



Powerful Personalization



E-Pharmacy Platform Improving Patient Access, Quality of Life, and Healthcare Outcomes Via Greater Adherence and Medication Effectiveness, Using Innovative Multi-Drug Delivery Forms, Made Economically with Patented Technology

Executive Summary

OneFul Health’s mission is to improve the quality of life and healthcare outcomes for millions by building a 21st Century pharmacy applying the emerging science of Personalized Medicine, easily accessible to consumers via online e-Pharmacy and made affordable by patented on-demand manufacturing technologies. OneFul owns the scalable technology platform and accredited pharmacy facilities to be first to market offering truly personalized therapies to large patient populations. Using innovation in automated drug delivery forms that simplify adherence to complex therapies, an individual’s prescribed 3-7 pills are accurately combined into one dosage form, as formulated and prescribed online by a physician, and shipped direct to consumers. OneFul Health’s experienced management team and current investors recognize that the post-pandemic era is an ideal time to create a new industry category, “e-Personalization”. New software tools aid the integration of an individual’s digital health data, utilizing public PGx pharmacogenomic databases correlated to low-cost whole genome sequencing. Adaptive formulation to match an individual’s real world drug metabolism is now practical using home collected biomarkers and wearable sensor data with machine learning algorithms. Oneful will employ these digital technologies with its on-demand “N of 1” manufacturing system to modernize the conventional compounding pharmacy industry. The \$5B US pharmaceutical compounding segment enjoys powerful regulatory latitude to make individualized medicines, yet growth has been limited due to inconsistent quality, lack of scalability from low technology use, and small capitalization owing to fragmented ownership. Employing technology that boosts compounding productivity by ten-fold, precision personalized therapies can be made with consistent quality and very affordable, many formulations costing patients only \$1 a day for 3-7 drugs combined in a single dose.

Oneful’s medium-term addressable markets are very large and growing, driven by aging populations, pervasive pill fatigue, need for economic healthcare, and increased consumer awareness of the benefits of personalized medicine. OneFul’s 18-month objectives are focused on rapidly proving its platform’s power by growing the revenue of its current \$6M pharmacy operations with new high margin, scalable personalized products. Our initial plan for 2022 is to launch personalized therapies addressing the largest chronic health condition, cardiovascular disease (‘CVD’). CVD is the greatest cause of death globally, with over 18 million diagnosed patients in the US. OneFul has designed CVD multi-drug therapies based on proven safe formulations used in over 12 clinical trials. Such ‘Poly-therapy’ combinations of certain CVD drugs have been shown to reduce primary and secondary heart attack and stroke by an average of 50%, a concept that is becoming widely accepted by the medical community. OneFul’s personalized CVD therapies can accurately match most of the frequently prescribed CVD medical protocols, combining 3 to 7 prescribed drugs into a single delivery form to control blood pressure, heart rate, clotting factors, fluid accumulation, and blood vessel restrictions due to lipids and protein build-up. Operating under USP 795 quality guidelines, OneFul can go to market without additional regulatory approvals once basic quality analytics are completed. Made in our accredited facilities, (Cary, NC), with CVD pharmaceutical ingredients acquired in Q4, 2021, the first CVD products are planned to be released to sale in Q1 2022. A market launch plan of 6 to 9 months is designed to test consumer demand with a few hundred of existing 3,000+ customers, and to contract with a larger physician network. As Oneful installs more automated production capacity in 2nd half 2022, it plans to grow its customer base by direct-to-consumer digital marketing.

Oneful will market and deliver its consumer appealing personalized chronic therapies direct to patients, prescriptions written by a network of specialized physicians via telemedicine channels, providing patients convenient and economic products and services not available from other sources. Business development of several already engaged B-to-B channels is projected to substantially expand demand by 2023, based on a few large hospitals and integrated systems that have already been engaged.

Oneful is led by entrepreneurial executives with multiple successful exists, and powered by a team of proven pharmacist operators, robotic automation engineers, recognized regulatory authorities, pharmaceutical scientists, and digital marketing developers. The development entity, Panacea BioMatx Inc founded in 2013, has received over \$7M in investment from institutional, angel, and accredited individuals, who are highly supportive with recent new investment to enable the renamed organization, OneFul Health Inc, to transition to an e-Pharmacy market approach. OneFul begins with consolidated 2021 revenue of about \$5.9M, a clean balance sheet, and a history of positive EBITDA in pharmacy operations. A Seed Round of up to \$1,000,000 is sought to fund the launch of the Personalized CVD Poly-Therapy product and to develop the digital marketing platform in the first half of 2022. The business model shows that a follow-up round by Q4 2022 will be needed to fund substantial increases in digital marketing spend, scaled-up production capacity, and team expansion, providing the basis for doubling revenues within 18 months.

Market Factors: The growing population of older adults over 60 in the US typically has six chronic conditions which are managed with multiple drugs. Over the past several decades this has led to “problematic polypharmacy”, meaning many drugs are not taken, have adverse side effects, or don’t seem to work. Recent JAMA data showed that over 15% of US adults take more than 5 pills a day, and that adherence to chronic prevention therapies is less than 50% even after a stroke or heart attack. Many patients stop taking life-saving drugs for many reasons: the cost of drugs, access for refills, confusion, psychological reasons, or mental function decline. Medical professionals agree that a general malaise of “pill fatigue”



Improved Adherence and Quality of Life for Chronic Disease Patients Taking 4-10 pills a day

reduces patient adherence, and conversely accidental or purposeful over medication risks severe adverse drug reaction (ADRs). Recent studies show the annual US cost associated with the increased risk of ADRs to be over \$200B, and it is estimated that over [350,000 ADRs](#) occur in U.S. nursing homes each year. Drug therapies not taken reliably decreases the effectiveness of treatment and increase the chances of re-hospitalization. Independent [estimates of the cost](#) of non-adherence to healthcare systems exceed \$500B annually in the USA. [\(click underlined terms for safe links to more info\)](#)

A Wave of Quantifiable Science is invigorating hopes for personalized medicine, also called precision medicine, (PM) to improve treatment effectiveness. Made more economic by technical progress, the cost of whole-genome sequencing has dropped from \$ Million per person to [a few \\$100s](#). Beyond all the PM hype, consumer awareness is driving demand for increased individualization. Many seek a future of health where physicians and patients are focused on individual needs and differences, answering why some people get sick and others don’t, and why some medicines work well for some but not for others.

The COVID-19 Pandemic has catalyzed significant changes in healthcare practice that are likely to become permanent, paving the path to greater use of online technology and consumer-focused healthcare models. An example is a rapid rise in the use of telehealth in the US. According to a recent CDC study of health center telehealth capability, in 2019 about 43% of health centers were capable of providing telemedicine compared to 95% of health centers reporting they were actively using telemedicine now. Another major change in consumer behavior is that they are now ordering up to 28% of their prescription drugs online. Online pharmacy has been accelerated by recent changes in regulations controlling telemedicine, allowing physicians to prescribe without physically seeing a patient. Since 2019, every state now permits online patient/physician relationships including prescribing, and there is [bipartisan Congressional](#) support to make this nationwide law.

The Rise of E-Pharmacy: Online pharmacy market size has grown tremendously in the past decade with large players including CVS, Walgreens, and others investing billions, notably Amazon’s \$1B purchase of PillPack. Since 2019 there has been a fast tempo of private investment, setting records in the past two years with startup e-Pharmacy players raising several \$Billions in investment. Key examples are [RO](#) (\$876M), [Carbon Health](#) (\$523M), [Capsule](#) (\$570M), [Hims&Hers](#) (\$232M), [Thirty Madison](#) (\$210M), and [Lemonaid Health](#) (\$58M). These agile new e-Pharmacy players supply commercial pharmaceuticals without requiring an in-person visit to a healthcare provider. Increasingly they are offering a “one-stop-shop” for other consumer health products ordered online by consumers, many offering OTC drugs, wellness products, and a range of services including home diagnostic tests, online physician consultations, and dietary supplements. While this well-funded new e-pharmacies could represent a competitive threat to OneFul’s plans, they might also be potential BtoB partners as they start to compete in the growing personalized medicine market.



Online pharmacy (e-Pharmacy) market is forecast to double in next 5 years, US market accounting for 40%.

Competitive Personalization Offerings today are mostly services to organize a person’s multiple pills regimen into daily packets, such as those offered by [Amazon’s PillPack](#). Some of these companies promote a type of personalization using online Q/A surveys to recommend which pills or doses to take, typically based more on marketing priorities than medical indication. OneFul is differentiated by the advantages of being an accredited 503A/B regulatory platform with proprietary technology to formulate and make combination therapies that are truly individualized pharmacologically. None of these companies have yet to offer any new drug delivery forms, a key OneFul difference that is far more patient-friendly than baggies of pills. OneFul plans to adopt many of the innovative business practices of the new e-Pharmacy models, including the use of specialized telemedicine physician networks. As do some of the new entrants, OneFul currently sends home test kits and receives back lab data for patients to aid its PharmD’s to better formulate hormone replacement for many conditions including menopause. There is not yet much technological competition to OneFul, most notably a recent California startup, [Multiply Labs](#), which raised a \$19M Series A in April 2021 at a valuation of about \$50M. No known competitor has OneFul’s patented “N of 1” manufacturing technology that enables economic complete personalization, none known to possess an established pharmacy facility and regulatory platform, nor any with a business model that poses a barrier to the rapid growth of value for OneFul Health.

LEADERSHIP TEAM

Edison Hudson | Chief Executive Officer

Entrepreneur, Founder of 4 companies with 4 exits, 2 IPO teams, 25+ patents in robotics and AI, Director Strategic Investment & Deputy Director Research at iRobot, UNC Morehead Scholar, Duke Fuqua MBA, Oxford-UK studies in AI and robotics

Lloyd Staton Noel, III | Chief Science Officer

Pharmacologist with 20 years drug development at GSK, MS in Gerontology, Tech transfer Officer for UNC system, MBA

Danny Barnes, RpH PharmD, | Chief Pharmacy Officer

President, operator of top accredited compounding pharmacies, built one of first 503B FDA registered Outsourcing Facilities, expertise in 503A and 503B compounding guidelines and regulatory process.

Garrett Ruhland, CIO, Digital Marketing Architect, healthcare e-commerce expert, Bay Area, Founder -CEO BioMarker Labs, Hedge Fund Advisor, Biochemistry, Molecular Biology, Duke University, University College, London

Andrew Gunn, III - | - VP Regulatory Affairs - Quality

Former Global Head Regulatory Affairs at St Jude Children's, Former FDA Regulatory Staff, Abbott, Novartis, Eli Lilly

Mark Friedman, MBA, Chief Financial Officer

30+ yr finance. investment & operations, small & large company adviser, Board Director. HR and Tax Expert, RTP Capital President, angel investor, Duke Fuqua MBA

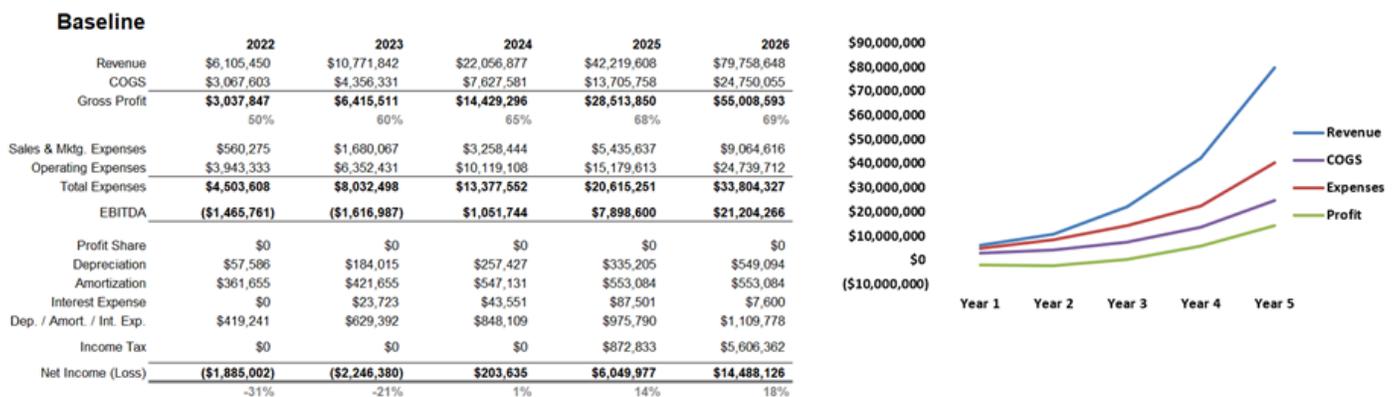
Dr. Gary Epler M.D. Chief Medical Officer (fractional)

Internationally known Harvard Medical School professor, author, Brigham & Women's Advisor, CDI Global M&A healthcare advisor

An Advisory Board consisting of Professors and MDs at Duke University Medical School and UNC Eshelman School of Pharmacy, alongside industry experts and healthcare and pharmaceutical executives advises the Board and executive team.

Financial Projections: The Company has produced a detailed 5-year projections modeled on actual historical operating results and management's detailed understanding of the capital needs to achieve rapid growth by commercializing certain proprietary IP. Growth is projected to come both from new personalized products and capturing greater market share in its base business using direct to consumer digital marketing. An abstract of management's draft business model is shown for purposes of discussion only.

OneFul Health Inc Sensitivity Analysis



Forward Looking Statement Disclaimer: The above tables and text contains statements related to future business and financial performance and future events or developments involving OneFul Health Inc, formerly Panacea BioMatx Inc, a DE company and its wholly owned subsidiary Triangle Compounding Pharmacy. Such statements are based on the current expectations and certain assumptions of management, and are, therefore, subject to certain risks and uncertainties. A variety of factors, many of which are beyond our control will affect our operations, performance, business strategy and results and could cause the actual results, performance or achievements of OneFul to be materially different from any future results, performance or achievements that may be expressed or implied by such forward-looking statements

Due Diligence: The company maintains a comprehensive due diligence portal for investors. Access to the site may be obtained from Daniels and Daniels LLP, wdaniels@daniels.com.

Relevant Investment Sectors:

Personalized Medicine, Precision Medicine, Digital Health, Medication Adherence Systems, e-Pharmacy, Specialty Pharmaceuticals, Generic Pharmaceuticals, PGx Clinical Decision Aids, Personalization Software, Mobile Health Apps, Personalized Nutrition, Clinical Nutrition, Medical Foods



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