



Executive Summary-Bunionase

Geninar Corporation DBA Bunionase has developed a clinically tested, and patented, non-surgical treatment for bunions (Hallux Valgus). This treatment plan will alter the current course of treatment for the 12.6 million women in the United States that suffer from bunions. These women currently have two choices to relieve their pain and suffering associated with bunions.

- 1) They may be able to get temporary pain relief from over the counter padding, orthotics and anti-inflammatory medications.
- 2) The other option is surgery (bunionectomy). Surgery is the only treatment currently available to correct the bunion and eliminate the pain.

The Bunionase is the only procedure that will reduce and/or eliminate the bunions without surgery. Treatment is done in the patient's home with the progress being monitored by a podiatrist or family physician.

The Market

The size of the market is the 12.6 million women who suffer from bunions that represent a market potential of \$656,000,000. This market is never ending since the cause of bunions is a bio-mechanical function that is hereditary.

❖ Current Situation

In the past three years, Geninar has been developing the product and treatment plan and securing the patents (3) as well as completing the clinical trials at Temple University. They have certified that the muscle stimulator and electrodes are FDA approved.

The product was introduced to the market in August 17, 2007 at the National APMA Conference and Scientific meeting. Our sales have increased each month since the launch.

The sales and marketing plan for the first year concentrates on educating the podiatrist about the Bunionase. Our approach will be advertising in appropriate trade journals, and having a member of our medical/scientific team give lectures at key seminar

❖ **Keys to Success**

1. To raise \$427,500 of private capital for marketing to the podiatrist and inventory
2. To educate 12,000 plus active podiatrists on the Bunionase and the treatment plan, as well as the clinical trials that were completed and the success of the Bunionase.
3. To expand the research on Bunionase treatment plan.

❖ **Company Ownership**

Geninar Corporation is a New Jersey Limited Liability Corporation based in Brick, NJ. Stock is owned solely by Bassem Demian.

❖ **Company Management**

Bassem Demian, President and Chief Medical Officer, is a board certified surgeon and podiatrist .He has been operating his own practice for the past 15 years.

Thomas Martucci, Managing Director, has successfully launched three successful companies with a strong emphasis on marketing and sales.

Tim Ryan, Operations Manager, has been in charge operations for several large and small companies for over 20 years. He has been involved in the importing and sourcing of products with a strong emphasis on quality control and customer service.

❖ **Capital Needs**

The total capitol needs are \$427,500. To be used for include al inventory of \$52,500, primarily for marketing

Financial Projections

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	Year 1	Year 2	Year 3
Revenue (\$000)	1,732	6,480	32,000
COGS	385	1,440	7,202
Gross Profit	1,347	5,039	25,197
S&GA	1,267	3,604	10,132
Pre Tax Income	80,200	1,435	15,065

Contacts

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