



HEALTHCARE TECHNOLOGY

COMPANY DESCRIPTION

GoodFOR, Inc is a unique Healthcare Technology and Intellectual Property company formed in Superior, Colorado, in 2019 by successful serial entrepreneur, Jeffrey Ullman, and a team of doctors, scientists, product development and marketing experts.

The Company has built a powerful combination of instantly appreciated brand name for pain products; empowered by FDA, patent-pending and clinical trial validations. The flagship product is GoodFOR PAIN which delivers instant relief. After years of founder-financed R&D, GoodFOR is launching its first capital raise for its line of proprietary relief products.

The Company has created so many brand assets that it anticipates it will be acquired by a global public or private CPG company seeking to enter or expand their B2C & B2B CBD, cannabis and wellness products in a significantly more accelerated and favorable manner into any country's cluttered, competitive markets.

PROBLEM

Everyone in the world hates pain. Physical and emotional pain is an ongoing battle because it is always threatening everyone's wellness. It is hard for customers to know who to trust because of the 1000's of odd-named brands making wild claims. The problem is worse because even the highest quality CBD or natural supplement fails to prove it relieves pain in seconds or hours.

SOLUTION

The GoodFOR® combination of assets is remarkable for a one-year old company: 1) GoodFOR trademarked brand name; 2) Distinctive design; 3) Product names make it easy for customers to recognize and understand; 4) GoodFOR PAIN proves it works in 10 seconds; 5) New product formulations available: GoodFOR: ARTHRITIS, SLEEP, STRESS, PETS; 6) Infinite array of in-demand CPG products benefit by the brand name; 7) Effective pain formulations publicly validated by customers and doctors; 8) Multiple GoodFOR URLs; 9) Pain topicals registering as FDA OTC medicine; 10) Patent-pending pain formulation; 11) Clinical Trial scientific validation; 12) Exclusive marketing relationships; 12) Integrated technologies provide huge scalability; 13) In-revenue since mid-2020.

MARKETING

2019: Formed Company * Product developed and tested * DTC Consumer website launch

2020: Sales begin * Added social media influencers * FDA registration * Patent pending * Clinical Trial * Exclusive relationship with The Run Experience

2021: Wholesale start * Additional products released * Athletic/Fitness * Hands-on Retailers * YPO companies added

INTELLECTUAL PROPERTY

- Multiple trademarks across the world
- Patent-pending and FDA-registering *Over The Counter (OTC)* topical medicines
- Results from topical pain clinical trials

TARGET MARKETS

PAIN is **Evergreen** in every country, at all times, and affects all socio-economic classes, genders & ages
Athletes * Fitness * Seniors * Blue & White Collar Stressed Jobs * Rx drug side effects * Just living life....

- \$100++ Billion USA Market
- \$1+ Trillion Global Market
- \$2.5 Billion USA Pain Topical Market

TRACTION & MILESTONES

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INVESTMENT OFFERING

We offer this investment opportunity to accredited and institutional investors:

- \$2,000,000 offering: \$1M now of 10% Convertible Notes with up to 2-year term with Conversion feature offering 25% discount on per share offering price of subsequent \$1M follow-on
- Second \$1M is anticipated to be offered as Equity, with a significantly higher Company valuation

COMPANY INFORMATION

December 1, 2020

COMPANY PROFILE

GoodFOR, Inc.

www.goodfor.us

MANAGEMENT TEAM

Management team has founded previous companies and successfully exited.

Jeff Ullman, Co-Founder, CEO

Dan McShan, PhD, Chief Scientist

Paul Bregman, MD, Medical Officer

Jamie Williams, Marketing Director

SECTOR: Healthcare Services

INDUSTRY

Category: Healthcare Technology

Sub-Categories: Pain Management, Wellness, CBD

FUNDING TO DATE

\$225k Funded by Co-Founders

AMOUNT OF FINANCING

\$2,000,000:

\$1,000,000 Convertible Debt

\$1,000,000 Private Offering of GoodFOR, Inc Equity. (Anticipated)

PROFESSIONAL SERVICES

Law Firm: Hoban Law; Amin Talati

Financial: NowCFO

CORPORATE STRUCTURE

Colorado C-corporation

CORPORATE OFFICE

Address: 300 Center Drive, Suite 302
Superior, Colorado 80027

CONTACT

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	2020	2021	2022
EBITDA	\$45,000	\$213,050	\$366,950

