



“Better Health Through Technology”

Executive Summary

EZCO MEDICAL was founded in 2012 and its' principal mission is to develop high-technology Medical Monitoring products for commercial and personal health applications. EZCO is a registered federal contractor and certified veteran owned business. Principal offices are located in Surprise, AZ as an Affiliate of the AZ TechCelerator Incubator, in association with the Maricopa Small Business Development Center and Arizona Commerce Authority.

Business/Product or Service

EZCO develops and manufactures high-technology products, primarily in Personal Medical Monitoring Devices and sensor technologies (including RF and IrDA). The Company's primary products, currently under design and development, are our precision Blood Pressure and Temperature Personal Medical Monitoring Device, and associated Home Health MediChart® with several variations for both personal consumer and commercial applications. The industry is highly fragmented, and North America dominates with 46% of the global market. High competitive rivalry prevails with low to moderate barrier for entry into the industry.

The MediChart® is a special electronic hub, designed to provide superior flexibility, as well as multi-function capabilities, as compared to the competition, Patient Medical Monitoring Database Storage, Patient Medical Monitoring Reporting, and Wireless Patient Medical Data Transmission for local and Internet access. Future plans include developing a range of product family variations within one year, in response to market demands.

Medical Monitoring Device Market

Given the costs of managing elderly and chronically ill patients, the patient monitoring market has a large potential for growth. An increase in the aging population will result in an increased demand for healthcare services in general, including monitoring devices. Tele-health and remote patient monitoring segments are the buzz words today due to an increasing number of aging baby boomers that require intensive home care, in addition to mobile monitoring. The patient Monitoring sector has developed itself from providing in-patient intensive care units to extensive applications in hospital, ambulatory and home healthcare. Per capita healthcare spending is rising faster than per capita income. If current trends hold, by 2050 healthcare spending is expected to double, claiming 20-30% of GDP for some economies and 20% by 2015. The 65+ year-old population will triple by 2050, to an approximate 1.53 Billion; 80+ year-old population.

The expanding incidence and diagnosis of diabetes will promote greater precautionary testing and data acquisition from patient monitors into paperless charting systems (EMRs). This will be the biggest driver for spending in the patient monitoring market. Not to forget, increasing awareness of patient monitoring systems among medical professionals is also a significant factor driving the patient monitoring systems market sales in Europe. Burgeoning partnerships between IT solution vendors and patient monitoring device manufacturers can be witnessed which is greatly driving convergence and integration. Consequently, integration of these products has become a booming industry presenting high profitability and plenty of growth opportunities.

Sources: World Health Report, Databeans, Frost & Sullivan, iNEMI, Economic Times

Competition

EZCO will compete with A&D Company, Ltd, San Jose, CA, and Affinity Medical Technologies, Costa Mesa, CA. One of these companies provides Devices, while the other provides sensor cabling and is not a direct competitor, but could qualify as a supplier. Both or one may acquire us in the future. We will easily overtake them in the marketplace, since our cost-of-goods sold will be much less expensive, making them more accessible to the general public, and of course to professional doctors, scientists, healthcare givers. Our goal is to create 4-9 Medical Monitoring Devices and 2-4 Wireless Interface Devices (MediChart® Health Hubs) for patient metrics' transmission to cell phones, the internet, cell phone towers and satellite repeaters, etc. Some products will require FDA approval for sale here in the U.S. During the approval process, we will aggressively market all of our products throughout other countries and offshore domiciles.



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Risk/Opportunity

The greatest risks associated with our business today are not our competitors, but our ability to market our products properly and deliver our products on time, and within budget. However we feel we can overcome these risks because of the extensive program management and engineering experience of the CEO, coupled with the hiring of an experienced marketing manager with business channels already in place. Our biggest recognized opportunities include aggressively introducing our new, innovative, superior products to the markets previously mentioned, using samples and cost-savings methods, along with outstanding and impeccable customer service and technical support. In parallel with the aforementioned, introduce creative, new products to new markets that we will aggressively identify.

Management Team

President and Chief Executive Officer Joseph J. Pamela leads the management team, founded the company in January 2012. He formerly launched New Controls, LLC of San Diego, CA a contract Engineering Design Firm. Recently, he worked as Senior Program Manager at Raytheon Space and Space Systems, of El Segundo, CA, managing \$100 million dollar Programs and budgets. CEO Pamela has over 40 years in Engineering and Management experience in Aerospace, Automation, Embedded, Wireless, Photovoltaics, and Medical Products. He is also Professor, Publisher and Developer of numerous Mini-seminar training courses on subjects such as Microsoft Office applications and others, which are exclusively available on Amazon.com and Barnes & Noble.com. He earned his Masters in Electrical Engineering from RCA David Sarnoff Technical Institute, earned a graduating certificate from Control Data Institute, and attended Business Administration classes at Rutgers University and Union College in N.J. EZCO is an Affiliate with the City of Surprise AZ TechCelerator.

Advising Attorney Gregory W. Gribben, Partner at Woods Oviatt Gilman LLP of Phoenix and Rochester, NY. Mr. Gribben is a Partner at Law Firm, his areas of practice include Areas of Practice: Corporate Governance, Business Counseling, Investment Management, Mergers, Acquisitions, Divestitures, Private Equity & Venture Capital, Public Companies / Securities, Special Investigations, Securities & Shareholder Litigation, Financial Institution Regulatory Matters.

Senior Engineer Zoran Medic, CTO of zPlexus, LLC of Phoenix, AZ. Mr. Medic has extensive experience in Automation and Wireless Security Systems and Embedded Wireless Controllers.

Associate Phil Blackerby, Stealthmode Partners' Associate, Phoenix, AZ. Mr. Blackerby has extensive experience in manufacturing consulting.

Associate Francine Hardaway, Partner at Stealthmode Partners, Phoenix, AZ. Ms. Hardaway has extensive experience in Business Planning and Consulting, social media.

EZCO, in addition to Engineering, needs additional personnel to join the company in Advisory and Management positions, in order to provide assistance in helping to move the company forward.

Operations

EZCO is located at the AZ TechCelerator, a small business incubator, in Surprise, AZ. Design and prototype fabrication is currently performed in-house. Manufacturing will be outsourced locally. The Company's total full time staff is 2 people with several advisors, along with distributors (Arrow Electronics, AVNET) are in place. We will distribute through them, as they are \$40 billion dollar companies, represented here in the US and globally.

Capital Requirements

EZCO is seeking an initial equity investment of \$250,000, which will be used to establish product design, determine product specifications, produce several finished products and manufacturing, begin advertising, add employees, and expand facilities.



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Financials

As a startup, EZCO currently does not have income. A summary of EZCO’s 5-year pro forma income cash flow projection (60% Cost of Goods), which supports the \$250,000 (1st yr.) investment being sought, is presented below:

	Five-Year Projection (Millions)				
	1	2	3	4	5
Total Revenues	\$ 1.0	\$ 5.0	\$ 10.0	\$ 15.0	\$ 20.0
Cost of Goods	\$.600	\$ 3.0	\$ 6.0	\$ 9.0	\$ 12.0
Net Income	\$.400	\$ 2.0	\$ 4.0	\$ 6.0	\$ 8.0
Investment Capital	(\$.250)	\$ 0.0	\$ 0.0	\$ 0.0	\$ 0.0
Cash Flow	\$.150	\$ 2.0	\$ 4.0	\$ 6.0	\$ 8.0

Exit Strategy

The exit strategy for EZCO Medical would most likely be an acquisition, perhaps by one of our competitors or suppliers.

For more information, please contact:

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