

MANAGEMENT TEAM



Howard Leonhardt - Executive Chairperson & CEO
Serial inventor and entrepreneur. Over 600,000 patients have been treated with Leonhardt inventions, generating over \$1.5 billion in revenue in market-leading positions. 31 issued U.S. patents and over 700 patent claims issued, licensed, optioned, in process, or pending. Multiple innovation exits, including stent grafts, percutaneous heart valves, cardiovascular balloon catheters, and stem cell delivery catheters.



Leslie Miller, MD - Chief Medical Officer
Heart failure cardiologist. Former Chairperson of Cardiovascular Medicine at the University of Minnesota. 250 peer-reviewed publications. Lead of over 120 clinical studies. Author and editor of leading textbooks on heart failure, circulatory assist support, and regenerative medicine.



Sanjay Bhojraj, MD - Chief Cardiology Officer and MedSpa Director Cardiologist experienced in Cardiometabolic Medicine. Former Assistant Professor of Medicine at Loma Linda University School of Medicine, director of the cardiac catheterization laboratory, and the medical director of the peripheral vascular laboratory.



Jorge Genovese, MD, PhD - VP Bioelectric and Biologics Research, Co-inventor, Lab Director
Medical and research leadership in cell and molecular biology, tissue engineering, regenerative medicine, biotherapies, translational medicine, and bioelectrical modulation of gene expressions. 38+ publications.



Anthony Domenici, CFA - Chief Financial Officer
18+ years of financial leadership experience. Co-founder and CFO at BASECAMP Consulting Group. Expertise in finance, treasury, and accounting in public and private companies.



Lynn Hammerschmidt, MA - VP Marketing and Operations 30+ years of C-level experience in marketing operations and customer service in start-up diagnostic and pharma companies. Cancer Non-Profit President. Social Entrepreneur focused on reinventing healthcare to treat the whole person and the causes of disease.



Jon Dillon, VP Sales Development
Serial entrepreneur with 35 years of sales and management experience in leading medical device and pharmaceutical companies. Skilled in developing partnerships and managing acquisitions.



Brian Hardy - Director of Marketing
Over 25 years of experience in business and marketing development for startups. Extensive expertise in developing websites and online platforms for sales and marketing operations and commercialization.



Brian Lasater – Chief Technology Officer
Engineer with over 30 years of experience in materials science and development of medical technologies, including neurostimulations, radio frequency, and implantable devices. Founder, Aspen Scientific.

COMPANY OVERVIEW

Lionheart Health, Inc. is a regenerative biotechnology company focused on commercializing breakthrough innovations in Bioelectric Stimulation (BES) and biologics developed by Leonhardt Ventures. BES is based on the understanding that the body's cells, tissues, and organs communicate through electrical signals. These signals are essential for the growth and repair of all cells and for regulating a wide range of bodily functions. When the body's electrical signals are disrupted, it can lead to ill health. Leonhardt Ventures has mapped the body's bioelectrical system and developed patented BES signaling sequences that invoke protein expressions to reset the body's innate mechanisms to restore wellness. Proprietary biologic compositions of stem cells, amniotic fluid, exosomes, and other growth factors are sometimes used with BES to facilitate healing.

The company is preparing to launch an initial portfolio of products for the MedSpa/Wellness and Sports Medicine markets. Additional products, including ones for mental health, will follow. The company is also launching a chain of franchised Lionheart Health Longevity and Wellness MedSpas. Partnerships with manufacturers of other high-end medical aesthetics products allow the company to provide a complete package of products to meet the needs of MedSpas.

MARKETS

- The MedSpa/Wellness market exceeds \$100 billion annually.
- Sports Medicine/Physical Therapy/Rehabilitation markets exceed \$60 billion annually.
- The Mental Health market can potentially exceed \$100 billion annually.

PROBLEMS and SOLUTIONS

- Western medicine often focuses on treating the symptoms rather than the causes of disease and aging. The number of people aged 65 and older is growing faster than any other age group and is expected to increase by 47% by 2050, and many are looking for ways to extend their *healthspan* — the number of years they are healthy without chronic and debilitating disease.
- Lionheart Health offers a portfolio of products that restore cellular health. These include treatments for aging skin and hair, erectile dysfunction, muscle building and regeneration, body sculpting, osteoarthritis/joint health, incontinence, neurological health, gut health, and blood pressure, with additional innovations in the pipeline.

LAUNCH PRODUCTS

- BodStim: bioelectric bodysuit for whole body health
- KlothoYears: Klotho lab testing service
- SkinStim: bioelectric skin regeneration
- HairCell: bioelectric hair regeneration
- ErectiStim: bioelectric male sexual health
- OrthoStim: bioelectric joint recovery (knees)
- Bio PRF: bioelectrically enhanced Platelet-Rich Fibrin device

MARKETING and SALES PLAN

- Online store for professionals and consumers
- Sales to professionals via regional reps and distributors
- Outbound telephone sales team
- Digital marketing through pop-ups, banners, and videos on third-party sites, social media ads, website
- Promotion by Key Influencers

Launch a chain of franchised Lionheart Health Longevity and Wellness MedSpas with a \$125,000 franchise fee and 7% royalty on retail sales from each MedSpa. Sell \$600,000-\$1,800,000 of equipment to each new MedSpa with third-party financing.

Market products to independent Wellness MedSpas for hair, skin, body sculpting, sexual wellness, joint health, incontinence, neurological and gut health, and breathing and sleep health. Market BodStim and OrthoStim and to Sports Medicine clinics and college and professional sports franchises.

SALES FORECAST

2023	\$100 k
2024	\$6 to \$10 m
2025	\$20 to \$200 m
2026	\$300 m

REVENUE MODEL

- MedSpas will purchase between \$600,000 and \$1,800,000 of initial equipment.
- Each MedSpa will produce \$2.9 Million in annual revenue.
- MedSpas will buy \$350,00 in supplies annually.
- Each MedSpa will pay a \$125,000 franchise fee up-front and a 7% royalty on sales annually.
- Sports/Rehabilitation Clinics need between \$250,000 and \$1,500,000 of equipment

GROSS MARGINS

Product	Sell Price	Gross Margin
BodStim Pro*	\$8,900	69%
BodStim Personal	\$3,900	77%
SkinStim	\$4,995	52%
HairStim	\$4,995	52%
ErectiStim ED	\$4,995	52%
OrthoStim	\$4,995	52%
EmPower*-2024	\$195,000	83%

* Many other products with similar margins will be added as they become FDA-cleared in 2024/2025

- Lionheart Health Products: BodStim, SkinStim, HairCell, ErectiStim ED, and OrthoStim, = 52 to 83%
- Lionheart Health as a distributor = 40%

TIMELINE

April 2022	FDA Regulatory review
June 2023	BodStim and KlothoYears Beta Launch Physician Sales and Service Products
Nov. 2023	Launch of Lionheart Health online store
Jan. 2024	Launch of Lionheart Health MedSpa Packages and Franchise Marketing
1Q 2024	Skin, Hair, and Body Toning Package
2Q 2024	Sexual Health Package
3Q 2024	Sports Medicine/Rehabilitation Package
4Q 2024	Breathe Stim Better Breathing Package
1Q 2025	Mental Health Package- Depression, Memory, Addiction, Stroke, and TBI Recovery
2Q 2025	Second Brain Better Gut Health Package

INVESTMENT OPPORTUNITY

Available to Accredited Investors Only

Raise amount: \$3 million Series A private placement

Price Per Share: \$1.00

Shares Offered: 3,000,000

Pre-money valuation: \$27,000,000

Post Money valuation: \$30,000,000

Minimum Investment: \$10 thousand

Maximum Investment: \$3 million

2024 Raise amount: \$20 million

2025 Raise amount: \$200 million

USE OF FUNDS

75% (\$2,250,000) will be used to support the launch of six commercial products: operations, logistics, sales, customer service, final product development, and packaging.

25% (\$750,000) will be invested in administrative functions, FDA clearances, and acquisition of shares of suppliers.

LIONHEARTHEALTH

Lionheart Health

Howard Leonhardt, CEO

Office: (760) 931-4761

Email: howard@leonhardtventures.com

Website: lionhearthealthstim.com