

AGENDA
Technology Commercialization Committee Meeting
September 12, 2024
9:30 a.m.
1963 Bell Avenue, Suite 200 – Helmick Conference Room

I. Committee Chair

Davin Hills

- a. Welcome and Introductions
- b. Roll Call
- c. Approval of May Minutes

Action

II. Public Comment Period

A public comment period for the full meeting will be held at this time to accommodate visitors. This period is limited to 10 minutes.

III. 9:40 a.m.: Funding Pipeline Update

Adrienne Greenwald

IV. 9:45 a.m.: America’s Seed Fund Outreach Program

Anne McMahon

V. 9:55 a.m.: Closed Session *

Roll Call

Discussion of Information Contained in Applications for Financial Assistance that IEDA is Required to Keep Confidential

Adrienne Greenwald

10:00 a.m.: Tylmen, Inc. \$50,000 Proof of Commercial Relevance

Compliance

IEDA Staff

- a. **10:20 a.m.: Apprenticeship America dba Axis-U**
- b. **10:30 a.m.: Shaka Culture**
- c. **10:40 a.m.: Mod Advisor**

VI. 10:50 a.m.: Open Session

Action

Tylmen, Inc: \$50,000 Proof of Commercial Relevance

Roll Call

Compliance

- a. **Apprenticeship America dba Axis-U: Compliance**
- b. **Shaka Culture: Compliance**
- c. **Mod Advisor: Compliance**

Action

Action

Action

VII. Other Business

Next TCC Meeting is November 7, 2024

VIII. 11:00 a.m.: Open Records Training and IT Security

Lisa Connell, Mike Hogan



Technology Commercialization Committee Members:

Chair: Davin Hills, David Bernstein, Kristine Johansen, Cory McAnelly, Pankaj Monga, JD Myers, Laura Wonderling

Please Note:

Agenda items may be considered out of order at the discretion of the chair for each meeting.

The meeting will not convene earlier than stated above, but may begin later, depending upon length of earlier meetings and quorum requirements.

If you require accommodation to participate in this public meeting, call (515) 348-6199 to make your request. Please notify us at least 24 hours in advance.

***The Technology Commercialization Committee** may go into closed session pursuant to Iowa Code, including but not limited to Iowa Code sections 21.5(1)a, 15.118, 22.7.3, and 22.7.6, to review and discuss records IEDA is required to treat as confidential under Iowa law. This may include trade secrets and/or confidential business and financial information about applicants and industrial prospects with which the Authority is currently negotiating or during administration of a contract executed pursuant to a successful application.

CLOSED SESSION MOTION FOR THE
TECHNOLOGY COMMERCIALIZATION
COMMITTEE

I move that the Technology Commercialization Committee of the Economic Development Authority Board go into closed session pursuant to Iowa Code sections 21.5(1)a, 15.118, 22.7.3, and 22.7.6 to review and discuss records IEDA is required to treat as confidential under Iowa law.

IEDA Project Report - Proof of Commercial Relevance Fund

Applicant Name: Tylmen, Inc. (\$50,000)

Project Location: Des Moines, IA

Award Date: September 20th, 2024

Company Background

Tylmen’s mission is to democratize access to personalized health insights by using smartphones as noninvasive health tools. Initially, they started by helping individuals get custom-made suits using their cellphones. Since then, Tylmen has evolved into a startup that is working to help provide life insurance to over 100 million Americans, contributing to the reduction of the wealth gap.

Project Description

One in four life insurance applicants face inaccuracies in their risk assessments, with obtaining authentic and real-time health data being a significant challenge that costs the industry \$1.6 billion annually. Tylmen’s solution utilizes non-invasive health data collected from smartphones to extend life insurance accessibility to over 100 million individuals, improving the speed and precision of underwriting processes. By leveraging simple video recordings, they verify crucial metrics such as height and weight and conduct intelligent BMI analysis. This comprehensive approach provides insights into an individual's overall health profile, including potential risks for diseases and mortality.

Project Timeline

Activity <i>(add rows as needed)</i>	Activity Completion Date
product development (MGA status)	10/15/2024
Broker, TPA distribution	09/30/2024
IP protection	11/30/2024

Project Budget

Total of Sources of Funds and Total of Use of Funds must match.

Source of Funds	Contact Name and Address (primary contact if the source is an institutional or corporate investor)	Amount	Status (proposed, committed, contingently committed)
STATE Funds	IEDA	\$50,000	Proposed
Source of Matching Funds	Founder	\$25,000	Committed

Use of Funds	Amount STATE Funds	Amount Matching Funds
IP development & evaluation	20000	5000
Market analysis		
Competitive analysis		
Proof of concept work		
Product refinement	10000	5000
Market planning & market entry activities	8000	5000
Key personnel	12000	10000
Equipment		
Other		
Total Use of Funds	\$50,000 State Funds	\$25,000 Matching funds

Meets match requirements of 2 to 1 company match

Project Budget Notes: (Applicant understands project budget and that the required match amount must be raised before state funds will be dispersed.)

IEDA Project Report - Proof of Commercial Relevance Fund

Applicant Name: Tylmen, Inc. (\$50,000)

Project Location: Des Moines, IA

Award Date: September 20th, 2024

Funds already expended in development of this technology: \$ 200000

Please provide details about how these funds have been used. Include all funding partners and/or sources involved in the project. Funds have been used to fuel the development of their computer vision and AI solution (body scanning). They've raised money from angel investors and the Global Insurance Accelerator

Funds invested in company by founders: \$ 50000

Funds raised to date: \$ 200000

Fundraising round in progress (how much and type- angel, seed, etc.): \$ 1000000 in a pre-seed round, they are working to close this round in Q4

Prior State Awards: None

Staff Comments:

TCC Recommendations:

Contract Conditions:

Contract Information:

Date of TCC Action: September 12th, 2024

Project Award Date (date of IEDA Board decision): September 20th, 2024

Project Performance Completion Date:

Company: Tylmen, Inc.	Location: Des Moines, IA	Evaluation Date: August 1, 2024
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1 Target Market Sector	[x]
Information Technology	[x]
Bio/Life Sciences	[]
Advanced Manufacturing	[]
Value-added Agriculture	[]
Clean-tech/ Renewable Energy	[]
Other: (please explain)	[]

Comments
Non-invasive health data collected from smartphones to extend life insurance accessibility.

2 Technology; Product; Service	Yes	No	Unclear/Unknown
Proof-of-concept has been demonstrated	1	3	1
Intellectual Property opportunity/requirements studied	2		3
Proprietary IP (patents, trade secrets etc.) is defensible			5
Unique, competitive - product is commercializable	2		3

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Technology/Product/Service			4	1	

Comments
 Q: Tell us about the process of the tech, how does it work? Is it app or browser-based?
 A: The tech is a mobile app. A new user gets a link to the onboarding process, signs in and follows the steps on the platform. ///
 Q: You're gathering a lot of data, are you storing it in the cloud?
 A: Yes, on AWS.
 Q: Are you allowing any partners to have access to that data when they're ready to integrate with you?
 A: We will but haven't worked through those details. Right now, we're not sure how we'll get the data to them- maybe through an API. Our POC is so early, we're still figuring that out. We do de-identify all of the data. Each scan gets a unique identifier. GIA feedback to us was to keep the videos to be able to refer back to that data in the future.
 Q: How did you train your AI model? How do you keep it unbiased?
 A: There is bias in facial analytics. We're doing a full body scan, and we're taking an objective approach.
 Q: Have you had people push back on the BMI metric? BMI isn't always accurate.
 A: Our medical advisors have studied that. There are other tools and models to measure someone's overall obesity or health. In the life insurance sector- some want the smart BMI; others want the hard/raw data. ///
 Q: I'm curious about the history of Tylmen Tech and your transition from the fashion world. You've been working on this idea since December 2021. How did you get connected with your team?
 A: I met my head of engineering on Instagram, we've been working together for 3 years now. We've just evolved from focusing on the optical measurements for fitting customers for suits, circumference, length, etc., and transferring that to life insurance assessments. It has a significant impact. We've modified some things, but the core scanning technology has been the same. ///
 Q: Do you have to worry about HIPAA compliance at all? Do you have plans to address that?
 A: We'll seek HIPAA and SOC 2 compliance- both were highly suggested by our mentors at GIA. Some insurance companies can't consider our technology until it's FDA approved. Those are all the steps we're planning to take in the next 12 months. ///

3 Value Proposition	Yes	No	Unclear/Unknown
Product/solution - addresses defined problem or need	3		2
Product/solution - provides significant advantage/gain over current solution	3	1	1
Company has developed functional/demonstrable prototype	2	1	2
Product/service completed / market ready		5	

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Value Proposition Section		1	4		

Comments
 Q: Curious about product readiness, what's your timeline to market? How much capital do you need to scale?
 A: This initial product is ready; we'll get the testing started in Q4 and hope to scale up in 2025.
 Q: Who's leading the software development team? Do you have a mobile version or is this app only?
 A: Everything is in house- tech stack is Flutter (iOS/Android) and we use Python for machine learning.
 Q: You want to get this out to the masses in the next 2 quarters, but is it fully ready now?
 A: No, it's ready for testing.
 Panelist Comment: Once it's out, you'll have to constantly iterate and that can get expensive. ///

4 Management Team	Yes	No	Unclear/Unknown
Founders have a realistic view of role in company	4		1
Leadership shows previous similar direct experience	1	4	

Complete team with relevant knowledge and full time commitment
Appropriate Mentors, Advisors and/or Board in place
Committed to growing business in Iowa
Majority of key company management residing in Iowa
Strategic partners / Networking capabilities

1	3	1
1	2	2
2	1	2
1	2	2
2		3

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Management Team Section		1	3	1	

Comments
 Q: Your team makeup- where are people located? Can you talk about your Iowa focus and what you hope this will do for our state?
 A: Our team members are all over, company is based here. Iowa focus- the decision to move here was based on cost of living, affordability, talented team members, insurance capital, and the support in this ecosystem to grow this business. Des Moines is the right place for us. ///

Based upon the Technology/Product/Service, Value Proposition & Management Team sections above.
Is this project ready for presentation to the Technology Commercialization Committee?

Yes	No
2	3

5 Customer/Market Segments
Prospective customer believes problem is significant/acute
Company can define the target market segment
Market is demanding product/solution
Market segment is significantly large/substantial to support business

Yes	No	Unclear/Unknown
1	1	3
		5
3		2
4		1

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Customer/Market Section		1	3	1	

Comments
 Q: How did you get into this space?
 A: I am passionate about reducing the wealth gap within minority communities. 60% of wealth in the U.S. is attributed to inheritance, minorities don't take a very large share of that wealth. There is a huge market for life insurance- over 100M Americans that don't have life insurance. ///
 Q: Is this app going to be available to anyone? Or only available through insurance companies?
 A: It's both right now, in the long term we'll prioritize the company sale to get their employees on it. There is value in getting as many people on the app as possible. The more data we can collect, the better.
 Q: So, your scale up strategy is to target employers and insurance companies?
 A: Yes, corporate aspect makes more sense because the sales process is faster within their wellness teams. Life insurance is slower to adopt new technologies - could be 12-18-month sales cycle.
 Q: Size of company that you'd target first?
 A: Large companies, 1k+ employees, will make the most money at scale. There is power in getting more people on the app to sell more embedded insurance products.
 Q: Have you received feedback from corporations on their interest?
 A: Yes, the proof of concept that I'm referring to is on the corporate side, we're seeing interest from employee wellness side. We want them to try it and get hooked. Insurance side- we've found there's 2 priorities that are attractive to them- it's efficient underwriting and serving the underrepresented populations.
 Q: Could you detail those conversations?
 A: Insurance companies are focused on non-invasive technology and identity verification/fraud detection. We're still figuring out where we fit into their sales cycle. It could be an agent or an advisor tool, but some clients weren't comfortable getting scanned in front of their advisor. ///
 Q: This is wellness based. Have you inked the deal for this POC? Have you defined the parameters of success?
 A: We're planning for Q4, working through those details. It will be an on-campus event. We'll do an organizational assessment based on all of the scans. From there we'll figure out what opportunities will be available to them.
 Q: Will you go after the life & annuity market?
 A: Yes, but the sales cycle is harder than we thought it would be. It can't be considered for another year. ///

6 Marketing/Sales/Distribution
Differentiates idea from the competition
Has developed a competitive matrix
Has identified channels through which customer will be reached
Defined marketing plan for product launch completed
Sales/distribution plan completed (includes value chain)
Identified potential strategic partners/relationships

Yes	No	Unclear/Unknown
2	1	2
3	2	
3	1	1
	4	1
	4	1
3	2	

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Marketing Strategy Section		3	2		

Comments

Q: I assume that the GIA program made several introductions for you- what questions did you get from those networking partners and what's your number 1 take away?
A: There were a lot of questions around accuracy. We've gotten a lot of feedback, but we've had to make decisions that made the most sense for our business and be confident in those even with the opinions of others flowing in.
Q: When do you think you'll be able to fit into a sales cycle? Do they see the value yet?
A: They think this could be valuable, but the timing might not be right yet.
Q: Have you looked at what the U.S. military is doing with their soldiers to calculate their BMI? Their muscle mass is higher than fat, those metrics take a long time for them to measure. They could use your technology to simplify their process.
A: I haven't, but I appreciate any insight.
Panelist Comment: There are several military programs to bring entrepreneurs into the ecosystem, there could be money there worth taking a look at. ///
Q: Getting product to users- who are your top 3 competitors, how do you differentiate?
A: All could have some potential synergies. Virgin Pulse- can't see the scan results in real time. Lapetus is based on facial recognition scans, there is a lot of pushback due to potential bias and discrimination within those facial analytics. There are also companies that have wearable devices, but not that's not our vertical. ///

7 Business Model						Yes	No	Unclear/Unknown
Developed/articulated revenue model - sources of revenue						5		
Pricing structure/rationale developed						2	1	2
Understanding of the cost elements - costs of goods							4	1
Prospective customer feedback on product/service pricing								5

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Business Model Section		2	3		

Comments
Q: Why would the end-user want to come back each month and have a body scan? Have you looked into the product that Amazon launched that was similar? It essentially failed, but have you compared how your app will be different?
A: Yes, the smart BMI improvement is reason to come back for those metrics. We're using awards/incentives- if the user scans on a monthly basis they can get those incentives on engagement. We're gamifying with our model in corporate wellness, there's a lot of focus there. ///
Q: You had a slide to show this is product 1.0 and you have a 2.0/3.0 versions in the future. Your slide with revenue projections- are those with product 1.0 only?
A: Yes, we're trying to be modest with those projections. Wellness focused/BMI measurements.
Q: You'll have to invest money in the R&D for versions 2.0/3.0, did you take that into account on your expenses?
A: We will have to continue to develop those as we learn more. We've done some due diligence on the 2.0 version, so we will find out in the near future. ///
Q: Your projections show that in FY25 you'll be generating revenue- do you need those compliance steps complete before generating that \$800k? Do you have another revenue model?
A: We won't need the compliance completed to hit those numbers, where that comes in is for the large insurance carriers. Those early projections target the wellness sector.
Q: If you're just giving results without recommendations the FDA shouldn't have to get involved.
A: We do want to seek FDA approval to be that much stronger. ///
Q: \$50k uncategorized income for 2024 – what's that?
A: That was a mistake, that's owner investment- we'll get that sorted out with our accountant.
Q: You mentioned you're setting up an ESOP format, curious why you'd do that now? Typically, that comes later as part of an exit strategy.
A: I think what I meant to say is just setting aside 5-10% equity for early employees. We'll have to revisit that.
Panelist Comment: Employee Stock Option Plan, not ESOP then, that's a specific, legal term within the department of labor that requires a lot of reporting. ///

8 Capitalization/Funding Plan						Yes	No	Unclear/Unknown
Has developed proposed use of funds/milestones						4		1
Company taking on proportionate risk with need for funding							1	4
Financing plan in place with non-public funding match secured						2	1	2
Company has developed a capitalization strategy for follow-on funding						1		4
Has articulated the project's benefit to the state of Iowa							2	3

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Capitalization/Funding Section		3	2		

Comments
Q: Capitalization plan?
A: We're working on the proof of concept and then get into fundraising mode. Q125 we're hoping to secure \$1.2M. ///

9 Long Term Vision/Strategy						Yes	No	Unclear/Unknown
Company can articulate a long-term vision/strategy						2	2	1
Management sees business opportunity primarily as:								
Life-style business								
Sustainable growth entity						2		
Licensing opportunity								
Exit via acquisition						2		
Undetermined/not discussed						1		

Reviewers Assessment:	1 - Poor	2 - Marginal	3 - Fair	4 - Good	5 - Excellent
Long Term Vision/Strategy		1	4		

Comments
Q: Any early indications of an exit strategy?
A: Yes, we've spoken to some wellness platforms. There are plenty of synergies. Reinsurance could be a good target; they can reinforce what insurance companies do. Private equity could also be an opportunity as well. ///

Review Panel
Recommended Next Steps/Milestones:

SWOT Summary:

Strengths & Opportunities:

- Could be a very useful tool for life insurers – really lowers friction of collecting accurate health data.
- Scan model is working with 95% accuracy.
- IP – 2 filed provisional patents.
- Good pivot to insurance.
- Completed most recent GIA cohort.
- Moved to Iowa.
- Entrepreneurial founder – has built other business before.
- Good market opportunity in life & annuity – should bring focus back here.
- Opportunity to bring business analyst/product owner on to team to build tech in accordance with what customers need.

Weaknesses & Threats:

- Product/market fit – needs to be dialed in – more customer discovery needed. Venture School could help here.
- Lack of focus on market; needs to refocus on insurance companies as customer to sell policies with better premiums..
- Unknown if people will actually use product the way they need them to – scanning and rescanning.
- End user – need more customer discovery on how they use product.
- Product development roadmap is tight – will likely take longer.
- Revenue model not well developed – financials need more work.
- Developer – off shore – that partnership could go south; will need a CTO.
- May need to reevaluate capital raise; need more detail around what \$1.2m gets them – 1st time founder; difficult capital climate – should do POC first then revise raise.
- IP – spend there is low; may need to do another prior art search; very similar to existing competitors.

1 Megan Brandt: Appreciate that you've moved to Iowa and participated in the programs mentioned so far. You did a nice job today. Continue to take the feedback you need and leave the rest. My biggest takeaway is you need to focus. It sounds like you've explored a lot of paths already. Go back to life insurance, that will be the best route you could go far in. You could accomplish the goal of getting insurance into the hands of more people while knocking down some of those barriers for minorities. ///

2 Graham Klemme: I encourage you to be more specific on your customer discovery process. Raising money is difficult to do, be conservative with your timeline- \$1.2M is a lot- It will take longer than you think. Factor that into your plans. Run some early tests to generate traction. Product market fit will be tough, you can test whether or not people will scan themselves and whether they'll continue to do that. What will the incentives be? The product roadmap is tight, what happens if it takes more time? It will likely take longer than you think to get into the app store and onto people's phones. I wouldn't worry that the 2025 insurance sales cycle is too far out, that's where you want to be. The wellness aspect could sink the company if you go there too quickly. You have the tenacity that it takes to achieve great things. It's been a pleasure to hear your pitch. ///

3 Adam Keune: I really respect what you're doing. I've been a founder of a tech company as a non-tech person. Really define the product market fit, the revenue timeline is too tight. It's hard to raise capital right now. Look into Venture School- that could be a really good bootcamp for you as you pitch more. It will help you sharpen your financials, pitch deck, etc. Don't be too vague, do the POC as a paid pilot. Some insurance companies have funds designated for those trials. I'd like to connect you to a colleague of mine here at the University, so please reach out. ///

4 Brad Hoyt: I echo Megan, if you go back to your core of life insurance you have an opportunity to relieve the friction there, if you make it easy for people, there will likely be more people signing on. Product market fit- do more research. I've been involved in a lot of wellness products; it was nearly impossible to measure the value. You might get a POC, but measuring those values is difficult. If you can't show the value, they won't buy in. You have a better opportunity in life and annuity. Fine tune your answers, look for a couple of members to add to your team- business analyst/product owner and let them take your ideas to define it and take it to the developers. I applaud you for coming in today, you're an entrepreneur and you see an opportunity in another space that isn't your core, but you have a good mission. You'll better address your mission in life and annuity. ///

5 Deb Giarusso: I agree with all of the points made here. I think insurance is a market that you offer a product to improve their profitability. Iowa is a great state for insurance, well recognized. Wellness programs in companies are good, but it's still more of a benefit to offer their employees. When the economy is going through a rough time, they're less likely to offer the benefits unless they see those beneficial metrics to make their business stronger. In general, when starting a business, it's normal to overestimate your revenue and underestimate your costs. What could cost your revenue to slow down and what are some of the costs you didn't expect? Cash flow- it's expensive to grow a business. You want to increase sales, but it's also very expensive. Make sure you have the capital in advance of the sales growth. ///



Debi V. Durham, Director
Iowa Economic Development Authority

2023-2024 Proof of Commercial Relevance Application

Program Applying for: Please check one. Only one application accepted per deadline:

IPOCR (Bio-medical – select NAICS codes, Medical Device, Therapeutic Drugs and Diagnostics – regulatory approval requirement)

POCR

Applicant Information – Please verify eligibility by emailing innovation@iowaEDA.com prior to submitting this form

Legal Name of Business (and dba if applicable): Tylmen, Inc.

Address: 2323 Forest Ave #41042

City, State & Zip Code: Des Moines, Iowa, 50311

County: Polk

Contact Person: Lloyd Yates Title: CEO

Phone: 312-953-1116 Email: lloyd@tylmen.com

Federal ID Number: 82-1576709

[NAICS](#) Code & NAICS Title for primary business operations: 511210

US DOT Number:

Website: <https://tylmen.com/>

Does the Business file a consolidated tax return under a different tax ID number?

Yes

No

Is the contact person listed above authorized to obligate the Business?

Yes

No

If the application was prepared by someone other than the contact person listed above, please complete the following:

Name of Business:

Address:

City, State & Zip Code:

Contact Person:

Title:

Phone:

Fax:

Email:

Legal representative(s):

Location of legal representative(s) (address):

Phone number:

E-mail:

Contact person (name):

Business Overview

Description of technology area: Non Invasive Health Data, 3D Modeling of humans

Do you have a functional prototype? Yes

(You will be required to demonstrate functionality of the prototype.)

Products or services currently offered: Biometric Body Scan Conducted on Smartphone

If your product is manufactured, where is/will it be manufactured and assembled:

Business Structure:

Cooperative

Corporation

Limited Liability Company

Not for Profit

Partnership

S-Corporation

Sole Proprietorship

State of Incorporation: Delaware

Date of Incorporation: 01/01/2023

Total Number of Years in Business: 2

Number of years applicant has been in business in Iowa: 1

Current number of employees: 5

Annual sales in last fiscal year: \$Pre Revenue

Key Management Personnel:

Name	Title	Level of time commitment
Lloyd Yates	CEO	Full Time
Manav Shah	Head of Engineering	Full Time

Are any of the above team members employed elsewhere?

Yes

No

Do all team members live in the state of Iowa?

Yes

No

If no, please provide team member's name and state of residence: India

Has anyone on the team worked for or been affiliated with another company that has received funding from the State of Iowa before (including SBIR matching funds)?

Yes

No

Are you working with your local economic development or business development organization?

Yes

No

If yes, please provide name of organization and/or person working with: Adrienne Greenwald

Project Information

Type of Business Project:

Startup

Expansion of Iowa Company

New Location in Iowa

Company Background & Description of Product/Service: Provide a brief description and history of the Business. Include information about your products/services and markets and/or customers. (Up to 500 words):

Our mission is to democratize access to personalized health insights by using smartphones as noninvasive health tools. Initially, we started by helping individuals get custom-made suits using their cellphones. Since then, we have evolved into a startup that is working to help provide life insurance to over 100 million Americans, contributing to the reduction of the wealth gap.

Project Description: Provide a brief description of the project for which funds are requested and the problem it solves. The description should not include confidential information. (Up to 500 words)

One in four life insurance applicants face inaccuracies in their risk assessments, with obtaining authentic and real-time health data being a significant challenge that costs the industry \$1.6 billion annually. Our solution utilizes non-invasive health data collected from smartphones to extend life insurance accessibility to over 100 million individuals, improving the speed and precision of underwriting processes. By leveraging simple video recordings, we verify crucial metrics such as height and weight and conduct intelligent BMI analysis. This comprehensive approach provides insights into an individual's overall health profile, including potential risks for diseases and mortality.

How will this project benefit the State of Iowa? This will help bring employment and startup/ tech enabled awareness to the state of Iowa as the core of our software is computer vision/AI.

Project Deliverables: Describe in detail how the company will use the requested funds. Please be specific and complete. Include the proposed project deliverables and activity completion dates in the Project Timeline. The **Project Timeline** and **Critical Milestones** will be used to design the contract milestones.

Project Timeline

Activity <i>(add rows as needed)</i>	Activity Completion Date
product development (MGA status)	10/15/2024
broker, TPA distribution	09/30/2024
IP protection	11/30/2024

Critical Milestones: Explain how you think that the project deliverables in the section above will help you complete the project and help the company successfully commercialize. Vague or generalized milestones are not acceptable responses. (Up to 500 words) Our solution provides a more efficient and effective way to sell life insurance to over 100m unisured. Through continuous wellness, we will incentivize and engage users through various rewards to maintain a healthy lifestyle. It's important for us to establish the product and have the appropriate distribution channels set up as we go to market. Our plan is to sell our first policy at Insurtech Connect Conference in Las Vegas in October.

Has any part of the project started?

Yes

No

If yes, please explain. Our scanning solution is built and currently yielding a 95% overall accuracy. Next we are embedding the life insurance purchasing experience into the platform which includes administration and rewards.

Project Budget

Total of Sources of Funds and Total of Use of Funds must match.

Source of Funds	Contact Name and Address (primary contact if the source is an institutional or corporate investor)	Amount	Status (proposed, committed, contingently committed)
STATE Funds	IEDA	\$50,000	Proposed
Source of Matching Funds	Founder	\$25,000	Committed

Use of Funds	Amount STATE Funds	Amount Matching Funds
IP development & evaluation	20000	5000
Market analysis		
Competitive analysis		
Proof of concept work		
Product refinement	10000	5000
Market planning & market entry activities	8000	5000
Key personnel	12000	10000
Equipment		
Other		
Total Use of Funds	\$50,000 State Funds	\$25,000 Matching funds

Funds already expended in development of this technology: \$ 200000

Please provide details about how these funds have been used. Include all funding partners and/or sources involved in the project. Funds have been used to fuel the development of our computer vision and AI solution (body scanning). We've raised money from angel investors and the Global Insurance Accelerator

Funds invested in company by founders: \$ 50000

Funds raised to date: \$ 200000

Fundraising round in progress (how much and type- angel, seed, etc.): \$ 1000000 in a pre-seed round, we are working to close this round in Q4

Has the applicant entity received past awards from the State of Iowa or any agency of the state? Include an award received from the SBIR/STTR Outreach Program if applicable. Yes No

IEDA will verify that your company is in good standing for any past awards.

For the questions that follow, content can be cut & pasted from the business plan, executive summary, and/or other supporting documentation.

Technology, Product, Service: Review the activities around the company's intellectual property evaluation and any resultant IP strategy. Discuss identified proprietary elements and factors that would provide barriers-to-entry to current or potential competitors. (Up to 500 words) Our body scanning technology currently holds two pending patents protecting our method for deriving health insights from smartphone videos. These insights include assessments of health risks, mortality predictions, and personalized suggestions aimed at improving overall health and reducing risks. We believe our IP protection adds defensibility to our products and services.

Value Proposition & Customer/Market Segments: Describe the problem that the company's technology addresses. Additionally, describe the target market and its size. 1 in 4 life insurance applicants are inaccurately assessed due to the absence of real-time verification of client height and weight, resulting in a \$1.6 billion annual loss. Additionally, there are 100 million uninsured Americans for life insurance. Our solution addresses this accuracy issue and aims to democratize access to life insurance. Initially targeting a \$23 billion market opportunity, we recognize a potential \$200 billion total market.

Management Team: Briefly list and describe the persons involved in the company whether in a full-time, part-time or in a consulting or mentoring capacity. Include their backgrounds/experience and current role in the company. (Up to 500 words) -

Founder and CEO: Lloyd Yates, MBA

Background: Lloyd's professional background showcases a history of successful ventures in sales. He has a proven track record, having acquired numerous retailers for his clothing business and having led a significant sales force in the biosecurity industry.

Roles and Responsibilities: Lloyd will serve as the visionary leader, responsible for guiding the company's overall direction, driving sales efforts, and spearheading strategic planning.

Medical Advisor -Dr. Ken Okafor

Background: Dr. Ken Okafor is a highly experienced and board-certified Hospitalist with a deep passion for healthcare and public health. With a strong background in internal medicine, Dr. Okafor has consistently demonstrated exceptional skill to patient care and is a strong thought leader on telemedicine.

Roles and Responsibilities: Dr. Okafor's primary role will involve contributing to sales strategies and conducting efficacy studies related to our health tech solutions.

Head of Engineering – Manav Shah

Background: Manav brings a wealth of software development experience, with a primary focus on technologies such as Flutter, computer vision, Firebase, Node.js, and Continuous Integration and Continuous Development (CI/CD).

Roles and Responsibilities: Manav plays a crucial role in the development of our mobile software solutions. His responsibilities extend to managing the entire lifecycle of computer vision scanning and customer solutions, ensuring the highest standards of software quality and innovation.

Head of Computer Vision – Emma Young, MS

Background: Emma's professional journey spans the past five years, during which she has had a professional and academic focus in software development with an focus on computer vision, AI, and point clouds. Roles and

Responsibilities: Emma assumes a pivotal role in our company's growth by overseeing and driving strategy and growth in our proprietary computer vision technology.

Marketing/Sales/Distribution: Describe how the customer is to be engaged, inclusive of marketing strategy/tactics and the distribution plan. Discuss the aspects that show how the product/solution/path to market is differentiated from the competition. (Up to 500 words)

Our primary distribution strategy involves targeting corporate wellness directors, benefit brokers, and third-party administrators. Currently, we are actively establishing partnerships with these entities to sell our solution to employers as an additional benefit and wellness offering. This approach will establish a reliable paid distribution channel, driving user engagement on our platform. Once users are onboarded, we will incentivize them and offer easy, low-cost life insurance to maintain their engagement. Concurrently, we will initiate direct-to-consumer (B2C) marketing efforts to expand our acquisition channels.

Business Model: Discuss the sources of revenue, the revenue model, the pricing structure/rationale, cost of goods & cost of sales assumptions, and details of required financing. (Up to 500 words)

Our revenue model operates on a B2B2C basis. We charge employers a SaaS subscription fee per employee per month to engage users on our platform. Subscription models range from \$6,000 to \$150,000 annually. Additionally, upon selling a life insurance policy, we earn a one-time commission. We project each commission to be approximately \$1,500, with an annual renewal fee equivalent to 5% of the commission total.

Capitalization/Funding Plan: Review the capitalization of the business to date and provide a summary of the strategy for acquiring follow-on investment if anticipated. **Provide a capitalization table** if you have one or describe the ownership of the business. (Up to 500 words) The company counts a couple of angel investors and the Des Moines-based Global Insurance Accelerator among its current backers. Our founder and CEO retains majority ownership and has established an ESOP for early team members. As an organization, we are actively engaged in raising funds and meeting with venture capital investors to secure adequate capitalization. Our goal is to complete our \$1 million funding round in Q4, providing us with the runway needed to support our anticipated growth. Encouraging discussions with investors lead us to anticipate successfully securing \$1 million by the end of 2024.

As of		8/30/2024					
			Outstanding Shares	10,000,000			
First name	Last Name	Tite	Shares Owned	Investment Amount	Date joined		
Lloyd A	Yates	CEO/ Founder	1,800,000	\$30,000	2023		
William	Yates	Angel	200,000	\$50,000	2023		
Future Equity Positions							
			Vehicle of Investment	Investment Amount	Date joined		Valuation (post-mc
Lloyd M	Yates	Angel	SAFE Note	\$100,000	1/1/2023		\$2,000,000
Ken	Okafor	Advisor	Advisor Note	\$5,000	July 2023		\$1,250,000
John	Rogers	Angel	SAFE Note	\$35,000	Septemeber 2023		\$3,000,000
Manav	Shah	Engineering	Employee agreement	N/A	Septemeber 2023		N/A
Devin	Lam	Marketing	Employee agreement	\$500	Septemeber 2023		N/A
Global Insurance Accelerator			SAFE Note	\$ 50,000	Jan-24		\$1,000,000
Shares will be issued upon an equity financing round							

Long Term (5-10 year) Vision/Strategy: Discuss the longer-term goals for the business – whether the primary goal is to build a sustainable operating entity, lifestyle business or is to eventually exit via merger or acquisition. (Up to 500 words) In 5-10 years we want to be a technology enterprise. Bringing our biometric data methods to as many industries as possible from insurance, agriculture, healthcare, sports, and more. We have a slogan internally to "ScantheWorld" and that is our mission.

Intellectual Property

For this application, assurance that all parties have adequately addressed the ownership and disposition of patents, royalties, and all other intellectual property rights related to this agreement must be documented.

Does the technology to be developed in this application involve patentable products/processes, or intellectual property that can be protected through copyright or other legal means?

Yes No

Is your intellectual property protected as trade secrets and other proprietary information? Yes No

How is it protected? Patents, trademarks, and closely held methods/ algorithms

Is your company using NDAs? Yes No

Has a Patent application associated with the technology been filed? Yes No

Patent application number: US 17/560,896, 18/740,056

Owner / Assignee:

Describe nature of patent applied for:

Status of application (Dates and events chronologically stated, including continuation, foreign filing, etc.):

Please include filing receipt(s) with application materials.

Has a patent award associated with the technology been issued? Yes No

Issued patent number:

Owner / Assignee:

Has a valuation of the patent been done?

Describe nature of patent issued:

Is there other intellectual property produced (ex: copyrights) Yes No

Type? Trademark Owner / Assignee:

Who is the legal representative for intellectual property?

Name: Ryan Schermerhorn

Firm: Marshall Gerstein

Address:

Telephone number:

E-mail: rschermerhorn@marshallip.com

Competitive Matrix:

Factors	Tylmen Tech	Lapetus	Virgin Pulse	Binah AI	Ladder
Technology/IP	5	4	3	4	3
Distribution	5	3	5	2	5
Real Time BMI	5	3	2	2	1
Fraud Verification	5	5	2	2	2
No Wearable Devices	5	5	5	3	4
Analytics and Insights	5	5	5	5	5
Continuous Wellness and Engagement	5	2	5	3	2
Cross Industry Applicability	5	4	5	4	2
Well-Funded	3	3	5	3	5
Market Penetration	2	4	5	2	4



Tylmen, Inc.
Tylmen.com
Lloyd@Tylmen.com

Tylmen Tech Confidential Business Plan

Q3, 2024

CONFIDENTIAL

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2323 Forest Ave
Unit 41042
Des Moines, IA 50311

Executive Summary

Tylmen Tech: Revolutionizing Life Insurance with AI-Powered Health Assessments

Introduction:

Tylmen Tech is an innovative health tech startup at the forefront of the digital transformation of the life insurance industry. Leveraging cutting-edge computer vision and artificial intelligence technologies, we specialize in extracting valuable health data from smartphone videos. Our proprietary software can perform comprehensive health assessments with just a single video recording of a person, estimating critical metrics such as height, weight, BMI, and over a dozen other body measurements correlated to health risk and mortality. Our long-term vision is to expand our capabilities, utilizing smartphones to provide virtual, all-encompassing health assessments.

The Challenge:

The life insurance sector, despite its sustained growth, has remained relatively stagnant in terms of technological innovation over the past decade. The industry faces significant challenges, including lengthy approval processes that can take up to 45 days, leading to customer dissatisfaction and attrition. This cumbersome timeline involves the costly deployment of traveling nurses to conduct health assessments for risk evaluation.

Moreover, over 100 million Americans currently lack life insurance coverage, with 50% of them open to purchasing a policy if a more accessible and expedited process were available. While some emerging providers have digitized applications, they still confront the risk of 1 in 4 inaccuracies due to unverified customer input, costing over \$1.6bn every single year.

Our Solution:

Introducing Tylmen Insights: a revolutionary platform that empowers insurance companies with detailed health assessments for prospective customers. Our solution seamlessly integrates into existing processes, requiring customers to capture a brief video. This video is analyzed to provide comprehensive insights into the customer's BMI and overall physique.

In addition to the video scan, we perform biometric identification to mitigate any risk or fraud. Once both steps are complete, users receive instant life insurance quotes, which they can purchase directly through the app.

This cutting-edge technology not only streamlines the approval process but also enhances accuracy and reliability in risk assessment.

About Tylmen, Inc.:

Tylmen, Inc. is a Delaware-based corporation headquartered in Des Moines, IA, with Lloyd Andrew Yates serving as the founder and CEO, holding majority shares. Lloyd brings a wealth of industry expertise, having been extensively recruited by insurance executives as an independent financial advisor and agent. He built a seven-figure sales force for his family's biosecurity company, showcasing his exceptional networking and sales capabilities.

Lloyd's personal experience as a 25-year-old seeking life insurance prompted the creation of Tylmen Tech. Frustrated by the cumbersome and invasive approval process, he recognized the urgent need for a more efficient and non-invasive approach to health assessments. Conversations within his insurance network and the recent passing of his grandmother further solidified this need for innovation in bringing life insurance to over 100 million uninsured Americans.

Conclusion:

Tylmen Tech's business plan reflects the immense potential for transformation within the insurance industry and the broader healthcare sector. Our groundbreaking technology offers insurance providers a competitive edge by

expediting approvals, reducing costs, and ensuring more accurate risk assessment. With our innovative solutions, we are poised to lead the charge in revolutionizing the way life insurance is accessed and provided.

Financial Needs

Tylmen Tech is seeking \$50,000 in startup capital to initiate its strategic growth plan. These funds are crucial for us to launch our Managing General Agency (MGA), establish much needed distribution channels, and continuously improve and protect our intellectual property marking a pivotal milestone in our journey.

The utilization of funds will be used in these sectors:

- **Product Development**
 - Platform Development: Build out the essential features needed to launch our platform as a wellness and administration app for health monitoring and life insurance policies.
 - FDA Compliance: Allocate funds to navigate the regulatory landscape and ensure our technology complies with FDA standards. This step is vital for gaining the trust and confidence of insurance providers and consumers alike.
 - Intellectual Property: Protect our innovative technology through intellectual property strategies to maintain a competitive edge in the market. Funds will be allocated to facilitate this aspect of our strategy.
 - Continuous Product Development: Enhance our scanning accuracy and health extraction methods through ongoing iteration and product testing.
- **Marketing, Distribution and Sales**
 - Strategic Marketing Campaigns: We will invest in strategic marketing campaigns to create awareness about Tylmen Tech's innovative and modern approach to life insurance acquisition through noninvasive health assessments. This includes digital marketing, branding efforts, recruiting industry advisors, participating in events and conferences, and targeted advertising.
 - Partnership Development: We will also invest in establishing essential partnerships with corporate wellness partners, third-party administrators, and benefit brokers to expand our distribution across employers with 1,000+ employees, thereby generating revenue and bringing prospective customers to our platform.

The requested \$50,000 in startup capital will enable Tylmen Tech to establish a strong go to market strategy in the insurance sector and set the stage for continued growth and success. We are confident that these funds will position us as a leader in the digital transformation of the insurance industry.

Business Description

Introduction:

Tylmen Tech is a dynamic biometric data company driven by the vision of helping to raise the financial security in underrepresented communities using life insurance. At the core of our innovation lies proprietary software that harnesses the transformative power of smartphone photography to instantaneously extract critical health data. This data encompasses an array of body measurements, including height, weight, and BMI, redefining how life insurance is sold, maintained, and issued.

Company Background:

Tylmen Tech, legally registered as Tylmen, Inc., embarked on its journey on January 1, 2023, as a Delaware C corporation. Our inception was made possible by initial financial support from friends and family, fueling the development of our cutting-edge artificial intelligence (AI) body scanning technology.

Revolutionizing Insurance:

In an era characterized by rapid technological advancement, the insurance industry, particularly in the realms of life and disability insurance, has long been associated with tradition and antiquation. The process of issuing a life insurance policy typically spans an average of 45 days, involving protracted underwriting procedures and in-person visits by nurses to gather vital health information from prospective clients. This approach to acquiring life insurance has been invasive, time-consuming, and does not attract younger demographics of people.

Amid this landscape of inefficiency, Tylmen Tech's groundbreaking body scanning technology emerges as a catalyst for transformative change. By integrating our AI-driven solution into insurance providers' digital applications, the industry can now experience accelerated growth and enhanced competitiveness.

Market Potential:

The life insurance sector is a behemoth, projected to generate \$1.1 trillion in total revenue within the US market for 2023. However, despite this substantial revenue stream, approximately 100 million Americans remain without life insurance coverage. Of the revenue generated by the industry, a significant portion, accounting for \$165 billion, is attributed to life insurance premiums.

Significantly, half of the uninsured population expresses willingness to seek life insurance if a simplified, noninvasive underwriting process were available. This represents a substantial untapped market for insurance providers.

Our Solution:

Tylmen's AI-powered body scanning technology provides insurance providers with unprecedented accuracy in assessing applicant risk, identifying potential fraud, and making informed decisions within a digital environment. Our technology seamlessly integrates into an insurance provider's digital application process.

When a prospective client applies for life insurance, they simply submit a video through our platform. We then either A) capture the sale directly within our platform or B) provide the insurance provider with essential health information, such as abdominal obesity, to enhance their underwriting process and improve decision-making. This not only reduces loss ratios but also boosts revenue generation for insurance companies.

Tylmen's Purpose

Tylmen is rooted in a deep family legacy, paying tribute to our founder's great-grandfather, a railroad porter in the vibrant city of Chicago. His unwavering commitment to human advancement left an indelible mark on our founder's family. At Tylmen, we honor this legacy by recognizing that empowerment is the cornerstone of progress.

Our mission at Tylmen is clear: to enhance financial security in underrepresented communities using life insurance, harnessing the capabilities of data and modern technology. We believe that through smartphone technology and data-driven insights, we can bridge the wealth gap and help over 100 million people leave a legacy and inheritance through life insurance.

We understand that the path to personal and professional growth can be challenging, and we are committed to making this journey enjoyable, engaging, and successful. Tylmen is dedicated to fostering a culture where empowerment leads to achievement, data fuels decision-making, and the pursuit of excellence is a fun, inclusive and fulfilling endeavor.

Goals

Tylmen's primary objectives for the upcoming 24 months encompass a strategic roadmap for growth and impact:

1. Recruit an Industry Leader:
 - a. In Q3 2024, Tylmen aims to strengthen its team by welcoming an esteemed insurance industry leader as an advisor. This addition will serve as a catalyst, opening doors to new customer and distribution relationships while enhancing our organizations credibility.
2. Complete Product Development and Integration:
 - a. By the end of Q3, through early customer partnerships and proof of concept initiatives, we anticipate the successful completion of our product development.
3. Cross-Sell to Current Customers:
 - a. As we validate our worth within the life insurance sector, our ambition is to expand our offerings to encompass all health-related insurance units such as disability insurance and other financial products.
4. Advance Research and Development; Conduct Studies:
 - a. Our commitment to innovation extends beyond the initial extraction of body measurements. We will invest in further enhancing our product to derive additional health data and insights through noninvasive smartphone-based methods.
 - b. Concurrently, we will initiate comprehensive studies to evaluate the effectiveness of our product in preventive medicine.
5. Attain FDA Approval Status:
 - a. Seeking recognition for our AI body scanning technology, we are diligently preparing an official FDA application, scheduled for submission in Q1 2025.
 - b. Achieving FDA approval will enable us to expand into adjacent industries within healthcare, leveraging our technology for diverse applications and generating additional revenue.
6. Enter the Healthcare Market:
 - a. Aiming to impact the lives of over 150 million Americans who undergo annual checkups, Tylmen is poised to enter the healthcare market.
 - b. As our technology evolves, and telehealth becomes increasingly prevalent, we will provide invaluable insights to enhance patient care, whether delivered in person or virtually.

These goals underscore Tylmen's unwavering commitment to innovation, growth, and its mission to empower individuals and businesses with transformative biometric data solutions.

Industry Analysis

Market Size:

The insurtech market displayed significant growth, reaching \$5.5 billion in 2022, and is projected to continue its upward trajectory, reaching approximately \$7.9 billion by the end of 2023.

Historical Growth Rate:

Over the past three years, the insurtech industry has demonstrated impressive growth, boasting a compounded annual growth rate (CAGR) of 61.5%.

Projected Future Growth:

Insurtech is poised for remarkable expansion, with a projected compound annual growth rate of 52% through 2030. This trajectory is expected to propel the market to a substantial \$150 billion.

Revenue Spectrum:

Revenue within the insurtech landscape varies widely. Traditional life insurance companies typically generate an average revenue of \$1.5 billion. In contrast, newer insurance tech (insurtech) companies typically report revenues in the range of \$10 million to \$20 million. The revenue landscape for insurtech varies considerably due to the dynamic nature of the industry.

Leading Products/Services:

Key products and services in the insurtech sector extend beyond insurance offerings and include:

- Prenuvo: A provider of MRI screening in clinical settings for early health detection.
- AliveCor: Enabling remote heart rhythm monitoring and detection.
- Preventys: Offering software solutions for early detection of chronic diseases.
- Lapetus Solutions: Specializing in facial data and analytics for underwriting purposes.

Profit Margins:

Profit margins in the insurtech industry typically range from 20% to 30%, reflecting the industry's overall profitability.

Employment Dynamics:

The insurtech sector is highly attractive to top talent, with AI technology companies being particularly sought after. Tylmen is well-positioned to attract and retain top-tier talent, fostering growth and innovation within the organization and the state of Iowa.

Key Trends/Developments:

Key trends shaping the insurtech industry include advancements in artificial intelligence, computer vision, generative AI, and LiDAR technologies. These innovations are integral to Tylmen's solutions, and the company remains vigilant in staying abreast of industry trends and technological advancements.

Competitive Landscape:

The insurtech sector features numerous healthy competitors, without a clear market dominator. This competitive environment offers strategic opportunities for Tylmen to establish a leadership position not only within insurance but also in the broader health tech industry.

Regulatory Considerations:

Regulatory issues in the insurtech sector primarily revolve around data protection and privacy. Key concerns include Personally Identifiable Information (PII), compliance with the California Consumer Privacy Act (CCPA), and adherence to the Illinois Biometric Information Privacy Act (BIPA). Given Tylmen's use of biometric data, strict compliance with these regulations is paramount, and the company is committed to ensuring data privacy and security in alignment with all relevant regulations.

Marketing Plan

Overview:

Tylmen's marketing plan is designed to introduce our innovative product into an industry that is ripe for technological disruption. Having dedicated much of 2023 and Q1/Q2 of 2024 to product development, customer discovery and forging critical customer relationships, we have affirmed the demand for our technology within the insurance sector. With the requested funds, our goal is to aggressively acquire customers and bring our vision to fruition, commencing in Q3 2024.

Understanding the Industry:

Life insurance providers are currently grappling with an average loss ratio of 60%, necessitating a need for swift and precise risk assessment. These loss ratios have been trending upward, making the accurate identification of insurable individuals more crucial than ever before. Tylmen's technology addresses this issue by offering valuable insights into abdominal obesity and healthy BMI metrics. Moreover, as the industry transitions to digital platforms, it faces a growing challenge of fraud prevention, which our technology adeptly addresses.

Target Market:

Our target customers are corporations and organizations with a minimum of 1,000 employees, engaged in total rewards programs, and located in the Midwest. The ideal characteristics of our target market include:

- Annual Sales: Minimum \$100 million+
- Number of Employees: 1000+
- Location(s): Midwest (USA)
- Legal Structure: Corporation
- Purchasing Decision Maker: Head of HR, Head of Total Rewards
- Information Sources for Purchasing: Benefit brokers and third-party administrators
- Buying Procedures: Quarterly and annual basis
- Expectations from Products/Services: Complete customer service, monthly reports, organization access and login on the Tylmen Platform

Product or Services:

Our flagship product, Tylmen Insights mobile app, offers personalized health insights designed to encourage and promote healthy weight loss within organizations. Once customers are engaged on our platform, we can show them life insurance policies that they qualify for making it easier than ever before to purchase competitively priced life insurance.

Competitors:

To better understand our competitive landscape, we have segmented our competitors into two categories: direct and indirect.

Direct Competitors:

1. Lapetus Solutions
2. AliveCor
3. Anura Lite

Strengths of Their Product/Service:

1. Offers advanced facial analytics capabilities.
2. Provides remote EKG monitoring, catering to heart rhythm analysis.
3. Offers accessibility across various platforms and devices.

Weaknesses of Their Product/Service:

1. Notable delay in delivering results compared to our real-time assessments.
2. Limited compatibility with a range of smartphones, potentially excluding certain users.
3. Limited adaptability and integration options with existing systems.

Competitive Advantage of Tylmen:

1. Unparalleled ease of use for both insurance providers and their customers.
2. Remarkable speed in providing a comprehensive health assessment, including abdominal obesity metrics, in under 60 seconds.

Indirect Competitors:

1. Neko Health
2. Prenuvo
3. Upvio

Strengths of Their Product/Service

1. Emphasis on skin and cardiovascular health, offering specialized solutions.
2. Utilizes advanced MRI technology for in-depth health analysis.
3. Provides access to healthcare providers, facilitating comprehensive care.

Weaknesses of Their Product/Service:

1. Limited integration capabilities with healthcare providers, potentially resulting in data silos.
2. Longer scan durations (20-60 minutes) and higher costs (minimum \$1,000 per scan) compared to our efficient process.
3. Reliability concerns, especially in the case of newer facial analytics services.

Competitive Advantage of Tylmen

Exceptional accessibility for healthcare providers and patients/users, promoting seamless interaction and data sharing.

In summary, Tylmen stands out in the competitive landscape by offering a user-friendly, fast, and comprehensive health assessment solution that specializes in abdominal obesity metrics. Our focus on accessibility for both providers and users position us as a leader in this emerging field, differentiating us from both direct and indirect competitors.

Marketing Strategy:

Our marketing strategy revolves around acquiring customers rapidly, conducting case studies, establishing thought leadership, and expanding our footprint:

- Case Studies: Leveraging initial customer engagements to create case studies that provide data-driven proof of our product's effectiveness. These case studies will form the basis of our marketing efforts.
- Partnerships with Aggregators: Collaborating with life insurance aggregators like Insurify and Policy Genius to increase brand visibility and offer consumers more accurate recommendations.
- Agent Collaborations: Partnering with individual agents to foster widespread adoption of our technology and encourage corporate backing.

Marketing Channels:

We plan to utilize various marketing channels to reach our target audience effectively:

- Social Media: Utilizing platforms like TikTok, Instagram, LinkedIn, and YouTube shorts/vlogs to engage with the general public, executives, agents, and industry professionals.
- Sponsorships: Sponsoring industry-related events and securing keynote speaking engagements.
- Life Insurance Agents: Providing discounted services to local agents in exchange for connections and introductions.
- Connected TV (CTV) Advertising: Creating in-house content for CTV advertising via streaming services like Hulu.

Conclusion:

Tylmen's marketing plan is designed to effectively reach our target market, build strong customer relationships, and establish ourselves as a trusted partner in the insurance industry. Through strategic initiatives, partnerships, and a strong online presence, we aim to rapidly grow our customer base and deliver value to the insurance sector.

Organization Plan

Owner(s):

- The primary owner with 20%+ ownership is our founder and CEO, Lloyd Yates. Lloyd brings over eight years of experience in sales, having successfully acquired over a dozen retailers as clients for his clothing company. Additionally, he played a pivotal role in leading a seven-figure sales force for his family-owned biosecurity company during the challenging times of the COVID-19 pandemic. Lloyd's primary focus is on sales and strategic planning.

Key Management Team:

Founder and CEO - Lloyd Andrew Yates

- Background: Lloyd's professional background showcases a history of successful ventures in sales. He has a proven track record, having acquired numerous retailers for his clothing business and having led a significant sales force in the biosecurity industry.
- Roles and Responsibilities: Lloyd will serve as the visionary leader, responsible for guiding the company's overall direction, driving sales efforts, and spearheading strategic planning.

Chief Medical Advisor -Dr. Ken Okafor

- Background: Dr. Ken Okafor is a highly experienced and board-certified Hospitalist with a deep passion for healthcare and public health. With a strong background in internal medicine, Dr. Okafor has consistently demonstrated exceptional skill to patient care and is a strong thought leader on telemedicine.
- Roles and Responsibilities: Dr. Okafor's primary role will involve contributing to sales strategies and conducting efficacy studies related to our health tech solutions.

Head of Engineering – Manav Shah

- Background: Manav brings a wealth of software development experience, with a primary focus on technologies such as Flutter, computer vision, Firebase, Node.js, and Continuous Integration and Continuous Development (CICD).
- Roles and Responsibilities: Manav plays a crucial role in the development of our mobile software solutions. His responsibilities extend to managing the entire lifecycle of computer vision scanning and customer solutions, ensuring the highest standards of software quality and innovation.

Head of Computer Vision – Emma Young, MS

- Background: Emma's professional journey spans the past five years, during which she has had a professional and academic focus in software development with an focus on computer vision, AI, and point clouds. Roles and Responsibilities: Emma assumes a pivotal role in our company's growth by overseeing and driving strategy and growth in our proprietary computer vision technology.

Outside Resources (Independent Contractors):

- Attorney: We collaborate with experienced patent and FDA attorneys who have submitted patent pending applications on our behalf, and we are currently in the process of pursuing FDA approval by the end of 2025.
- Accountant/Bookkeeper: Our financial records and bookkeeping are managed by a part-time bookkeeper who ensures our financial stability and compliance.
- Tax Preparer (CPA): We engage the services of a Certified Public Accountant (CPA) to handle our tax preparation and filing, ensuring adherence to tax regulations and financial transparency.
- Board of Directors or Others: Currently, we do not have a formal Board of Directors in place, but we remain open to exploring advisory or board appointments as our company grows and evolves.

TCC Template

Condensed Income Statement and Balance Sheet

CONFIDENTIAL

Company Name:

Tylmen Tech

	Actual		Projected			
	Year 2023	YTD 2024	Year 2024	Year 2025	Year 2026	Year 2027
Income Statement						
Revenue						
Hardware						
Software			20000	805000	1422692	2705383
Other	495					
Total Revenue	495	0	20,000	805,000	1,422,692	2,705,383
Cost of Goods						
Hardware						
Software			2200	87,772	219429	482,744
Other						
Total COGS	0	0	2,200	87,772	219,429	482,744
Gross Profit						
Expenses						
Research and Development						
Payroll	65,837	24,994	49,988	491,000	781,110	835,787
Sales and Marketing	5,506			24,000	49,680	102,837
Interest expense	2,493	1,338	2,676			
Other Expenses	49,938	12,000	24,000	160,000	225,200	269,224
Total Expenses	123,774	38,332	76,664	675,000	1,055,990	1,207,848
Operating Income (Loss)	(117,357)	(41,913)				
Add: Misc Income (Grants, etc)	(6,726)	(1,920)				
Net Income before Taxes	(124,083)	(43,833)	(74,464)	(90,996)	34,048	881,565

Balance Sheet						
Assets						
Cash	7,100	8,300				
Other Assets	(29,546)	(31,059)				
Total Assets	(22,446)	(22,759)	0	0	0	0
Liabilities						
Current Liabilities (less than 1 year)						
Long-Term Debt						
Other Long-Term Liabilities	8,934	7,368				
Total Liabilities	8,934	7,368	0	0	0	0
Equity	(31,380)	(30,127)				
Total Liabilities and Equity	(22,446)	(22,759)	0	0	0	0
Check	0	0	0	0	0	0

Tylmen Tech

Balance Sheet

As of July 31, 2024

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BOA 2529	-197.80
First Horizon (9864) - 4	25.62
PayPal Bank	3,167.16
USB Checking - 0463	-11,146.15
Total Bank Accounts	\$ -8,151.17
Other Current Assets	
Payments to deposit	0.00
Prepaid expenses	-24,889.81
Uncategorized Asset	1,077.32
Total Other Current Assets	\$ -23,812.49
Total Current Assets	\$ -31,963.66
Fixed Assets	
Long-term office equipment	
Computers & tablets	2,110.00
Custom software or app	1,108.93
Total Long-term office equipment	3,218.93
Total Fixed Assets	\$3,218.93
TOTAL ASSETS	\$ -28,744.73
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	7,632.00
Total Accounts Payable	\$7,632.00
Credit Cards	
Business Credit Card - 1209 - 2	-920.00
Chase biz CC (9839)	1,116.74
Total Credit Cards	\$196.74
Total Current Liabilities	\$7,828.74
Total Liabilities	\$7,828.74
Equity	
Opening balance equity	-10,898.09
Owner draws	-39,086.25
Owner investments	229,928.95
Personal expenses	-2,016.91
Retained Earnings	-167,920.64
Net Income	-46,580.53
Total Equity	\$ -36,573.47
TOTAL LIABILITIES AND EQUITY	\$ -28,744.73

Tylmen Tech

Profit and Loss

January - June, 2024

	TOTAL
Income	
Uncategorized Income	50,179.76
Total Income	\$50,179.76
Cost of Goods Sold	
Cost of goods sold	
Subcontractor expenses	3,760.00
Total Cost of goods sold	3,760.00
Total Cost of Goods Sold	\$3,760.00
GROSS PROFIT	\$46,419.76
Expenses	
Advertising & marketing	12.00
General business expenses	
Bad Debt	0.00
Bank fees & service charges	82.00
Memberships & subscriptions	27.14
Total General business expenses	109.14
Insurance	454.65
Interest paid	1,337.72
Legal & accounting services	
Accounting fees	25.00
Legal fees	495.00
Total Legal & accounting services	520.00
Meals	5,170.76
Office expenses	488.86
Office supplies	734.46
Shipping & postage	53.10
Software & apps	4,104.81
Total Office expenses	5,381.23
Payroll expenses	264.00
Owner Pay	3,250.00
Wages	17,720.00
Total Payroll expenses	21,234.00
Travel	94.00
Airfare	1,211.58
Hotels	497.62
Taxis or shared rides	219.60
Vehicle rental	2,090.00
Total Travel	4,112.80
Total Expenses	\$38,332.30
NET OPERATING INCOME	\$8,087.46

Tylmen Tech

Profit and Loss

January - June, 2024

	TOTAL
Other Expenses	
Home office	
Rent	1,230.00
Total Home office	1,230.00
Vehicle expenses	
Parking & tolls	49.00
Vehicle gas & fuel	581.64
Vehicle repairs	59.67
Total Vehicle expenses	690.31
Total Other Expenses	\$1,920.31
NET OTHER INCOME	\$ -1,920.31
NET INCOME	\$6,167.15

Tylmen Tech

Balance Sheet

As of December 31, 2023

	TOTAL
ASSETS	
Current Assets	
Bank Accounts	
BOA 2529	-193.94
First Horizon (9864) - 4	25.62
PayPal Bank	591.61
USB Checking - 0463	-9,375.23
Total Bank Accounts	\$ -8,951.94
Other Current Assets	
Payments to deposit	0.00
Prepaid expenses	-24,889.81
Uncategorized Asset	1,077.32
Total Other Current Assets	\$ -23,812.49
Total Current Assets	\$ -32,764.43
Fixed Assets	
Long-term office equipment	
Computers & tablets	2,110.00
Custom software or app	1,108.93
Total Long-term office equipment	3,218.93
Total Fixed Assets	\$3,218.93
TOTAL ASSETS	\$ -29,545.50
LIABILITIES AND EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
Accounts Payable (A/P)	9,132.00
Total Accounts Payable	\$9,132.00
Credit Cards	
Business Credit Card - 1209 - 2	-920.00
Chase biz CC (9839)	722.38
Total Credit Cards	\$ -197.62
Total Current Liabilities	\$8,934.38
Total Liabilities	\$8,934.38
Equity	
Opening balance equity	-10,898.09
Owner draws	-30,433.25
Owner investments	171,290.00
Personal expenses	-517.90
Retained Earnings	-43,837.55
Net Income	-124,083.09
Total Equity	\$ -38,479.88
TOTAL LIABILITIES AND EQUITY	\$ -29,545.50

Tylmen Tech

Profit and Loss

January - December 2023

	TOTAL
Income	
PayPal Sales	494.29
Uncategorized Income	0.00
Total Income	\$494.29
Cost of Goods Sold	
Cost of goods sold	
Subcontractor expenses	6,310.00
Total Cost of goods sold	6,310.00
Total Cost of Goods Sold	\$6,310.00
GROSS PROFIT	\$ -5,815.71
Expenses	
Advertising & marketing	5,506.63
Business licences	10.00
Contract labor	2,394.98
Donations	26.33
General business expenses	
Bank fees & service charges	514.25
Memberships & subscriptions	121.18
Total General business expenses	635.43
Insurance	75.00
Interest paid	2,292.33
Credit card interest	201.12
Total Interest paid	2,493.45
Legal & accounting services	
Accounting fees	192.25
Legal fees	12,469.41
Total Legal & accounting services	12,661.66
Meals	8,296.07
Travel meals	2,649.27
Total Meals	10,945.34
Office expenses	387.72
Office supplies	4,301.83
Printing & photocopying	648.56
Shipping & postage	693.11
Small tools and equipment	66.14
Software & apps	5,721.43
Total Office expenses	11,818.79
PayPal Fees	15.76

Tylmen Tech

Profit and Loss

January - December 2023

	TOTAL
Payroll expenses	1,230.00
Owner Pay	19,150.00
Wages	39,146.81
Total Payroll expenses	59,526.81
Taxes paid	91.45
Travel	
Airfare	2,136.40
Hotels	1,053.16
Taxis or shared rides	820.79
Total Travel	4,010.35
Uncategorized Expense	391.46
Utilities	19.39
Phone service	919.00
Total Utilities	938.39
Total Expenses	\$111,541.83
NET OPERATING INCOME	\$ -117,357.54
Other Income	
Other income	37.81
Total Other Income	\$37.81
Other Expenses	
Home office	
Rent	5,185.15
Total Home office	5,185.15
Vehicle expenses	25.00
Parking & tolls	126.35
Vehicle gas & fuel	1,159.36
Vehicle repairs	267.50
Total Vehicle expenses	1,578.21
Total Other Expenses	\$6,763.36
NET OTHER INCOME	\$ -6,725.55
NET INCOME	\$ -124,083.09

Tylmen Tech

Income Statement

[USD \$ millions]

	2025	2026	2027	2028	2029
Integration fees	250,000.0	375,000.0	750,000.0	1,125,000.0	1,687,500.0
Subscription Yearly fees	555,000.0	832,500.0	1,485,000.0	2,227,500.0	3,341,250.0
MGA commission		231,336.0	462,672.0	694,008.0	1,041,012.0
Recurring Premiums	-	3,855.6	7,711.2	11,566.8	17,350.2
Total Net Revenue	805,000.0	1,442,691.6	2,705,383.2	4,058,074.8	6,087,112.2
Cost of Goods Sold	87,772.0	219,429.0	482,744.0	965,488.0	1,930,976.0
Gross Profit	717,228.0	1,223,262.6	2,222,639.2	3,092,586.8	4,156,136.2
Expenses					
Advertising & Promotion	24,000.0	49,680.0	102,837.6	212,873.8	227,775.0
Insurance	6,000.0	6,420.0	6,869.4	7,350.3	7,864.8
PR	36,000.0	74,520.0	79,736.4	85,317.9	91,290.2
Rent	18,000.0	19,260.0	20,608.2	22,050.8	23,594.3
Salaries, Benefits & Wages	491,000.0	781,110.0	835,787.7	894,292.8	956,893.3
Legal	40,000.0	42,800.0	45,796.0	49,001.7	52,431.8
Travel	36,000.0	56,520.0	88,736.4	139,316.1	218,726.4
Compliance	24,000.0	25,680.0	27,477.6	29,401.0	31,459.1
Total Expenses	675,000.0	1,055,990.0	1,207,849.3	1,439,604.6	1,610,034.9
Earnings Before Interest & Taxes	42,228.0	167,272.6	1,014,789.9	1,652,982.2	2,546,101.3
Interest Expense	133,224.0	133,224.0	133,224.0	133,224.0	133,224.0
Earnings Before Taxes	(90,996.0)	34,048.6	881,565.9	1,519,758.2	2,412,877.3
Income Taxes	(19,109.2)	7,150.2	185,128.8	319,149.2	506,704.2
Net Earnings	(71,886.8)	26,898.4	696,437.1	1,200,609.0	1,906,173.0

Revenue Projections for Subscriptions

Year	Best Integration fee	Good Integration Fee	Better Integration Fee	Diamond Integration fee	Acquired Wellness Customers	Annual Revenue Integration Fees	Total Employees Engaged
2025	\$ 75,000.0	\$ 62,500.0	\$ 75,000.0	\$ 37,500.0	50	\$ 250,000.0	30000
2026	\$ 112,500.0	\$ 93,750.0	\$ 112,500.0	\$ 56,250.0	75	\$ 375,000.0	45000
2027	\$ 225,000.0	\$ 187,500.0	\$ 225,000.0	\$ 112,500.0	150	\$ 750,000.0	90000
2028	\$ 337,500.0	\$ 281,250.0	\$ 337,500.0	\$ 168,750.0	225	\$ 1,125,000.0	135000
2029	\$ 506,250.0	\$ 421,875.0	\$ 506,250.0	\$ 253,125.0	338	\$ 1,687,500.0	202500

Year	Best Integration fee	Good Integration Fee	Better Integration Fee	Diamond Integration fee	Acquired Wellness Customers	Annual Revenue Yearly Subscription Fees
2025	\$ 135,000.0	\$ 90,000.0	\$ 180,000.0	\$ 150,000.0	50	\$ 555,000.0
2026	\$ 202,500.0	\$ 135,000.0	\$ 270,000.0	\$ 225,000.0	75	\$ 832,500.0
2027	\$ 225,000.0	\$ 270,000.0	\$ 540,000.0	\$ 450,000.0	150	\$ 1,485,000.0
2028	\$ 337,500.0	\$ 405,000.0	\$ 810,000.0	\$ 675,000.0	225	\$ 2,227,500.0
2029	\$ 506,250.0	\$ 607,500.0	\$ 1,215,000.0	\$ 1,012,500.0	338	\$ 3,341,250.0

Year	Total Employees Engaged	Wellness Customers After Churn Rate (14%)
2025	30000	25800
2026	45000	38700
2027	90000	77400
2028	135000	116100
2029	202500	174150

Revenue Projections for Life Insurance Customers

Year	Good Risk Employees	Purchase Rate of Good Risk Employees	Average Annual Premium	Total Tylmen Premium	Recurring Premium
2025	6000	120	1530	\$ 128,520.0	
2026	9000	180	1530	\$ 192,780.0	\$ 3,855.6
2027	18000	360	1530	\$ 385,560.0	\$ 7,711.2
2028	27000	540	1530	\$ 578,340.0	\$ 11,566.8
2029	40500	810	1530	\$ 867,510.0	\$ 17,350.2

Pricing Strategy	Integration fee	Yearly Subscription	Amount of employees	Percentage of Customers
Good	\$ 2,500.0	\$ 3,600.0	100	50%
Better	\$ 5,000.0	\$ 12,000.0	500	30%
Best	\$ 10,000.0	\$ 18,000.0	1000	15%
Diamond	\$ 15,000.0	\$ 60,000.0	5000	5%

IEDA Board Members,

My name is Melanie Wertzberger, and I am the founder of Shaka. We were fortunate to receive a \$100,000 loan from the Demonstration Fund administered by the IEDA Board, which was distributed in September 2023. To date, Shaka has made payments through July 2024. I am writing to respectfully request a six-month deferral of payments starting in August 2024. We greatly appreciate your consideration of this request.

Shaka's Financial Overview:

A high level overview of Shaka's current financial position was provided separately and marked as confidential.

Reason for Request:

- 1. Timing of Cash Inflows from Contract Renewals**
- 2. Pivoting Our Business Model in Response to Market Feedback**

Below, I will explain these reasons in greater detail. I would be happy to provide further clarification or answer any questions if needed.

1. Timing of Cash Inflows:

Shaka has three major annual contract renewals scheduled for Q4 2024

Please refer to the confidential schedule of anticipated payments from contract renewals.

While we are confident in our ability to meet the loan payment obligations after these contracts are renewed (given our strong relationships with these clients), the cash flow gap prior to these renewals presents a significant challenge. Without the requested deferral, Shaka's runway will fall below one quarter, placing us in a tight financial position. This may hinder our ability to effectively market our upcoming business pivot.

2. Pivoting Our Business Model:

Since our presentation to the IEDA Board in mid-2023, Shaka has secured \$17,500 in new annual recurring revenue (ARR). However, after launching our self-service software platform, we did not see the growth we had projected. Through market feedback and additional research, we discovered that the small companies (typically fewer than 25 employees) attracted to our self-service model lacked dedicated employee engagement budgets.

In response, we are pivoting our business model to target larger companies with a preference for hands-on service packages. Our new approach, launching in Q4 2024, will offer premium outsourced employee engagement services powered by both our software and dedicated support teams. This shift positions Shaka for substantial growth in 2025.

By deferring our loan payments, Shaka will have the runway needed to fully market and implement this new business model, with the goal of generating both service and software revenue starting in Q1 2025.

We are confident that this pivot will result in a stronger, more sustainable Shaka. Thank you for your time and consideration of our deferral request.

Sincerely,
Melanie Wertzberger
Founder, Shaka
Melanie@joinshaka.com

CONFIDENTIAL - Additional Data for Request for Payment Deferrals

This data supplements our request for Payment Deferral Letter and was not written to be read stand-alone. Please refer to our detailed outline in the attached letter.

Shaka's Financial Overview:

- **Cash on Hand:** \$25,034
- **Current Cash Burn (excluding loan payment):** \$4,200 per month
- **Monthly Loan Payment:** \$2,011
- **Runway without Loan Payments (no additional revenue):** 6 months
- **Runway with Loan Payments (no additional revenue):** 4 months

Note: The timing of our incoming revenue directly impacts these runway estimates.

Timing of Cash Inflows:

Shaka has three major annual contract renewals scheduled for the following dates:

- **October 1, 2024 - Minute Media:** \$10,000
- **November 15, 2024 - Imagine Software:** \$7,500
- **November 24, 2024 - Everlaw:** \$6,000

Melanie Wertzberger
Founder, Shaka
Melanie@joinshaka.com

This report is intended to be confidential. Please do not share this information publicly outside of the IEDA board meeting.

Technology Commercialization Committee Meeting
Thursday, September 12, 2024; 9:30 A.M.

Staff Recommendations:

1. Tylmen, Inc. – POCR - \$50,000
 - a. Review Panel Voting – Present to TCC: 2 Yes, 3 No
 - b. Previous Innovation Award(s): none
 - c. Consider funding.
 - Lowers friction of data collection for insurers.
 - Coachable founder – moved to Iowa.
 - Completed recent GIA cohort – good network.
 - Scan model operating with 95% accuracy.
 - Need to do more customer discovery; need to work on the business.
 - Revenue model/financials – need more work.
 - d. **Suggested Motion:**
 - **The TCC recommends the IEDA Board approve a \$50,000 Proof of Commercial Relevance loan with standard POCR royalty terms: repayment amount is 1 times the award amount paid back at a royalty rate of 3% of total gross revenue, which does not include grant funds, for a calendar year with each payment due on June 1st of the following calendar year.**

Innovation Funds Program Cheat Sheet for Iowa Small Business (Advanced manufacturing, bioscience, or IT industries; Fewer than 500 employees; Majority of management team & employees must live/work in Iowa; Companies must be legally formed & registered with IA SOS)

IPOCR Eligibility (Identify gaps in technology & explore feasibility of commercialization; provide foundation to attract management)

- Bio-medical NAICS codes; Medical device; Therapeutic drugs
- 1 faculty/researcher (minimum); IA university based
- Patentable innovative technology

Use of IPOCR Funds

- 3rd party technology evaluation/review
- 3rd party market opportunity assessment
- Regulatory path determination
- 3rd party competitive analysis
- Identify partners/manufacturers

POCR Eligibility (define & articulate business opportunity)

- Minimum of two team members
- Validated concept or intellectual property and demonstrated proof-of-concept (functional prototype) of innovative technology solution

Use of POCR Funds

- Customer discovery; Extended competitive analysis
- IP development & evaluation
- In-depth analysis of market potential
- Beta testing (validation of technology/product, business model & marketing/distribution strategy)
- Team assembly

Demonstration Fund Eligibility (marketing of finished product)

- Finished, market ready product (ideally already on the market or ready to sell today – exception for bioscience/biomedical technologies requiring regulatory approval)
- Full-time management team (more than 1 person with full-time commitment - business development, financial operations, technology – complimentary skillsets)
- Competitive & protectable product, technology, or process

Use of Demonstration Funds

- Acquiring management; marketing/sales personnel
- Marketing, sales, distribution
- Purchasing equipment
- Business model validation
- Product refinement following beta test
- Market research/feedback on technology & recommended enhancements
- Developing/expanding lead compounds (bioscience)

Propel & Expansion Eligibility (accelerate market development & expansion of product lines)

- Critical management team and advisory board/board of directors in place
- Generating substantive revenue (high 6 to low 7 figures minimum)
- Competitive & protectable product, mature technology, or process
- Validated business model
- Established customer base
- Demonstrated financial & operational stability (Expansion)

Use of Propel & Expansion Funds

- Recruit/hire key personnel
- Expand marketing & sales
- Advanced IP evaluation (including analysis of market potential for bioscience companies)
- Equipment purchase & construction costs
- Achievement of product economies of scale
- Enhancement of existing product for additional platform applicability to extend addressable market (software)
- Product focus group research (medical device)
- Further competitive analysis, advanced development of a scientific discovery (bioscience)
- Expansion of product lines in companies with complete management infrastructure, proven historical profitability & established customer base (Expansion only)