



Blood Image Technology Business Model

Blood Image Technology Value Proposition

Solves Antibiotics Resistance

By using technology rather than pharmacology, we can create an effective treatment that solves the problem of antibiotics-resistance.

Scalable Rate of Treatment

This technology enables precise treatment, allowing for physicians to know the exact rate of treatment and to allow scaling as needed.



Limitless Application

Post-development, the applicability for treating other blood-borne illnesses is virtually limitless. If the disease or infection can be imaged, it can be treated.

Builds on Existing Technologies

The technology itself will be relatively simply to produce as it leverages existing capabilities into a machine no more complex than an ink jet printer.

Blood Image Technology Business Model



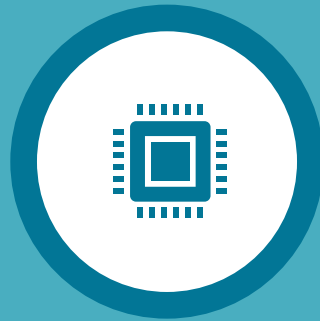
Licensed Processors

- > Processor units are set up in medical treatment facilities, such as hospitals, where local personnel are trained to use the equipment.
- > Each treatment facility is licensed for using the equipment



Initial Inventory

- > Each treatment facility is provided with one or more processor units and an initial inventory of cassettes.
- > The processor units are connected via the internet to a central control facility of the equipment provider.



Cassette Security

- > Each cassette has a security feature, such as an embedded chip, that identifies the specific cassette and is read by the processor unit when the cassette is inserted.
- > The processor unit then communicates with the central control facility to verify that the inserted cassette is a valid cassette for the licensed facility.



Product Verification

- > Verification of each cassette ensures that the treatment facility is using a cassette provided by the equipment manufacturer, rather than a cassette sold by an unlicensed provider.
- > Verification also ensures that the cassette has not been previously used for another patient.



Inventory Management

- > Cassette tracking allows the manufacturer to monitor the inventory at treatment facilities and ship additional cassettes when the inventory at a facility drops to a predetermined level.
- > Tracking also ensures that the manufacturer is compensated for all of the cassettes that are used in the treatment facilities.

Business Plan: Potential US Market



400,000 treatments per year (assume 20% of 2 million infections).



\$10,000 per treatment (life-saving treatment, reduced hospital stay)



Assume one treatment per week per processor unit, therefore 8,000 processor units required.



Estimated cost of each processor unit is \$100,000, therefore initial cost of processor units is \$800 million. Processor units will have multi-year lifetimes



Estimated cassette unit cost is \$1,000.

Annual cost is \$400 million. Cassette cost will decrease with volume production



Total first year cost is \$1.2 billion.

Subsequent annual cost is \$400 million (for disposable cassettes)



Annual gross revenue is \$4 billion.

- First year net revenue: \$2.8 billion
- Each subsequent year net revenue: \$3.6 billion



If treatment rate is 50%, annual gross revenue is \$10 billion.

Combined markets in North America, South America, Europe and Asia are estimated to be at least 3X the US market alone.



Research & Development

Initial R&D is estimated to be \$20M over a year for completion of a prototype and to gain FDA approval

Patent Status



A comprehensive set of patent applications has been filed in the United States Patent and Trademark Office covering this new technology.



These patent applications have been extended to patent filings in most countries around the world through use of the Patent Cooperation Treaty (PCT).

Our Founders

Dale B. Nixon

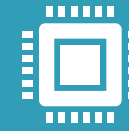


Dale Nixon received a bachelor of science in electrical engineering degree with honors from the University of Arkansas and a Juris Doctor (Law) degree from the University of Texas. Mr. Nixon is a licensed attorney in the State of Texas and is a registered patent attorney with the US Patent Office. He served four years in the US Navy with the rank of Lieutenant in the Naval Security Group working in the field of electronic warfare.

In the legal field, he worked as a partner in the intellectual property law firm of Richards, Medlock and Andrews in Dallas, Texas and then as a partner with the international law firm Sidley Austin. His legal work includes extensive patent litigation in federal courts, patent license negotiations and licensing for major semiconductor companies and the drafting and prosecution of over 300 patent applications in the US Patent and Trademark Office.

Contact Information: dbnixon5@gmail.com
(214) 629-1327

Dr. W. Milton Gosney



William Milton "Milt" Gosney, Jr., earned a B. S. degree at North Carolina State University, and M.S. and Ph.D. degrees at the University of California at Berkeley. He holds 14 patents in the field of semiconductor devices, processes and circuits. He is a Life Senior Member of the IEEE, and a registered Professional Engineer in Texas. He has served as an expert witness in over 100 patent-infringement cases.

He joined the faculty at Southern Methodist University as the Cecil and Ida Green Professor of Electrical Engineering in 1986. In 2006, Professor Gosney was recognized as an Altshuler Distinguished Teaching Professor, and also has received several Outstanding Professor Awards in Electrical Engineering. Prior to SMU, Professor Gosney worked in industry for 17 years at Texas Instruments and Mostek Corporation (now part of ST Microelectronics).

Contact Information: drgosney@aol.com
(214) 793-4298



Thank You