

## COMPANY DESCRIPTION

GoodFOR® is a Healthcare Tech & Intellectual Property company that created outstanding branding for its patent-pending product formulations.

GoodFOR PAIN is one example how the brand & its flagship product name work together to stand out from the clutter.

## PROBLEM

Everyone hates pain and needs to stop it instantly. CBD seems to offer relief but **it's chemistry cannot deliver it fast enough** causing customers to look elsewhere for what's good for them.

## SOLUTION

### Brand + Formulation Powerhouse

Combine FDA-approved ingredients with FDA-ignored supplements with unique cannabinoid ratios which exceed customer expectations and prove to customers their superiority over competitor products. GoodFOR name makes it easy for customers to recognize, remember, recommend and rebuy GoodFOR PAIN

## TRACTION & MILESTONES

**2019:** Formed company \* Extensive R&D testing \* Trademarks \* Website

**2020:** Design & Packaging \* Revenue \* Sphere of influence sales \* 100's of testimonials \* FDA registration \* Patent application \* Clinical Trial \* Exclusive partnerships \* Supply chain control \* Wholesale ready \* Dozens of product formulations ready

## TARGET MARKETS

### Pain is evergreen everywhere

\$100+Billion \* \$2.5 Billion pain topicals

GoodFOR: Sports \* Seniors \* Stressed jobs \* Side effects \* Just living life

## MARKETING FOCUS

**2020:** GoodFOR Everybody DTC using: Word of mouth \* Affiliates \* Influencers \* Brand sponsorship

**2021:** GoodFOR Pain Relief DTC & Wholesale sales team using: Facebook/Instagram ads \* Brand sponsorships \* Influencers \* Target emails \* Native advertising \* Google retargeting \* Sample demos \* YPO

## INTELLECTUAL PROPERTY

Global trademarks \* Proprietary drug formulations \* FDA topical drug designation \* Clinical trial \* Patent \* Multi-app & scalable website \* **Horizontal & Vertical easy growth due to brand name**

## INVESTMENT OFFERING

Accredited & institutional investors

### First \$100k investor receives 10% equity and BOD seat

Followed by \$2,000,000 offering of \$1M of 10% Convertible Notes up to 2-year term w/conversion offering 10-25% discount on per share price of subsequent \$1M follow-on raise

Second \$1M anticipated to be offered as Equity with a significantly higher Company valuation

## USE OF FUNDS

**Marketing:** 20%; **Personnel:** 17%;  
**Fees:** 15%; **Infrastructure:** 6%;  
**Working capital:** 42%

## EXIT PLAN

GoodFOR created so many assets it anticipates purchase by a CPG firm entering or expanding in any country

## FINANCIALS

Shared upon receipt of signed NDA for qualified investors

## COMPANY PROFILE

**COMPANY NAME** GoodFOR, Inc.

### MANAGEMENT TEAM

Management team founded previous companies and successfully exited

Jeff Ullman, Co-Founder, CEO

Dan McShan, PhD, Chief Scientist

Paul Bregman, MD, Medical Director

Jamie Williams, Marketing Director

**SECTOR** Healthcare Services

**INDUSTRY CATEGORY** Healthcare Tech

**SUBCATEGORIES** Pain-CBD-Wellness

### FUNDING TO DATE

\$225k Funded by Founders

### AMOUNT OF FINANCING

\$2,000,000: \$1M Convertible Debt

\$1M Private Equity Offering

### PROFESSIONAL SERVICES

Hoban Law (transactions) \* Amin Talati (FDA) \* NowCFO (Financial)

### CORPORATE STRUCTURE

Colorado C-corporation

### CORPORATE OFFICE

300 Center Drive, Suite 302

Superior, Colorado 80027

### CONTACT

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