

COMPANY AND MANAGEMENT BACKGROUND

1. Who is the founder and what is his background?

- a. Accutrieve, Inc. was founded by Bradley Carson in Q4 of 2019.
- b. Bradley Carson has spent over 35 years creating, designing, developing, and implementing automation and software solutions for some of the largest companies in their sector. He is educated in Electrical Engineering and Computer Science and is the sole or co-inventor on 24 issued patents.

2. What relevant experience do you have that pertains to your new venture?

- a. Bradley Carson has worked in the pharmaceutical and pharmacy industry for over 20 of his 35 plus year career.
- b. He has held leadership positions for several Fortune 100 companies (Kraft Foods, Ocean Spray Cranberries, Campbell Soup, Merck-Medco (now Express Scripts), Astra Zeneca, Omnicare (now CVS)) as well as several pharmacy startups (Pack4U, CareZone (now Walmart/Optum)). He is experienced in project management, automation, engineering, manufacturing, and operations. He was trained as a Six Sigma Master Black Belt and uses Six Sigma principles in all of his engineering and process development.
- c. Bradley was part of the leadership team for the design and implementation of startup of two of the world's largest fully automated mail order pharmacies producing over 2.4M scripts per week (Merck-Medco).
- d. Bradley also led the ideation, implementation and management of Omnicare's automation program enabling the company's growth from \$1.2 billion to \$12.3 billion over a nine-year period.
- e. He has designed and started up over 30 central fill pharmacies with custom software, proprietary workflow, and fully automated robotic solutions.

3. Do you have a track record of success?

- a. Throughout Bradley's career, he has attained positional growth through a progression of increasing roles and responsibilities to the level of C-Suite positions.
- b. In each of his roles, Bradley made significant contributions to the organization in the forms of streamlined organizational structuring, operational throughput improvements, labor reductions and efficiency improvements through creating and managing projects delivering the required amount of ROI.
- c. Bradley has delivered to these organizations millions to hundreds of millions in annualized savings from projects and solutions that he created.

4. What tools do you have available to ensure sustained success?

- a. Accutrieve takes a systemic approach to its solutions and both its software and hardware platforms are essentially part of an ecosystem.

- b. Accutrieve embraces continuous improvement in the form of Kaizen as well as other Six Sigma methodologies. This is constant in all areas – consulting, sales, operations management, solutions delivery, service, and support.
- c. Although Accutrieve’s solutions could be expanded into market segments outside of pharmacy, it maintains a narrow focus on pharmacy and the different sectors within.
- d. Accutrieve is continuing to explore different engagement strategies with potential partners for growth in sales, optimization in solutions delivery, and broader coverage with service and support.
- e. Regarding sales, Accutrieve’s inbound marketing tools (built in HubSpot as well as ad management in Google) provide the ability to test communications and ad content with A/B testing. Additionally, Accutrieve’s engineering processes utilize different testing methodologies to ensure the accuracy of design and code development to minimize risk and bugs associated with hardware and software development.
- f. Accutrieve additionally monitors the industry and other pharmacy automation providers to proactively identify trends and/or market needs. Accutrieve has the ability to rapidly innovate and develop solutions to meet market demands.

5. Are you detail oriented and how do you delegate these details to the rest of your organization?

- a. One fundamental discipline Bradley has developed in his career is solid project and program management. Within this discipline is being detail oriented. When delegating to either internal or external resources (e.g. 1099 employees, contractors, suppliers) a definition of deliverables or scope of work (SOW) is created, including details related to the tasks or work product, along with a statement of the desired outcome, and lastly timelines for review(s) of progress and final delivery (ship) date(s). Essentially, everything is treated as project. Internally, the Company uses JIRA. JIRA work tickets are generated for software development as well as work assignments (internally and externally).

6. What key additions to the team are needed in the short term?

- a. Operations
 - i. Operations consists of solutions engineering, software development and testing, regression testing, configuration(s), Solutions Delivery support, and Service and Support.
 - ii. person(s) to receive the handover from sales and start the configuration of the solution(s)
 - iii. This position scales at approximately 1:5 against Solutions Delivery resources/teams.
 - iv. Looking for 1 person, candidate identified and ready for hire.
 - v. The Company has a job description for this position.
- b. Solutions Delivery
 - i. Solutions Delivery is the testing of the engineered solution, field implementation of the engineered solution, training, and Service and Support.
 - ii. person(s) to implement solutions in the field at client locations.
 - iii. This person scales based on the number of concurrent implementations. The model has this resource in the field two weeks per month, back in office two weeks per month. The two weeks back in office are used for continued client

support post implementation, cleanup, planning for next implementation and some initial sales introductions and appointment setting.

- iv. Looking for 1 to 2 people, candidates identified and ready for hire.
- v. The Company has a job description for this position.

c. Software Engineering

- i. Software Engineering (bringing internal) would take over certain tasks currently assigned to the outsource software development team. Internalizing these tasks would be more cost effective and delivered much quicker than what is experienced today. The intent is to make this resource a domain expert on specific areas of the product(s).
- ii. The resource targeted would be a Sr. Full Stack Developer expert in C#, AngularJS, JS, Electron, Vue.JS, Linux, DevOps (AWS, Azure), SQL, PostgreSQL, and embedded software applications (Raspberry Pi, Linux).
- iii. This resource would ideally be located in Tampa, FL; Nashville, TN; Baltimore, MD; or Orange County, CA due to proximity to a system for testing.
- iv. This resource is, as of yet, to be identified.

7. How do you envision the structure of your management team?

a. Bradley's vision is as follows:

- i. Strong and active Board of Directors and strategic Board Advisors;
- ii. Keep management team small and agile.
 - 1. Managerial:
 - a. CEO;
 - b. Biz Dev / Sales Leadership (not specifying title);
 - c. Operations Leadership (not specifying title);
 - i. Starting with resource identified above;
 - d. Technical Leadership (not specifying title);
 - i. Starting with resource identified above;
 - e. Solutions Delivery Leadership (not specifying title).
 - 2. Individual Contributors:
 - a. Administrative and Sales Support (at certain point in time);
 - b. Solutions Delivery Associate(s) (this is the scaling position);
 - i. Starting with resource identified above;
 - c. Sales Resources (at certain point in time).
 - 3. Factored Resources (contracted):
 - a. Legal;
 - b. CFO / Accounting;
 - c. Bookkeeping / AR / AP / Sales Tax;
 - d. Additional Software Development.

MARKET REVIEW

1. Who are the users of the product and how many are there?

- a. Current users are pharmacies.
- b. Product can be used in all pharmacy segments – chain retail, independent retail, specialty, compounding, nuclear, long term care, institutional, micro fulfillment, central fill, and mail order.
- c. Product line can be expanded into point of use/care locations such as clinics, physician offices, independent living facilities (ILF), assisted living facilities (ALF), skilled nursing facilities (SNF), continuing care retirement communities (CCRC) and the like.
- d. Product line can also be expanded to any order fulfillment / pick, pack, ship operation.
- e. Currently Accutrieve has the following clients:
 - i. Independent Retail (1);
 - ii. Long Term Care (4).

2. What are the drivers that are fueling the growth?

- a. Labor:
 - i. Lack of qualified labor;
 - ii. Increasing cost of labor;
 - iii. Risks associated with new hires;
 - iv. Cannot satisfy increasing service demands and/or programs and/or service offerings without hiring additional labor.
- b. Errors:
 - i. Increasing errors associated with minimally experienced labor;
 - ii. Increasing errors with rate of change of available medications (supply chain issues);
 - iii. Increasing errors associated with pharmacist's distractions;
 - iv. Increasing errors associated with overworked staff (both techs and pharmacists).
- c. Inventory Management:
 - i. Increasing cost of medication product increases inventory carrying costs;
 - ii. Lack of organized bin locations leads to over ordering and risk of diversion;
 - iii. Lack of management increases write-offs of expired medications, lost medications, diversion and waste;
 - iv. Lack of management does not provide ability to increase turns and reduce days on hand;
 - v. Regulatory requirements around management of NIOSH drugs, controlled substances, high risk dosing medications (methotrexate);
 - vi. Internal control of high value medications;
 - vii. Multi-store management of idle inventory(ies).
- d. Optimization:
 - i. Need to increase throughputs while maintain accuracy;
 - ii. Need to streamline workflows to increase throughput and reduce time to fill;
 - iii. Ability to organize and prioritize workloads;
 - iv. Desire to redeploy key labor on revenue generating tasks:
 1. Medication Therapy Management;

2. Medication Profile Review and Management;
 3. Medication Synchronization;
 4. Refill Management;
 5. Specialty Packaging Services;
 6. Delivery Services.
- v. Multi-store desire for micro-fulfillment/central fill models.

3. How is the company positioned against competitive threats?

- a. To date, the Company has purposefully not broadly advertised, avoiding direct awareness of other providers in the marketplace.
- b. Note, there are a plethora of other providers in the marketplace. However, those providers are predominantly providing packaging automation solutions such as automated vial packagers, automated unit dose blister packagers, automated multi-dose blister packagers, and automated strip/pouch packagers.
- c. These providers typically make most of their income through supplies. Forcing the pharmacies to purchase their labels, ribbon, blisters, lidding material, and cellophane so as to not void the warranty of the hardware provided.
- d. These providers are not incentivized to address errors, rejections, and waste generated by their hardware as such events result in the greater consumption of their supplies and materials.
- e. These solutions may automate 30-50% of a pharmacy's volume, however, it only represents at maximum, 400-500 SKU's (or NDC's). These solutions then require duplicate inventory increasing a pharmacy's inventory carrying cost.
- f. Traditionally, there are 2,000 to 3,000 different SKU's (or NDC's) that a pharmacy is managing. Accutrieve is the only known provider that is targeting the inventory and the prescription volume that is not being addressed by these other providers.
- g. This is a true niche and is well received.

4. What regulations govern this market space?

- a. The practice of pharmacy is governed by USP, DEA, FDA, TJC, NABP, as well as individual State Boards of Pharmacy (54 in the US and 6 in CAN), in addition to different industry groups that establish best practices and different guidelines.
- b. The practice of pharmacy regulations primarily rests on the client pharmacy for compliance with statutes or guidelines.
- c. Accutrieve supports those clients with that compliance.
- d. Accutrieve's hardware must comply with OSHA, UL and CE requirements which are handled and managed by its supplier(s).
- e. Additionally, Accutrieve will have to comply with PHI, HIPPA and ultimately an ever changing list of requirements around network risks and security.

5. What are the costs and barriers to entry?

- a. Costs:
 - i. Software Engineering;
 - ii. Software Development;
 - iii. Interface Development with PMS providers;
 - iv. Computer Hardware;
 - v. Cloud Hosting;
 - vi. Local Hosting / Servers;

- vii. Hardware Engineering;
 - viii. Hardware Development;
 - ix. Device Integration;
 - x. Advertisement / Marketing;
 - xi. Tradeshow / Industry Relationships.
- b. Barriers to Entry:
- i. Costs above;
 - ii. Brand / Name / Solution Recognition;
 - iii. Economies of Scale;
 - iv. Proper capitalization;
 - v. Alignment with Capital Planning Cycle with large(r) companies;
 - vi. Length of sales cycle;
 - vii. Education of and technology friendliness of prospect;

6. What is the distribution channel and who controls it?

- a. Software Engineering:
 - i. Accutrieve;
 - ii. 3rd party firm based in Nashville, TN.
- b. Software Development:
 - i. Currently outsourced with 3rd party firm based in Nashville, TN;
 - ii. Upon proper capitalization of Company, need is to bring this mostly in-house.
- c. Hardware Engineering:
 - i. Accutrieve;
 - ii. 3rd party firm based in Orange County, CA.
- d. Hardware Development:
 - i. Currently outsourced with 3rd party firm based in Orange County, CA.
- e. Solutions Engineering:
 - i. Accutrieve.
- f. Solutions Delivery:
 - i. Accutrieve;
 - ii. Delivery agent is 3rd party logistics provider based in Dallas/Fort Worth, TX.
- g. Service and Support:
 - i. Level 1:
 - 1. Accutrieve.
 - ii. Level 2:
 - 1. Accutrieve;
 - 2. 3rd party firm based in Nashville, TN.
 - iii. Level 3:
 - 1. Accutrieve;
 - 2. 3rd party firm based in Nashville, TN;
 - 3. 3rd party firm based in Orange County, CA;
 - 4. 3rd party firm based in Chetek, WI.

7. What are the market boundaries?

- a. Currently, the only market boundary is with retail chains. Accutrieve is purposefully not pursuing engagement with large chain retailers (CVS, Walgreen's, Rite Aid, Walmart, Costco) due to the costs and time associated with these types of sales.

- b. However, if an opportunity presented itself and did not distract from the Company's current focus or initiatives or require development outside its core product(s) or product offering, Accutrieve would pursue it.

DUE DILIGENCE AND PRODUCT / SERVICE REVIEW

1. What is the customers' problem and how are you solving the issue?

a. Labor:

- i. Manual workstations increase throughput 2X to 3X of current rates:
 - 1. Average fill rates 20-30 Rx's per hour per tech;
 - 2. Accutrieve users experiencing 80-90 Rx's per hour per tech.
- ii. Automated workstations (carousels) increase throughput 4X to 5X current rates:
 - 1. Average fill rates 20-30 Rx's per hour per tech;
 - 2. Accutrieve users experiencing 120-150 Rx's per hour per tech;
 - 3. One large client processed 190 per hour per tech in qualified test.
- iii. Experiencing 35-45% reduction in overall labor hours;
- iv. System can be used to justify a waiver with the State Board of Pharmacy (SBOP) for pharmacists checking filled prescriptions. This can result in a 98% reduction of pharmacist labor for prescriptions that are filled and packed by the Accutrieve system;
- v. Pharmacies may realize a reduction if force, redeployment of labor to other revenue generating tasks or avoidance of rehiring (and associated costs to recruit and onboard) upon some form of attrition.

b. Errors:

- i. Accutrieve is a 100% barcode driven system.
- ii. Accutrieve prints its prescription labels on demand, only after the required medication has been verified via a barcode scan. Only upon that verification (and verification of quantity if using optical counters) will a prescription label be printed. This is unlike most pharmacies that print 25 – 100 labels on the floor, alphabetize them, then “hope” the right label ends up on the right product.
- iii. Accutrieve's workflow ensures absolute quality by verifying the correct item is in hand, scanned and verified against the active order before the label is printed. The labeled item is then rescanned to ensure that the proper prescription label is affixed to the proper medication product;
- iv. Accutrieve is integrated with optical counters (Vivid and Eyecon) to additionally verify the proper quantity (for oral solid products) is packaged according to the quantity prescribed on the prescription order;
- v. Accutrieve has additional workflows in the development pipeline to address other areas where errors are made within the pharmacy order fulfillment process;
- vi. See cii and cii below. This methodology results in less errors as well as the typical pharmacy manages and stocks their inventory alphabetically. This means that 80mg strength product may be falling in the 60mg bin, 60mg in the 40mg, 40mg in the 20 and the like. Depending on the pharmacy's checking procedures, these strength errors may not be caught. If the product was a Lopressor for instance, a patient receiving a greater strength than prescribed by error could result in dizziness, a fall, a broken hip and worst case being forced

to leave their residence where they were aging in place, and moved to a skilled nursing facility from which they will never leave, until they expire.

c. Inventory Management:

- i. Accutrieve's inventory management system can enable pharmacies to reduce their inventory carrying costs by 25%- 35%;
- ii. For non-automated inventory, Accutrieve has streamlined the bin location process with a 3 segment number making it easy to locate, replenish or retrieve medication for prescription orders. Via this process, every medication has a physical location in the pharmacy;
- iii. For automated inventory, Accutrieve's carousel technology automatically presents the bin location for the operator, improving the time to replenish medication as well as retrieving medications to fill and pack prescriptions;
- iv. Accutrieve's inventory management system can track serial numbers, lot, and expiration dates. It provides routines to identify soon to expire product, allowing pharmacies to move that inventory to another store;
- v. The system can identify dead stock for either return or redistribution to another store (if multi-store chain) Lack of inventory management increases write-offs of expired medications, lost medications, diversion, and waste;
- vi. Accutrieve can enable the reduction of days on hand down to 5 to 7 from 15 to 20, freeing up working capital for other uses;
- vii. The Accutrieve system provides the user the ability to perform bin audits, cycle counting and daily audits to manage quantities on hand and other inventory metadata;
- viii. Accutrieve displays alerts when processing prescriptions for NIOSH drugs, controlled substances, high value inventory, and high risk dosing medications (methotrexate);
- ix. Accutrieve's automated workstations (carousels) can limit user access to different types of medications based on class.

d. Optimization:

- i. Accutrieve's software platform can be used to (automatically) order products upon reaching a specified reorder point (ROP). A reorder request can be reviewed and modified prior to sending to a supplier. This can be in the form of a file sent for import into a rate shopping tool such as Surecost or a wholesaler's online purchasing platform. It can be in the form of a report/spreadsheet for rekeying into another purchasing tool. Or it can be in the form of an EDI file sent directly to the wholesaler.
- ii. Further, Accutrieve has receiving functionality to check the validity of the items received from a purchase order. This function can be used to sort products into the different workstations if POs are not (allowed to be) separated at the time of placement. Additionally, Accutrieve's methodology is to address issues up front. So, if there is a medication substitution or the desired medication is not received, this can be identified early in the process so as to not slow down floor operations.
- iii. Accutrieve deploys a consolidated workflow order fulfillment process that reduces the number of steps required to fill a prescription and increases script fill rates;

- iv. Accutrieve's batching algorithm automates prescription sortation at the time of filling / packaging, thus eliminating extra steps, time, and labor when you are trying to get the prescriptions out the door;
- v. Accutrieve delivers unparalleled accuracy while increasing prescription filling rates up to 5X current;
- vi. The automated workflow enables the user to prioritize prescription fulfillment on any basis – by patient, by household, by delivery attributes, by facility/nursing station, waiting at the counter, etc. This can be set via the Pharmacy Management System or performed directly within the product;
- vii. The system provides visibility and the ability to physically locate all products and all scripts within system. Accutrieve provides automated container routing between different workstations allowing prescriptions to be grouped by passing the container to different workstations;
- viii. Deadline management becomes easier as Accutrieve provides the ability to better manage courier and other delivery service times;
- ix. The online reporting system provides productivity reporting on product, prescription, and labor basis;
- x. The software platform will support a multi-store operator's desire to move towards micro-fulfillment/central fill models;

2. What unique technology and/or knowledge do you create value for the customer?

- a. Most pharmacy automation solutions create an "island of automation" where the users work in their Pharmacy Management System and then directly with automation solution;
- b. Accutrieve provides one ubiquitous workflow that the pharmacy can use instead of the Pharmacy Management System (in the filling / packaging process), streamlining the entire fulfillment process;
- c. The system provides the user(s) a prioritization of tasks related to inventory management and order fulfillment so that the correct focus of resources is achieved specifically when it is needed, increasing efficiency;
- d. Accutrieve's workflow enables batching of orders through rules that can be utilized consistently on a daily basis, increasing overall efficiency of order processing;
- e. The batching algorithm then feeds automated container routing between workstations, maximizing the sortation density in containers at the point of order fulfillment.
- f. Accutrieve's high density carousel technologies reduce the number of steps and walk time currently experienced. The carousel technology brings the inventory to the user on average within 5 seconds. This equates to 240 retrievals per hour, which represents approximately 150 Rx's per hour per technician.

3. Are there any strategic relationships?

- a. Accutrieve continues to pursue and develop strategic relationships:
 - i. Supply:
 - 1. Software Development;
 - a. 40AU
 - 2. Hardware Development.
 - a. Autocrib/SnapOn
 - ii. Sales:

1. Finalizing different lead generation opportunities;
 - a. Precision Healthcare
2. Evaluating distributorship models with other providers.
 - a. JFCRx
- iii. Lead sharing:
 1. Evaluating relationships with other providers;
 - a. Medsense
 - b. Pillvac
 - c. RxWorks
 - d. RxSystems

4. Does this product exhibit scalability?

- a. The system is specifically designed for scalability. It is designed to scale down or up to align with a prospect's particular needs;
- b. Each solution is sized to generate an attractive ROI for the prospect;
- c. As the prospect grows:
 - i. They can move from manual workstations to automated workstations;
 - ii. Add manual workstations as needed;
 - iii. Add automated workstations as needed;
 - iv. Transition from smaller carousel series to larger carousel series.

BUSINESS MODEL REVIEW

1. How will the company sell its product or services?

- a. Sales Cycle:
 - i. Lead Generation;
 - ii. Introduction;
 - iii. Education;
 - iv. Nurturing;
 - v. Online System Demonstration (from Tampa);
 - vi. Savings Analysis;
 - vii. On-site demonstration or referral visit;
 - viii. Close.
- b. Networking:
 - i. Bradley Carson has a large network of Long Term Care pharmacy owners and senior leadership candidates currently being worked and nurtured;
 - ii. Accutrieve is exploring different relationships within the industry to realize increase in lead generation.
- c. Marketing:
 - i. Website: accutrieve.com;
 - ii. Company currently has 830 followers (decision makers, leaders, owners, operators) on Company's LinkedIn page to be directly targeted;
 - iii. Company has over 4,000 contacts (decision makers, leaders, owners, operators) in HubSpot for introduction, brand awareness, and nurturing email campaigns;

- iv. Company previously ran GoogleAd campaigns to draw inbound traffic;
 - v. Company previously ran LinkedIn ad campaigns to draw inbound traffic;
 - vi. Company needs to start some print ad placement in strategic trade journals;
 - vii. Company needs to participate in specific tradeshow(s) for hands on demonstration;
- d. Distributorships:
- i. Accutrieve is exploring different relationships withing the industry for other providers to market, sell, implement Accutrieve solutions in the form of a distributor agreement.

2. How will the customer perceive value?

- a. Clients realize value in the following:
- i. Direct labor cost reduction;
 - ii. Indirect revenue increase via labor redistribution;
 - iii. Inventory cost reduction;
 - iv. Space savings / cost avoidance:
 - 1. Avoidance of renovation costs;
 - 2. Avoidance of relocation costs and associated losses;
 - 3. Potential lease savings;
 - v. Legal fee and operational cost avoidance:
 - 1. Costs of compliance issues with SBOP;
 - 2. Costs of medication errors;
 - 3. Costs of losing customers due to poor service or error rates.
- b. Accutrieve supports growth:
- i. Instead of purchasing a larger, more costly piece of automated packaging equipment, if a client goes with Accutrieve:
 - 1. Clients will realize capital savings / avoid additional capital expenditure(s) as Accutrieve solution is more cost effective;
 - 2. Clients can grow customer base with Accutrieve solution until volume warrants investment in other technology – whether that is Accutrieve or another provider.

3. What is the business case for your customers to adopt your product or service?

- a. The business case for Accutrieve's clients are driven by:
- i. Need to offset losses in margin based on:
 - 1. Increased cost of medications;
 - 2. Increased cost to carry that inventory;
 - 3. Increased cost of labor:
 - a. Acquisition costs;
 - b. Increasing wages and benefits;
 - c. Attrition costs;
 - 4. Risk and cost of errors:
 - a. Loss of accounts (LTC);
 - b. Loss of customers (All);
 - c. Legal / Lawsuits.
- b. In summary, Accutrieve enables clients to fill more prescriptions with the same labor or less.

4. What is the ROI for your customer?

- a. Accutrieve's solutioning process configures the system to produce a breakeven point that can be realized in typically 18 months or less (targeting 12);
- b. Average ROI expectations are 50% and greater.

5. Are there comparable companies to benchmark?

- a. ITW (purchased RxSafe);
- b. Becton Dickinson (purchased Parata, CoreFlex, Synmed, Cubex);
- c. Omnicell

6. What is the potential for recurring revenue? If so, what is the company's recurring revenue model?

- a. Accutrieve offers capital purchase, capital purchase financing or a non-ownership lease option (rental);
- b. Prior to 2023, Accutrieve sold deals as capital purchases or financing only;
- c. Since 2023, Accutrieve now leads with non-ownership lease option;
- d. The average deal is 2 automated workstations, 1 manual workstation, Licensing, Service and Support:
 - i. Capital Purchase / Finance:
 1. Purchased Solution - \$172,500;
 2. MRR: \$1,521 (Licensing and Service and Support).
 - ii. Non-Ownership Lease:
 1. Initiation Fee - \$20,000;
 2. Cancellation Fee – TBD;
 3. Return Fee - \$10,000;
 4. MRR: \$3,350.
- e. Assume following 1 year installation schedule (does not factor out years):

1 YEAR ACTIVE INSTALLATIONS	ANNUALIZED REVENUE
12	\$ 482,400
24	\$ 964,800
36	\$1,447,200
48	\$1,929,600

7. What is the exit strategy in terms of potential acquirers and expected valuation?

- a. SPACs;
- b. AEA;
- c. Wholesaler Company (ABC, Mckession, Cardinal, Smith, etc.);
- d. GPO;
- e. Large Healthcare Chain (Parthenon);
- f. Adjacent Healthcare Company;
- g. Quasi-Competitor;
- h. Autocrib / SnapOn.

COMPANY INFORMATION

1. Who owns the company?

- a. Bradley Carson;
- b. Ryan Rush, Les Rush, Ben Hoffman, Matt McClain;
- c. Chandler Rapson;
- d. Andrew Ingersoll, Troy Lark, Ian Readman, Vincent Liem.

2. Who are the company's shareholders?

- a. B. Lee Ernest Holdings;
- b. Hunt Valley Capital;
- c. Affinity Insurance Company;
- d. AccutrieveSPV.

3. What percentage of the company does each shareholder own?

- a. B. Lee Ernest Holdings 43%;
- b. Hunt Valley Capital 33%;
- c. Affinity Insurance Company 4%;
- d. AccutrieveSPV 20%.

FINANCES

1. What are the company's current financial forecasts for future business activity?

- a. 2024 Revenue: \$1,500,000.

PRODUCTS AND SERVICES

1. What are the company's current and future products and services?

PART NUMBER	DESCRIPTION
BSG-01-P	BIN SIZING GUIDE - PLASTIC
BSG-02-SF	BIN SIZING GUIDE - SHIP FLAT
CAB-01	CABINET - ANCILLARY PRINTER/COUNTER/MATERIALS
CS1000A	CS1000 CAROUSEL - CONTROLS - STANDARD BINS
EYECON-9420	EYECON-9420 OPTICAL COUNTER
EYECON-9430	EYECON-9430 OPTICAL COUNTER

FD1000A	FD1000 CAROUSEL - FIRST DOSE - STANDARD BINS
FLO-36	FLOWRACK - 36 POSITION
FLO-40	FLOWRACK - 40 POSITION
FLO-48	FLOWRACK - 48 POSITION
FLO-72	FLOWRACK - 72 POSITION
FLO-INST-PKG	FR SERIES ON-SITE INSTALLATION PACKAGE
PEXS-ADM-P-W	PEXS ADMIN CONSOLE WORKSTATION
PEXS-ADM-W-T	PEXS ADMIN CONSOLE HANDHELD WORKSTATION
PEXS-API-12	PEXS ANNUAL API LICENSE
PEXS-MAN-P-W	PEXS MANUAL WORKSTATION
PEXS-MOB-P-W	PEXS MOBILE WORKSTATION
PEXS-PKG-P-W	PEXS PACKAGING WORKSTATION
PEXS-QAS-P-W	PEXS QA/EXCEPTION WORKSTATION
PEXS-RML-12	PEXS ANNUAL REPORTING MODULE LICENSE
PEXS-RPT	PEXS REPORTING MODULE CONFIGURATION
PEXS-SHP-P-W	PEXS SHIPPING WORKSTATION
PEXS-SML-C1-12	PEXS ANNUAL SOFTWARE MODULE LICENSE (CAROUSEL)
PEXS-SML-C2-12	PEXS ANNUAL SOFTWARE MODULE LICENSE (ADD'L CAROUSEL)
PEXS-SML-W12	PEXS ANNUAL SOFTWARE MODULE LICENSE (WORKSTATION)
PEXS-SOL-12	PEXS ANNUAL SITE LICENSE
PEXS-STG-P-W	PEXS STAGING WORKSTATION
PEXS-SVC-BNZ-12	PEXS ANNUAL SERVICE AND SUPPORT - BRONZE (8/5)
PEXS-SVC-GLD-12	PEXS ANNUAL SERVICE AND SUPPORT - GOLD (24/7/365)
PEXS-SVC-SLV-12	PEXS ANNUAL SERVICE AND SUPPORT - SILVER (24/5)
PEXS-TRN-WEB-3	PEXS REMOTE TRAINING (3 DAY)
PEXS-TSS-PKG	PEXS ON-SITE TRAINING AND STARTUP SUPPORT (3 DAY)
PEXS-VDL-12	PEXS ANNUAL VISUAL DISPLAY LICENSE
PEXS-VDM-W-T	PEXS VISUAL DISPLAY MONITOR

PEXS-VDM-W-W	PEXS VISUAL DISPLAY WORKSTATION
PEXS-VER-P-W	PEXS VERIFICATION WORKSTATION
PS1-INST-PKG	1000 SERIES ON-SITE INSTALLATION PACKAGE
PS1-SVC-C1-12	1000 SERIES ANNUAL SERVICE AND SUPPORT PACKAGE (1)
PS1-SVC-C2-12	1000 SERIES ANNUAL SERVICE AND SUPPORT PACKAGE (+1)
PS1-TRN-WEB-3	1000 SERIES REMOTE TRAINING (3 DAY)
PS1-TSS-PKG-3	1000 SERIES ON-SITE TRAINING AND STARTUP SUPPORT (3 DAY)
PS1000A	PS1000 CAROUSEL - STANDARD BINS
PS1000B	PS1000 CAROUSEL - BLISTER CARD BINS
PS1000C	PS1000 CAROUSEL - CUSTOM BIN CONFIGURATION
PS2-INST-PKG	2000 SERIES ON-SITE INSTALLATION PACKAGE
PS2-SVC-C1-12	2000 SERIES ANNUAL SERVICE AND SUPPORT PACKAGE (1)
PS2-SVC-C2-12	2000 SERIES ANNUAL SERVICE AND SUPPORT PACKAGE (+1)
PS2-TRN-WEB-3	2000 SERIES REMOTE TRAINING (3 DAY)
PS2-TSS-PKG-3	2000 SERIES ON-SITE TRAINING AND STARTUP SUPPORT (3 DAY)
PS2000S	PS2000 CAROUSEL - SPADED LARGE VOLUME BINS
PS2000T	PS2000 CAROUSEL - STANDARD PIE STACKED BINS
PVS-P-HEPA	P-HEPA - HEPA FILTER
PVS-PLATE	PV3 - ADDITIONAL / CUSTOM APERTURE PLATES
PVS-PSOL	PSOL - PILLVAC CLEANING SOLUTION (1CS = FIVE 8oz BOTTLES)
PVS-PV3	PILLVAC SYSTEM (LRG TRAY, 2 APERTURE PLATES, CLEANING KIT, HOOK, FILTER)
PVS-TRN-3HR	PVS - 3 HOUR REMOTE TRAINING SESSION
PVS-UCP800	UCP800 - SPECIALTY MARKED PLATES
PVS-UPS800	UPS800 - SAFETY ORANGE TRAY
RP1000A	RP1000 CAROUSEL - REMOTE PHARMACY - STANDARD BINS
RS1000A	RS1000 CAROUSEL - REPLENISHMENT - STANDARD BINS

SC2000S	SC2000 CAROUSEL - SORTING/STAGING - STANDARD BAG
WC1000A	WC1000 CAROUSEL - WILL CALL - STANDARD
WC1000C	WC1000 CAROUSEL - WILL CALL - CUSTOM

2. How do these compare to those of the company's competitors?

- a. As was stated, most companies considered to be competitors are providing automated packaging solutions;
- b. Accutrieve's solutions are competitively priced for the benefits it provides.

3. Who are the company's most important competitors, both now and in the future?

- a. ITW (purchased RxSafe);
- b. Becton Dickinson (purchased Parata, CoreFlex, Synmed, Cubex);
- c. Omnicell.

CUSTOMERS

1. What is the company's customer base?

- a. Pharmscript;
- b. BHS;
- c. Utah Family Pharmacies;
- d. StarLTC Pharmacy;
- e. Professional Pharmacy Group.

2. If a B2B company, who are the company's most important customers?

- a. Pharmscript has upside of 20 additional pharmacies:
 - i. Assume average deal per pharmacy:
 - 1. Capital Purchase: \$3,450,00;
 - 2. Capital Purchase ARR: \$365,000;
 - 3. Non-Ownership Lease ARR: \$804,000.
- b. Utah Family Pharmacy has upside of 4 additional pharmacies
 - i. Assume average deal per pharmacy:
 - 1. Non-Ownership Lease ARR: \$160,800.
- c. StarLTC Pharmacy has upside of 4 additional pharmacies:
 - i. Assume average deal per pharmacy:
 - 1. Non-Ownership Lease ARR: \$160,800.
- d. Professional Pharmacy Group has upside of 4 additional pharmacies:
 - i. Assume average deal per pharmacy:
 - 1. Non-Ownership Lease ARR: \$160,800.
- e. Organic Growth ARR Opportunity: \$1,286,400.

3. What are the company's current and future marketing campaigns?

- a. Nurturing following Long Term Care companies:

- i. Pharmerica (150);
 - ii. Guardian (41);
 - iii. Partners (12);
 - iv. ExactCare (7).
- b. Nurturing following retail companies:
 - i. Marcrom's (2);
 - 1. Owner is industry influencer;
 - 2. Belongs to several memberships;
 - 3. Manager of 4,200 PioneerRx user group.
- c. Nurturing following combination companies:
 - i. AIDS Health Foundation (35)
 - ii. GraneRx (1)
 - iii. Phillips (1)
 - iv. Maury (1)
 - v. Paul's (1)
 - vi. Kodo (1)
 - vii. Forum (1)
- d. Lead Generation Partnerships
 - i. Retail Pharmacies
- e. Grocery Store Chain Operators
 - i. Publix
 - ii. KVaT
 - iii. HyVee
 - iv. Kroger
- f. LinkedIn Campaigns
- g. GoogleAd Campaigns
- h. Email Campaigns
- i. Print Ads
- j. Targeted Tradeshow
- k. Pharmacy Management Software Advertising
 - i. Softwriter's / Framework LTC
 - ii. PioneerRx

IP ASSETS

1. What is the company's intellectual property, and who owns this IP?

- a. Cloud Hosted Environment / Methodology:
 - i. Accutrieve.
- b. Software:
 - i. Accutrieve.
- c. Hardware:
 - i. Autocrib/SnapOn;
 - 1. Hardware, not the process.

2. Does the company own any patents, copyrights, trademarks, or trade secrets?

- a. Multiple Provisional patents are being developed;
- b. Multiple Non-provisional patents will need to be filed as well;
- c. Name and original logo are trademarked. New logo will need to be trademarked.

PHYSICAL ASSETS

1. **What are the company's real estate assets?**
 - a. None.
2. **What inventory and equipment does the company have on hand?**
 - a. Demo / Sales automated workstation (carousel);
 - b. Demo / Sales manual workstations (multiple);
 - c. Microcontrollers;
 - d. Monitors;
 - e. Scanners;
 - f. Printers;
 - g. 2 depreciated laptops.

LEGAL ISSUES

1. **What legal risks do you have?**
 - a. Undercapitalization of business could lead to lack of service to existing clients;
 - b. Need to shore up contracts and terms and conditions;
 - c. Ever changing business, tax, operating regulations;
 - d. Network security compliance.
2. **Will the business model comply with applicable laws, including expanding privacy protections?**
 - a. Yes.
3. **What are the laws and regulations that apply to the business and its industry?**
 - a. USP;
 - b. DEA;
 - c. FDA;
 - d. TJC;
 - e. NABP;
 - f. PHI;
 - g. HIPPA;
 - h. Network Security Compliance;
 - i. Contractual law;
 - j. Sales Tax.
4. **Is the company subject to any environmental regulations?**
 - a. None of that is known.
5. **Does the company need any permits or licenses in order to run a business?**
 - a. FL State registration (SunBiz).
6. **What is the company's past, current, and future litigation history?**
 - a. None.
7. **Does the company have any injunctions or settlements as a result of this litigation?**
 - a. None.
8. **What are the company's insurance policies?**

- a. Current:
 - i. General Liability
- b. Future:
 - i. Worker's Comp
 - ii. D&O
 - iii. Keyman
 - iv. Product Liability
 - v. BAL
 - vi. U/EL
 - vii. PL
 - viii. Cyber Insurance

WHAT ARE THE POTENTIAL RISKS TO THE BUSINESS?

1. What do you see as the principal risks to the business?

- a. Undercapitalization.
- b. Resourcing:
 - i. Correct amount of...;
 - ii. Recruitment;
 - iii. Retention.
- c. Network Security and Compliance (each client may have own standard).

2. What technological risks do you have?

- a. DevOps
 - i. Dependency on AWS as cloud hosting platform;
 - ii. Some prospects may prefer Azure to AWS, would force migration;
 - iii. Some prospects may prefer local servers to cloud hosting, would force migration.

3. Do you have any regulatory risks?

- a. Network Security and Compliance (each client may have own standard).

4. Are there any product liability risks?

- a. None of that is known.

5. What steps do you anticipate taking to mitigate such risks?

- a. Network Security and Compliance:
 - i. Secure HiTrust certificate;
 - ii. Secure SOC2 certificate;
 - iii. Partner with agency for ongoing management (Vanta).
- b. DevOps
 - i. Design pathways and solutions for each option:
 - 1. Scope, Cost, Time, Risk identified for each option.