ImmunoCeutica Inc.

Business Plan Overview

Spring 2022

Investment Opportunity

* + Problem/opportunity:
    1. Infectious disease, cancers, autoimmune disorders, inflammatory conditions, and allergies are increasing, affecting both human and animal populations.
    2. There is a significant and growing need for innovative healthful products and services focused on these areas of concern.
  + Solution:
    1. Immunoceuticals are one of the emerging treatment options that would address the current unmet need in a more natural manner.
    2. *ImmunoCeutica Inc.* is poised to become the premier provider of research, resources, services and products to take advantage of these growing global market opportunities.
  + Investment opportunity:
    1. 1000 shares at $1000 per share (total: $1M)
    2. Start-up date target: July 1, 2022

ImmunoCeutica Company Overview

* + The **goal of ImmunoCeutica Inc.** is to enhance human and animal health through immune-focused testing, manufacturing, and promoting immunoceutical products that aid in the prevention and treatment of infectious diseases and cancers by naturally enhancing immunity.
    1. **Vision Statement:** To educate, empower and equip the global community to achieve health & wellbeing more naturally.
    2. **Mission Statement:** To provide research, resources, laboratory services and immunoceutical products that improve the health of all living beings.
    3. **Values:** Evidence-based research, Innovation, Integrity, Transparency, Team-centred, and Education

The Scientific Team

* + A core group of highly credentialed, award-winning scientists have been assembled. The three principal scientists leading this company are:
* Dr. Byram Bridle (Professor of Viral Immunology and Cancer Biology)
* Dr. Niel Karrow (Professor of Immuno-Toxicology and Nutritional Immunology)
* Dr. Bonnie Mallard (Professor of Immunology and Immunogenetics)
* Plus three additional supporting scientists

Market Potential

* + Infectious disease, cancers, autoimmune disorders, inflammatory conditions and allergies are increasing, affecting both human and animal populations.
  + Current treatments are proving somewhat ineffective. A properly functioning immune system is the key and common thread that helps to keep the body healthy and free of various disorders.
  + There is increased public awareness regarding new prevention and treatment strategies that rely on more natural approaches to improve human and animal wellbeing.
  + The solution to these challenges includes developing novel innovative health solutions and products to meet the need.
  + Immunoceuticals are one of the emerging treatment options that would address the current unmet need.
    1. “Immunoceuticals” is a novel term, which means immunological products and systems that naturally improve immuno-competence of an individual.
  + The immunoceutical space is a unique niche within the nutraceutical industry promoting products that benefit the immunological health.
  + The Canadian nutraceuticals market (which includes immunoceuticals) is expected to grow 5.62% annually during the period 2019-2024.
  + Competitors include large pharmaceutical companies and smaller natural product companies with primary distribution channels being health food stores, supermarkets, convenience stores, and direct-to-consumer companies.

Business Plan

* + The mandate of the company is to perform research, provide resources and services, and develop, test and market products in the immunoceutical space.
  + The company will specialize in products and systems that promote human and animal health and wellbeing.
  + It will also strive to educate the public on how immunoceuticals can bolster natural immunity and thereby help prevent and treat disorders associated with sub-optimal immunity.
  + Currently under development: a home-test kit for Vitamin D levels for mass distribution

Financial Projections

* + Initial start-up lab equipment costs: $325,000
  + First 6-month operational budget: $340,000
  + First 6-month revenue target is: $200,000
  + Start-up date target: July 1, 2022

***ImmunoCeutica Contact Information:***

Dr. Don Moore (Board Chair)

don.immunoceutica@protonmail.com

416-725-5586

Logo, company name

Description automatically generatedComplete business plan available upon request