year
5000	\$ 18,430,000/year	\$ 1,843,000/year
10000	\$ 36,860,000/year	\$ 3,686,000/year
20,0000	\$ 73,720,000/year	\$ 7,372,000/year

Example 2: UAE Market

Mo-fiD® Users in UAE	Average Cost of diabetes treatment/ person/year = (\$8200/ Patients /year)	Average Reduction of 10% of cost/ patient/year with average lowering HbA1c < 0.8% (\$820/ patient/year)
5000	\$ 41,000,000	\$ 4,100,000/year
10000	\$ 82,000,000	\$ 8,200,000/year
20,0000	\$ 164,000,000	\$ 16,400,000/year

- b. Note that there is no formal statistics for per life-year in the whole GCC countries. Mo-fiD® as a population management platform and the resultant data generated can be used for such further health economic calculations that governments will be interested in. These will be of major interest to governmental and private clinics, hospitals, pharmaceutical and medical devices companies as part of the relevant medical and financial data acquired from using the Mo-fiD® platform.

How big is the GCC diabetes market?



- a. There is 4.0 million diabetes patients in (KSA) • 1 million in (UAE) • 240,000 diabetics in Qatar • 400,000 in (Kuwait); Total (3 GCC countries) = 5,640,000 diabetic patients in these selected GCC countries only.

How many of these patients would want/need to have Mo-fiD® platform?

90% of diabetic patients are of Type-2 (i.e. Assuming a market of 20% of this population as a conservative estimate (1,120,000) patients.

*REF: IDF- 2015 Statistics)



Mo-fiD®

Benefits and Revenue Projections




Confidential Notes
- 2019 -

Example 2: UAE Market

Mo-fiD Users in UAE	Average Cost of diabetes treatment / person/year - \$18000 / Patients / year	Average Reduction of bill of cost/ person / year with average lowering HbA1c < 8.1% - \$300 / patient / year
5000	\$45,000,000/year	\$1,500,000/year
10000	\$90,000,000/year	\$3,000,000/year
20,000	\$180,000,000/year	\$6,000,000/year

b. Note that there is no formal statistics for per life year in the whole GCC countries. Mo-fiD® as a population management platform and the resultant data generated can be used for such further health economic calculations that governments will be interested in. These will be of major interest to governmental and private clinics, hospitals, pharmaceutical and medical devices companies as part of the relevant medical and financial data acquired from using the Mo-fiD® platform.

How big is the GCC diabetes market?



a. There is 4.4 million diabetes patients in USA • 1.5 million in UAE • 440,000 diabetes in Qatar • 400,000 in Kuwait. Total (3 GCC countries) • 5,440,000 diabetes patients in these selected GCC countries only. How many of those patients would want/need to have Mo-fiD® platform? 60% of diabetic patients are of Type-2 (i.e. Assuming a market of 20% of this population as a conservative estimate 6, 100,000 patients.

REF: IDF - 2015 Statistics

b. The **Healthcare** revenue model, which allows Mo-fiD® to deliver its diabetes population management services with partner businesses. This is based on licensing the ClinicalCoach® for healthcare providers in the region for 100/patient/year in addition to the Mo-fiD® hardware and App licenses as shown above.

What is the route to market who/what are the key bridges & roadblocks?


- a. Market Channels, Distributors, telecom companies, government health authorities, private hospitals, e-commerce sales.
- b. Key bridges:
 - Healthcare providers must agree a lifestyle benefit figure in \$5 tenting a paper would be a good step along this road.
 - Health authorities and Hospitals: Could offer as a value added service - brand building.
 - Pharmacies and Over-the-counter via local distributors. Contact with local pharmacy chains trying to move up the value chain.
 - E-commerce sales: Need press coverage, web marketing flow cost, trusted advisor advertising.
 - Health insurance companies.

What is the revenue model likely to be?

- a. Charge for the administration of the Mo-fiD® system program (Mo-fiD® ClinicalCoach®) • 840-407 patient monitoring).
 - Physical device management (base, rental, recollection of units etc).
 - Help desk support to users.
 - Interface & contact point for key clinical staff.

Who has spending authority to purchase & what do they gain?

- a. Individual patients through B2C e-commerce channels.
- b. Governments and health authorities.
- c. Private Hospitals and Clinics: Marketing / Medical Director as advocate initially.
- d. Medical devices companies whom might find a clinical trial, then another department would sign up to pay.
- e. Pharmacies: Direct sales through distributors.



What are the key advantages of Mo-fiD®?

- a. More frequent monitoring becomes practical, allows glucose levels to be controlled more accurately and provide adherence to medications of patients.
- b. Diabetes population management.
- c. Easier data record keeping and management for users - better data for doctors to act on.
- d. Smart phone apps remind patients to take their medication and other life style data benefit as full.
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For Mo-fiD®, assuming these figures to be translated for corresponding cost savings in following examples of GCC countries:

Example 1: KSA Market

Mo-fiD Users in KSA	Average Cost of diabetes treatment / person/year - \$18000 / Patients / year	Average Reduction of bill of cost/ patient / year with average lowering HbA1c < 8.1% - \$300 / patient / year
5000	\$18,000,000/year	\$1,500,000/year
10000	\$36,000,000/year	\$3,000,000/year
20,000	\$72,000,000/year	\$6,000,000/year

Revenue Options for Mo-fiD®

Market Size of Diabetes MENA and GCC Region ONLY

In 2015, the total diabetic people within the MENA region was 60 million and this is projected to be the highest in the world by 2020 to reach more than 100 million.



TAM: Total Available Market
SAM: Serviceable Available Market
SOM: Serviceable Obtainable Market

a. The **Healthcare** charging individual users buying Mo-fiD® smart mobile App and BLE Device, where the company is charging individual patients (users) and annual subscription for using of the Mo-fiD® App plus a one-off fee payment for the Mo-fiD® wireless accessory (HbA1c) hardware.

Mo-fiD® patient monitoring technology can be outsourced to interested healthcare providers and where can license the service offering. Assuming Mo-fiD® as a second mover in the GCC market, we could expect ~85% market share allowing us to manage **100,000 patients over three year period** for recurring revenue calculations. If we sell Mo-fiD® for \$50/patient as a one off for the Wireless Accessory with an additional \$50/patient/year subscription for the Mo-fiD® Pod. This will give total revenue for the targeted patient population of 100,000 over three years period.

\$ 3 Million from the device sales + **\$ 3 Million** from the annual App license revenue /year. The total profit - **\$ 6 Million**. The targeted revenues for the first three years will be:

Planet Targeted	First Year	Second Year	Third Year
Mo-fiD® Users	5000	10,000	100,000
Mo-fiD® Accessory sales	\$300,000 (\$50/unit)	\$500,000	\$3,000,000
Mo-fiD® App annual license/ user	\$395,000	\$7,375,000/year	\$7,375,000/year
Total	\$695,000	\$7,875,000	\$10,375,000

- b. Change to health data archive and the analytic process of the results in a value added revenue.
 - Present individual's results in a clinically useful form via connecting for health insurance purposes.
 - Provide general (anonymous) data for further epidemiological research for companies interested.

Projected profit stream & timescale in KSA and GCC states:


- a. Individual Patients and their carers/families.
- b. Health authorities and government hospitals: Assume hardware costs charged through the hospital. Then be able to charge as per above.
- c. Private Sector: Probably higher per-user price, particularly if we built a brand via press coverage.
- d. Over e-commerce sales: Would need a 10% charge included in purchase price of equipment for Mo-fiD® patient monitoring. Provide data as website based data service.

What is the likely reaction of other firms (competitors) in the market to Mo-fiD®?

- a. Market starts with a sonum to get key contracts, existing players concentrate on getting contracts rather than acting to stop others - simple price competition.
- b. If players are already established then their reaction may be more dangerous:
 - Hostile pricing: make a loss on contracts to keep us from getting started!
 - Use relationships with clinicians to doubt about our competence.
- c. Add value added features to their service that would be expensive for us to develop so raising barriers to entry.

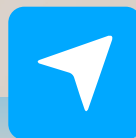
Who are the key stakeholders?

- a. Diabetes pressure groups and patient organisations.
- b. Senior clinical staff: those with overall trust also specific budget responsibility.
- c. Decision makers and health authority managers, Politicians.
- d. Connecting for health program may want us as a tool to control clinical staff reluctance to use.
- e. General clinical staff.
- f. GPs.
- g. Patients.



IKHARE
AN INNOVATION HEALTH MANAGEMENT

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BUSINESS PLAN

A New Benchmark In The
Pathology Market

PRS
2018 APRIL



The current status of technology in Pathology is inadequate and creates an opportunity for a disruptive technology to ensure diagnostic readings that are accurate and verifiable through a reproducible process.

PRS System ensures 100% quality control slide by slide and provides measurable results of the processing and reagent exposure for QC and diagnostic stain density ruler(s) to apply against the tissue section or cell slurry.

PRS is offering the market the chance to make a reproducible, quantitative result by providing a "ruler" on every slide so that everyone is clear where the base line is on all slides processed. This "ruler", is called "ProSensi™" from PRS.

The ProSensi "ruler" will essentially signal process errors in Pathology which will have a dramatic impact on saving patient lives, improving outcomes, and reducing costs in the healthcare system globally.

By improving both human and artificial readings, PRS will dramatically improve reading in biopsies and reduce the risk of error in reading slides.

PRS

FROM BATCH CONTROL
TO 100% QC



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PRS BUSINESS PLAN

PRS launch test interests

A backlog of the most prestigious hospitals and laboratory corporates in the world are waiting to test the solution.

The backlog includes:



PRS BUSINESS PLAN

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PRS

BUSINESS PLAN

A New Benchmark In The
Pathology Market
2018 April



Moving the standard of care for all clinical laboratories

ISO 15189 mandates that any tool that improves quality of patient care otherwise unattainable MUST be adopted.

PRS meets this criteria by providing 100% QC and a measurement scale of antigen concentration on the patient sample.

The 100% QC ensures that the slides were processed within the processing protocol limits, greatly reducing defective slides.

Assuming the tissue sample was fixed correctly, the interpreting pathologist can reach a valid diagnostic result.



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Realizing the potential of digital diagnostics

Digital solutions promise so much, but have failed to deliver because the patient slides lack a processing record. The lack of the processing record causes artificial intelligence (AI) programs to guess when comparing against their databases. Worse yet, is that the defectively processed slide causes the database to be corrupted with whatever decision is made.

With the PRS, slides now contain the processing record which supports quantitative measurement and ensures the database becomes more capable in diagnostic support.

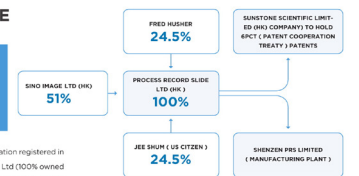


PRS BUSINESS PLAN

COMPANY STRUCTURE

Note:

In Q1, 2018, PRS plans to move this IP to "Sunstone Scientific LTD" in HK. Sunstone Scientific will be a 100% owned subsidiary of Process Record Slide LTD.



Process Record Slide LTD is a privately-owned corporation registered in Hong Kong. The company is 51% owned by Sino Image Ltd (100% owned by Mr. Simon Tung Kwong KWOK). Sino Image trades in healthcare consumables for distribution in Asia. PRS Process Record Slide is a HQ and marketing / sales profit center to enjoy the low tax rates and simple tax policy in HK.

PRS has other two partners; Mr. Jee Shum and Mr. Fred Husher, with 24.5% share in the business each. Mr. Shum and Mr. Husher are the inventors and developers of PRS.

Sunstone Scientific, and Shenzhen PRS are 100% owned by Process Record Slide Limited. Sunstone Scientific is based in Hong Kong and its function is to hold patents.

Process Record Slide (PRS) has developed a technology to be used in the immunohistochemistry field, commonly known as IHC. IHC takes human tissues and places them onto glass slides, processes those tissues with antibodies and colorings (known as chromogens) to allow Pathologists to visualize the tissues and whether particular antigens are present.

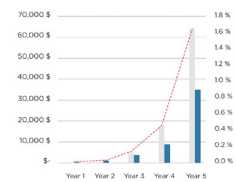
Shenzhen PRS is a manufacturing company based in Shenzhen China operating, manufacturing, R&D and logistic hub.

Through FTO is undergoing and will be completed by end of March

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PRS BUSINESS PLAN

Total Revenue - \$K



Over the first five years, we project to capture 1.6% of the total global market value of biopsy devices, reaching annual revenue of \$ 64.4M in the fifth year.

Return On Investment
Average Annual Rate 13.7%

	Year 1	Year 2	Year 3	Year 4	Year 5	5 Years
Gross Revenue	49	999	4,208	12,038	64,417	82,881
EBITDA	895	478	1,724	9,338	56,261	65,935
% to Gross Revenue			41.0%	76.6%	87.3%	80.2%

For the 5 years of the plan, we forecast accumulated EBITDA of \$ 65.9M, representing 80.2% of total gross revenue for the period.

On a conservative approach, cash flow projected over 5 years results in an annual average return rate on invested capital of 13.7%.

These figures just partially account for the full market potential of the business as they include only two full years (years 4 and 5) of the integrated product and technology solution that will constitute a new market paradigm. We foresee an accelerated expansion in the upcoming years with PRS capturing 15.9% value share of the biopsy devices market on a 10-year timeframe.



INDUSTRY PROBLEMS & PRS SOLUTION

01. INDUSTRY PROBLEM

Contaminated staining results, false negative/positive, from lack of 100% on-slide controls.

1. No standard or protocol which provides quantifiable QC of the IHC, H&E, or Pap Smear staining processes.
2. The accepted practice is to use a similar tissue type previously diagnosed sample as a co-resident control. The degree of detection in the control is subjective which leads to only a qualitative conclusion. Thus, the diagnostic outcome remains oblivious to defects in the staining processing, which can result in false negative/positive reporting.

01. PRS SOLUTION

1. Elimination of false negative/positive staining results with 100% on-slide control. (Some laboratories have been practicing in IHC with real tissue controls but do not do so in H&E and Pap Smear).
2. PRS is cost effective. (Tissue control is more expensive, time consuming to prepare, and limited in the number of tissue sections per block).
3. PRS Attributes:
 - a. Control targets are produced from tested & calibrated materials vs. tissue which has no consistency or uniformity.
 - b. Functions to provide the cumulative quantifiable measure of the staining reagents and staining process for EVERY slide.
 - c. Has a stable shelf life as compared to a tissue control: 2 years vs. weeks to months.
 - d. The PRS targets remain as a permanent record with the patient sample to be evaluated in the future with full diagnostic efficacy, with a tissue control as the history is lost.

PRS BUSINESS PLAN

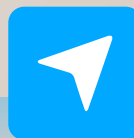
BALANCE SHEET

Stand alone project figures

Assets	Year 1	Year 2	Year 3	Year 4	Year 5
Cash	9,476	6,419	6,403	13,969	55,257
Accounts Receivable		83	351	1,043	5,368
Accrued Tax Credit	115	588	498		
Inventory	5	14	40	178	797
Current Assets	9,595	7,104	7,292	15,190	61,422
Fixed Assets - Gross	800	800	800	1,600	7,200
Depreciation	160	320	480	800	2,240
Net Fixed Assets	640	480	320	800	4,960
Patents & Trademarks	300	450	600	750	900
Deferred Expense	2,044	4,136	5,586	6,311	7,036
Amortization	409	1,236	2,353	3,615	5,023
Net Deferred Expense	1,635	2,900	3,233	2,696	2,013
Total Assets	12,170	10,934	11,445	19,436	69,295

PRS BUSINESS PLAN









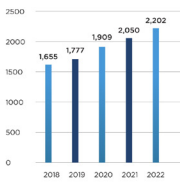
Process Record Slide

A NEW BENCHMARK IN THE PATHOLOGY MARKET

www.ihc-prs.com

The Market

The Global Biopsy Devices Market was worth \$1.4 billion in 2016 and estimated to be **growing at a CAGR of 7.4%, to reach \$2.2 billion by 2022.**



Year	Value
2018	1,655
2019	1,777
2020	1,909
2021	2,050
2022	2,202


According to the statistics published by the International Agency for Research on Cancer, (part of WHO – World Health Organization), the global incidence of cancer (excluding non-melanoma skin cancer) in 2012 amounted to 14.1 million cases. This incidence rate is expected to reach 23.6 million by 2030.


23.6 M

14.1 M

2030

2012





Artificial Intelligence

AI in histopathology will help go from image analysis to automated diagnosis. The quality of the slides will be of primary importance to assure proper reading.

PRS will cause a significant change in digital imaging through the integration of the antigen vs. color density scales that can be applied to the image, ensuring the AI database avoids false input.

In particular, AI development houses have already approached PRS to partner so that they can understand how to apply the artificial antigen density ruler to the image of the tissue section and thus produce valid diagnostic aid and interpretations.

PRS intends to use part of the investment to enter this market either by organic growth or acquisition and will establish a firm foothold in AI for the future stability and growth of the company.

The ultimate objective of Artificial Intelligence is to have Cloud based scans read by an autonomous AI based reader behind the Cloud, which would return an accurate report to the uploading source.



A NEW BENCHMARK IN THE PATHOLOGY MARKET



The Product

PRS is an IHC (ImmunohistoChemistry) use slide that contains arrays of known targets. PRS slides capture the staining experience on to co-resident targets as a permanent record, providing measurable results of the processing and reagent exposure for QC and diagnostic stain density ruler to apply against the tissue section.

Essential PRS



Advanced PRS



Specialty PRS





FROM BATCH CONTROL TO 100% QC

Our Team



MR. SIMON TK KWOK

Mr. Kwok is 100% owner of Sino Image Ltd. Day to day operation of the company is managed by Mr. Denny Lam. In addition to owning Sino Image, Mr. Kwok acts as:

Chairman, CEO & Compliance Officer at Super Strong Holdings Ltd. (a HKEX listed company)

Managing Director of W.M. Construction Ltd.

Co-Founder of WM Engineering Co. Ltd.

President of the Hong Kong General Building Contractors Association Ltd.

And President of the Hong Kong Society of Registered Safety Auditors & Review Office. Super Strong Holdings Limited is a listed company on the main board of the Hong Kong Stock Exchange (Stock code HKEX 8262).




Problem

Ever since the beginning of histopathology there has not been a viable Quality Control process technology.

Unfortunately, errors in biopsy readings persist: a joint study by the University of Toronto and University of Southern California, puts this error rate as high as 9%.

The resulting misdiagnosis impacts the liability risk to the pathologist and, more profoundly, the human lives involved.

9% ERRORS IN BIOPSY READINGS PERSIST



THE HUMAN LIVES INVOLVED.

The Unique Proposition

PRS is unique in the market
No other slide can deliver 100% QC and calibration function.



On slide control Function

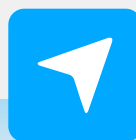
Calibrated baseline ruler

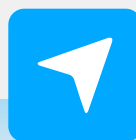
Primary target detection

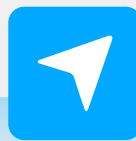
A standard for each staining industry has decades

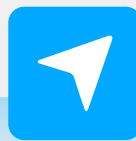
Financials

Consol. P&L Statement - \$K	Year 1	Year 2	Year 3	Year 4	Year 5	5 Years
Gross Revenue	49	999	4,208	12,518	64,417	82,191
Sales Tax						
Net Revenue	49	999	4,208	12,518	64,417	82,191
Direct Cost						
Slides	2	59	166	480	2,142	2,849
Production Personnel	96	192	240	288	384	1,200
AI Services			192	288	1,262	1,742
Gross Margin	49	748	3,610	11,462	60,629	76,400
% to Gross Revenue	74.8%	85.8%	91.6%	94.1%	93.0%	
Marketing & Sales Promotion	500	500	500	500	1,536	3,536
General Admin. Personnel	342	432	804	834	864	3,276
Variable Operating Expense	1	30	84	247	727	1,089
Other Fixed Oper. Expense		264	498	543	1,240	2,545
EBITDA	893	478	1,724	9,338	56,261	65,953









عرض فني لتطبيق المصحف الإلكتروني



إجمالي التعريف بالمكونات الرئيسية

يمكن للمستخدم من استعراض فهرس
كل بأسماء السور، الأجزاء، الأحزاب أو
مع لضمان سهولة وسرعة الوصول

استكمال القراءة عند فتح التطبيق لاحقاً
موضع توقف عنده القارئ

يوفر طريقة العرض إلى نمط القراءة
العين

تتميز من الكتاب أو مجموعة من
التي المشاركة المتاحة على
التشكيل أو بدونه أو كصورة

ق وتدوينات لتعين على

صوت القارئ الذي يختاره المستخدم

البحث

من أهم خصائص المصحف الإلكتروني التي ستجانب بسرعة عالية
وكفاءة مع المستخدم، بناء على أحدث تقنيات البحث السريع والشامل

يُتاح للمستخدم البحث عن كلمات بعينها في
المصحف الشريف والبحث بأسماء السور

تظهر له نتائج البحث مرتبة بترتيب وزنها في
المصحف

يسهل عليه بذلك الوصول إلى السور والآيات
والكلمات التي يحتاجها المستخدم على وجه
الدقة وبسرعة عالية

المعاني والتفسير

إظهار تفسير الآيات من الخصائص المميزة للمصحف، حيث يتمكن
المستخدم من الوقوف على المعاني وفهم نصوص الآيات أثناء قرائته
ما يختصر عليه كثير من الوقت والجهد

الحفظ والمراجعة

يمكن اختيار مقطع محدد للقراءة (آية للبداية وآية
للنهاية) أو تشغيل كامل السورة، وكذلك التكرار فيتمكن
المستخدم من الاستفادة بالمصحف الإلكتروني في
أعراض الحفظ والمراجعة وتعلم التجويد

SMARTTECH
SOLUTIONS

SMARTTECH
SOLUTIONS



تقديم محتوى
الموسوعات في هيئة
نصيّة تتيح للزائر البحث
المتقدم بداخلها.

من المستفيدين من المشروع؟

عموم المسلمين

الذين تشتتوا بين مواقع سؤالات الفتوى الجاهل عنها حديثاً
وربما لم تستند على أساس علمي ومنهجي قوي، لكي يقدم
لهم جواب المسألة من مصادر موثوقة ومتنوعة، يتصلص
للمقارنة مع آسبر من متغير
(وفق الزمن - أو البلد
- أو الشخص المعنى).

الباحثون في مجال الفتوى وطلاب العلم

ليعرضوا إلى كثير من الثرائ العلمي في مسائل وفواوى
من سبقهم أو عاصروهم في البلدان المختلفة، بما يساهم في
تجديد دماء الفتوى في زماننا، من خلال ربط القديم
بالحديث والأطلاع على التنوع المتاح
عند علماء كل بلد، ويهلون من
ذلك في غاية السرعة و ينتهى
السلاسة التي توفرها
التقنيات البرمجية. بما
يساعدهم على اغتنام
الأوقات وتوفير الجهد
في عصرنا إلى ما هو أهم
من الجمع والتحصيل والفرز
والتنضيف، فقد وفرنا
عليهم هذا الجهد.

دعوة غير المسلمين

ومع ذلك تأمل من خلال تواجد هذا المشروع على شبكة المعلومات الدولية "الإنترنت" أن يكون دعوة لغير المسلمين
(من متعلمي العربية، الدارسين لشئون الإسلام، أو الباحثين عن الحق...) حتى يتعرضوا لهذا الإرث الهام من حياة
المسلمين، من خلال نظرة المعتدلين من فقهاء وعلماء الإسلام إلى شرع الله وفهمهم للواقع وفصلهم في الحوادث السابقة
والجارية في حياة الأمم، لا سيما الشائكات منها في حياة الناس، والتي يتسلل منها أعداء الإسلام بقلوب الحقائق لينتوا إلى
الجماعات غير المسلمة صورة مشوشة وغير محمودة عن هذا الدين.




Aligned Performance

Dr. Alok Trivedi



Aligned Performance

Dr. Alok Trivedi



DR ALOK TRIVEDI

Biography

Dr. Alok Trivedi
Speaker consultant and expert in the field of performance

Dr. Alok Trivedi helps people empower their lives through helping them overcome obstacles to create an inspired life. He speaks, trains and consults with people and companies to help them expand their potential and become aligned. He has worked with thousands of clients. His work helps people create more income, greater energy and overall enthusiasm for life. He has shared the stages with thought leaders like Brian Tracy, Grant Cardone, Daymond John, and Don Yaeger.

After building one of the largest health care clinics in the world seeing over 1200 patient visits a week, he went on to develop the Aligned Performance Institute.

API clients include Molinaro, Draftmoore North America, UPS and Primera. He is the author of the book *Chasing Success: Lessons in Aligned Performance*. He has been featured on CBS, NBC, Fox News, CTV News Canada, FHM, Global News and many more.

Combining his expertise as a doctor and psychological performance, he has created Aligned Performance Institute. Aligned Performance is a behavior modification system using neurology and psychology to maximize performance.

Dr. Trivedi helps doctors and corporations maximize performance and profit.



INTENTIONS

My goals for today are:

- 1)
- 2)
- 3)

The struggle I've had in my business and life is:

My goals one year from now are:

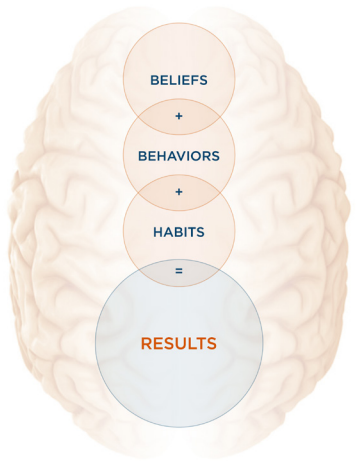
- 1)
- 2)
- 3)

Today is about you and your breakthrough
All too often people set goals that aren't aligned to them and what they want however we place other people's goals for us rather than the goals we want for ourselves.

List 5 goals you had for yourself you didn't achieve:

- 1)
- 2)
- 3)
- 4)
- 5)

OLD MODEL



THE NEW MODEL

STIMULUS Something external that creates a perception

PERCEPTION Something that creates thought and response

NERVOUS SYSTEM

MOTOR Movement Driven

SENSORY Feeling Driven

Behavior Action taken based on perception

Habit Repetition of behavior creating memory pattern

Action

1 Hear
2 Sight
3 Smell
4 Taste
5 Touch

HOW PERCEPTIONS BECOME BELIEFS

PERCEPTION Thought

VALUES Based on past experiences (Positive & Negative)

PARASYMPATHETIC Positive

SYMPATHETIC Negative

EMOTIONS Feelings toward perception

Good Positive Pleasure More pleasure / pain

Bad Negative Pain More pain / pleasure

= THE BELIEF SYSTEM

THE NEW MODEL OF RESULTS BASED TRANSFORMATION

PERCEPTION

+

VALUES

+

EMOTIONS

+

BELIEF

+

BEHAVIORS

+

HABITS

=

SUCCESSFUL RESULTS

ALIGNED CONSCIOUSNESS

SUBLAXATED CONSCIOUSNESS

4 LEVELS OF THOUGHT FREQUENCIES

How you think determines how you live and what your life will look like. Your thoughts have tremendous power on you and on others. Your thoughts are your choice. The highest levels of thoughts use the highest and most evolved center of your brain. How you choose to think dictates the outcomes of your life.

Critical

Removing emotion and seeing the world through eyes of logic

Negative

See problems with everything and are stuck in seeing the downsides to things

They don't look at the upside

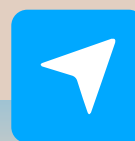
Positive

Overly optimistic about everything and don't think about the downsides of things

Leads to lots of challenges to humble them and become aware

Aligned

Integrates all levels of thought and moves towards their mission and sees things as a balanced feedback.



Dr. Tracy Gapin

A speaker, leading physician and thought leader in the field of epigenetics and men's health. He has focused his medical career on helping men optimize their health and overall performance through personalized genetics-based precision medicine.

He has helped thousands of executives, professionals, athletes, and other high performers maximize their hormone balance, boost energy levels, stamina and vitality, and achieve better overall physical and mental performance.

Credentials

Dr. Gapin is a urologist, board-certified by the American Board of Urology.

Dr. Gapin is a fellow of the American College of Surgeons.

Dr. Gapin completed his general surgery and urology training at the University of Florida College of Medicine.

Dr. Gapin received his M.D. at the University of Texas Southwestern Medical School.

Dr. Gapin proudly graduated Magna Cum Laude from Texas A&M University with a bachelor's degree in Biology.

Dr. Gapin combines his extensive experience with cutting-edge technology to offer patients state-of-the-art care and compassion. He has been a true pioneer for innovation throughout his medical career.

DR. TRACY GAPIN
MEN'S HEALTH • PRECISION MEDICINE • EPIGENETICS

Dr. Gapin combines his compassion and extensive experience with men's health care and cutting-edge technology to offer patients individualized, state-of-the-art care. He has been a true pioneer for innovation throughout his medical career.

THE EDGE BLUEPRINT BE LIMITLESS

Dr. Gapin's unique Edge Blueprint Methodology has revolutionized men's health with a bio-individualized approach focused on genetics and epigenetics to help men achieve optimal health and peak performance.

2006

Dr. Gapin was the first urologist in Sarasota, FL to perform robotic surgery with the Da Vinci robot, which has since become the standard of care for prostate surgery.

2013

Dr. Gapin was the first urologist in Sarasota to perform 3-D MRI/US targeted biopsy for prostate cancer detection. This has become the standard of care for accurate prostate cancer detection.

Dr. Gapin was the first board-certified urologist in Sarasota, Florida to perform High Intensity Focused Ultrasound (HIFU) for minimally invasive treatment of men with prostate cancer.

HIFU has since been FDA-approved for use in the US and has become widely recognized and utilized as a safe, effective treatment option for prostate cancer with minimal treatment-related side effects compared to traditional options.

2014

Dr. Gapin founded Sarasota Prostate Care to provide MRI/US targeted biopsy and HIFU for prostate cancer detection and treatment.

2017

Dr. Gapin created Smart Men's Health to help men optimize their health and performance and maximize testosterone levels with precision-based lifestyle medicine.

Who Is Dr. Gapin?

Dr. Gapin knew he wanted to be a doctor at age 7. He grew up with a passion for learning and helping others.

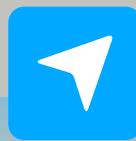
Through the demands of his medical training and career, Dr. Gapin sacrificed himself while dedicating himself to his patients, his family and his children.

Like so many busy, driven professional men he cares for, he experienced health issues as a result of poor nutrition, poor sleep and chronic stress.

This drove him to adjust his focus - not just on treating disease, like his entire medical training had been focused upon, but instead on how to promote health and wellness.

He directed his energy on learning how to optimize and enhance, not just survive. He discovered that the core causes of significant health issues in men can often be traced to genetics as well as epigenetics - how our environment and lifestyle affects the way our genes are expressed and ultimately how we function.

This understanding ultimately led him to develop a unique, cutting-edge program that leverages genomics along with epigenetics to provide human performance men's health coaching that is unlike any other program created.



Who Is Dr. Daniel Stickler?

Dr. Daniel L. Stickler, MD is the co-founder and Chief Medical Officer of the The Apeiron Center for Human Potential and the Chief Science Officer for Apeiron Academy.



APEIRON

He will be speaking on **The New Paradigm of Precision Performance Medicine: Data Driven Health Optimization**. In his lecture he will explore how new innovations and advances in personal health data are creating opportunities for the application of precision medicine in health and wellness to create an upgrade in human performance.

Professional Life

He has had a long and distinguished career in a variety of medical disciplines, and in recent years has emerged as a pioneer and leader in the systems-based approach to precision lifestyle medicine. His work has attracted the attention of many of the world's most prominent medical and scientific institutions and individuals and has earned him accolades as a best-selling author and an award-winning newspaper and magazine columnist, as well as the host of the popular Ironman **Executive Podcast**. He has had numerous appearances and interviews on television and radio and has been the subject of featured articles and news stories in several mainstream media outlets.



Dr. Stickler also serves as the **Medical Director for the Neurohacker Collective**, a company focused on the development of cognitive enhancement strategies. He has served as a consultant for Google in the fields of wearable technology, human biometrics, epigenetics, and AI in healthcare. He is regularly invited to serve as a guest lecturer at Stanford University speaking on **Epigenetics and Nutritional Genomics in Clinical and Lifestyle Practice**.

He was recognized for excellence in the practice of minimally invasive surgery by the Ethicon Endosurgery Institute among many other awards and honors throughout the course of his career. He is a member of many professional organizations including the International Society for Nutrigenetics and Nutrigenomics, the Age Management Medical Group, and the Wilderness Medicine Society.



Medical Journey



Dr. Daniel Stickler

1993



Graduated from West Virginia University Medical School. He began his practice as a general and vascular surgeon specializing in laparoscopic surgery for weight loss. During his years as a surgeon, he developed an innovative systems approach to better health through a collaboration between exercise physiologists, health psychologists, and dietitians.

2003



After ten years of practice and nearly 3,000 operations, he became disillusioned.

He concludes that the disease-centric approach to health was not the best solution. His experiences led him to believe that a healthy lifestyle was the way to a longer and better life and began to explore a variety of disciplines including functional medicine, alternative care, holistic, naturopathic, and age-management medicine.

He realized that none of these was accomplishing his goal of creating the optimum state of human health and performance because they focused on a disease-centric model of treating symptoms, as opposed to a model that focuses on human system, and optimization.

2007



His deep interest in epigenetics and genetics started him on a journey of discovery comprised of more than 10,000 hours of experimentation and research.

He had thousands of client interactions, implementing lifestyle changes that led to successful clinical outcomes. He believes and teaches that by using the power of genomics and leveraging new technologies, mankind has the potential to direct the course of human evolution.

What will you learn?

Anyone who is interested in the fields of **Epigenetics and Precision Medicine** and their application in developing peak physical health and the maximum in human performance and potential will find Dr. Stickler's lecture to be highly informative. His experience as the co-founder of **Apeiron Genomics** using epigenetic testing to provide health advice to patients and clients that is personalized to their individual genetic code and lifestyle influences has made him one of the world's foremost experts in the usage of epigenetics in health coaching, wellness, and precision medicine.

His current mission is to train members of the medical and health coaching professions on how to utilize and interpret genomics in their own practices to provide individualized advice for nutritional and lifestyle. The **Apeiron Center for Human Potential** offers training and certification in a number of disciplines including **Epigenetic Human Performance Coaching, Biofeedback and Stress, Neurofeedback and Performance, Peak Performance Coaching, Environmental Health and Detoxification**, and more. The courses are taught by a staff of recognized experts in the fields of medicine, neuroscience, genetics, human communication psychology, coaching, and business.



Those interested in learning more about the Apeiron Center should visit their website at www.apeiron.academy





Supercharge Your Health,
Strip Away Pounds and
Eliminate the Toxins Within

DETOX

ANTI-INFLAMMATORY PROGRAM



Modern
Holistic Health
Precision Medicine. The medicine of the future.



Your Body Detox Program

The **Modern Holistic Health Detox Program** is specifically designed to provide your body with nutrient rich foods that assist in detoxifying, while maintaining a well-balanced diet. Over the next month you will be focusing on eating a variety of nutritious foods and avoiding processed foods and common triggers. Each meal should be a combination of fruits/vegetables, healthy fats and protein.

Each day, you should eat:

- 5-7 servings of vegetables
- 2-3 servings of fruit
- 2-4 servings of protein
- Detox Shake



Almond Crusted Salmon

- 2 Salmon Fillets, about 6 oz. each
- Salt & Pepper
- ½ Cup Almond Meal/Flour*
- 2 Teaspoons Fresh Dill
- 1 Clove Garlic
- 1 Tablespoon Extra-Light Olive Oil, or coconut oil
- Lemon Wedges (for serving)



1. Preheat the oven to 450°.
2. Season the salmon filets with salt and pepper and place them on a parchment lined baking sheet.
3. Combine the almond flour, fresh dill, garlic, and olive oil in a mini food processor. Pulse until the garlic and dill are incorporated into the crumb mixture.
4. Evenly cover each filet of salmon with the almond crust.
5. Bake the salmon for about 15 minutes or until the top is golden and the fish flakes easily with a fork.

Supercharge Your Health,
Strip Away Pounds and
Eliminate the Toxins Within

DETOX

ANTI-INFLAMMATORY PROGRAM



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Holistic Health
Precision Medicine. The medicine of the future.

Your Daily Meal Plan



Early Morning

On an empty stomach 2-8oz of pure celery juice (this aids greatly in gut repair) or warm water with fresh lemon juice.

Breakfast- Detox smoothie.



Mid Morning

Have another smoothie.



Lunch

Salad with greens, fruit, and fish if you desire an animal protein.



Mid Afternoon

Piece of fruit
Detox Smoothie (on days where you need to drink 3)



Dinner

Any vegetable dish with lean animal protein

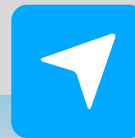


Veggie Breakfast Hash

- Brussel Sprouts
- Butternut Squash
- Onion
- Ground turkey
- Avocado
- Olive Oil
- Salt
- Garlic powder



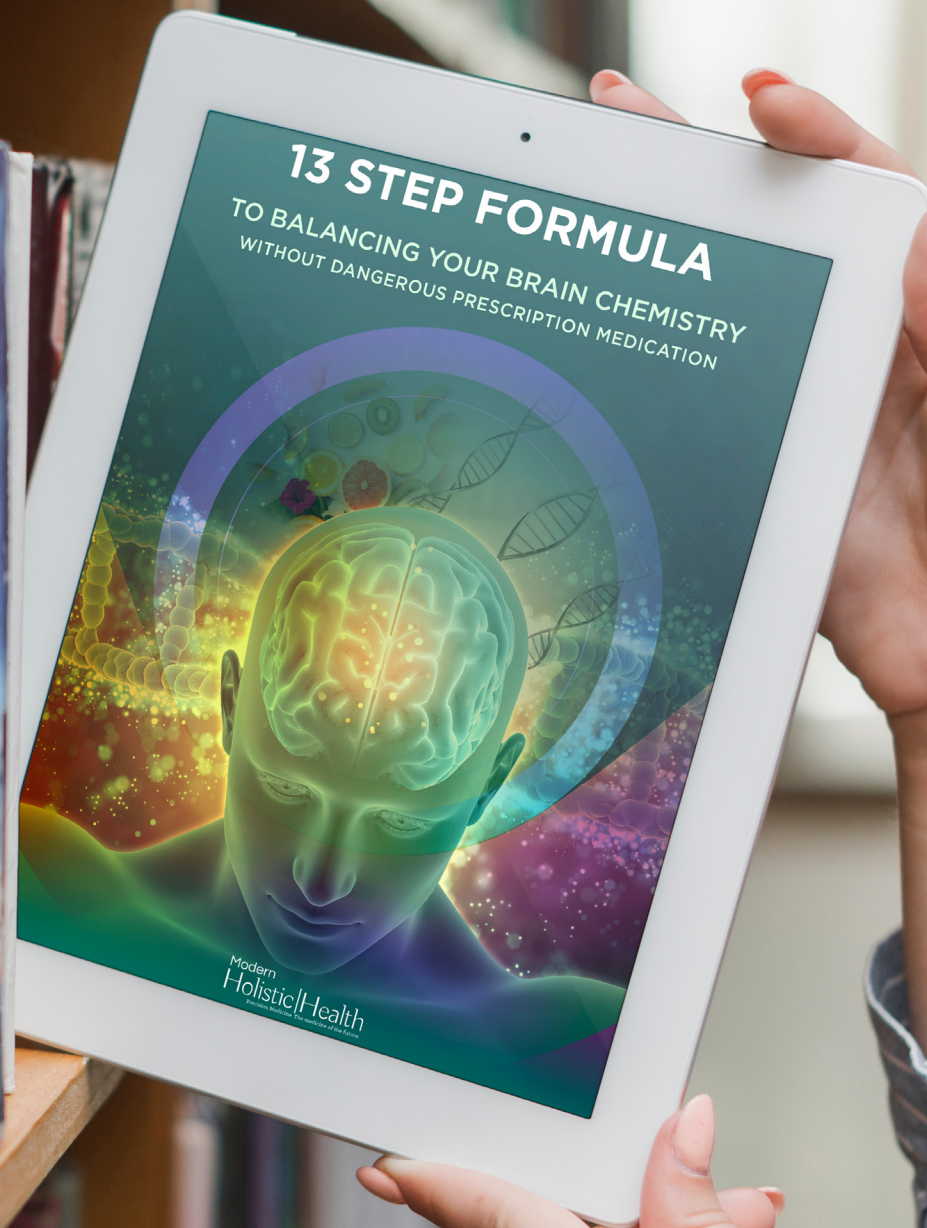
1. Cut Brussel sprouts in half lengthwise and cut butternut squash into 1/2" cubes.
2. Toss in olive oil, salt and garlic powder.
3. Roast Brussel sprouts and butternut squash in oven at 400 degrees for 25 minutes.
4. While the Brussel sprouts and squash are cooking, saute onion and ground turkey (use olive oil, salt and garlic powder) *you can use organic vegetable broth to add to the pan if the onions and turkey start to burn on to pan.
5. Saute Brussel sprouts, squash, onion and turkey in pan together.
6. Garnish with avocado if desired.



The Modern Holistic Health Detox/Anti-Inflammatory Program

27





DO YOU KNOW THAT?



5%

Only are caused by genetics

95%

Are actually caused by environmental influences

Our everyday exposure to these environmental toxins results in defective mitochondrial cell function which is causing:



Dementia



Alzheimer's



Depression



Anxiety

and other very common neurological diseases

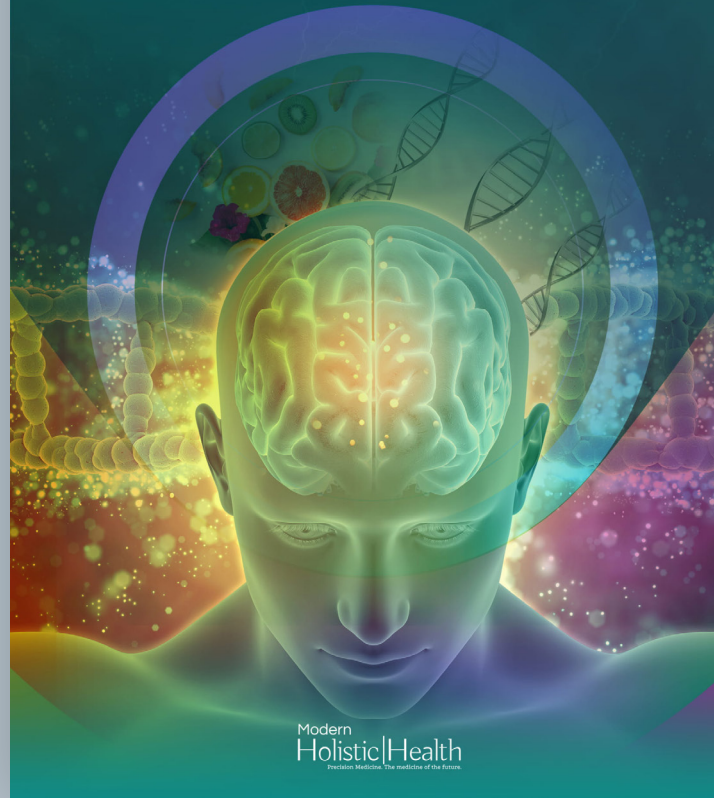


3

13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



Modern
Holistic Health
Functional Medicine. The Medicine of the Future.



When we realize that symptoms are simply
A WARNING SIGNAL FROM THE BODY
that something is out of balance, the path to healing
ourselves becomes obvious.

✓ Fix the root causes and the symptoms will go away



Many of you reading this have already tried every pill
for every ill and have most likely discovered that you
are now worse off than before.



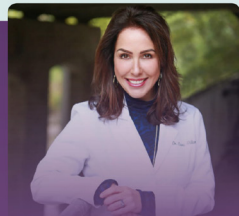
Medications don't fix root causes; they only focus on
covering up the symptoms.



Meanwhile, the body becomes more and more sick
until one day medicine just doesn't work, and you are
on more medication than ever before.

5

13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



After helping hundreds of clients around the
world to successfully re-balance their brain
chemistry, some common factors stand out
amongst people suffering from long term
anxiety and depression.

They also have issues
with:

- Brain fog
- Mind racing
- Sleep
- Fatigue
- Decreased memory recall

Or other non-brain
related issues:

- Type 2 diabetes
- Fibromyalgia
- IBS
- Chronic autoimmune disorders

4

13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



Our bodies don't
become ill due to a lack
of prescription drugs



They become ill because
they don't have what
they need to heal



This usually happens because of various interferences.
Those interferences could be environmental toxins found
in your household products such as **cleaners, shampoos,**
body soaps, toothpaste, laundry soaps and glyphosates
(Roundup) that are in your 'conventional' (not organic) foods
as well as other toxins found in processed foods



And finally, one of the biggest root causes of our bodies
breaking down into chronic illness is constant stress from
your personal and professional lifestyle choices

It sounds too simple to be true, but if you remove
interferences and give the body the ingredients that
it needs to heal itself, it will do it!

**BUT IT TAKES TIME AND PATIENCE
AND 100% COMMITMENT TO THE PROCESS**



6

13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION





I highly encourage lab work as it shows us the exact root causes and guides us in putting together a specific protocol to begin fixing the underlying issues.

For those who may not have access to testing or haven't gotten testing done yet, these 13 simple steps are critical components that are necessary for the body to do its complicated process of healing.

If you do these simple steps, your body will have what it needs for all the complicated work.

6 13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



7 GET ON A GUT REPAIR REGIMEN AND MAINTAIN YOUR GUT HEALTH

The gut is known as the 'Second Brain' and with good reason!

Our gut is composed of 2 thin layers with over 100 million nerve cells that line the GI tract to control blood flow and secretions that digest food.



- Within our gut we have what is called a 'Microbiome' or ecosystem.
- This ecosystem is tied directly to our brain function.
- It's a fact that the gut actually produces several of our brain chemicals including Serotonin, GABA, and other hormones!

Regulation of the gut ecosystem using diet, probiotics, and even fecal microbiota transplantation is being used to help prevent and treat depression.

17 13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



- Let's not forget that our bodies are huge chemistry factories and are designed to restore and heal themselves.
- They do it without us even thinking about all the biochemistry that's going on inside!

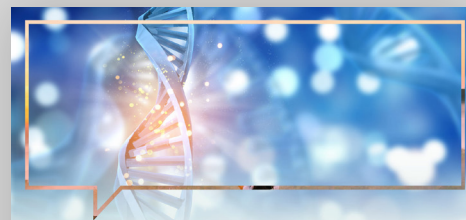
However, in order for all that healing and restoring biochemistry to take place to get the body back to health, the body needs ingredients.

That's where these simple steps can change your health for good; make no mistake that you are what you eat.

Once you give your body "high octane fuel" or what we like to call "specific nutrient dense therapy",

Your body will start to respond by eliminating the toxins and repairing itself.

7 13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



13 PERSONALIZE YOUR PATH - UNDERSTAND HOW YOUR GENES INFLUENCE YOUR HEALTH

Use Advanced Precision Testing to find the underlying root causes of your Brain Chemistry Imbalances



- While everything mentioned above is incredible advice and is recommended, whether or not you take this last step is the most important.
- The truth is that without a specific analysis of your genetics, brain chemistry, and other necessary testing, there is no way to know exactly how effective any of these suggestions will be.

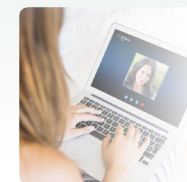
That is the drawback of most health and medical advice popular today; they are based on generalities and averages, not on specific and individual needs.

30 13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



Dr Elena Villanueva has helped hundreds of clients stabilize and optimize their health using her unique blend of holistic health, epigenetics and nutrigenomics and other advanced data collection

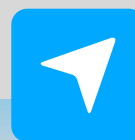
Dr Elena Villanueva can help you find not only the root cause of your problem, but a viable and result driven solution to fix the underlying cause, restore health, and optimize your body and your mind.



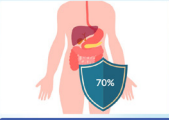
Normally a new client consultation with Dr. Elena would cost \$90, but to help you get on the path to health, she's offering a new patient consult for just \$79

[Click here to book now](#)


32 13 STEP FORMULA TO BALANCING YOUR BRAIN CHEMISTRY WITHOUT DANGEROUS PRESCRIPTION MEDICATION



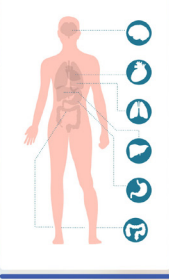




Your digestive tract is not just for digesting and absorbing nutrients, it is also involved in immune function, since approximately 70% of immune system resides in the gut.



Good gut health can also affect brain health. New research shows that there is a gut-brain connection and the gut has been dubbed the second brain.




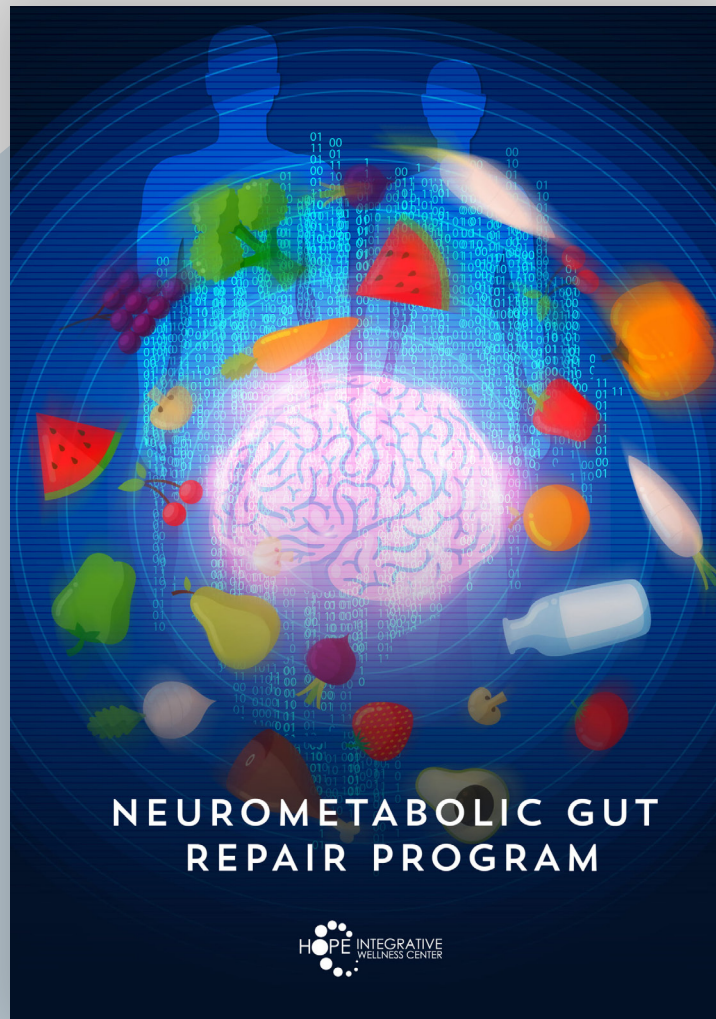
Optimal digestive system helps us maximally absorb nutrients from our food, which gives us energy and building blocks for healing and repair.

Health digestion involves proper neurological and endocrine function, as well as normal elimination through bowel movement.

It also requires healthy immune system and mucosal barrier function.

1 THE NEUROMETABOLIC GUT REPAIR PROGRAM

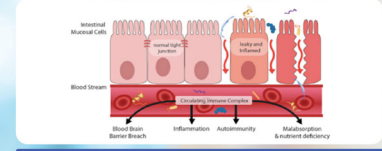




NEUROMETABOLIC GUT REPAIR PROGRAM




- The intestinal mucosal barrier forms part of our defense mechanism in the immune system.
- The mucosal cells are strongly attached to each other through tight junction proteins called occludin and zonulin.
- The tight junction forms a semi-permeable protective barrier so undigested proteins and toxins do not readily cross the mucosal barrier.



- These tight junction proteins can be damaged due to stress, food sensitivity, chronic infection and chemical toxicities.
- The result is leaky and inflamed barrier system that allows undigested proteins and toxins to get into the blood stream, which can form circulating immune complexes that can travel throughout the body, causing inflammation, autoimmunity, and blood brain barrier compromise, while at the same time causing malabsorption and nutrient deficiency.
- This can lead to a vicious cycle of leaky gut causing more inflammation, causing more leaky gut.

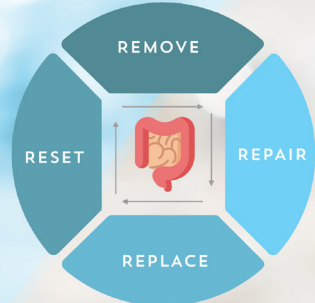
2 THE NEUROMETABOLIC GUT REPAIR PROGRAM




THE NEUROMETABOLIC GUT REPAIR PROGRAM

Is a powerful regimen designed to support intestinal health and intestinal permeability.


Consists of 4 phases carried out simultaneously:





The program may need to be conducted for 30-60 days for best outcome.

3 THE NEUROMETABOLIC GUT REPAIR PROGRAM



1 REMOVE



The goal here is to remove certain known dietary triggers and to provide the nutrients necessary to support intestinal flora and healthy blood sugar level.



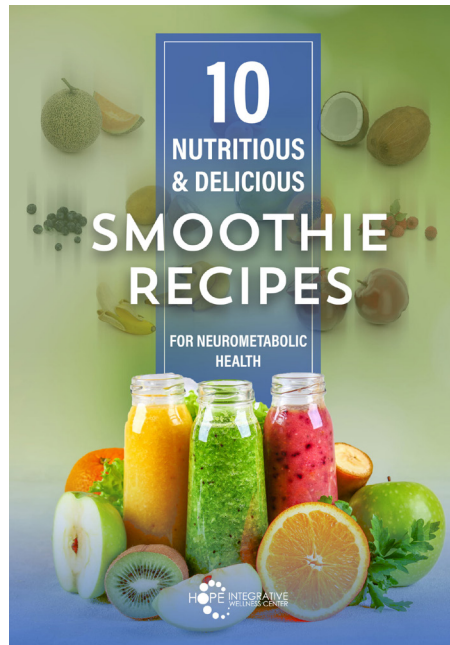
The dietary restrictions are not caloric (not based on quantity of food), so you are allowed to eat whenever you are hungry.

In fact, no hunger or cravings are allowed on this program!



Just eat until you are satisfied (80% full and not gorge yourself). However, you must only eat from the list of allowed foods.





Hi,

Thank you for requesting the smoothie recipes. You hold in your hands **10 POWER-PACKED**, nutrient dense smoothie recipes that will help you jumpstart your metabolism, reach your ideal weight, improve your digestion, stabilize your blood sugar, and decrease inflammation.



Did you know that most hospital visits are due to lifestyle preventable diseases?

Did you know about 50 million people in the United States suffer from autoimmune disease?

This is more than cardiovascular disease and cancer combined. Although autoimmune disease is not as deadly as heart disease or cancer, the drain on quality of life can be equally devastating.



10 Nutritious and Delicious Smoothie Recipes for NeuroMetabolic Health

2

AUTOIMMUNE DISEASES are conditions where your own immune system attacks your body, leading to chronic inflammation, leaky gut, and tissue destruction. The number of people with autoimmune disease have been steadily rising over the years. **Hypothyroidism**, for example, is primarily an autoimmune disease. Medical treatment for autoimmune diseases is limited to immune suppressing medications with powerful side effects. This approach masks the symptoms but ignores the root cause.

You see, my practice in Gilbert, AZ focuses primarily on autoimmune disease and other chronic conditions such as:



THYROID PROBLEMS



CHRONIC DIGESTIVE PROBLEMS



CHRONIC FATIGUE

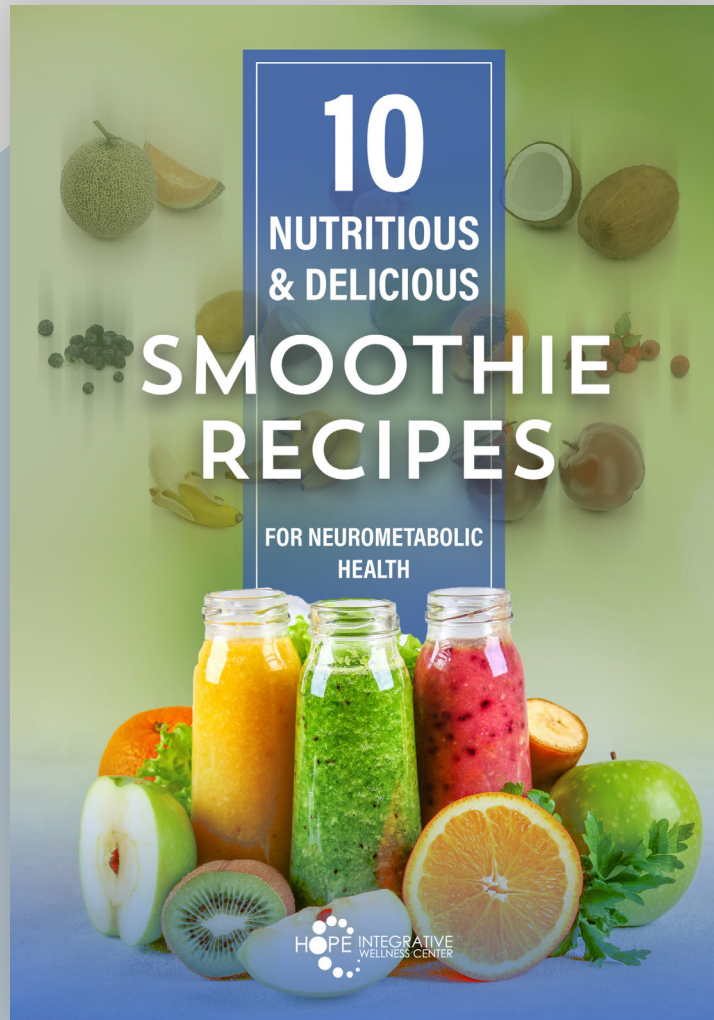


FIBROMYALGIA



10 Nutritious and Delicious Smoothie Recipes for NeuroMetabolic Health

3



WHY SMOOTHIES?

Well, if you been trying to find a way to shed some extra pounds, improve your energy, or improve your health, but find it difficult to get started or stick to something, smoothies when done right can be a jumpstart you are looking for. The problem is, most smoothies people make or sold in stores are sugar laden milkshakes in disguise. They actually can cause weight gain and more blood sugar problems.

When you make the smoothies that I listed here along with the NeuroMetabolic Integration line of supplements, you will have numerous benefits, including:



CONVENIENT

You can make one in 5 minutes.



PORTABLE

You can put in a shaker bottle and take it to go.



EASY

Some recipes only call for 4 ingredients. Even my kids can make them.



NUTRITIOUS

You can pack tons of nutrient dense foods and even hide stuff that you don't normally eat, like kale and spinach and hemp hearts.



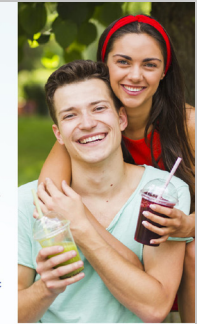
BALANCED

The key to a healthy meal and smoothie is balance between protein, fats, and carbs. When done right with the NeuroMetabolic Integration powders, you will have all the nutrients in a glass.



EASY TO DIGEST

It's kind of all chewed up for you by the blender, the finely chopped up ingredients makes it easier for your digestive tract to breakdown.



10 Nutritious and Delicious Smoothie Recipes for NeuroMetabolic Health

5

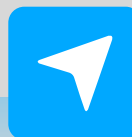


HAVE I CONVINCED TO START THE HABIT?

I hope so. This is one of the easiest thing you can do to start the day right and set the stage for how the rest of your day will go. Many people start the day with breakfast that does nothing but causes weight gain and slow metabolism, not to mention inflammation from possible food sensitivities. Breakfast cereal, bagels, muffins, sugar loaded caffeinated drinks are the norm. I challenge you to eat a meal that is as nutritious as these smoothies boosted with the NeuroMetabolic Integration powders. When in doubt and you don't know what to eat, go for a smoothie.

FAST TRACK

If you have a lot of weight to lose and you want to speed things up a bit, you can do one smoothie for breakfast, one smoothie for dinner, and eat a healthy lunch consisting of tons of vegetables, lots of healthy fat, moderate amount of protein. Watch as your weight falls off, clothes get looser, energy shoots up, digestion improves, and better mental clarity as well as less inflammation which may show up as less joint pain and puffiness.



Banana and Strawberry Smoothie



INGREDIENTS

- 1/2 scoop NeuroMetabolic Meal powder
- 2 Teaspoon Fiber FX powder
- 1/2 scoop GI Resuscitate
- 1 cup frozen strawberries
- 1 banana
- 1 cup almond milk or coconut milk
- 1-2 tsp booster (optional)

INSTRUCTIONS

1. Blend strawberries, banana, almond milk, and desired booster in a high-speed blender until smooth.
2. If desired, top with diced fruit.

PERFECT as a quick and healthy snack, this **banana and strawberry smoothie** is a refreshing treat. This triple-duty smoothie can be a grab-and-go breakfast, after-school snack, or evening treat. **Kids and adults** alike will love its frosty goodness, which is full of fruit and blended into a creamy smoothie. You can also add one of the healthy boosters I **RECOMMEND BELOW**, or enjoy as-is for a cooling, vitamin-packed, non-dairy drink.

This simple smoothie is not only delicious, **THIS RECIPE IS FLEXIBLE AND IS A GREAT WAY TO INTRODUCE HEALTHY SMOOTHIES TO PEOPLE WHO MIGHT OTHERWISE BE A LITTLE HESITANT ABOUT MAKING A MORE NUTRITIOUS CHOICE.** Great for kids, this whole-food, all-fruit smoothie tastes like dessert, but is packed with nutrient-rich ingredients that boost your health.

I **LIKE** to offset this creamy smoothie with more berries than banana, just to ensure the sugars aren't out of control. To make this smoothie as simple as possible, I used frozen strawberries, which means you don't need ice.

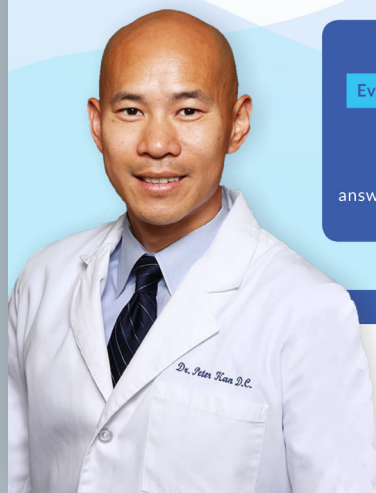


10 Nutritious and Delicious Smoothie Recipes for NeuroMetabolic Health

12

- Let me help you on your journey to better health. You can get useful information by following us on facebook/ hopeintegrativewllenss, periscope@askdrkan, twitter@askdrkan.
- Every Monday at 12:30PM AZ time, tune in to Facebook Live and Periscope for the live Ask Dr Kan Show where you get your questions answered and I present on special topics.
- Keep your eye on the email inbox for updates from me with more useful videos and information that will help you.

Dr. Kan



Every Monday at 12:30PM AZ time

ASK DR KAN SHOW

where you get your questions answered and I present on special topics

FOLLOWING US

facebook/hopeintegrativewllenss

periscope@askdrkan

twitter@askdrkan

Booster Options:



ALMOND BUTTER. Mild tasting, but a great flavor match for this smoothie, add raw almond butter if you're looking for more plant-based protein and heart-healthy fats.



GROUND FLAX. A tablespoon of ground flax is a great way to take this smoothie from good to good-for-breakfast.



High in fiber and **OMEGA-3** fatty acids, flax is great for your digestive health while offering anti-inflammatory benefits as well. A tablespoon of ground flax will be virtually hidden in when blended into this smoothie.

Though this will boost the fat and caloric intake of your smoothie, it will also satiate you, so a little goes a long way.



MACA. For hormonal regulation, add 1 teaspoon of maca to your smoothie. Maca is also great for natural energy. Maca powder blends well into smoothies, and can be found at your local health food store.



CHIA SEEDS. A tablespoon of chia stirred or blended in delivers a punch of nutrition. Chia seeds are known for their superfood power in delivering omega-3 fatty acids, protein, fiber, and antioxidants all in one tiny seed.



COCONUT OIL. Blend 1 to 2 tablespoons of liquid coconut oil or MCT oil (available online and health food store) for medium-chain fatty acids and slow burning energy.



10 Nutritious and Delicious Smoothie Recipes for NeuroMetabolic Health

12

STARTER KIT

FIBER FX

GI RESUSCITATE

NEUROMETABOLIC MEAL

GI RESUSCITATE

This product contains key ingredients that support intestinal permeability and intestinal health.

Recommended use: 1/2 tsp twice per day

16 THE NEUROMETABOLIC GUT REPAIR PROGRAM

ALSO RATE THE FOLLOWING AREA BEFORE THE START OF THE PROGRAM, AND THEN ONCE PER WEEK TO TRACK PROGRESS: 0 TO 10, WITH 0 BEING THE WORST AND 10 BEING THE BEST:

BOWEL MOVEMENT (Frequency, consistency, form - hard, dry or well-formed)

MOOD (Depression, anxiety, mood swings)

COGNITION (Brain fog, concentration, memory)

SLEEP (Quality and quantity)

LIBIDO

PAIN (Can include overall stiffness, aches, muscle pain, joint pain, headache)

ENERGY

DIGESTION (Gas, bloating, burping, indigestion, heartburn, reflux, cramps, pain)

TRACKING

Anything else you are experiencing difficulty with and want improved

For example, hormonal symptoms
hot flash night sweats

28 THE NEUROMETABOLIC GUT REPAIR PROGRAM





Welcome to the EDGE Blueprint!

Congratulations on taking the first step toward reclaiming your prime! Developed by **Dr. Tracy Gapin**, the **EDGE Methodology™** is the most impactful, science-based approach to getting your edge back with maximized testosterone levels and optimized performance in the boardroom, the bedroom and beyond!



DR. TRACY GAPIN
MEN'S HEALTH • PRECISION MEDICINE • EPIGENETICS

Low testosterone levels have become a true epidemic. Several large studies have recently shown that population-wide testosterone levels have plummeted over the past few decades.

Healthy testosterone levels are critical for maintaining optimal health and peak performance. Testosterone levels in men are vitally important for maintaining:



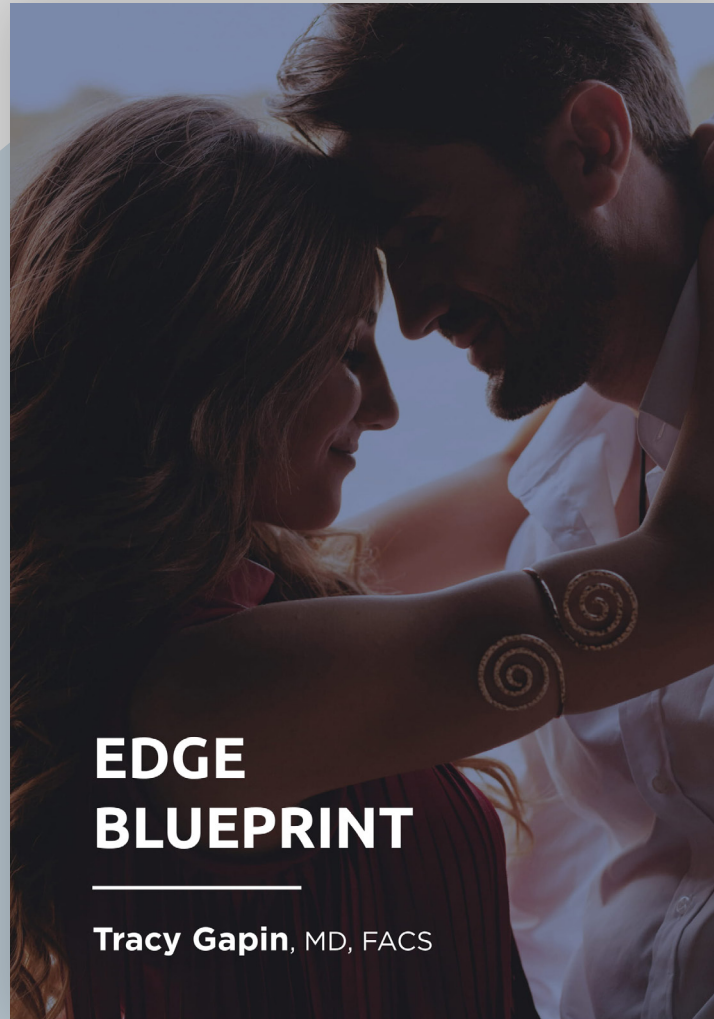
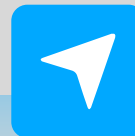
High energy levels
Normal libido (sex drive)
Good erectile function



Strong exercise stamina
High metabolism to burn fat
Healthy muscle mass and bone density



Sharp cognitive function including focus, concentration and memory
Good mood
Stress resilience
Feeling of confidence
Sense of being a man



EDGE BLUEPRINT

Tracy Gapin, MD, FACS

Men with low testosterone often suffer with low energy, poor sex drive, erectile dysfunction, mental fog, depression, weight gain, difficulty burning fat and building muscle, poor bone density, self-doubt, and perhaps most importantly, a lack of strength, confidence and sense of feeling like a man.



And this affects every aspect of a man's life - intimacy with their partner, ability to be present and engaged with their kids, enjoyment of leisure activities with friends, and focus in business.

Many men resort to getting testosterone shots from those T clinics that seem to be popping up on every corner. Some men waste their money on the testosterone boosting supplements that are advertised everywhere.



If you really want to regain your edge, you need a more comprehensive approach. The key is what we call a whole body systems approach. This involves focusing on **EVERY** part of your human operating system to maximize function and achieve optimal performance. And this is the cornerstone of the **EDGE Methodology™**.



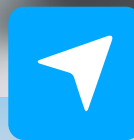
OPTIMIZING MEN'S HEALTH
AND PERFORMANCE
THROUGH GENETIC-BASED
PRECISION MEDICINE





31^{NEW}
PATIENT MARKETING
STRATEGIES
DR. ALOK TRIVEDI

Aligned
Performance
Institute



WHAT I AM GOING TO DO !? 2

100 I'm going to share 31 different strategies with you that I have done to drive over 100 new patients per month consistently for a long time.

1 I want you to realize marketing is not an expense it is an investment. Just like people look at their stocks and see the percentage has gone up, you have to look at your marketing and see the ROI (return on investment) to see if it's working.

\$ So many doctors waste money on marketing things that don't make money. Running one ad once a quarter is not marketing, it's praying for a miracle.

7% You should be allocating 7% to 10% on marketing. If you're not, you're going to always be in reactive mode searching for new patients.

⚡ Your marketing is collaborative, meaning that one builds on the other. I like calling it a blitz. I like to say "Whether you like me or hate me, you'll hear about me." This is the mentality I use when I market. I actually love marketing.

It's a game

INDEX

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- 2 THE FOUR BUCKETS OF MARKETING
- 4 INTERNAL MARKETING - ACTIVE
- 12 INTERNAL MARKETING - PASSIVE
- 20 EXTERNAL MARKETING - ACTIVE
- 24 EXTERNAL MARKETING - PASSIVE

31 NEW PATIENT MARKETING STRATEGIES
DR. ALOK TRIVEDI

Aligned Performance Institute

31 NEW PATIENT MARKETING STRATEGIES
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Aligned Performance Institute

EXTERNAL MARKETING - ACTIVE 22

3. CORPORATE WELLNESS PROGRAMS

 If you can do this, this will be something very, very powerful.

Corporate wellness programs with the safety directors of the companies is tremendously valuable because, all the new patients you're looking for are right there.

But don't push them to become patients. They will come on their own, but if you're going out there and doing the corporate wellness talks and educating their staff, they automatically will trust you and come into your practice.

4. DOOR TO DOOR

 Another one that's not very fun but does have its merit is going door to door and handing flyers for different events and things that you have going on in the office.

Obviously this is a low cost strategy.

You could have the greatest product in the world but if you don't tell anyone about it, it dies with you.

5. BUSINESS EXPOS

 Depending on your demographic you can do screening or gather leads at the expos. This is also a great place to create relationships with other businesses that want to market.

They are out there trying to generate new business. You already have one thing in common. Set up from there and brainstorm ideas where you could do things together.

31 NEW PATIENT MARKETING STRATEGIES
DR. ALOK TRIVEDI

Aligned Performance Institute

THE FOUR BUCKETS OF MARKETING 3

Marketing is broken up into two sections internal and external. Each of these are broken up into active and passive marketing sections. Active means you actually have to do the work to get the business. Passive refers to things that are not activity driven.

	ACTIVE	PASSIVE
INTERNAL MARKETING	<ul style="list-style-type: none"> 1. New Patient Lecture. 2. Strategic Table Talk. 3. Home Health Parties. 4. Patient Dinners. 5. Anniversary Dinners. 6. Sending referral gifts to their work. 7. Specific health talks on different conditions. 	<ul style="list-style-type: none"> 1. Thank you card after first day with 2 gift certificates. 2. Sending out \$5 Starbucks cards. 3. Monthly News Letters. 4. Patient educational videos in office. 5. Your environment (has to be different). 6. Your personal confidence. 7. Your office dress code.
EXTERNAL MARKETING	<ul style="list-style-type: none"> 1. Community Talks 2. Screenings 3. Corporate Wellness Programs 4. Door to Door Flyer 5. Business Expos 6. Strategic Joint Venture Partnerships 7. Community Wellness Fair 8. Dinner with the Doctor 9. Partnered Dinners 10. Lead Generations 	<ul style="list-style-type: none"> 1. Newspaper 2. Internet 3. Social Media 4. Radio 5. TV 6. Website 7. Lead generations systems

You'll see here that I've given you 31 different marketing strategies you can use inside your practice. We're going to break these down one by one and give you a summary of how to do this exact marketing strategy. You'll see, with these strategies alone, there's millions of dollars at stake here so, as I said earlier this program is a comprehensive program, one thing leads to another, everything done in synergy is what's going to build you the new patient machine.

31 NEW PATIENT MARKETING STRATEGIES
DR. ALOK TRIVEDI

Aligned Performance Institute

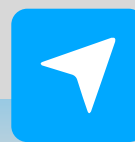
So there you have it, 31 different marketing strategies that you can use inside your practice. Feel free to use them and personalize them as you wish. Remember you need the internal structures and systems in place to make sure that when you bring a new patient into your office you're not losing them on the back end.

Make sure you watch the videos provided and I wish you only success.

Sincerely,

DR. ALOK TRIVEDI
PRESIDENT AND CEO OF ALIGNED PERFORMANCE INSTITUTE

Aligned Performance Institute





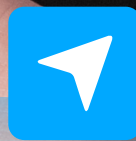
The image displays a collection of overlapping brochures and a tablet, all promoting Magnetic Field Therapy for Pain. The central tablet shows a woman pointing at the text "MAGNETIC FIELD THERAPY FOR PAIN" and "DRPAWLUK.COM".

One brochure titled "BACK PAIN" states: "Up to 85% of adults will experience back pain at some point in their lives. Up to 10% of those who develop lower back pain will experience the pain 3 months after it starts, making it a long-term condition. Back pain is the second most common cause of disability in the United States." It also includes a statistic: "10% of the pain 3 months after it starts." and a list of conditions: "Arthritis, whiplash, and many other conditions can lead to back pain." It mentions "Injections, surgery, and other treatments" and "Pain management" and "Pain relief".

Another brochure titled "POTENTIAL MECHANISMS OF MAGNETIC FIELD EFFECTS ON PAIN" states: "Pain is the result of damage to cells, but it's much more complex than that. Cell injury leads to a myriad of mechanisms that contribute to the development of pain, including: Inflammation, Poor blood supply, Poor nerve function, Poor energy production, and Injury to repair itself." It also lists "REDUCE TISSUE SWELLING FROM INJURY OR INFLAMMATION", "REFRESH CHRONIC INFLAMMATION", "IMPROVE CIRCULATION", "SPEED TISSUE REPAIR", "INCREASE ENERGY IN THE TISSUE", and "REDUCE MUSCLE SPASM".

A third brochure titled "ALTERNATIVES FOR PAIN MANAGEMENT" states: "In addition to the treatment received from their primary care physician (like narcotics, prescription painkillers, and physical therapy), many patients are seeking alternative treatment concurrently to improve outcomes. These alternative treatments include acupuncture, chiropractic, massage, and physical therapy. These treatments can be used in conjunction with traditional medicine to provide a more comprehensive approach to pain management. It's not just about the pain, it's about the person. Our goal is to help you live a better life." It also lists "Acupuncture", "Herbs", "Supplements", "Massage therapy", "Chiropractic adjustments", "Physical therapy", and "Pain management".

Other brochures include "MAGNETIC FIELD THERAPY FOR PAIN" and "PAIN MANAGEMENT".



Introduction

For the first time in history, members of four different generations (five if you count Gen Z, but we'll save them for another article) are in the workplace at the same time. Up to 50 percent of them are "distributed," either working from home or in another satellite location.

Managing these generations – their work habits and supervisor expectations – can be a challenge. Often the culprit behind a team's inability to produce results is not your workers.

Instead, the problem lies in:

- Poor leadership
- Sloppy processes
- Inadequate collaboration tools
- Uninspiring work cultures

According to Gallup's report, **State of the American Manager: Analytics and Advice for Leaders**, [visit now](#) having a lousy manager affects employees because:

“They feel miserable while at work, and that misery follows them home, compounding their stress and negatively affecting their overall well-being.”



HOW TO LEAD ACROSS GENERATIONS
ON A VIRTUAL TEAM

2

HOW TO LEAD ACROSS GENERATIONS ON A VIRTUAL TEAM



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“only about one-third of Americans are engaged at work ... and managers account for up to 70 percent of the variance in engagement.”

Gallup defines engaged employees as those who

“are involved in and enthusiastic about their work and workplace”

Ongoing research shows that overall worker happiness and well-being plays a significant role in organizational performance.

As a result, it is essential to invest time and energy into making the work environment a positive one.

The concrete examples contained in this report will help you successfully manage a remote, multi-generational workforce inside and outside of a physical office.

After reading this report you will understand:

- The generationally distinct work habits and styles
- Which management techniques work best for each generation
- The value each generation brings to the team

HOW TO LEAD ACROSS GENERATIONS
ON A VIRTUAL TEAM

5

What are the different generations in the workforce?

In this white paper we'll explore the four generations that may be present in your workforce:

• TRADITIONALISTS

Born before 1945
In 2019 they are 74 years or older

• BABY BOOMERS

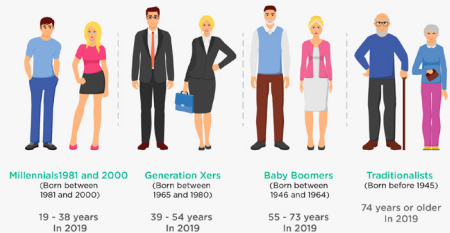
Born between 1946 and 1964
In 2019 they are aged 55-73

• GENERATION XERS

Born between 1965 and 1980
In 2019 they are aged 39-54

• MILLENNIALS

Born between 1981 and 2000 or 1976-1994
In 2019 they are aged 19-38



HOW TO LEAD ACROSS GENERATIONS
ON A VIRTUAL TEAM

4

You may not have a lot of Traditionalists in your workforce, though they may have a managerial influence on an organization as board members, strategic advisers to management and company founders.

Boomers, Gen Xers and Millennials comprise the largest share of the current workforce.

- Boomers are now starting to retire.
- Gen X and Millennials are almost equally represented in the current working population.
- Soon, Millennials will begin to outnumber both Boomers and Gen X.

Primary Working Styles and CliftonStrengths

For each generation, we investigate their work styles and strengths. Suzanne M. Johnson Vickberg and Kim Christoff developed the working styles.



Suzanne M. Johnson
Vickberg
Social-personality
psychologist



Kim Christoff
The national managing
director of **Deloitte
Greenhouse Experience**,
an innovation lab
[visit now](#)

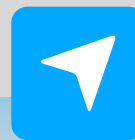
They co-authored
**Business Chemistry: Practical
Magic for Crafting Powerful
Work Relationships.**

[visit now](#)



HOW TO LEAD ACROSS GENERATIONS
ON A VIRTUAL TEAM

5



Millennials

Ahhhh...the much maligned Millennials. So much has been written about this generation - much of it is false. There aren't many detailed studies of Traditionalists or Boomers when they were of the same age. It is likely we can apply statements that declare Millennials as entitled and self-absorbed to those younger generations that came before them as well.



Also, high turnover rates among younger workers are nothing new.



While Millennials may have entered the workforce during difficult economic times, in 2019 those economic times have changed.



Now, many Millennials can call the shots because of their in-demand technological skills, quick and flexible adaptation to new software systems, social media prowess and tight labor markets.

Mark Lurie writes on the career website [The Ladders.com](#) [visit now](#) ^(P) that because Millennials have entered a workforce in conditions so different from other generations, especially Boomers,



“ Their realities are wildly different. He also states: ”

“ They prioritize things that don't make sense to Boomers because their environment has different demands. ”

HOW TO LEAD ACROSS GENERATIONS ON A VIRTUAL TEAM

19

GENERATION X IN THE WORKPLACE

BORN BETWEEN 1965 AND 1980
IN 2019 THEY ARE AGED 39-54



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And finally, as a manager, it's important to remember what role you play in the success of the team.



Identify and understand the individual strengths of each team member



Learn how to maximize those strengths for optimum performance.



Understanding complementary workstyles for project pairing and overall team efficiency will lead to a more effective and engaged team.



Assembly line

VS



Today's work world

Learn more about creating high-performance virtual teams and managing a distributed workforce using Gallup's CliftonStrengths.

HOW TO LEAD ACROSS GENERATIONS ON A VIRTUAL TEAM

24



It seems it is easier to take your experience building offline relationships and apply them online, rather than the reverse.

The downside of constant online social interaction, then, may be an inability to maintain long-term, deep and meaningful relationships.



Millennials consistently report they want coaching from experienced workers since they know their limitations and are eager to learn.

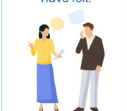
Giving Millennials a mentor or advisor from another generation lets them soak up experience even while challenging it.

As a manager of a Millennial, you could work with them on internal and external communications, for example:

Help bridge a relationship between a Millennial staff person and clients or colleagues; then mentor them in their new relationship.



Be part of their conversations or ask for their feedback on how they felt a conversation went. Help them understand what the other party might have felt.



Strategize with them on the type, tone and content of follow-up communications.



HOW TO LEAD ACROSS GENERATIONS ON A VIRTUAL TEAM

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How traditionalists work in a virtual team and how you should manage them

Traditionalists likely enjoy conformity and prefer to work as individuals on projects. Because they already have a solid work ethic, you don't need to worry about them getting the job done. However, it is important for them to have wide recognition for a job completed well.



Traditionalists are likely to have the most challenges with technology like shared files and chat tools.



Be prepared for extra support when it comes to digital communication and document management.



Overall they prefer face-to-face conversations, so using video on your calls is highly recommended as is getting them into the office regularly.



You don't have to worry about checking in with them during the day; they are disciplined enough to keep your projects moving forward.

Primary Working Style

- Guardian

CliftonStrengths

- Responsibility,
- Learner,
- Connectedness,
- Achiever,
- Input

Team Value

- Leverage the experience of Traditionalists by matching them with Millennials who want to be mentored and absorb the knowledge of elders.
- Traditionalists are likely to stay calm in difficult situations. They've seen it all, so use them for tricky negotiations and to stay on task for on-time project completion.

HOW TO LEAD ACROSS GENERATIONS ON A VIRTUAL TEAM

10



DIY AUTOIMMUNE HOME DETOX

Dr. Keesha Ewers



Dr. Keesha
HEALING FROM THE INSIDE OUT



DIY AUTOIMMUNE HOME DETOX

It's possible to reverse autoimmune disease.

It's possible to reverse autoimmune disease. The methodology I used to reverse my own rheumatoid arthritis and have used for hundreds of my patients is called the **Freedom Framework**. It's how I solve each person's unique autoimmune puzzle.

Using it, we address all 4 root causes of autoimmunity:

Genetics

Digestive health

Past trauma and current day stress

Toxic exposure

85,000 chemicals permitted for commercial use in the U.S.

DIY Autoimmune Home Detox

2

DIY AUTOIMMUNE HOME DETOX

Recently I have begun thinking of humans as a toxin for Mother Earth. We ARE the autoimmune disease for our planet. Think about it, there are over 85,000 chemicals permitted for commercial use in the U.S.—the vast majority of which the Environmental Protection Agency (EPA) hasn't tested for safety. And it's impossible to avoid living in the toxic chemical soup we have created. Science is telling us we are literally **killing** ourselves as we slowly destroy the environment we depend on for life.

The Environmental Working Group (EWG) has reported that:

The umbilical cord blood taken from 10 newborn babies contained over 200 environmental toxicants - that's before they've inhaled their first breath or had their first breast milk (which contains the lifetime of stored toxins from mom).

Reported By
The Environmental Working Group (EWG)

DIY Autoimmune Home Detox

DIY AUTOIMMUNE HOME DETOX

Dr. Keesha Ewers

Dr. Keesha
HEALING FROM THE INSIDE OUT

DIY AUTOIMMUNE HOME DETOX

Our unborn children are having their:

Organ development

Immune function,

Mood

Fertility and reproduction

Genetic expression

impacted by the autoimmune disease that is US. So while our autoimmune disease rates are skyrocketing, we are also becoming a root cause of illness for our planet.

You might have already heard me talk about ways you can minimize exposure by eating organic produce, drinking filtered water, and being aware of the quality of the air you breathe. You might have also heard me talk about the fact that whatever you put on your skin goes into your body, just as if you had eaten it. I would like to also give you some recommendations for not only reducing your exposure to toxins, but for limiting the number of toxins released into the world.

DIY Autoimmune Home Detox

4


SO WHAT CAN YOU DO?

f

Bē



DIY ALL-NATURAL MAKEUP RECIPES



Homemade Lipstick

Ingredients:

- 1 teaspoon beeswax pastilles
- 1 teaspoon Shea butter or Cocoa Butter
- 2 drops vitamin E oil
- 2 drops emu oil
- 1 teaspoon coconut oil

This base recipe will create a smooth, clear lipstick that is very moisturizing and protective. It is made from completely natural ingredients and is safe for use on the lips or skin.

If you want, you can add color with the following add-ins to create a color of your choice.

★ Optional Color Add-Ins:

Red : 1/8 teaspoon of alkanet root powder. Add slowly as a little goes a long way.

Pink : Hibiscus powder to the shade you desire.


Brown/Tan : 1/4 teaspoon (or more for color) of organic cocoa powder, a tiny pinch of cinnamon or turmeric to get the shade you want.

DIY Autoimmune Home Detox

DIY AUTOIMMUNE HOME DETOX


genetics profile run by a functional medicine practitioner who has been trained to interpret your data.

IT'S STEP 1 FOR EVERY PATIENT
I work with, and I've seen amazing results time and again when people stop trying to fit a square peg into a round hole and actually start giving their bodies what they need.



If you're interested in learning about your personal toxicity and nutrition profile,


THE UNZIP YOUR GENES HEALTH TEST IS ON SALE NOW

 [CLICK HERE TO LEARN MORE](#)

Until you're ready to take that step, read on to learn how you can eliminate dozens of potentially harmful chemicals from your home and day-to-day routine and replace them with natural alternatives to help your body find optimal health.

DIY Autoimmune Home Detox

DIY ALL-NATURAL SELF-CARE AND BEAUTY PRODUCTS



Sugar Face Scrub

Ingredients:

- 2 tablespoons melted organic coconut oil
- 1 teaspoon organic raw honey
- 1 teaspoon vitamin E oil
- 4 tablespoons organic brown sugar
- 6 drops frankincense essential oil
- 6 drops lavender essential oil
- 6 drops tea tree essential oil (if skin prone to acne only)

Stir all ingredients together in a bowl and mix well until combined.

Transfer into a glass jar with a tight-fitting lid. Use a small amount on face weekly to exfoliate dead skin.

DIY Autoimmune Home Detox

About Dr. Keesha



Dr. Keesha Ewers is an integrative medicine expert, Doctor of Sexology, Family Practice ARNP, Psychotherapist, herbalist, is board certified in functional medicine and Ayurvedic medicine, and is the founder and medical director of the Academy for Integrative Medicine Health Coach Certification Program.

Dr. Keesha has been in the medical field for over 30 years. After conducting the HURT Study in 2013 (Healing Un-Resolved Trauma), she developed the HURT Model for understanding how past childhood trauma impacts adult health. This led to the creation of the You Unbroken online program for patients to heal their own trauma and the Mystic Medicine deep immersion healing retreats she leads at her home on San Juan Island, WA.

Dr. Keesha is a popular speaker, including at Harvard and from the TEDx stage, and the best-selling author of Solving the Autoimmune Puzzle: The Woman's Guide to Reclaiming Emotional Freedom and Vibrant Health, The Quick and Easy Autoimmune Paleo Cookbook: Anti-Inflammatory Recipes with 7 Ingredients or Less for Busy People, and Your Libido Story: A workbook for women who want to find, fix, and free their sexual desire.

You can listen to her Mystic Medicine Radio Show and find her programs at

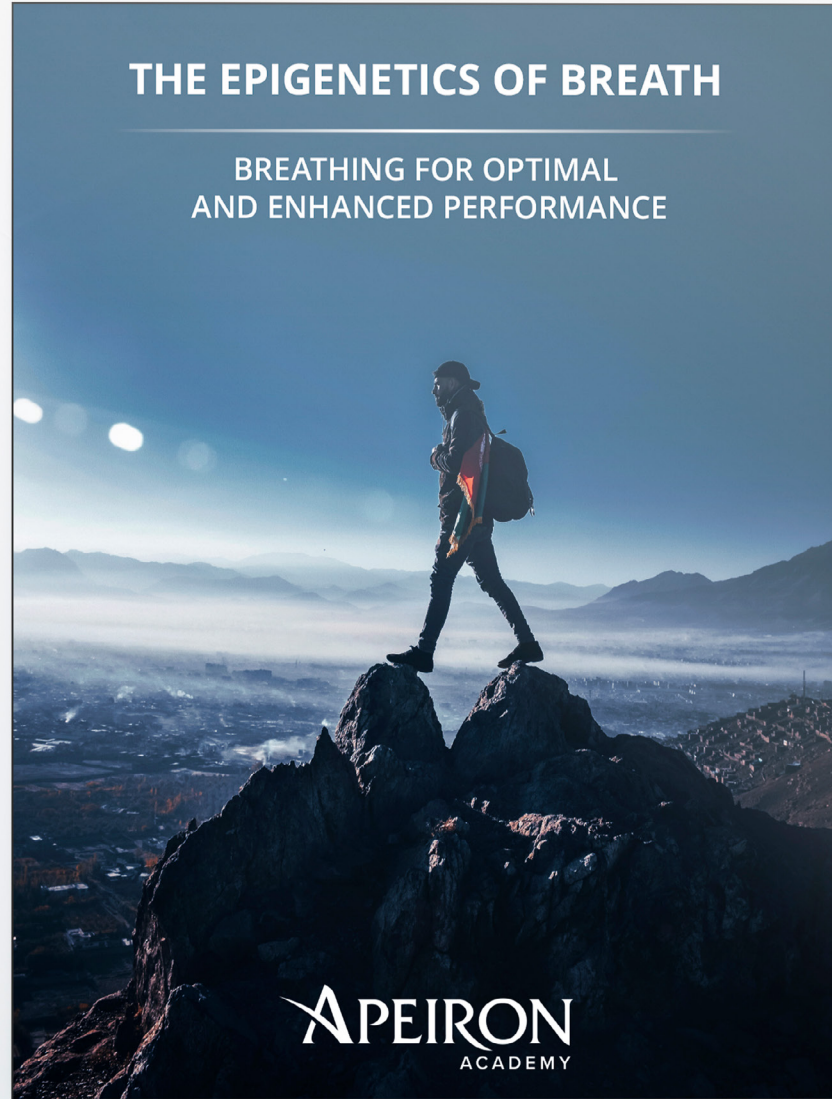
WWW.DRKEESHA.COM or [CLICK HERE](#)

If you're interested in applying to work with her 1-on-1 to get the answers to your health questions.




THE EPIGENETICS OF BREATH

BREATHING FOR OPTIMAL
AND ENHANCED PERFORMANCE



APEIRON
ACADEMY





The Epigenetics of Breath

Breathing for Optimal and Enhanced Performance

Breath is life, and foundational to health, wellbeing, performance and perception. This fact often goes unacknowledged as we assume breathing to be an automatic process, mainly outside our conscious control.

HERE IS THE EXCITING NEWS!

We can consciously control our breath to take the reins of evolution and align our body, mind and spirit in an effortless, integrated whole.

The control mechanism to leverage this advantage is the science of epigenetics and we know that how we interact with the breath affects everything from consciousness, and relationships to physiological and cognitive performance.

Optimized breath mechanics and respiratory chemistry promotes enhanced cognitive and physiologic performance and cultivates thriving health and wellbeing.

2



THE EPIGENETICS OF BREATH

BREATHING FOR OPTIMAL AND ENHANCED PERFORMANCE

APEIRON ACADEMY



Modern environmental pressures and 24/7 access to a world of information and activity has created so many amazing opportunities to learn, grow, explore and experience adventure. On the flip side, it has created a change in our natural breathing process that affects our health and wellbeing, as well as the opportunity to perform at our highest capacity.

Additionally, chronic stress, processed foods, unhealthy indoor environments, lack of fitness and a disconnection from nature combine to create a perfect storm that ensures that performance is not at optimal levels.

The game changing Science of Epigenetics, (how our genes and environment interact) assists us to design personalized and precise breath programs to perform flawlessly as we adapt and thrive under modern environmental pressures.

Every decision we make contributes to this process in some way. The air we breathe and how we breathe it, the food we eat, our quality of sleep, the cars we drive, the products we clean with and put on our skin, the thoughts we think, the levels of stress we carry and the chemicals/medications we dump into our water supply, all have an effect.

As we optimize and enhance ourselves, our performance quickly upgrades to levels previously unknown.

3

"Doing the breath rather than Being the breath,"

90%

of the western culture controls the breath.

If your breathing patterns were not optimal as described above, then you have room to take your performance to the next level. Less than ideal breathing occurs when breathing through the mouth with shallow, upper chest movement, at a fast rate (above 14 BPM) that is at times audible and **doesn't extend down into the diaphragm**.

Additionally, constantly focusing on the breath by using prescriptive strategies for a desired outcome or being concerned about not getting enough oxygen is another indicator that you may be "Doing the breath rather than Being the breath." We are designed to breathe effortlessly and automatically yet 90% of the western culture controls the breath.

If you fall into the less than ideal patterns category or simply want to fine tune and enhance your breath system, you can benefit immediately from bringing full awareness to the breath through a strategic training process.

Take a look below for a prescriptive breath strategy to elevate awareness and harness the power of the breath to live an exciting and thriving life.

Your body and mind will thank you for it quickly with the reward of enhanced cognition and performance.

4

Get started today to leverage the epigenetics of breath and take the reins of gene expression. Through careful cultivation of the ideal breath speed, position and rhythm of breathing we optimize the breath, to align and integrate our human systems which creates a state of optimized and enhanced performance. This training promotes a state of breath, heart, brain and mind coherence. In this state, we know who and what we are, we know how we serve and that we are free to explore this experience to our fullest capacity.

While the above strategy is a free and easy way to evaluate the breath, know that there are advanced technologies and strategies (for the Techies out there) to identify the uniqueness of how life has patterned into the current expression of your nervous system.

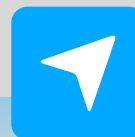
Reach out with questions or comments to
Drhamilton@apeironcenter.com

or visit
ApeironZoh.com

to learn more about the Apeiron Ecosystem that includes Precision Performance Medicine and Epigenetic Precision Performance Coaching.

CHEERS TO IDEAL BREATHING AND LIMITLESS PERFORMANCE!

8



You can rely on us!



You are looking for a design and we are willing to help. So, we created many flexible plans to suite your need.



Per Project

Excited to get your work done on time? Once we receive all the details, our team will get to work on it then you will receive your work.

- ✓ One design but many designers work on it.
- ✓ Get early preview and 2 rounds of edits before final delivery.



Per Hour

Instantly track efforts and time of your ongoing projects. Guarantee the quality you receive and avoid the flaw of freelancers.

- ✓ Project management for all ongoing projects.
- ✓ 24/7 Availability.
- ✓ Unlimited projects at a time.
- ✓ Unlimited rounds of edits.



Unlimited

Add a design department for your company! Take your business to a brand-new level with a price of less than a part time designer.

- ✓ All types of services.
- ✓ One project at a time.
- ✓ Unlimited rounds of edits.
- ✓ Flexible contract for a month or for a year.
- ✓ Less than hiring a part time designer.

[GET YOUR QUOTE NOW](#)

