

COMPANY DESCRIPTION

GoodFOR, Inc is a unique 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.

We planned our high 8-9 figure exit to a global CPG, public or private company seeking to enter the B2C & B2B Cannabinoid Market - **without delay or concern about our marketing breaking through any country's cluttered, competitive markets.**

It's our combination of assets which offer near-instant customer proof that our proprietary formulations for the easing of physical and emotional pain prove they are GoodFOR nearly everyone and everybody: **Feeling IS Believing™**

INVESTMENT OFFERING

We offer this investment opportunity to accredited and institutional investors:

- \$250K now @ 10% Convertible Notes with up to 2-year term with Conversion feature offering 20% discount on per share offering price of subsequent single offering of \$1,000,000+
- \$500k will be raised after \$250k raise, but at higher valuation and 10% discount
- \$1M Private Offering of GoodFOR, Inc Equity. (Anticipated)

INTELLECTUAL PROPERTY



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

PROBLEM

Everyone in the world hates pain. Pain is an ongoing battle because it is always a threat and 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 fails to prove it relieves pain in seconds or hours.

SOLUTION

The GoodFOR[®] combination of brand name, product name, distinctive design makes GoodFOR easy for customers to see, understand and **prove right there and then** relieving their pain in seconds: 1) Effective pain formulations publicly validated by customers and doctors; 2) GoodFOR[®] brand name (for CBD, healthcare & **infinite fast-growing CPG**); 3) Multiple GoodFOR URLs: 4) In-revenue since mid-2020; 5) Exclusive marketing relationships; 6) Integrated technologies.

TRACTION & MILESTONES



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

2020: Sales begin * Launch 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 * YPOers

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

FINANCIAL PROJECTIONS

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



November 25, 2020

COMPANY PROFILE

GoodFOR, Inc.

www.goodfor.us

MANAGEMENT TEAM

The 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

\$250,000 Convertible Debt

\$1M 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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