

# BUSINESS DEVELOPMENT PROPOSAL



**Title:** A Proprietary Family Planning Medical Services Access Plan  
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SEE Consulting

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## I. OBJECTIVE

A Business Development Proposal for a proprietary Development Plan to potentially provide *full access medical services*, including access to abortion medical services, enabling complete autonomy concerning reproductive rights and family planning medical services options.<sup>1</sup>

## II. PURPOSES

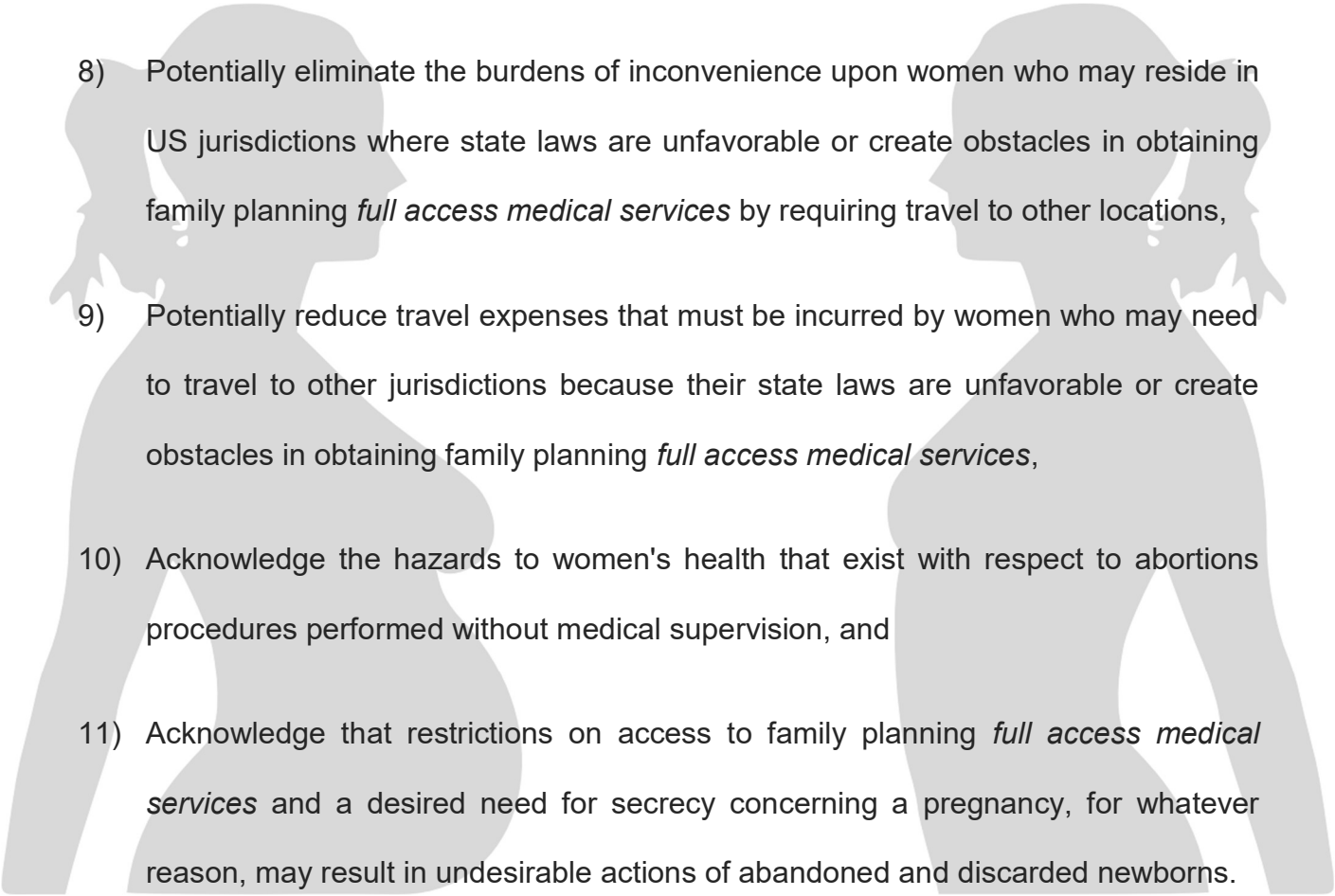
- 1) Potentially afford full autonomy to women and their partners in their decision-making processes concerning family planning matters,
- 2) Potentially bring uniformity to family planning medical service



<sup>1</sup> **Full access medical services**, as used herein, means to all available abortion services options currently available in the United States as part of the family planning process, but specifically excludes partial birth abortion procedures that have been prohibited pursuant to U.S. federal law.

matters on a national level through the proprietary family planning *full access medical services* plan that may be implemented,

- 3) Potentially afford family planning *full access medical services* to women who may want or may benefit from them,
- 4) Acknowledge that it is irrational to require the forced continued existence of relationships that might otherwise not exist due to potential turmoil in parent-parent and parent-child relationships that may result from requiring women to carry to full term and birth those pregnancies that are not planned or desired,
- 5) Acknowledge that it is irrational to require women to carry to full term and birth those pregnancies that are unwanted, accidental, or occurring through non-consensual circumstances and that - if required - may have undesirable effects upon the development of those children,
- 6) Acknowledge that the option of renouncing parental rights with attending state assisted foster custody, as an alternative to optional medical abortion services, results in significant costs to the state,
- 7) Acknowledge that the option of renouncing parental rights with attending state assisted foster custody, as an alternative to optional medical abortion services, has the potential to result in significant harm and adjustment difficulties in the lives of the affected minor children placed in state foster care systems,

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- 8) Potentially eliminate the burdens of inconvenience upon women who may reside in US jurisdictions where state laws are unfavorable or create obstacles in obtaining family planning *full access medical services* by requiring travel to other locations,
  - 9) Potentially reduce travel expenses that must be incurred by women who may need to travel to other jurisdictions because their state laws are unfavorable or create obstacles in obtaining family planning *full access medical services*,
  - 10) Acknowledge the hazards to women's health that exist with respect to abortions procedures performed without medical supervision, and
  - 11) Acknowledge that restrictions on access to family planning *full access medical services* and a desired need for secrecy concerning a pregnancy, for whatever reason, may result in undesirable actions of abandoned and discarded newborns.

### III. DEVELOPMENT PROPOSAL

The current estimated average cost for raising a child in the United States until he or she reaches the age of 18 is approximately \$300,000, as based upon inflation adjustments to earlier cost projections determined by the USDA.<sup>2</sup> Whether incurred by coupled parents or single parents, this expense is not insignificant for those parents who

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<sup>2</sup> Brookings Institution, <https://www.brookings.edu/blog/up-front/2022/08/30/its-getting-more-expensive-to-raise-children-and-government-isnt-doing-much-to-help/> (last accessed Nov. 14, 2022).

cannot or may not be able to afford it. Of course, it goes without saying that these costs are passed along to the states where parental rights are relinquished with children being raised through state operated foster care systems when adoptions are unsuccessful or where the state may need to subsidize the support of children through welfare programs when their parents lack financial means.

Recently, the U.S. Supreme Court issued a decision in *Dobbs v. Jackson Women's Health Organization*, Case No 19-1392 (June 24, 2022), where the court held that the United States Constitution does not afford an expressly stated or discernable constitutional right to an abortion. Prior to that, a woman had an unrestricted right to obtain an abortion concerning a pre-viability pregnancy while the states were permitted to implement procedural requirements for abortions that concerned post-viability pregnancies if those procedures did not create substantial obstacles or burdens to the ultimate accessibility of an abortion.<sup>3</sup> In addition to these timing-related restrictions concerning abortion accessibility developed through decisional law of the U.S. Supreme Court, federal law has also placed a restriction on certain types of abortion procedures known as partial birth abortions.<sup>4</sup> The legal issue of abortion in the United States is indeed a complicated one that is imbued with controversy based upon the underlying question of when, precisely, life is deserving of legal protection. That issue has seemingly been compounded by a lack of definitive certainty concerning how abortion was treated at common law. This, in turn, has prevented the Supreme Court from concluding that the

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<sup>3</sup> These pre-viability and post-viability distinctions derive from the point at which a fetus is assessed to be capable of self-sustaining life independent from the mother.

<sup>4</sup> 18 U.S.C. § 1531.

legal right to an abortion or to access abortion services is a fundamental right under its “deeply rooted in history and tradition” test.

While there appears to be potential legal grounds for finding a constitutional right of access to abortion services that have seemingly never been considered and presented to the U.S. Supreme Court, the *Dobbs* decision rejected the previously created federal legal right of access to abortions services that was birthed from the landmark decision of *Roe v. Wade*. With this development, U.S. elections in November of 2022 saw an increased prevalence of issues presented to voters concerning abortion related matters.



Moral issues aside, the lack of *full access medical services* in family planning has significant financial consequences, to parents and the state, and implicates a variety of other undesirable effects. While the average cost of a medical abortion procedure seems to vary based on several different factors, these procedures – in certain circumstances – may be obtained at a cost of \$500. Without mentioning and addressing all public policy considerations that are too numerous, the financial consequences to parents and the

state from forced full term pregnancies and related births is great, as compared to the minimal cost of an abortion.

This "value added" proprietary Business Development Concept ("BDC") (see BDC description on our "Services" webpage)<sup>5</sup> and related proposal is for a Development Plan involving a proprietary implementation methodology for the delivery of *full access medical services*.<sup>6</sup> This proprietary implementation methodology utilizes a new, novel, and uncommon means for the delivery of services that, seemingly, has not been attempted or tested. For that reason, the proprietary implementation methodology to be explained within the Development Plan is anticipated to be the subject of a legal challenge. Thus, the Development Plan and its proprietary implementation methodology for the delivery of *full access medical services* should, at a minimum, provide a new and previously untested factual scenario concerning the accessibility of abortion and abortion services. At the other end of the spectrum, if the business matters within the Development Plan survived legal challenge, they could eliminate ongoing controversies that have attended state-based legislative restrictions. Notwithstanding, this is a Business Development Proposal for a Development Plan despite the public policy implications. **Careful attention should**

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<sup>5</sup> Our "value added" BDCs are those that affect exceptionally high value market industry segments by affording a potentially unlimited revenue earning potential or unlimited expense savings.


<sup>6</sup> Note that this Development Plan is concerned with uniformity of *full access medical services*, defined above, as applied to the market segment of family planning abortion related services. It does not attempt to develop or redefine abortion procedures, create any new standard based upon fetal viability criteria, or alter the mentioned and existing federal legislation prohibiting a certain type of abortion procedure. It is a business process proprietary implementation methodology **ONLY**, with revenue generating potential.



be afforded to the Disclosures section and, particularly, disclosure #10 concerning payment of fees.

#### IV. FEE REQUEST FOR DEVELOPMENT

The factors involved in the pricing of this BDC, the Business Development Proposal, and would-be Development Plan include:

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- 1) The proprietary nature of the Business Development Proposal, Development Plan, and would-be family planning *full access medical services* implementation methodology to which they relate,
  - 2) The novelty of the Business Development Proposal, Development Plan, and would-be family planning *full access medical services* implementation methodology to which they relate,
  - 3) The potential benefits to pregnant women, in the form of convenience, minimized travel expenses, family planning decision-making autonomy, elimination of access-based restrictions to abortion services, and the elimination of non-medically supervised abortion procedure health hazards, if the proprietary family planning *full access medical services* implementation methodology were successful overall,

- 4) The approximate \$700 million value of the abortion medical services market segment within the United States' greater medical services industry,<sup>7</sup>
- 5) The potential benefits, in the form of additional revenues, that could be obtained by medical service providers if the proprietary family planning *full access medical services* implementation methodology were successful,
- 6) The potential benefits, in the form of additional revenues, that could be obtained by the anticipated co-interested yet-to-be-identified third parties if the proprietary family planning *full access medical services* implementation methodology were successful,
- 7) The potential indirect societal benefits (from the perspective of a would-be purchaser), in the form of reduced expenses and cost savings, that could be obtained by states through reduced burdens upon state foster care systems, and possibly state welfare programs, if the proprietary family planning *full access medical services* implementation methodology were successful,
- 8) The intangible non-monetary benefits obtained by society through the potential reduction of incidents involving abandoned or discarded newborns resulting from unwanted and secretive pregnancies,
- 9) The contingencies identified in the Disclosures section concerning required third-party assistance and anticipated related legal challenges,

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<sup>7</sup> The estimated value of this medical services industry market segment is based upon an approximate estimated 930,000 abortions annually performed, Pew Research Center, <https://www.pewresearch.org/fact-tank/2022/06/24/what-the-data-says-about-abortion-in-the-u-s-2/> (last accessed Nov. 14, 2022), and the variable costs of abortion services.

- 10) The importance of a nation-wide shift in public policy, and implemented uniformity of law, if the proprietary family planning *full access medical services* implementation methodology is successful,
- 11) The complexity of the proprietary family planning *full access medical services* implementation methodology and the related complexity of describing and explaining it in the Development Plan,

12) The collateral, yet real, value found in the revenue generating potential with the accompanying delivery of legal services by whatever law firm may be



selected to perform those legal services,<sup>8</sup> and

- 13) Other unknown or yet to be realized benefits.

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<sup>8</sup> While this Business Development Proposal may be purchased by an attorney or law firm acting on behalf of a medical service provider or other possibly interested party with our consent, it may not be purchased on behalf of an undisclosed principal. Please see Disclosure #10, payment of fees, concerning a purchase by an attorney or law firm.

Based upon the foregoing factors, the requested fee for this BDC, Business Development Proposal, and the Development Plan to be prepared is based upon the following possible options (all other proposals to be considered on a case-by-case basis):

- A) **Buyer at full asking price (direct purchase or through attorney or agent):** The asking price for this Development Plan is \$4.4 million with an allocated \$400,000 commission fee to be paid to any independent attorney or agent capable of locating and coordinating a buyer. An “option” for a future right of purchase may be considered. This fee for the Development Plan excludes any post-delivery expenses or consulting fees that, if desired, are to be later determined.
- B) **Buyer at less than full asking price (direct purchase or through attorney or agent):** A ten percent commission fee will be afforded to any independent attorney or agent who locates a buyer at the best offering price that is less than the full asking price. Any sale price that is below the full asking price shall be subject to our approval. Any agreement for sale at less than the full asking price excludes expenses (that may be waived in our discretion) and any post-delivery consulting fees for services that, if desired, are to be later determined.
- C) **Interest of multiple buyers (regardless of attorney or agent involvement):** Where multiple buyers may be interested in purchasing the Development Plan, the sale of the Development Plan shall be handled through an informal bid process with a cut-off date to be later determined if the need for such a process arises. Any agreement for sale through a bid process at less than the full asking price excludes expenses (that may be waived in our discretion) and any post-delivery consulting fees for services that, if desired, are to be later determined.

While the requested fee is not insignificant, the cost for the development of this BDC is insignificant in relation to novelty, complexity, applicable market segment revenues, available resources to a would-be purchasing medical service provider, and the public policy implications should it be successfully implemented overall.

## **V. THE DEVELOPMENT PLAN**

If engaged, this BDC and Business Development Proposal will be further augmented and worked up into a Development Plan that will include the following deliverables:

- 1) General explanation within the Development Plan of the proprietary implementation methodology proposed for the delivery of *full access medical services*,
- 2) Explanation of how the proprietary implementation methodology proposed for the delivery of *full access medical services*, in the least, gives rise to new factual circumstances nearly certain to form the basis of a legal challenge (see Disclosure #3),
- 3) Explanation of how the proprietary implementation methodology proposed for the delivery of *full access medical services*, at the most, might bring uniformity to the delivery of abortion services on a national level (see Disclosure #3),

- 4) Identification of the class of persons from whom agreement and assistance is required for the proprietary implementation methodology (*i.e.*, the "third parties" referenced in Disclosure #4),
- 5) Explanation of the type of assistance that is required from the third parties for the delivery of *full access medical services* to be implemented with the proprietary method (see Disclosure #5),
- 6) Explanation of tasks (assistance) that are anticipated to be performed by the third parties to implement the *full access medical services* with the proprietary method,
- 7) Explanation of how the tasks that are anticipated to be performed by the third parties could result in increased expenses in implementing the *full access medical services* with the proprietary method (see Disclosure #6),
- 8) Explanation of how the increased expenses anticipated from the involvement of co-interested third parties might be minimized in implementing the *full access medical services* with the proprietary method,
- 9) Explanation of how and why the fees associated with costs of the Development Plan might be capable of recapture or contribution from other parties,
- 10) Identification of the assets that would need to be purchased with the capital investment to implement the *full access medical services* with the proprietary method (see Disclosure #9),

- 11) Identification of the factual circumstances concerning the *full access medical services* attempted to be implemented with the proprietary method that are anticipated to be challenged (“points of contention”) and reasonably expected to form the basis of a legal action (see Disclosures #7 and #8),
- 12) Explanation of how the anticipated “points of contention” might be handled financially as it relates to a potential risk of loss in the overall business endeavor,
- 13) Explanation of precautions concerning the use of licensed medical staff that are anticipated to perform the *full access medical services*,
- 14) Explanation why the identified precautions concerning licensed medical staff should be considered for implementation,
- 15) Explanation of how the proprietary method for *full access medical services* could be implemented in a scalable process to minimize expenses, and
- 16) Additional information that, in our discretion, is believed to be beneficial or useful for the understanding of the Development Plan, the *full access medical services* proprietary methodology, or to carry out the implementation of the proprietary methodology.<sup>9</sup>

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<sup>9</sup> While other matters are anticipated to be included within this Development Plan, they are not discretely identified as an included “deliverable” for various reasons.

## VI. DISCLAIMERS & DISCLOSURES

1) General disclaimer. In deciding to engage the formal work-up of a Business Development Concept as a Development Plan, no assurances or guarantees are provided that the proprietary processes or development plan to be provided have not been previously conceived, contemplated, considered, or even rejected by knowledgeable specialists within the particular industry to which the Business Development Concept relates. While significant effort has been made to provide accurate information for evaluation, in deciding to engage the formal work-up of a Business Development Concept into a Development Plan, you understand and agree that there is the possibility, even if remote, of unforeseen or unanticipated circumstances that may render a development plan incapable of being implemented or possibly useless. **Please refer to the Terms of Service on our website for additional important information and applicable terms.**

2) Changes in law. This BDC, Business Proposal, and would-be Development Plan contemplate, and are directed at, the current legal status of abortion medical services in the United States without any existing and superseding federal standards concerning legality (excluding the prohibition of partial birth abortion procedures). While the uniform legal status of abortion services is currently unresolved, changes in law within certain states or the implementation of a new superseding federal standard of legality, by whatever means, are factors that could affect the usefulness and value of this development plan.



3) No legal practice or legal services. This proposal is **ONLY** for a business Development Plan concerning a proprietary methodology for potentially implementing family planning *full access medical services* that are not specific to any person, but - instead - a particular class of persons (pregnant women and their partners seeking family planning *full access medical services* in locations where such services may be unavailable or encumbered by restrictions). We are not engaged in the practice of law and we are not licensed to practice law. Further, we do not represent any prospective purchaser of this business plan in an attorney-client relationship absent changed circumstances, which are currently unforeseen. Any prospective purchaser understands and agrees that consultation with attorneys or other professionals will be required to implement certain aspects of the development plan, inclusive of the preparation of legal documents that may be necessary.

4) Third-party assistance. The persons or parties likely to be interested in this Development Plan are people who support complete access to available options concerning family planning services and medical service providers who generate revenues through providing those services. Notwithstanding, this Development Plan contemplates and requires the assistance of certain other third parties, with the use of contractual business relationships or other arrangements, for its successful implementation. The willingness or likelihood of cooperation by those other third parties is an unknown variable in the successful implementation of this Development Plan. Notwithstanding, the pool of existing "persons" within those classes of other third parties whose assistance is required is believed to be sufficiently numerous that locating and

engaging those third parties, through contractual or other business arrangements, is not believed to present a significant obstacle or impediment to the pre-planning and organizational matters underlying the implementation of this proprietary Development Plan.

5) Conflict of interest. Should this proprietary method business development proposal be funded or purchased, there is the possibility of a potential conflict of interest. As mentioned, this proprietary method for delivering *full access medical services* contemplates assistance of third parties through contractual business relationships. Because contractual relationships are premised upon arm's length (fair) negotiated transactions, there is the remote possibility that the opposing interests concerning contract negotiations between the third parties, on the one hand, and the would-be medical service providers, on the other hand, could prevent the implementation of this proprietary method for delivering *full access medical services*. Despite this, the risk of an actual conflict of interest is believed to be minimal since the potential financial benefits from any contractually formed business partnership appears to outweigh the possible risk of one contracting party unduly imposing unreasonable terms on the other to result in a failure of purposes of the Development Plan.

6) Increased expenses. The assistance of certain third parties is required to accomplish certain tasks that, in some instances, might be undertaken as direct, yet collateral, activities to the business of providing medical services. To the extent these activities require the assistance of third parties who will, presumptively, only agree to a

profitable business arrangement that is consistent with their own interests, the contemplated and required contractual engagements with those third parties necessarily involves an increased expense. Notwithstanding, given the negotiating characteristics inherent to contractual business relations and the pool of available potential contracting parties within the class of persons from whom assistance is required, those increased expenses are not believed to be any more significant than those that would typically exist with arms-length (fair and usual) contractual business negotiations.

7) Novelty and legal challenges. This BDC, Business Proposal, and would-be Development Plan utilize a would-be proprietary methodology that is new, unconventional, and previously untested with respect to potential legal challenges. Because of this, this Development Plan - if further developed and implemented - is nearly certain to be the subject of legal challenges (“points of contention”) upon the first instance of its implementation within a jurisdiction that is less than completely accepting of abortion services. Notwithstanding, while disclaiming any assurances or guarantees, it is believed that this Development Plan - with advance strategic planning - may survive a legal challenge based upon its proprietary aspects that - for confidentiality reasons - cannot currently be disclosed. In any event, legal challenges and substantial litigation budgets should be foreseen and anticipated independently of this Development Plan, should further development be sought.

8) Litigation uncertainties. Litigation necessarily involves a degree of uncertainty that is affected by such factors as: A) the unique or individualized facts of a particular case,

B) quality and competency of selected counsel, C) quality and competency of opposing counsel, D) the availability of financial resources of the respective parties, E) possibilities that interested additional other parties may seek to participate in the litigation in furtherance of their own related interests, F) the assigned jurist and their perception and views of the particular public policy implications, G) the existence or absence of decisional case law related to the issues in the case, H) the location of an undertaken activity or occurring event involved in the case, I) perceptions or attitudes of people within the community concerning an activity or event, which may be an influencing factor through any jury decision-making process, if applicable, and J) other unknown litigation-related variables. While many of the risks associated with these factors may be reduced or minimized with advanced planning, a degree of uncertainty often exists with the best pre-planning efforts.

9) Capital Investment. This BDC, Business Proposal, and would-be Development Plan anticipate a required capital investment to purchase certain asset(s) for the execution phase of the development plan. The anticipated required capital investment is an unknown variable at this time due to a variety of factors the most prominent of which appears to be the geographical location or market in which the development plan might be implemented. Notwithstanding, the risks attending the capital investment in the execution phase of the development plan appear to be minimal because A) the availability of cooperative contractual assistance required by the yet-to-be-identified third parties will be known prior to any execution of the plan and B) if the plan progresses into the execution phase with the assistance of co-interested third parties and the litigation uncertainties

(discussed above) are adversely resolved, the capital investment should be nearly or completely recoverable based upon the subsequent sale and disposition of the asset(s).

10) Payment of fees and funding. Given the public interest concerning the topic of this proposal, it is at least foreseeable that a desire to purchase or fund this Business Development Plan might come from certain non-for-profit entities, special interest organizations, or members of the general public. **It should be emphasized that this Business Development Proposal is first and foremost a business development proposal regardless of the public policy implications that may be involved.** The Development Plan is most suitable for purchase by a medical service provider, whether organized as a not-for-profit or a for profit enterprise, and the yet-to-be identified third parties who might join as co-interested parties in the business opportunity.

The Development Plan will contain confidential (proprietary) business matters that are not suitable for public disclosure. For this reason, the Development Plan may not be suitable for funding or purchase by special interest non-for-profit organizations or members of the general public as it contemplates a revenue-generating business purpose. Notwithstanding, the litigation that is anticipated to occur with this Development Plan (see Disclosure #7) might be funded by a special interest organization or others with the approval of the would-be medical service providers, the anticipated co-interested third parties, and their respective counsel, but such matters are beyond the scope of this Business Development Proposal.

For the stated reasons, any decision to fund the requested fees for this Development Plan by any special interest organizations or members of the general public

that may be based upon actual or perceived aligned public policy interests, ought to be considered a gift since the confidential (proprietary) business matters within the Development Plan are not anticipated to be publicly disclosed. If the fees for the Development Plan are paid with funds from any special interest organization or members of the general public (unless such is coordinated through an attorney or law firm that has already arranged for the involvement of a medical service provider to implement the plan), the payor(s) agree(s) that we shall be appointed to use whatever efforts are believed, in our sole discretion, to be best for maintaining the confidential aspects of the Development Plan and attempting to locate a suitable medical service provider interested in carrying out the proprietary family planning *full access medical services* implementation methodology.

Thank you for considering SEE Consulting to potentially assist you with further developing or improving your company or business service offerings.

Sincerely,

Mr. Cameron Mostaghim