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# Pinnacle Integrative Health PS

## Business Plan

Pinnacle Integrative Health PS is a medical services company that **specializes in stem cell therapy for cosmetics, face lifts, degenerative orthopedics and chronic disease.**

**Pinnacle Integrative Health offers three options for patients:**

- **Human Umbilical Cord Tissue (HUCT) derived stem cells.**
- **Adult Adipose (fat) Tissue derived stem cells.**
- **Adult Bone Marrow derived stem cells.**

**Each option is provided to the patient and depending upon an examination and evaluation. The best option is recommended based on the presenting condition as well as the desired outcomes and goals of the patient.**

**What are the benefits when working with Pinnacle Integrative Health PS?**

- 1. One of the first Stem Cell Centers to operate in the Pacific Northwest region of the U.S.**
- 2. The most experienced in treating thousands of patients with stem cell therapy.**
- 3. Proprietary and scalable protocols for cosmetics, orthopedics and systemic conditions.**

**Pinnacle Integrative Health PS works with both individual, and institutional clients, providing state of the art stem cell treatments.**

### Pinnacle Integrative Health PS

Pinnacle Integrative Health is a corporation founded in 2014 by Daniel Rasmussen EAMP, Dipl. OM whose training in the U.S. and China led him to the world of regenerative & integrative medicine, which he believes is the future of healthcare. His passion to help people improve their health through finding and treating the cause of pain and disease rather than manage symptoms with medications. This was the beginning of a magnificent obsession with stem cell therapy and the outcomes that were possible.

Our mission is to be at the forefront of new treatment protocols for cosmetics and chronic diseases using adult and umbilical derived stem cells, always according to the highest bioethics standards, and offering, with transparency, honesty and human quality, treatments developed to improve the condition of our patients.

Our target audience is 50-85 years old and looking for options other than drugs and surgery to address their cosmetic concerns, orthopedic conditions and chronic diseases.

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The U.S. spent more than USD 3 Trillion on healthcare costs in 2017 yet has the 48<sup>th</sup> worst life expectancy of any developed country. We plan to revolutionize healthcare in America. Stem cell research and the resulting therapies offered is one of the most exciting areas of science in the 21st century and has the potential to revolutionize the way we treat conditions, including degenerative diseases for which few effective treatments currently exist. Researchers, governments, and the general public have high expectations from this field and they hope that this research will one day produce great results that might cure diseases such as Parkinson's, Diabetes, Cancer and Alzheimer's.

Pinnacle Integrative Health PS is unique and has competitive advantage over others in the marketplace because we employ a comprehensive health program, which is preventative and protects the long term investment of the patient. We address the whole health of the individual utilizing diagnostic testing of blood, stool, saliva samples to detect the root causes of chronic disease and then employ stem cells, lifestyle modification, nutrition, supplementation and coaching to support the patient in making the necessary changes to prevent recurrence of the original condition again in the future. No other competitor is taking the comprehensive holistic approach.

Pinnacle Integrative Health PS specializes in the use of Human Umbilical Cord Tissue (HUCT) derived stem cells in combination the body's immune system is unable to recognize umbilical cord-derived mesenchymal stem cells as foreign and therefore they are not rejected. These stem cells have been administered thousands of times at Pinnacle Integrative Health PS and there has never been a single instance rejection (graft vs. host disease). As a matter of fact, mesenchymal stem cells are approved to treat graft vs. host disease in Canada and New Zealand.

Umbilical cord-derived mesenchymal stem cells also proliferate/differentiate more efficiently than "older" adult stem cells, such as those found in the fat tissue and bone marrow of adults and therefore, they are considered to be more "potent."

We obtain HUCT from a regional tissue bank in Salt Lake City UT.

- HUCT is donated by mothers after normal, healthy C-Section births.
- Mothers are tested for infectious diseases and have their medical histories screened.
- A small number of umbilical cords (about 1 in 10) pass these rigorous screening processes.
- The recovery is performed by accredited technicians of **American Association of Tissue Banks (AATB)** utilizing aseptic techniques.
- Tissue is then processed at an AATB accredited facility,
- Packaged in sterile containers
- Cryopreserved to protect cell viability, which is 75% viability
- Regulated by FDA Guidelines: 21CFR Part 1271 and the **Food and Drug Administration's Tissue Reference Group (FDATRG)**. This is implemented to meet or exceed all applicable industry standards for human tissue product usage.

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There is no foreseeable future shortage of HUCT stem cells as the supply far out paces the demand and is forecasted to keep up as the market grows.

## Marketing Plan

We are currently marketing our business through live and recorded educational seminars which are promoted on Social Media, in the regional Newspaper, radio, infomercials and excellent word of mouth from happy patients referring their tribe of people.

Our current marketing budget is USD 50,000 per month for all outlets combined and we expect to reduce this marketing expense as we are able to invest funds in professional video production of educational platforms, seminars and tutorials, which will automate this labor-intensive approach, thereby reducing the monthly budget and improving the ROI. Our video production will include interviews by leading stem cell researchers in the field such as Dr. Arnold J. Kaplan and Dr. Neil Riordan. Our credibility with the public will be superlative and our plentiful successful patient testimonials will serve as a significant bolster to our credibility.

## Operations

The scaling of our business model relies on skilled and well trained personnel, which will receive all training at the model clinic, which is well established and running efficiently on a productivity bonus structure. The scaling of our business model will require each of the four initial locations around the greater Seattle area to provide 1200 sq. feet of office space. Hiring personnel for each of the four locations is as follows:

- Receptionist
- Case Manager (Medical Sales)
- Advanced Registered Nurse Practitioner or Physician's Assistant
- TCM Practitioner

A general office manager will be hired to manage all four locations remotely via "management by statistics." Each staff member/post is responsible for recording statistic/metrics into a software application. Metrics are assigned to each post and entered on a daily basis, then modifying productivity according to quotas which are set. Bonuses are paid on up-stats, and not paid for down-stats. This creates a self-managing highly productive staff, which is scalable and duplicate-able.

**Timing for Accounts Receivable/Accounts Payable** – All stem cell services are cash based and not covered by any health insurance plans. Therefore, all finances are arranged, and monies collected by a case manager trained in high level medical sales before any services or treatments are rendered. This ensures that cash flow is abundant, and that revenue is generated prior to the patient receiving any care.

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# Financial Plan

Pinnacle Integrative Health PS has, up to this point, been self-funded with profits being put back into the growth of the organization.

For Profit and Loss explanation please see the Pro Forma Financial Report for the next 12 months.

## Company Structure

The S-Corporation is owned 95% by Daniel Rasmussen who is the Executive Director and owned 5% by Jennifer D'Andrea ARNP who is the Medical Services Director. Any agreements with management and partners will be disclosed as necessary.

### Managing Director and Team Leader:

#### Daniel Rasmussen EAMP, Dipl. OM

For the past ten years, Daniel Rasmussen has been involved with the Integrative and Regenerative Medicine services field focusing on a team-based approach that is comprehensive and holistic. Pinnacle Integrative Health PS is the culmination of many years of practice, team building, training and experience in treating more than 2,000 patients with stem cell therapy since 2014. Daniel is currently living in Seattle WA. He enjoys hiking, biking, skiing and spending time with his nephews Ethan 21, Braden 16 and niece Brittany 18.