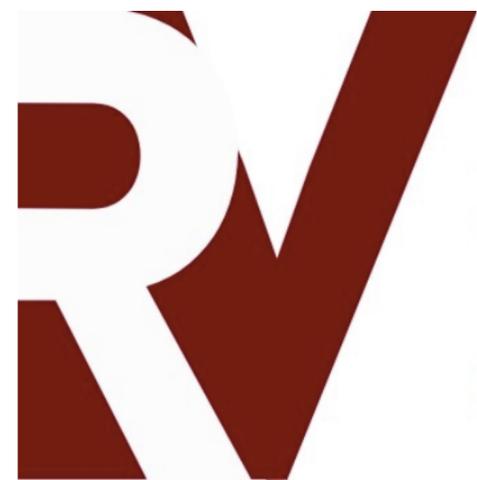


**Business Plan  
creating  
Opportunities**





Antibodies  
Annexin V  
Cytokines  
ELSIA

made in Germany

RV was founded 2014

sole agent for **immunotools.de**

providing reagents

stock in Bangkok

affordable prices

fast delivery

sole agent for **EDIM** Technology in 2018

detecting tumor before it forms

# Content

- 
- 1** Business Objectives
  - 2** Vision Statement
  - 3** Guiding Principles
  - 4** Target Customers
  - 5** Business Model
  - 6** The Problem
  - 7** Solving the Problem
  - 8** The Solution
  - 9** Advantages for Laboratories
  - 10** Become a EDIM Laboratory

## 01

### **Best Quality**

Reagents with high precision  
EDIM Flow Cytometry equipment  
combined with state of the art  
analytical software made in

## 03

### **Highest Precision**

EDIM Technology has the high  
accuracy and precision in  
detecting tumor cells with fine  
tuned special markers

## 02

### **Innovations**

EDIM Technology is the most  
innovative method in tumor  
detection with many additional  
applications to follow soon

## 04

### **Best Services**

RV provides complete solution  
package with a professional team  
committed to Thai customers

## Early tumor cell detection **saves lives**

We envision that the EDIM Technology will help oncologists, medical doctors, hospitals, insurance companies and most of all the patients to detect tumor cells at the very early stage. This will help the patients get medical treatment much earlier compared to traditional methods and could increase the patients survival rates.

It is our strong vision to become the leading medical technology supplier for the Thai medical industry to help patients find the tumor before it forms.





## Not Competing

We do not want to replace or compete with the golden standards in Thailand for cancer screening or detection. EDIM Technology is an additional tool



## Long Term

We are looking for good long term partnerships to make our businesses grow



## Best Services

We want to provide a fast and reliable service for all customer groups in Thailand



## New Applications

EDIM technology can do much more than cancer and many new applications are under development

# Our Target Customers



## Cancer Patients

Patients that have undergone cancer treatment have a weak immune system are **NOT screening targets**



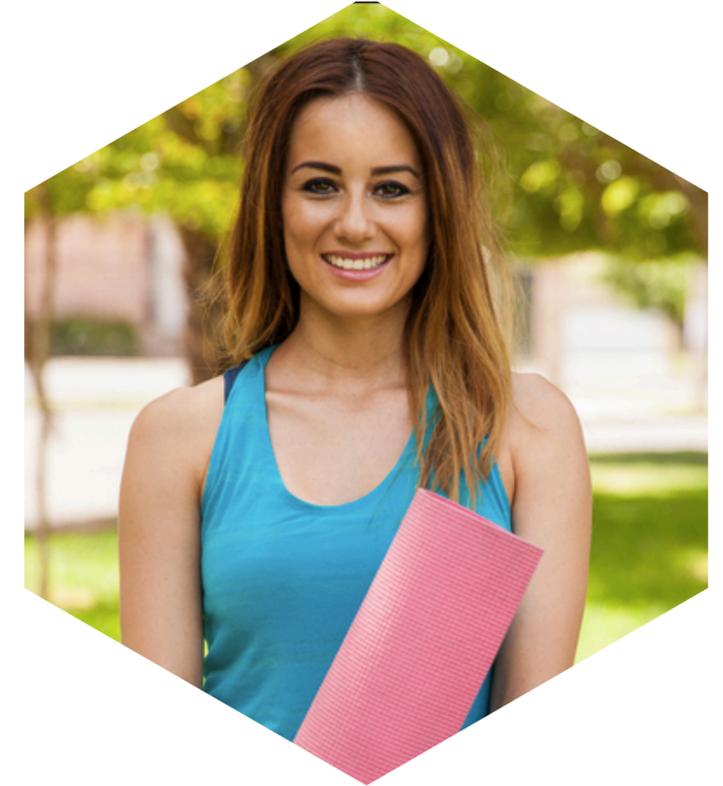
## Cancer Survivors

Former tumor patients that have had tumor treatments have a weak immune system are **NOT screening targets**



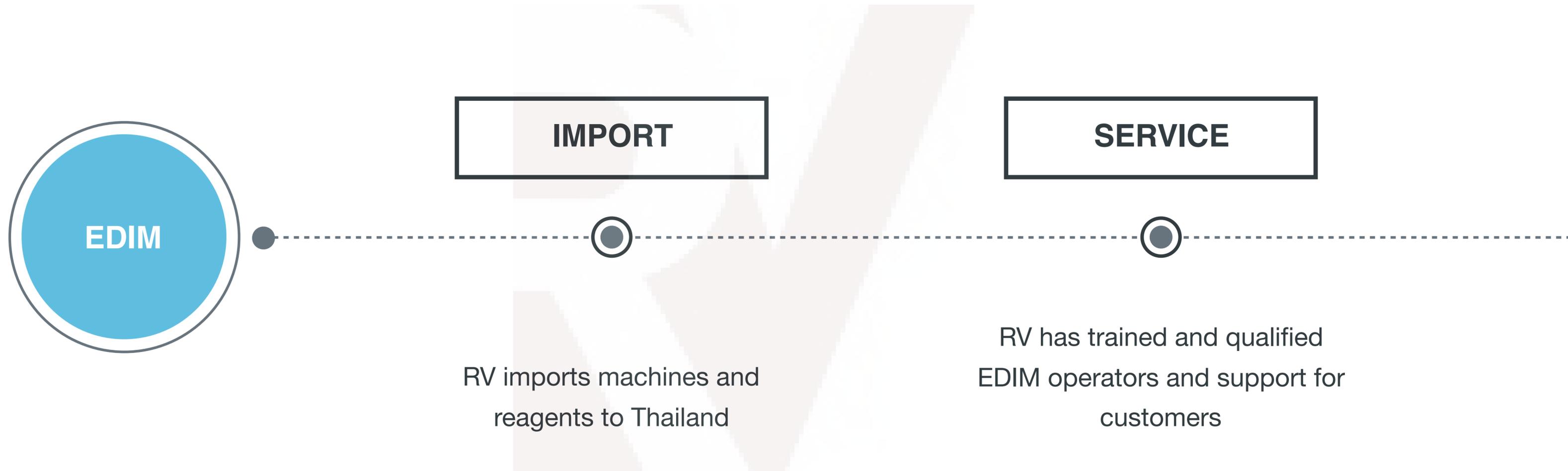
## Annual Check-up

People who do their annual medical check-up for insurance purposes are **our target customers**



## Health Conscious

People who are interested or concerned about their health status in general are **our target customers**



# Marketing Strategy and Positioning

## COMMERCIAL LABORATORIES

Commercial laboratories are our direct partners, providing space in their laboratories and the blood samples for testing

## COST

RV provides the EDIM equipment and operators on a rental basis. Laboratories only pay per test. No large investment needed.

## CUSTOMERS

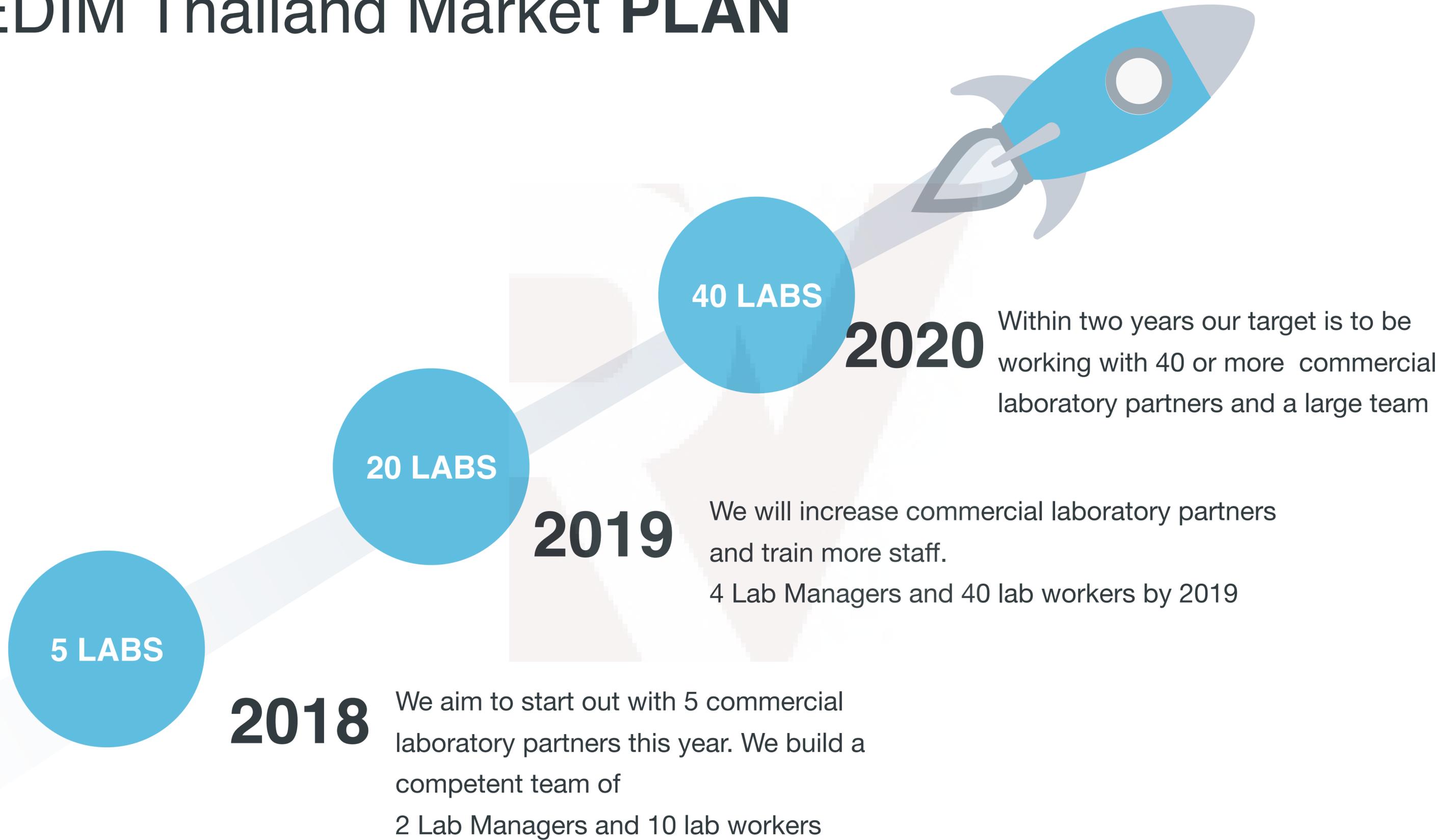
The laboratory customers are doctors, oncologists, hospitals, clinics, etc.

## METHOD ACCEPTANCE

To make the EDIM technology more known in academic circles in Thailand, RV will hold specific workshops, seminars, make trial studies, etc.

## PUBLIC AWARENESS

Through social media, newspapers, magazines, TV interviews, etc. RV will raise public awareness to create bigger demand for screening and testing





## ◀ sample preparation

To get precise results, the blood preparation needs to be followed through strictly with our EDIM method



## ◀ stability

Through method monitoring of the samples and daily calibration process we ensure repeatable precision and consistent results

## ▶ blood collection

The EDIM Technology is a very precise method. Samples need to be collected with EDTA tubes.



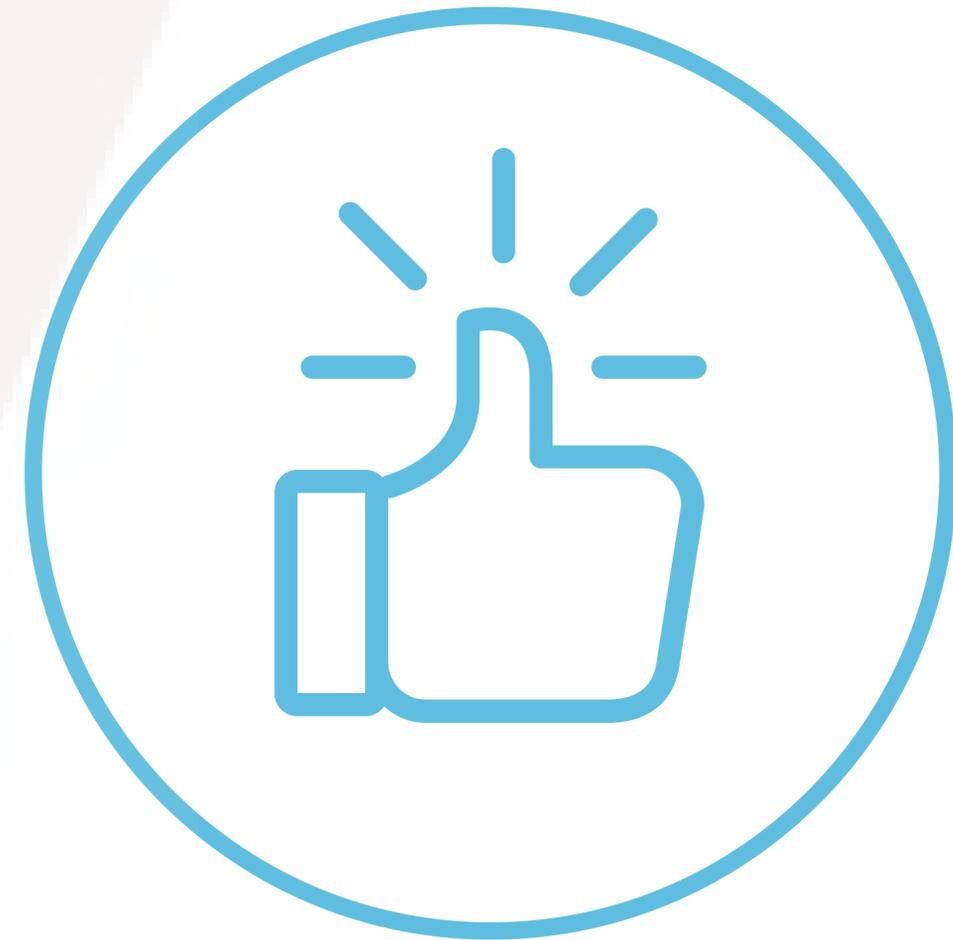
## ▶ skill level

The EDIM laboratory workers need to have a very high skill level and to be specially trained and monitored



## Subcontract in your own laboratory

Become a EDIM laboratory partner with RV. We will send all the equipment and staff to work inside your laboratory. Provide us with the samples and we will give you the results. You only pay for the results and have no other issues to worry about when working with us





1

**Laboratory workers:**

*RV provides the qualified laboratory workers and monitors their performance*

2

**Equipment:**

*RV provides all the equipment needed according to the EDIM method standards*

3

**Reagents:**

*RV provides all the reagents needed for the test of the samples*

## Staff One

### No additional staff:

Laboratories do not need to hire and manage additional staff for their company. Laboratories only need to provide working space

## Service Two

### No additional management:

Laboratories do not need additional resources to administrate their staff, manage the methods and train their laboratory workers .

## Investment Three

### No investment needed:

Laboratories do not need to buy the EDIM equipment . They only pay per test result. Very clear cost control and management.

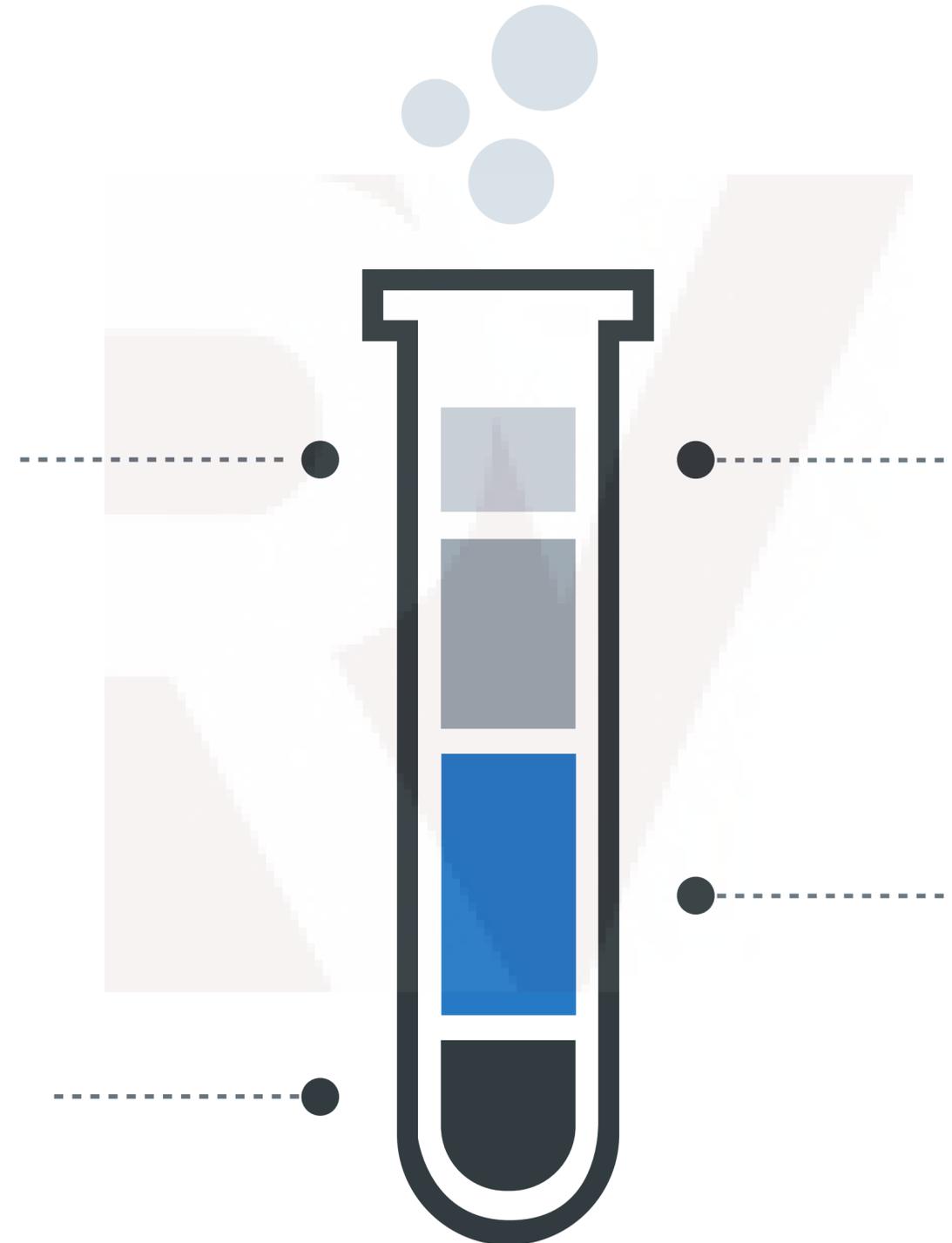
## positive results

- + +++ = 3 plus >see doctor
- + ++- = 2 plus >see doctor
- + +-+ = 2 plus >see doctor
- + + - - = 2 negative = negative

2- customers should do annual screening to find cancer before it forms

## #3 positive result

After 3 x screening and still positive the customer should go to consult golden standards professionals



## # 1 positive result

If a screening customer has a positive result, he will get a 2nd screening 30 days later free of charge

## #2 positive result

If a screening customer has a positive result, he will get the 3rd screening 30 days later free of charge

Presently EDIM Technology screening should be advertised and used only to identify the possible presence of an as yet undiagnosed tumor or cancer.

The customers should have a relative healthy and functional immune system that the EDIM Technology produces precise and specific results.

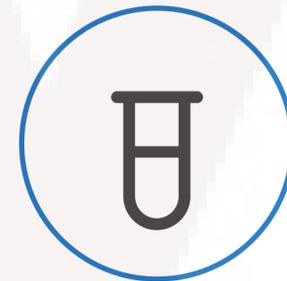
Further EDIM applications to identify the tumor or cancer affected body part are being developed.

Other markers for other sicknesses like Alzheimer, MS, Allergies, are presently researched and will be introduced at later stages. They have to be studied and certified before laboratories can start to use them.



## SCREENING

Non invasive screening for tumor leads to earlier diagnosis. EDIM Technology is non invasive and only requires a blood sample



## QUALITY CONTROL

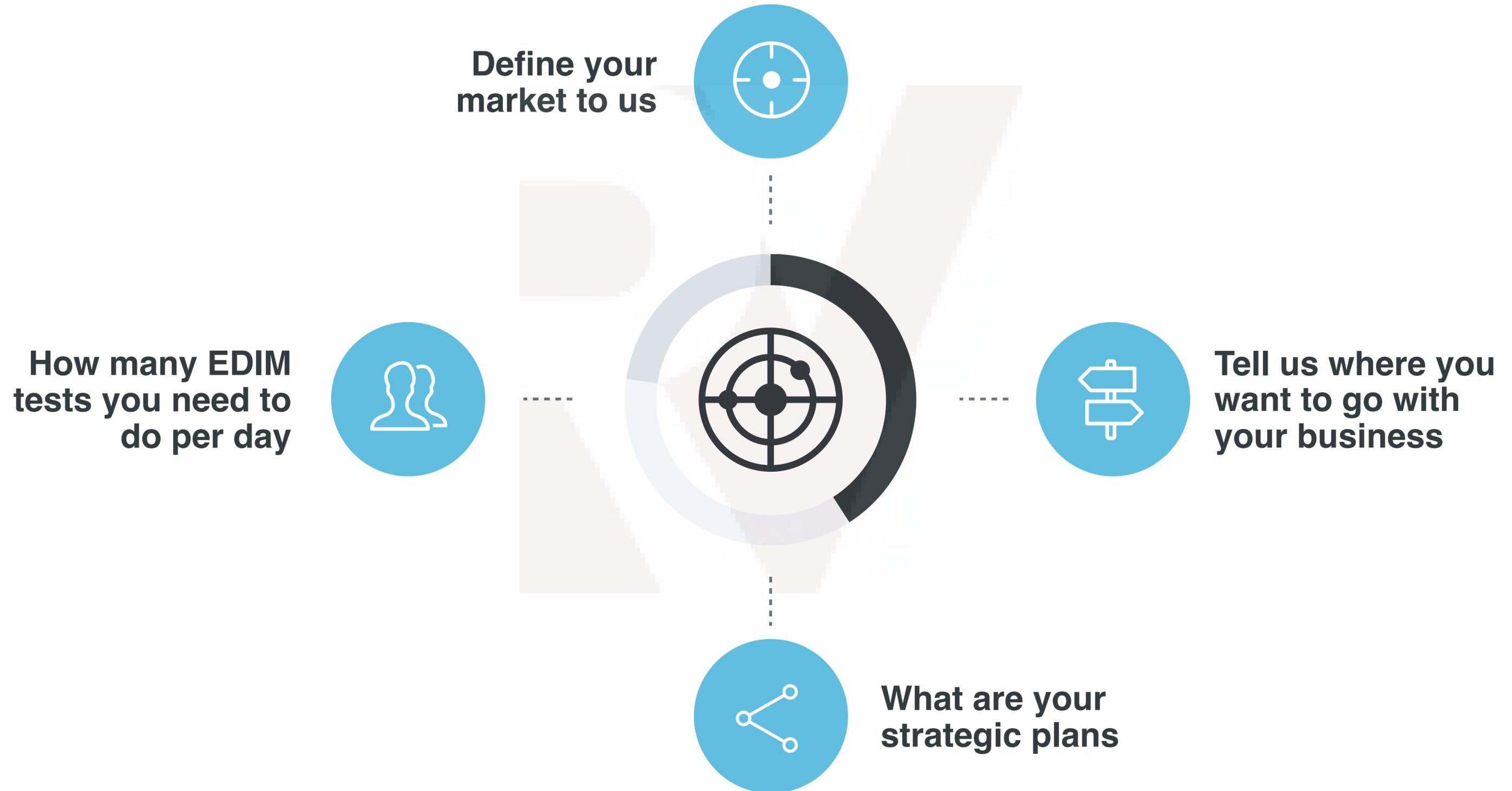
Screening can lead to substantial false positive result and subsequent invasive procedures. Hence 3 times positive EDIM test



## CUSTOMER BENEFIT

Early diagnosis may lead to higher rates of successful treatment and extended life.

# Become a EDIM Laboratory



**We look** forward to hearing from you



[www.rvinter.com](http://www.rvinter.com)