

# Understanding The Slides




## Text

**Purple** - Things written in purple are either placeholders or rough copy that needs your review/attention. When you re-write them, you can change them back to black.

**Red** - Notes to design team on design needs. Will not appear on the deck itself

**Black Highlight** - These slide labels help us to understand the main point or intended purpose of a slide. These are just for internal use, and will not appear on the deck itself

## Circles

-  Red circles mean I/you don't think this slide is needed in final deck
-  Orange circle mean I/you think it's unclear if the slide is needed in final deck
-  Grey circle with number in it is differentiating different options/ideas for a slide

DECK SLIDES START HERE

# ZEM Life Device

The World's First Life-Saving Smartwatch

Pitch Deck 2024

## Questions

**Do you  
dream about  
changing the  
world?**

Us too.

Have you been  
waiting to get in on  
the ground floor of  
a big opportunity?

You just found it, ZEM Life Device.

## Questions

Alt Version of intro question slide that employs powerful “no” questions, instead of “yes questions.

**Are you ok with one more child dying of anaphylaxis?**

**Are you ok with another father dying of a heart attack?**

**Are you ok with another daughter, son or friend dying of an opioid overdose?**

We aren't either.

## Example

### Before Penicillin

Widespread infections caused severe pain, limb amputations, and unnecessary death.

**No More.**

### Before Defibrillator

Abnormal or stopped heart beats during sudden cardiac arrest, frantic CPR attempts, and unnecessary death.

**No More.**

### Before ZEM Life Device

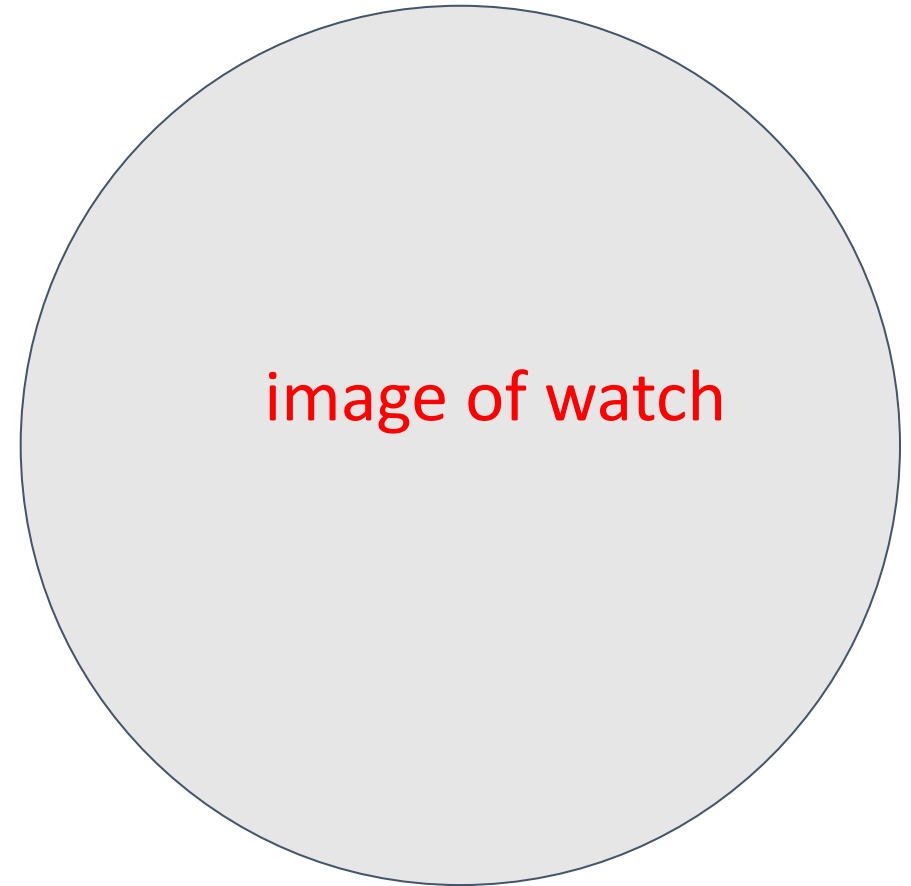
**Panicked ER visits, mourning families, and unnecessary death from opioid overdoses, allergic reactions, heart attacks, asthma attacks, septic, cardiogenic and hemorrhagic shock, epilepsy, ketoacidosis, and more**

**No More.**

# ZEM Life Device

A portable 24-hour emergency advanced life support system on your wrist.

**Join us on the ground floor investment, as we bring this new life saving device to friends and loved ones around the world.**



# Opioid Overdoses are a Big Problem

## SPOTLIGHT ON FENTANYL:

- Synthetic opioid 50 to 100 times more powerful than morphine.
- Highly potent, so a small amount can rapidly be deadly.
- Nearly impossible to detect because it cannot be smelled or tasted.

## OPIOIDS OVERDOSES ARE DEADLY

- **70K+** people died of synthetic opioid overdose in 2021 alone
- Increased **58%** since 2017
- Increased **781%** since 1999
- **92%** of drug overdoses are preventable deaths

## WE HAVE LIFE SAVING MEDICINE

- Naloxone (also known as Narcan) prevents and reverses the deadly effects of an opioid overdose

**but only if it's given in time.**



## Problem / Opportunities

# It's not just Opioids, many conditions pose the risk of preventable death:

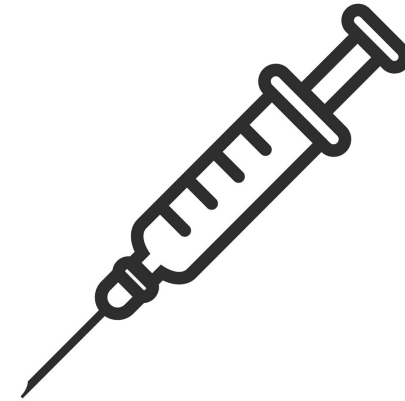
Critical Event	Parameters detected for Diagnosis	Automated Treatment Emergency Services Activation and GPS location critical	Mechanism of Action	Epilepsy	diabetic ketoacid osis  hypergly cemia	Snake Bites	Stroke  Pulmonary-Embolism  Hemophilia –factor 8
Opioid overdose (Fentanyl, morphine, dilaudid, oxycodone, hydrocodone, etc.)	Falling oxygen saturation, decreasing respiratory rate, slowing heart rate, possible fall, decreasing movement	Naloxone Sodium (Narcan) 0.4 mg SQ or IM	Pure competitive opioid antagonist with a high affinity for the mu-opioid receptor. Directly blocks binding of opioids in the respiratory				

**Millions of people die of these conditions when they don't get treatment in time.**

# Immediate Danger Requires Immediate Response

When you or someone you love has a critical need for life-saving medication, every second counts.

- Emergency rooms are far away
- Patient is incapacitated and unable to move, think or communicate
- Friend may or may not have the life saving medicine on hand
- Friend may not know what is needed, where to find it, when to give it, how to give it or how much to give.



**Call out:** Getting the right dose in time is life-or-death.

## Competition

# Today, No Real Solutions Exist

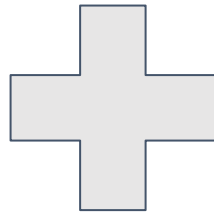
	<b>Epipen other auto injectors</b>	<b>Trip to the emergency room</b>	<b>Vial of the medicine on hand</b>	<b>ZEM Life Device</b>
Time	<i>Fast</i>	<i>Slow</i>	<i>Fast</i>	<b><i>Immediate</i></b>
Cost	<i>Low</i>	<i>High</i>	<i>Low</i>	<b><i>Low</i></b>
Skill Needed	<i>Medium</i>	<i>None</i>	<i>No</i>	<b><i>None</i></b>
Tracks Vitals	<i>No</i>	<i>Yes</i>	<i>No</i>	<b><i>Yes</i></b>
Automatic delivery	<i>No</i>	<i>No</i>	<i>No</i>	<b><i>Yes</i></b>
Replaceable cartridges-	<i>No</i>	<i>NA</i>	<i>No</i>	<b><i>Yes</i></b>
(multipurpose, multiuse)	<i>No</i>		<i>No</i>	<b><i>Yes</i></b>

# ZEM Life Device Brings Peace of Mind

The world's first life-saving smartwatch coupling:

“Normal” features of a smart watch:

- Fitness Tracker
- Sleep Tracker
- Time and Notifications
- Phone Calls, Apps



With Life Saving Features and Functionality:

- **Automatic critical-need detection**
- **Automatic FDA approved medication delivery system**
- **Automatic emergency services alert broadcasting**
- **Medical Record and Data availability**

# How the Device Works

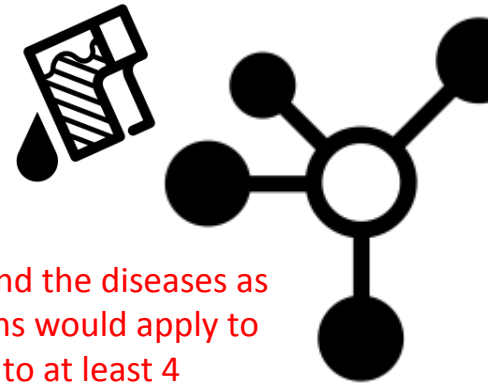
- Smartwatch
  - visualize a large smartwatch (see CAD drawing for ideas)
- Medicine Cartridges
  - visualize several different types of available cartridges



1. Fill watch with cartridge of most concern
  - a. *ie: when hiking in area with venomous snake*
2. Vitals tracked constantly
  - a. *ie: the device knows your pulse, oxygen saturation, respiratory rate, EKG, movement, falls, blood pressure with inflatable band option*
3. Critical-need detection
  - a. *ie: detected vital sign changes even if you are incapacitated.*
4. Medication delivery system
  - a. *ie: antidote injected*
5. Emergency services alert broadcasting
  - a. *ie: GPS coordinates sent and emergency services called*
6. Another Saved Life

**Problem / Opportunities**

# Our Device Can Deliver ANY Subdermal Medications



design, consider designing with the medications as "NODES" and the diseases as branches from the nodes, since some of the diseases/conditions would apply to multiple medications (ie: the heart attack and arrythmia apply to at least 4 (nitro, morphon, atophone, and glucagon)

Medication	Narcan	Epinephrine	Nitroglycerin	Morphine Atropine	Valium	Insulin	Antivenin	Follicle simulating hormone and other fertility medications	What is the medication?	Glucagon and Anticoagulants
Condition	Opioid overdose	Anaphylaxis  Cardiogenic shock  Septic Shock  Traumatic shock	Hypertension crises			Diabetic acidosis  Hypergly cemia	Snake Bites	Timed Fertility treatments	Sepsis	Hypoglycemia  Arrhythmia  Stroke  Pulmonary-Embolism  Hemophilia –factor 8

Steve to provide final list of drugs and diseases per List from Joanna

**Massive life saving opportunities**

# Love, Pain, and Purpose

ZEM Life Device Co was developed in the aftermath of impossible personal loss and an all too common tragedy:

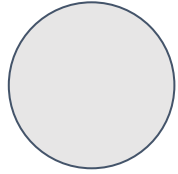
- 23 year old Zachary Ernest Muth was a loving son, a caring boyfriend, a student, a hard working athlete. After a hockey injury and in need of a rotator cup replacement, **he took a pill** and went to sleep. The pill was **laced with fentanyl**. If someone known, had someone been there and monitoring his vitals, he could have been saved by a simple dose of Narcan.
- Early in the morning of February 1st 2021, Zachary Ernest Muth passed away due to an **accidental overdose**.

**We are on a mission to make something good out of this pain**

We have the drive, tenacity, and experience to make ZEM Life Device a success and save lives.

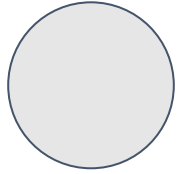
# Our Dedicated Team

Steve to provide any bio information/names that you want here, otherwise we'll leave them out.



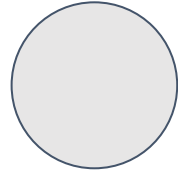
Steve Muth

- VP Business Development
- Participated in over \$1 billion in capital raises.
- Placeholder for 1-2 sentence bio



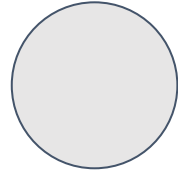
Joanna D Meston

- President
- MD of Anesthesiology
- Placeholder for 1-2 sentence bio



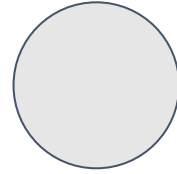
Zachary S Westerfield

- VP Leagel
- PC
- Placeholder for 1-2 sentence bio



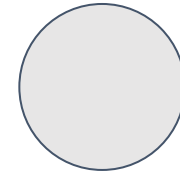
Dave Palan, CPA

- CFO
- Placeholder for 1-2 sentence bio



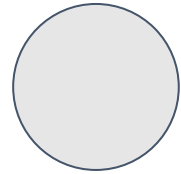
Chris Sawyer

- VP Engineering
- BS ME
- Placeholder for 1-2 sentence bio



Dr. Katherine Compton DO

- Executive Director
- A top 5280 and national recognized provider with CU Health.
- Placeholder for 1-2 sentence bio

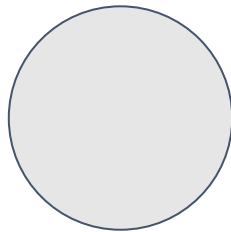


Dan Ernest PC

- Executive Director
- Graduated at New York Law and a Yale university graduate.
- Placeholder for 1-2 sentence bio

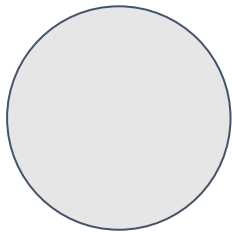


# Supported by Experienced Advisors



**Grant Engine**

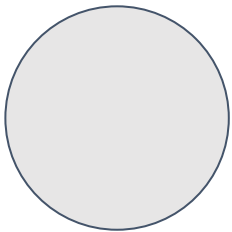
Space for logos / bios



**Qube/Eminence  
Clinical  
Research**

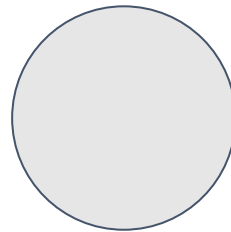
Expertise

Space for logos / bios



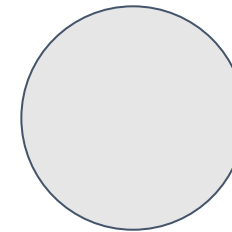
**Dr. Anna Budde**  
Expertise

Space for logos / bios



**Dr. Kevin Brady**  
Expertise

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**Dr. Diane Gill**  
Expertise

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# Key Partnerships

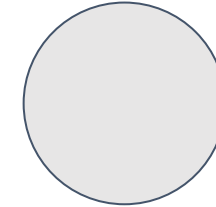


- Grant Engine
  - <https://grantengine.com/>
  - Prestigious Non-dilutive grant application writers
  - ZEM Life passed rigorous criteria to be admitted into their program.
- “Grant Engine recommends ZEM Life Device Co. to investors seeking to support a company with the potential to make a significant impact on public health and safety. We are hopeful that ZEM Life Device Co. will innovate and lead in the field of medical device development.”



- Eminence Clinical Research
  - <https://ecr-inc.com/>
  - Regulatory compliance consulting services
  - FDA approval for device
- “We have a very high interest in emerging technologies for saving lives from opioid overdoses and deaths. I look forward to continuing our productive relationship with ZEM Life. I urge full financial support for this life saving medical device application.”
  - Kelly Elliott RN, MS

Steve to provide missing information/names



- Andrew Graff
  - Leyendecker & Lemire, LLC
  - Patent attorney
- Dr. Anna Budde
  -
- Dr. Diane Gill
  -
- Dr. Kevin Brady
  -

# Significant Traction in just 2.5 Years

2021

- Idea created through difficulty and an unlikely event. Nov 24, 2021
- Engineering team determined that the functionality of the device idea could be feasible and implemented Dec 21
- US Provisional application number 63-294,184 filed Dec 28 -21

2022

- Full patent and engineering feasibility and design from 1-22 to NOV 22
- Full patent application filed Dec 28 22  
—US18/089,656

2023

- Secured Qube.3 for development of device to meet fda requirements
- Secured Eminence Clinical Research for FDA assistance
- Received full patent pending status 06-29-23  
US20230201463A1
- Filed FDA Breakthrough Device application 9 -23
- Secured CF Offering with Reg D company 10-23
- Filed corporation in Delaware 12-23

2024

- High level plan for FDA completion 1-24
- Secured Grant Engine for grant capital 1-24
- Filed additional patent addendums 2-24
- Engaged all Executive Directors at Min wage 3-24
- Completed SEC - CR offering agreements 4-24
- Filed SBIR Phase I application 4-24

# Lucrative Business Model



**Proprietary Device**  
Single purchase

AND



**Software-Enabled Cartridges**  
Consumable, repeat purchase  
- *Specific software/code for EACH condition and drug (and we own the IP)*

## BUSINESS MODEL OPTIONS:

1. Branded cartridges - licensing deals or partnerships with drug manufacturers
2. Generic cartridges filled at the pharmacy
3. User-refillable cartridges

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### Call Out:

#### **FASTER TIME-TO MARKET**

Because all drugs are approved and on the market, there are **less strict FDA testing/approvals** required for the cartridges.

# Vast Market Opportunity

**call out:** The potential applications are so vast, that it is hard to quantify all potential opportunities. These are just a few.

## Opioids

- 80,411 opioid overdose deaths in 2021
- **16.95 million doses of naloxone were distributed in the U.S. in 2021.**

## Epilepsy

- 3.4 million people have epilepsy
- Roughly 8 Million epipens sold each year
- ~\$2.4B in revenues

## Heart Attack

- 695,000 people in the United States died from heart disease in 2021
- 16.3 million Americans aged 20 and older have Coronary heart disease

## Anaphylactic Shock

- 1 in 50 americans have anaphylaxis, a life threatening allergic reaction

## Sepsis

- ~1.7 million adults in the U.S. develop sepsis
- ~270,000 die as a result.
- 3rd leading cause of death in US hospitals

# Plus, Potential Battlefield Applications

- **Antidote from nerve gas**
- The general can remotely administer to soldiers from headquarters
- **Need to stay awake for days on a mission**
- To stay up they need XXX drugs
- Device could monitor their vitals and provide the right dose at the right time
- **Morphine as long been used by the military for pain relief and shock prevention, Narcan for morphine overdose**
- If the medic is too far away the device could administer at the right time, giving the soldier enough time to apply a life saving tourniquet, etc.

# Financial Projections

Year	Net Income
2025	\$365,025
2026	\$3,010,050
2027	\$6,795,075
2028	\$9,522,090
2029	\$13,364,508

## Key Assumptions

- Expected to reach \$20M in revenue in 2029
- Positive cashflow anticipated in year 1
- Any other thoughts here?

# Seeking Funding to Launch

- Raising: \$5,000,000
  - FDA approvals - XX%
  - Development of device ready for full manufacturing - XX%
  - Anything else? - XX%

(graph / graphic here)

Funding will prepare us to go to market:

- Fully working device
- Multiple cartridges (10)
- All with fda requirements met
- Device is logged with fda
- Early marketing

## Now is the Time to Invest

3 additional offerings--at higher valuations--planned in the next 2 years after meeting initial goals.





# About Palms 23 Foundation

Sharing this technology with the world through a HUMANITARIAN model.

- Palms 23 Foundation is a non profit that owns the IP for the smartwatch device and medication delivery system.
- ZEM Life Device has an exclusive right to license the IP.

This ensures that some of the profits from this venture are used to support **what? what does the non profit do?**

# Be a part of something bigger

Together we can prevent the needless deaths of millions of people.

Or, please share this with someone else who can help.

# ZEM Life Device

## THANK YOU

Name Name

[email@email.com](mailto:email@email.com)

123-456-7890

Appendix / Slides Not Needed



Might need joannas list of the drugs that are under each

- air injection - less invasive <<  
this is the goal for all, but  
testing at the FDA is harder
- needle injection
- fine needle injection

Too detailed for the main pitch deck