



SteadyWare
Hold Steady!

INVESTOR PACKET

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steadeware.com



SteadyWare
Hold Steady!

Provides a Sense of Normalcy!

Delivers a Unique Line of Products
Designed to Virtually Stop Hand Tremors
While in use by Individuals Diagnosed with
Parkinson's Disease, Essential Tremors, and
Other Similar Challenges (e.g., Head Trauma)

Problem & Opportunity

A Simple Matter of Necessity!

- 1. Individuals** with hand tremors cannot partake food on their own resulting in.
 - ✓ The loss of independence & sense of normalcy
 - ✓ The inability to meet basic nutritional needs
 - ✓ The inability to address the concerns from loved ones
 - ✓ The feeling of guilt due to being a burden on others
- 2. Care facilities** must devote thousands of caretakers to feed individuals with these debilitating hand tremors.
- 3. Family members** & other primary caretakers must take time to feed their loved ones.

Solution

A Simple Matter of Necessity!

- ❑ Enable individuals to partake food on their own:
 - ✓ Restoring independence
 - ✓ Restoring loss of dignity
 - ✓ Restoring a sense of normalcy
- ❑ Address basic nutritional needs & caretaker concerns:
 - ✓ At their private residences
 - ✓ In the restaurants
 - ✓ In the nursing homes
- ❑ Reduce staffing needs in caretaker facilities
- ❑ Closing the gaps in existing available products

Solution Offered

A Patented & Noninvasive Product Line

❑ Initial Offerings:

- ✓ Patented Fork
- ✓ Patented Spoon
- ✓ Patented Knife
- ✓ Product Casing
- ✓ Customer Gift Box

❑ Future Offerings:

- ✓ Cup Handler
- ✓ Pen Handler
- ✓ Phone Handler
- ✓ Chopstick Handler
- ✓ Putter Handler
- ✓ Universal Handler

Differentiation

StediWare Products are Unique & Differentiated from Existing Products in Four Ways:

1. Being specifically designed, tested, and patented by a Parkinson's patient to virtually stop hand tremors in a non-invasive way;
2. Delivering a complete & fully-assembled product set (Fork, Spoon, and a Knife);
3. Being robust, dishwasher safe, and not requiring any batteries or attachments;
4. Delivering a competitive & cost-effective product (Cost: \$20/set & Sale Price: \$79.95/set).

Target Markets

Primary Market Segments:

There are currently 1 million individuals with Parkinson's Disease in the US (10 million worldwide), and an estimated 10 million individuals with Essential Tremors. Moreover, close to 60,000 Americans are diagnosed each year with Parkinson's Disease (Source: Foundations).

Secondary Market Segments:

- Individuals with Cerebellar tremors, Functional tremors, war veterans with head trauma, or an estimated 70 million baby boomers joining the ranks of the elderly of which 5% (or 3 million individuals) are estimated to have similar movement disorders.
- An estimated 400,000 Americans suffer from numbness in their hands due to Multiple Sclerosis (2.5 million worldwide), and 200 individuals are diagnosed per week with Multiple Sclerosis that may be able to use our products (Source: Healthline.com).

Marketing Strategy

StediWare™ intends to follow a three-phase approach to market our products:

- **Phase-I (Focused US):** Target major small volume buyers & generate success stories & testimonials. Leverage a small sales force, internet sales, social media outlets, select number of assisted living organizations such as Home Instead, conferences and foundations (e.g., Michael J. Fox Foundation).
- **Phase-II (Large-scale US):** Leverage testimonials & revenue from the first phase to increase the size of our sales force & secure contracts with larger organizations (e.g., Veterans Administration, Home Instead, and Assisted Living Home Organization (ALHO)).
- **Phase-III (US & International):** Reach out and secure large national and international retail stores, cutlery sellers, and their respective chain pharmacies such as CVS, Walgreens, and Costco pharmacies

Anticipated Sales Channels

- 1. Direct Customer Sales & Marketing**
 - ✓ Online Sales (WebSite & Social Media)
 - ✓ CVS, Walgreens, Walmart, and Amazon
 - ✓ Nursing Homes & Care Provider Centers
 - ✓ Medical Offices & Urgent Care Centers

- 2. Indirect Sales & Marketing**
 - ✓ Medical Distributors
 - ✓ Medical Suppliers

- 1. Targeted Sales & Marketing**
 - ✓ Radio, Television, Magazine Ads
 - ✓ Credible & Peer-reviewed Journals
 - ✓ Trade shows & Conferences

- 1. Major Customer Championships**
 - ✓ Celebrities such as Michael J. Fox
 - ✓ Foundations such as Mohammed Ali

Existing Solutions (workarounds)

- ❑ Continually Battle & Suffer Embarrassing Tremors
- ❑ Take different medication to reduce hand tremors
- ❑ Use weighted manual utensils to reduce tremors
- ❑ Use electronic utensils to reduce hand tremors
- ❑ However, none of existing solutions stop tremors

Competition

- ❑ Manual Utensils
- ❑ Electronic Utensils
- ❑ Invasive Approaches

Competition

☐ Manual Utensils:

- ✓ Provide thicker & heavier handles
- ✓ Cost between \$10.95 to \$13.95/utensil
- ✓ Not meant to eliminate hand tremors

☐ Electronic Utensils:

- ✓ Only one electronic utensil on the market
- ✓ Costs \$295.00/device + \$19,95/attachment
- ✓ Not designed to eliminate hand tremors

☐ Invasive Methods:

- ✓ Brain Surgery
- ✓ Drugs/Medications
- ✓ Neural Signals

Projected U.S. Market

1.28 Billion - 1.33 Billion

U.S. Customers

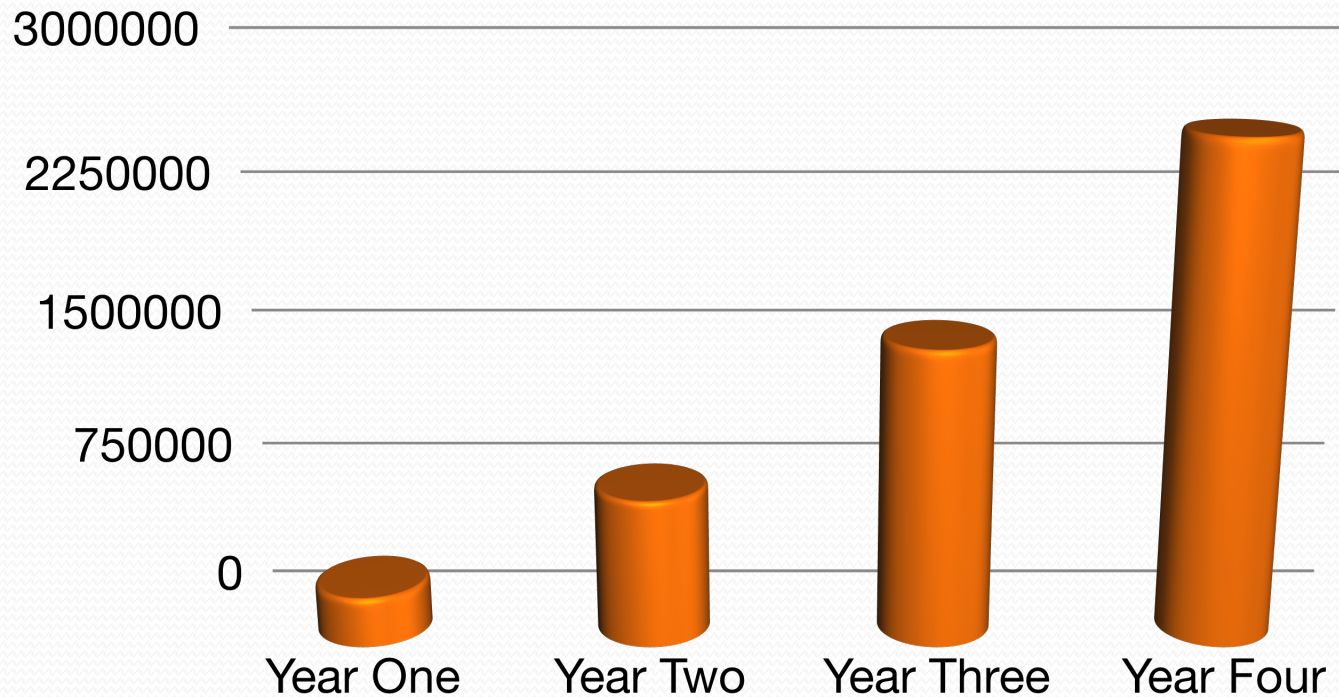
12,100,000 - 12,670,000



- Parkinson's Disease U.S. (1M)
- Essential Tremors U.S. (10M)
- Dementia w/Lewy Bodies U.S. (1.3M)
- Dystonia Tremors (300K)
- Delirium Tremors (70K)

FINANCIAL PROJECTIONS

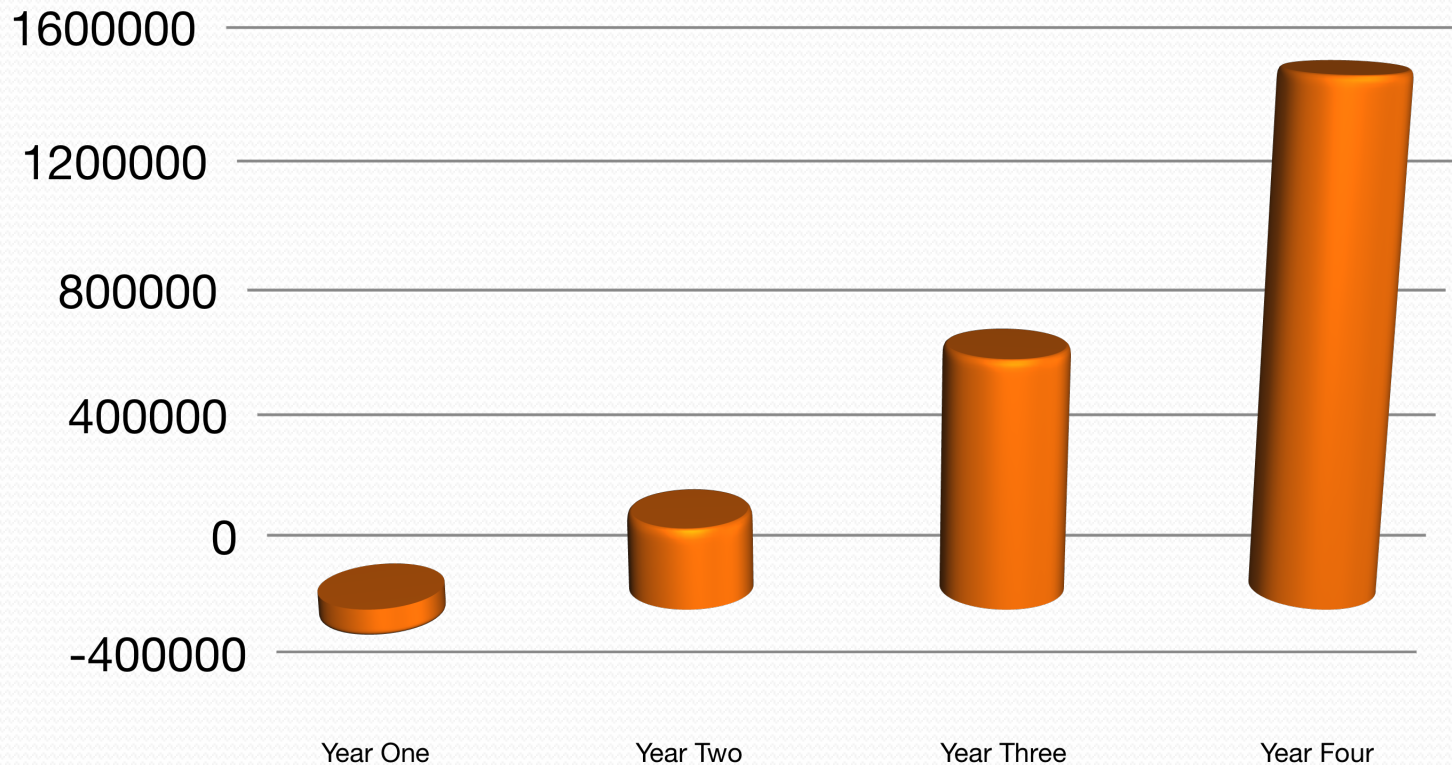
Projected Sales (U.S. Market)



Projected Year Nine Sales (U.S.): \$65,945,000.00

FINANCIAL PROJECTIONS

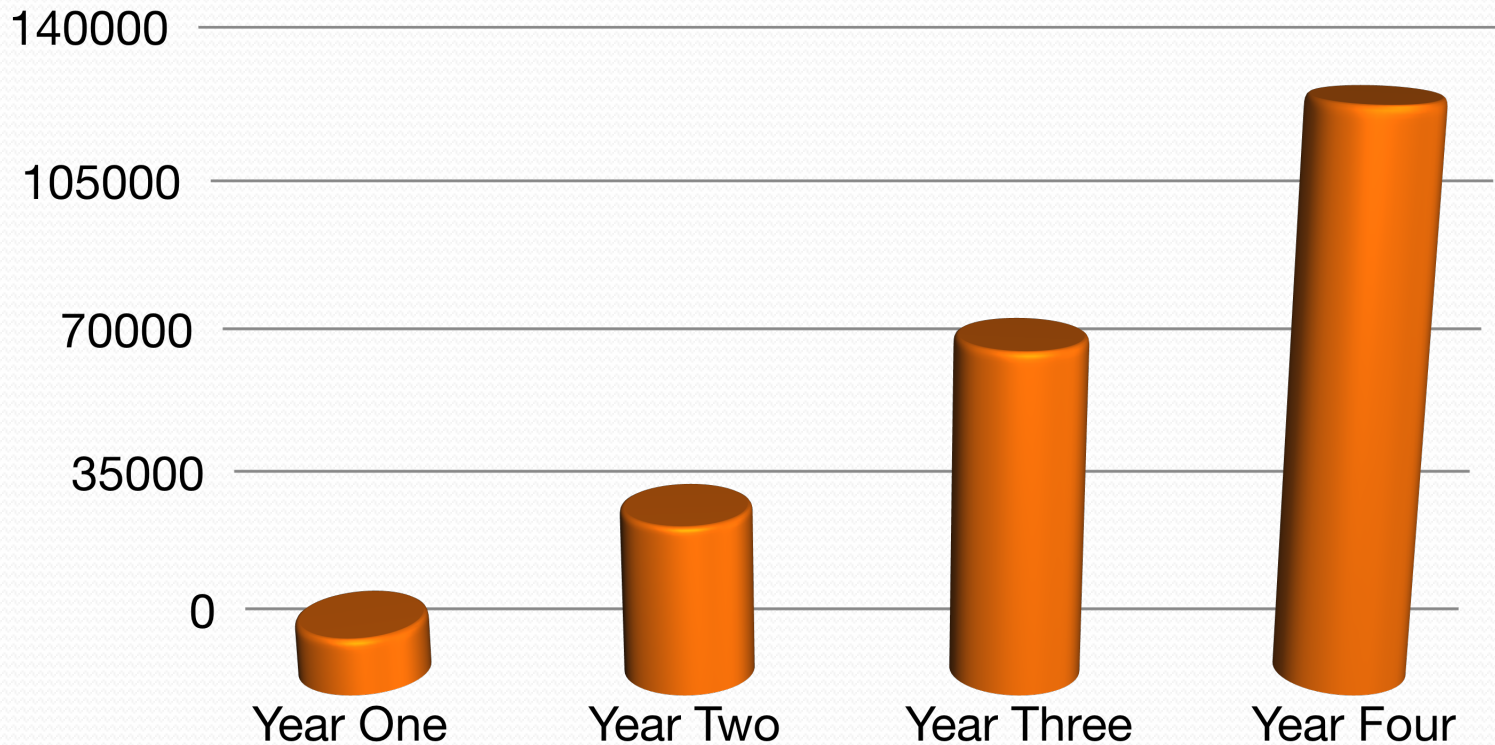
Gross Profit & Loss (U.S. Market)



Projected to be Profitable From Year Two
Year Nine Profits (U.S.): \$60,000,000.00

FINANCIAL PROJECTIONS

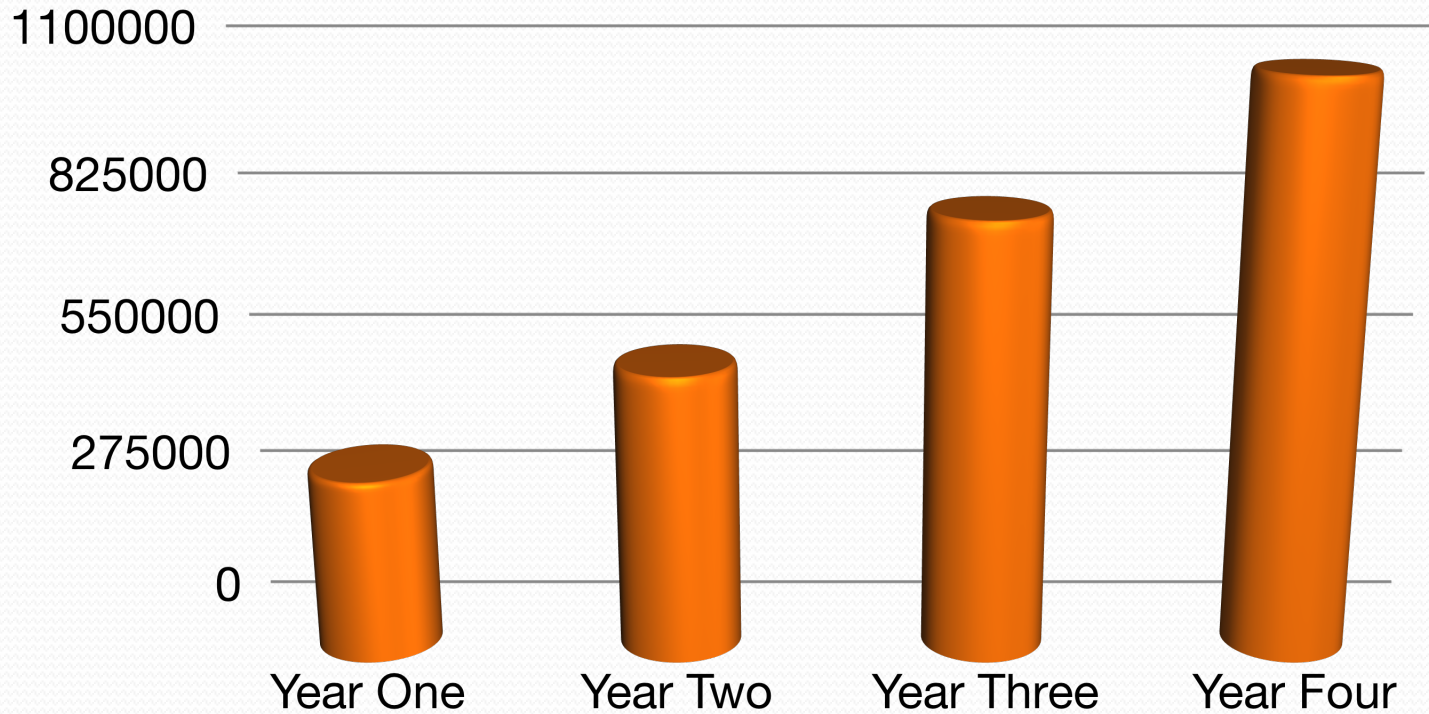
Projected Units Sold (U.S. Market)



Projected Year Nine Units Sold (U.S.): 1,100,000 Units

FINANCIAL PROJECTIONS


Projected COGS (U.S. Market)



Projected Year Nine COGS (U.S.): \$6,000,000.00

Reasons to Invest

- ❑ Aging U.S. Population
- ❑ Doubling Patients (2040)
- ❑ Improve 143 Million Lives



Miscellaneous Slides

StediWare Managers

- Rebecca Rodgers-Kombol - owner, patent holder, and principal sales. Ms. Rodgers has 25+ years experience in management and cause-related "sales" as a successful fundraiser and administrator with non-profit organizations nationwide.
- Mehran Ferdowsian – CEO/partner, Dr. Ferdowsian is a published author with 30+ years experience in leadership, product development, and international business administration.

StediWare, LLC

Societal Value & Impact

- ❑ Adds value to the lives of at least 143 million people
- ❑ Serves patients, families, care takers.
- ❑ Provides a one-stop-shop for the:
 - ✓ Latest products/services in this area
 - ✓ Latest research & advances in this area
 - ✓ Latest natural & pharmaceutical remedies
 - ✓ Patient input & feedback for improvement
 - ✓ Patient questions, answers, and concerns

Projected Pre-Money/Sales

Company Valuation

- Valuation using the scorecard approach was calculated to be \$5,157,000.00 (or 1,289,250.00 for a 25% stake).
- Valuation using venture capital approach was calculated to be between: \$3,291,570.00 to \$9,850,250.00 (or between \$822,892.00 & \$2,462,560.00 for a 25% stake).
- The “average” valuation for a 25% stake in the company using these two approaches ranged from \$1,056,071.00 to \$2,462,560.00.



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*Please visit: www.steadyware.com/invest/
for more information.*