



**SALES, DISTRIBUTION, AND MARKETING COMPANY**

**EXECUTIVE SUMMARY**

**2022**

## Company Overview

Lionheart Health, Inc. is a sales, distribution, and marketing company focused on selling patented bioelectric stimulation-based organ regeneration and healing products and other devices for Med Spas, Sports Medicine, and Mental Health Clinics.

## Problem / Opportunity

There are over 100,000 Med Spas, Sports Medicine/Rehabilitation/Physical Therapy, and Mental Health Clinics worldwide, with the number expected to double in the next 7 to 10 years. No other supplier has a full lineup of patented products for non-invasive organ regeneration and healing with proprietary bioelectric signaling-controlled protein expressions.

## Our Solution

LionHeart Health is the only provider offering a full lineup of products with patented bioelectric signaling sequences for skin and hair regeneration, breast augmentation, erectile dysfunction treatment, muscle regeneration, building, and body toning and sculpting. Precise bioelectric arrangements for specific regenerative protein expressions such as SDF1 and PDGF for stem cell homing, COL17A, COL1, COL2 for collagen regeneration, klotho, follistatin, IGF1 and LIM for muscle regeneration, sonic hedgehog, GDF10, GDF11, IGF1, LIM for nerve and brain regeneration. Tropoelastin for increasing elasticity of the skin and other organs.

## Clients

Med Spa Clinics for skin, hair, and body toning.

- Med Spa add-ons include better breathing, sexual health, testosterone management, breast augmentation, vision recovery, hearing recovery, teeth straightening and whitening, fat reduction, pain management, and gut microbiota health.

Sports Medicine/Rehabilitation Clinics for injury recovery and performance enhancement.

Mental Health clinics.

**Competitors:** Online – Get Roman, HIMS

Physician Sales – Chattanooga

Mental Health – Drugs

## **Market**

The Med Spa market exceeds \$100 billion annually.

Sports Medicine/Physical Therapy/Rehabilitation market exceeds \$60 billion annually.

The Mental Health market has the potential to exceed \$100 billion annually.

## **Marketing & Sales Channels**

Online eStore

Physician Sales & Service with regional reps

Lots of exhibit booths at conferences

Instagram ads

SEO optimization

Heavy advertising on TV

Distributors and partners

## **Revenue Model**

Med Spas need between \$500,000 and \$1,800,000 of equipment.

We can supply everything they need.

Cost to us: \$250,00

Sell price: \$500,000

Sports/Rehabilitation Clinics need between \$250,000 and \$1,500,000 of equipment. We can supply everything they need.

Cost to us: \$125,000

Sell price: \$250,000

Mental Health clinics need alternatives to drugs.

Cost to us: \$60

Sell price: \$399

## **Our Team**

**Howard Leonhardt** – Executive Chairman & CEO > Inventor with 30+ issued U.S. patents. Serial entrepreneur. Inventions have treated more than 600,000 patients to date. Inventions have sold over \$1.4 billion annually.

**Dr. Leslie Miller** – Chief Medical Officer > 250 peer-reviewed publications. Former President International Heart Lung and Blood Transplantation Society. Leader of over 100 clinical studies. Editor leading textbooks on regenerative medicine and heart disease. Cardiologist.

**Matt Fendrich** – Vice President Sales > Over 30 years of MedTech sales experience.

**Kelsie Leonhardt** – Chief Neuroscientist > Co-developer DepressiStim technology.

**Lynn Hammerschmidt** – Chief Marketing Advisor > Over 30 years of marketing experience.

**Brian Hardy** – Director of Marketing > Over 15 years of marketing experience

**Henk Abbink** – Vice President International Market Development

## **Strengths and Weaknesses**

Our strength is a portfolio of patented bioelectric signaling sequences for regenerative protein expressions. Our weakness is the lack of infrastructure to support sales and service.

## **Our Needs**

Raising \$3 million in 2022, \$20 million in 2023, \$200 million in 2024.

75% of proceeds will go towards commercial launches of products, and 25% will be invested in our manufacturing and product development suppliers such as SkinStim, HairCell, MyoStim ED, Stem Cell Bra, BodStim, and OrthoStim.

## **What We Want to Achieve**

Through LionHeart Health, we seek to be the world leader in Med Spa, Sports and Rehabilitation, and Mental Health device sales.



**LionHeart Health, Inc.: a Leonhardt Ventures, LLC Company**

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LionHeart Health has shared access to the R&D lab at University Lab Partners via Leonhardt's Launchpads at 5270 California Ave, Irvine, CA 92617

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

<https://lionhearthealth.wpengine.com>

