



HEALTHCARE TECHNOLOGY

COMPANY DESCRIPTION

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

The Company has built a unique combination of an exceptional sales-oriented brand name with a proprietary product formulation methodology benefitting from organic hemp extracts magnified by FDA-approved ingredients. After years of R&D, GoodFOR PAIN is the flagship product which delivers instant topical relief, verified by extensive customer and scientific evidence.

In its first year the Company 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 CBD, cannabis or wellness products in a significantly more accelerated and profitable method into any country's competitive markets. GoodFOR is now launching its first capital raise.

PROBLEM

Everyone hates pain and is driven to stop it: *instantly*. CBD *seems* to offer relief, but **it's chemistry cannot deliver relief sooner than in days**, thereby causing customers to look elsewhere for what's good for them. Even worse, it's painfully difficult for customers to wander and wonder whether any of the odd-named brands' non-evidence-based claims might be good for them. And, in today's hyper-competitive market, brands **must distinguish themselves and instantly prove** they work, or they will die.

SOLUTION and COMPETITIVE ADVANTAGES

Brand + Formulations. GoodFOR uniquely solves this billion-dollar problem by not blending in as a me-too brand that might work. For a company barely one year old, GoodFOR's assets are remarkable: 1) Globally trademarked brand name which expresses a clear and unequalled sales message; 2) Distinctive designs combined with 3) Product names which make it easy for customers to find and understand sought-after benefits; 4) Pain products which work in seconds, with 5) Positive results shared by customers and doctors; 6) Scientific registration by FDA as an OTC medicine; 7) Patent-pending formulation protection; 8) Clinical Trial comparisons which support marketing claims; 9) New products ready for production (GoodFOR ARTHRITIS; SLEEP; STRESS; PETS; 10) Exclusive marketing relationships; 11) Huge scalability capabilities; 12) In-revenue.

MARKETING

2020: DTC only: Word of mouth * Influencers * Affiliates * Brand sponsorship

2021: Focus on physical & emotional pain markets via DTC & Wholesale: Sales team * Facebook/Instagram ads * Brand sponsorships * Influencers * Target emails * Native advertising * Google retargeting

INTELLECTUAL PROPERTY

Proprietary formulations * Global trademarks * Clinical trial * Patent-pending * OTC topical drug FDA designation

TARGET MARKETS

Pain is evergreen in every country, at all times, and affects everyone

- \$100+ Billion USA Market * \$1+ Trillion Global Market * \$2.5 Billion USA Pain Topical Market
- Athletes * Fitness * Seniors * Jobs * Rx side effects * Just living life

TRACTION & MILESTONES

2019: R&D * Formed Company * DTC consumer website * Extensive testing

2020: Sales begin * Added influencers * FDA registration * Patent application * Clinical Trial * Exclusive relationship with TheRunExperience.com

INVESTMENT OFFERING

We offer this investment opportunity to accredited and institutional investors:

- \$2,000,000 offering: \$1M of 10% Convertible Notes with up to 2-year term with Conversion feature offering between 15-25% 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 (transactions); Amin Talati (FDA)

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

