



Founder & CEO

Matt McGuire

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SafeStamp®

*Nanotech anti-counterfeiting solution for
the pharmaceutical industry and others*



Matt first learned of counterfeit drugs while deployed to Iraq.

Later, while attending Penn MBA, Matt realized the **true extent of the problem.**



Problem

~\$200BN in lost
pharma sales (Havocscope)

+1,000,000
annual deaths (INTERPOL)



Solution

The circle to the right represents a SafeStamp[®], an **interactive anti-counterfeit indicator** for product packaging



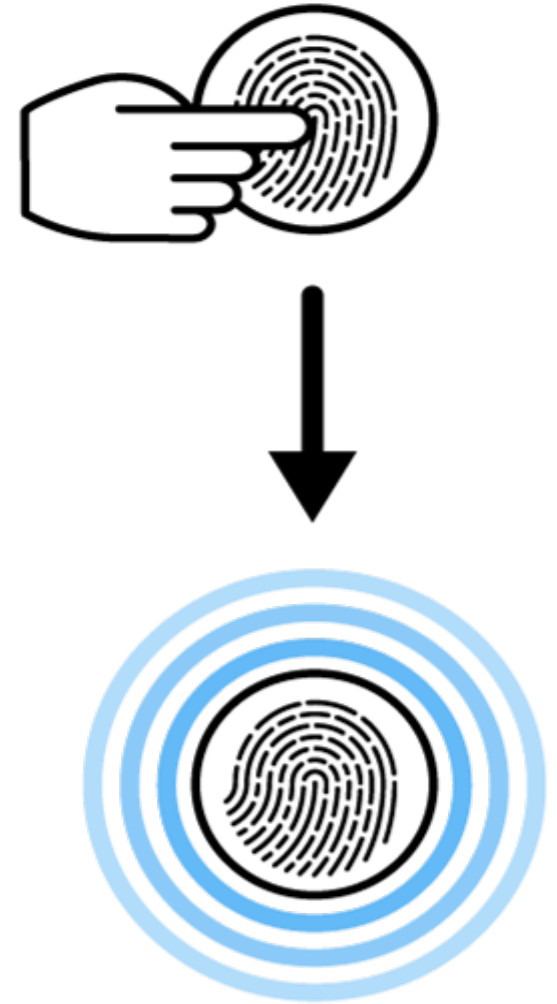
Product

SafeStamp® is an **interactive anti-counterfeit indicator** for product packaging

Sophisticated Nanotech: technically complex and difficult to replicate; patent-pending (with positive comments) in +60 countries

Elegant Design: **touch** the indicator and it **glows**

Most difficult to counterfeit product on the market and a user interface that *grabs* people





(Global Brand Counterfeiting Report, ResearchAndMarkets)



Market Opportunity

Value Prop: sales increases of

600%

Even
substandard
approaches still
have immense
value

*(e.g. De La Rue acquired
DuPont Authentication for
\$25mm)*



Business Model

Sell branded, globally-recognized authentication labels directly to companies experiencing counterfeiting to **empower them to recapture lost sales** and brand against substitutes





Value Prop

Safeguard your brand,
restore consumer confidence,
recapture billions in lost sales

(targeting pharma)





Competitive Edge



Track & Trace
Fails Conceptually



End-User Tech
Fails Technically

*Retailers are **not purchasing authentic drugs** in the first place, rendering Track and Trace irrelevant*

All forms of end-user tech (holograms, mobile apps, etc.) on the market to date **have been counterfeited**

NTS, Sproxil, Pharmasecure, AlpVision, Cypheme, etc. are inferior because end-users can't/don't use them and they are susceptible to counterfeiting

Honors and Awards



**“By far the most clever
and innovative solution
I’ve seen.”**

Executive Director,
Brand Safety and Security,
Boehringer Ingelheim



Sales Traction

+\$1 million in purchase orders first year; +\$10mm second year

(\$.93 per unit from US electronics company)—word of mouth alone, we have not pursued sales

Major Multinational Pharma Firm finds us, reaches out to us, and calls us “innovative” and “exciting” and expresses desire to work with us, saying “lowest level we would start at would be the whole country level; so all of China, all of India, or all of Brazil”

Multiple LOIs (one for “10 to 20 million” units per annum from a vaccine company and one putting price at **\$500** per unit (robotics company) when we make multiples on \$.93 per unit)

Interest from DoD for major contract (munitions)

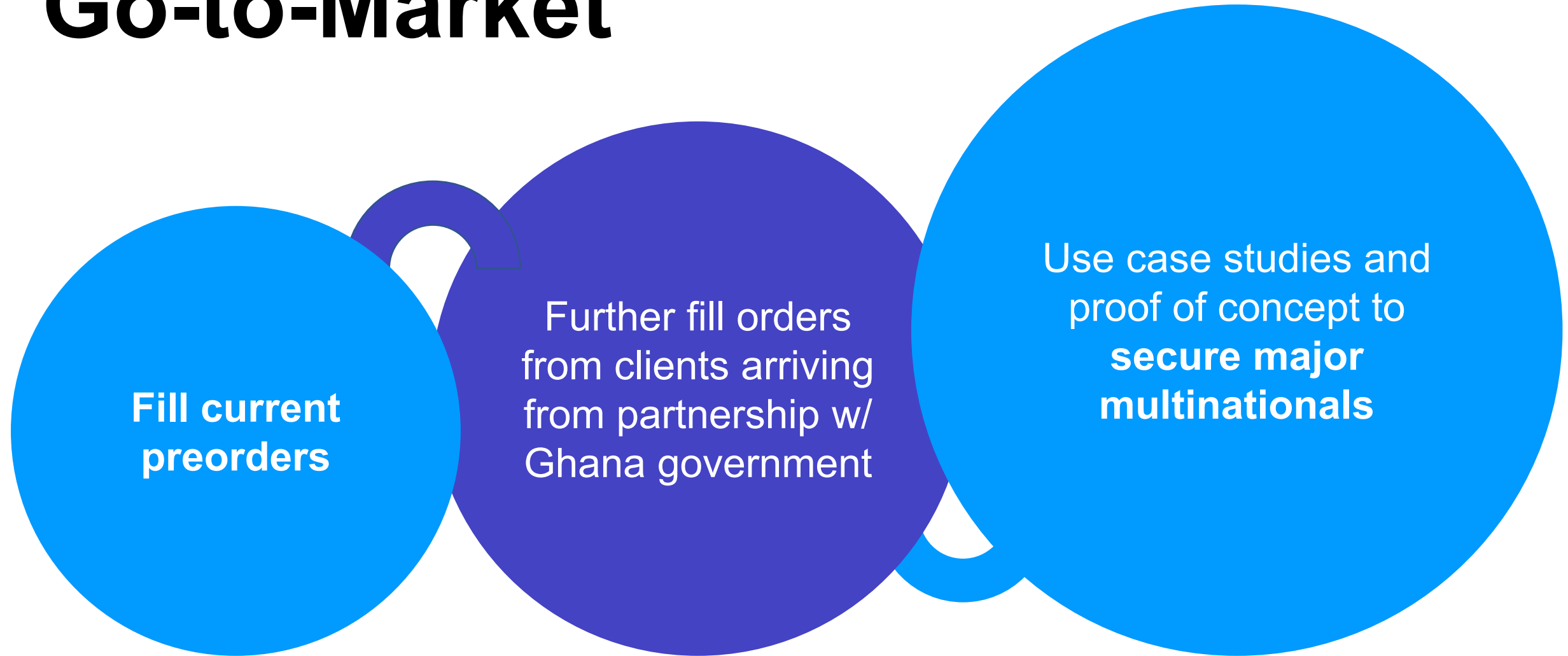
Pre-sales from two Ghanaian beverage companies

Announced **partnership with Government of Ghana** in which it pushes our product onto all their industries (in conversations with multiple companies from multiple industries due to this)





Go-to-Market

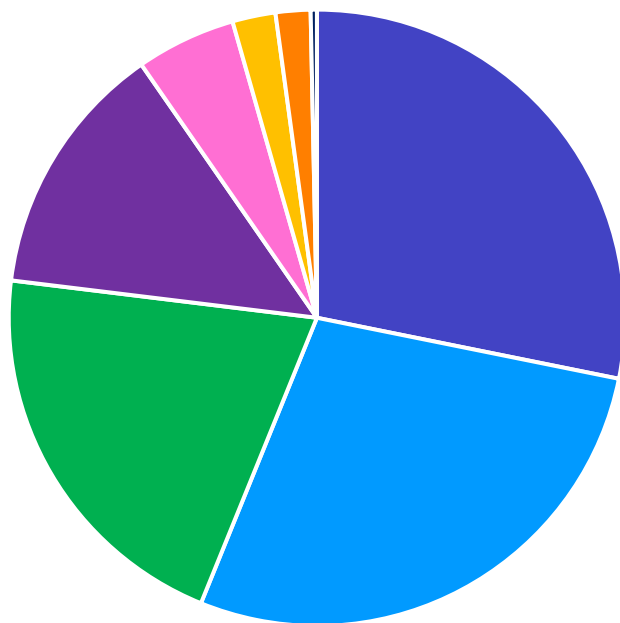




Use of Funds *(\$ USD 000s)*

\$2.5mm Raise for Go-To-Market and 18-Months of Runway

SAFE Note with 80% discount rate and \$10mm pre-money valuation cap

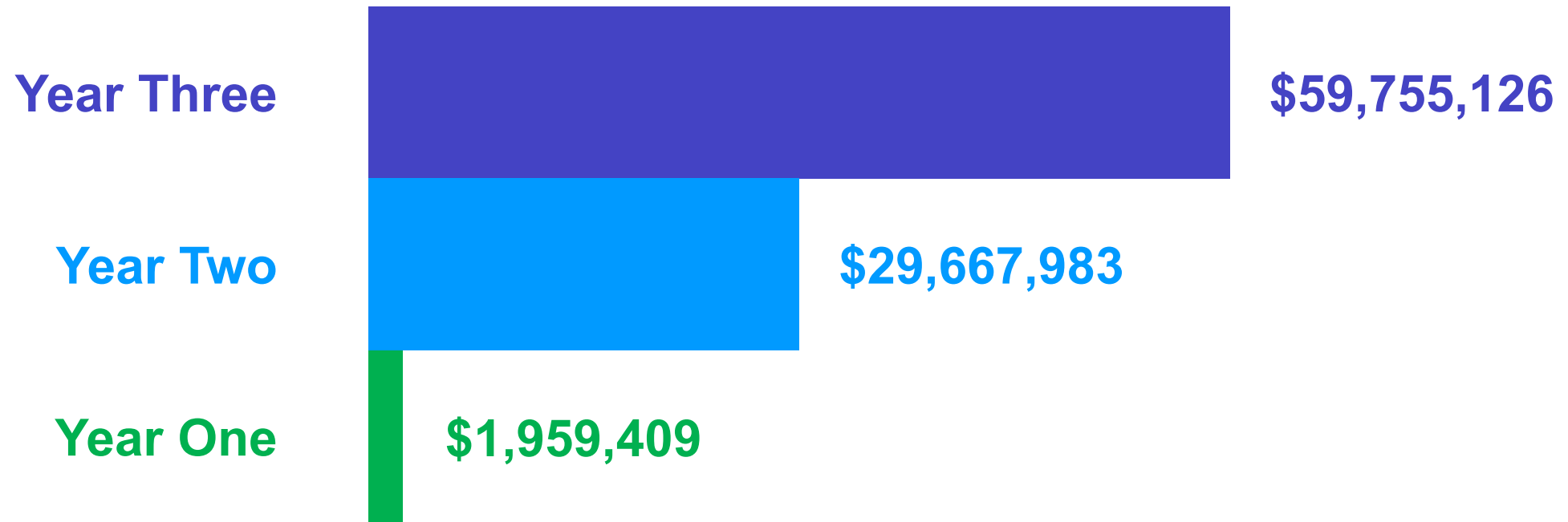


- Payroll (704)
- Post-Prototype Productization (699)
- Marketing (520)
- Professional Services (335)
- Accrued (131— lead investors paid)
- Subscription Services (57)
- Employee Benefits (46)
- Equipment (8)

DILIGENCED: Pre-Seed Round: +\$600,000 from investors such as MARSTAR (controls over \$400mm); Seed (approx. \$400,000 this) Round: Lemongrass VC, Stanford Angels, Deep Ventures



Conservative Net Income Projections



Model Conservatism: Based on projections solely focused on 94 drug lines.



Matt McGuire *Founder/CEO*

- Former analyst for elite military special operations; Marketing TA for Raju's class taught in Mumbai
- Left MBA for company, built from idea to scientific breakthrough to lab development to presales



Mike Wang *Production Engineer*

- Former McKinsey Consultant and Pharma VC; lab research and private sector experience
- M.E., Biotechnology and Engineering Entrepreneurship (UPenn)



Dr. Jonathan Felts *Science/Production*

- Head of Advanced Nanomanufacturing Lab (ANML)
- Nearly 50 publications on nanotechnology and scalable nanomanufacturing



Gordon Phillips *Industry/Finance*

- Wharton MBA (Health Care Program); former CVS Innovations and Health Care IB
- Left Wall Street to help bring SafeStamp® to market



William Sutton *Go-to-Market/Ops*

- +30 years of directly relevant experience in everything from manufacturing, QA, sales, compliance
- Visit: silverbackgroup.net/successes.htm



Jordan Cobb *Research Scientist/Managing Analyst*

- Works in lab getting product to market
- Managing team of +30 analysts



Mission

Save millions of lives by ending pharma counterfeiting



Vision

Become so profitable that others are inspired to go into social impact, and the world's brightest minds rush to solve the world's toughest problems