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Executive Summary

“Home Health Care “ Is an industry that is projected to spend roughly 108.8 Billion in 2019, and is on pace to top more than 186.8 Billion by year 2027. This industry has added a host of new companies which have provided thousands of new products and services. Several areas of focus have been, in home assistive furniture, health and safety enhancement, and patient monitoring. 13 million people around the age of 65, in 2016, had some form of disability requiring specialized assistance, and often needed some type of Hospital furniture and/or monitoring equipment to help them. This number is projected to be well over 27 million a year by 2030.

Homes were designed for living... not Health Care.. says one expert. And because of that one fact, problems in the home, such as safety hazards, mobility constraints, cleanliness, in addition to other issues experienced by In-home health care providers, are constantly being reported.

A majority of health care **product and service companies**, have been in business for less than 10 years, and no company or brand has yet to emerge as the clear leader of the industry. Home Health Care, is a highly fragmented industry, The 50 largest companies and brands control less than a quarter of the market share. This is an important finding for investors, because it means that.... any company or brand, with the right leadership and resources behind it, can become a market leader.

According to additional reports, the Home Healthcare industry is expected to grow by more than 66% over the next ten years. We are currently in the midst of this enormous trend that looks to actually last well over 40 years.

So how do we capitalize on this emerging market? We continue to study the problems facing In-Home Healthcare, and come up with viable solutions. Safety, cleanliness, mobility, and patient placement are among the most noted problems facing families, patients, and their care givers.

In 2017, we were only able to accommodate 20% of the Baby Boomer population, that needed to be placed in a Hospice or Nursing home facility. Based on lack of space and economics, over 4 Million people, in 2017, under the age of 65, moved in with their adult children due to their inability to take care of their own daily needs. An additional 6 million moved in with other family members because they suffered from a disability, health concerns, or some other outside need. This trend referred to as **Multi-Generational Living** is well documented, and looks to last well into the future. In fact in 2016 the number rose again, to a staggering 60.6 million people in the United States alone, live in a Multi-Generational house hold. That's 19% of the population.

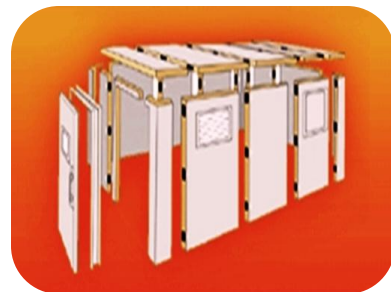
Due to the rising cost of senior care facilities, our current stressed economy, and an undeniable surge in Multi-Generational Living, coupled with the irrefutable fact that most of the baby boomer generation has not adequately saved enough for retirement, we have a huge opportunity to provide this enormous population, and their families with an affordable option for living out their final years of life. Based on 89% of all respondents, home or a family members home, is where most aging adults want to live out the last years of their life. Not in a Nursing Home or an Assisted Living facility.

So how do we overcome some of these issues that family members and In-home health care givers are facing. With a Bonus RUUM. Bonus RUUM is a portable, modular, bedroom designed specifically to overcome the most noted problems by home health care providers, as well as many more.

Its initial and intended use is to be an In-home health care room. An alternative to expensive Assisted Living or Nursing home care. It was created so that we could simply add a clean livable bedroom to the main floor of any house, without the cost and the permanence of remodeling. This bedroom has its own bathroom and is 100% ADA compliant. It's designed to assist Home Healthcare and Hospice providers take better care of their customers, as well as provide families with new options, so they can also care for their loved ones in need.

This room is considered a clean room. Which means it can assist a patient, young or old, needing to be in a clean sterile environment, based on their health conditions. It also has an optional 24 hour health monitoring system that interfaces the patient, thru a computer. It automatically sends medical information directly to the, Doctor, Hospice Nurse or other care provider. It has an optional built-in camera that can be accessed via the web, which allows you the ability to check on your patient 24 hours a day and physically see their condition anytime.

This technology is important, because by year 2020, we will have an extreme shortage of hospice, and In- home health care professionals as well as Nurses , in general.



The problem we are facing is: The smallest population is now trying to take care of the largest population.

Due to this huge shortfall in health care providers, technology has to come into play, at some point, to help fill the void.

The competition, that construct spaces similar to these, is very small. The few companies that are producing small living spaces , are utilizing them as an exterior use only, and their units are designed to be a more permanent space. The Bonus RUUM can certainly be upgraded to an exterior use, if needed, but the core objective is for this to be used inside an existing structure.

Bonus RUUM's are modular, they are designed to assemble very quick, and are able to be disassembled just as easy ,when the customer no longer needs the space. This allows Bonus RUUM's that are **leased**, to be used over and over. While, Bonus RUUM's that are **sold** are outfitted with slightly different hardware, making the sold units, more of a permanent structure.

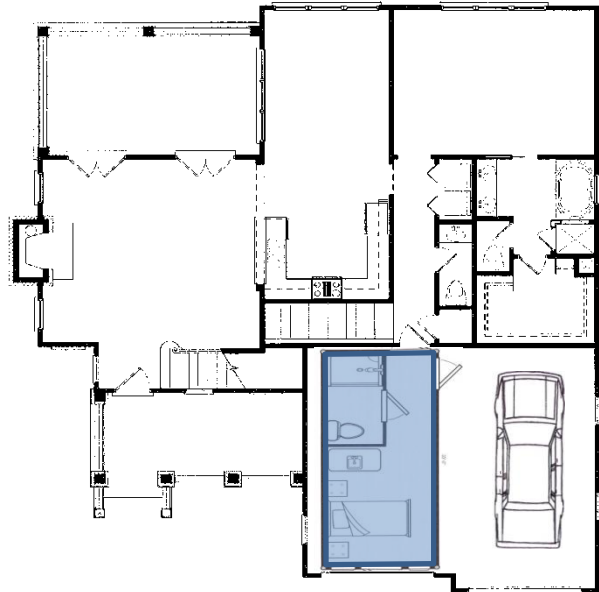
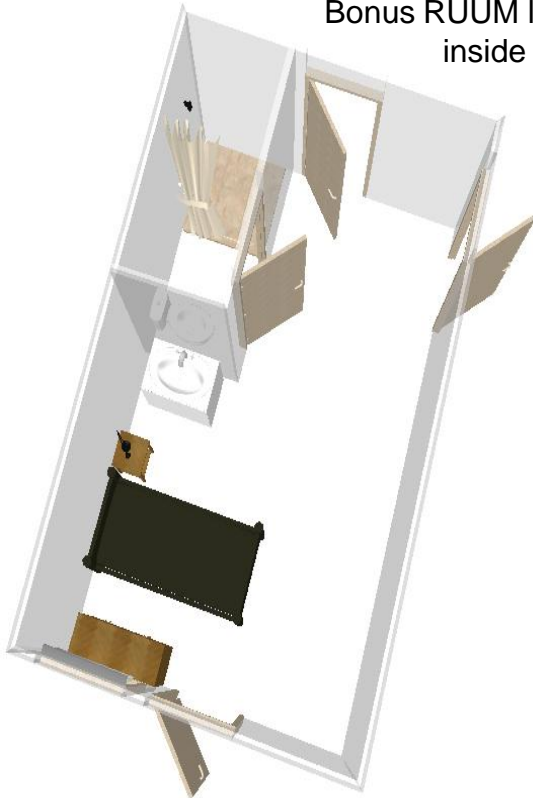
The marketing and branding team, that was initially hired, spent 2 years researching Home Healthcare and Bonus RUUM together. As they navigated thru the process, they found over 40 additional marketable uses for this same room, utilizing the same platform. The initial focus will be solely on the Home Health Care market as our core foundation. The other uses can merge slowly into the mix as our strategic plan allows.

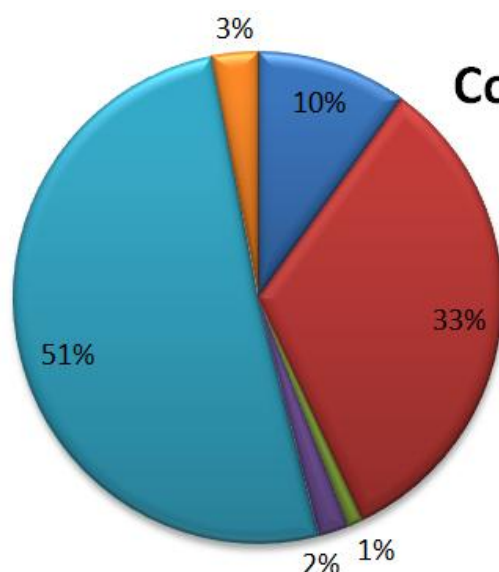
The short term requirements are, to raise Bridge Capital in the amount of \$1,000,000 by selling shares of Preferred Stock, which equals 10% equity in the company. This will solidify key milestones necessary to add immediate value to the company. Milestones include, acquiring the Medicare and FEMA approvals and tracking numbers. Additional milestones include completing the corporate and SEC compliance requirements, in order to better protect the interests of the Company and its Investors. An Additional benefit we will focus on, is setting up a separate Non-Profit. The Non-Profit has an invaluable, built-in, value, that when designed properly, can work in harmony with Bonus RUUM and other outside agencies.

In approximately 8 months we will be ready to raise the first round of Capital in the amount of \$5,000,000. In the first round we intend to sell shares of stock for the estimated cost of \$.76 per share for an equity position in the company of 33%. The money will be used to build and manufacture the first 300 units to lease and sell. Round 2 capital may be required as other locations are opened outside the state of Georgia and or if special projects arise, such as needing to supply FEMA or MEDICARE or the non-profit company a bulk number of units all at one time. Any investor already involved, will have the first opportunity to invest further when the need arises.

All money invested during the Bridge round stage, will only be used to move this project forward. Bonus RUUM is completely debt free.

Here are examples of what a Bonus RUUM looks like, inside the home





Company stock Structure

- Bridge Round Investor
- First Round Investor
- Capital Team pool
- Stock Options
- Owner
- Reserved Stock

Total Investment \$6,000,000.00

Percent of Company	Shares of Stock broken down by category	Number of Shares of Stock	Amount raised	Stock Price
10%	Bridge round Investment	2,000,000	\$ 1,000,000.00	\$ 0.50
33%	First Round Investment (Common Stock)	6,600,000	\$ 5,000,000.00	\$ 0.76
1%	Capital Team pool	200,000		
2%	Stock Option	400,000		
3%	Reserved Stock	600,000		
51%	Owner	10,200,000		
100%		20,000,000		

10%

The Bridge Round Investment: is in the amount of \$1,000,000.00. It purchases 10% equity in the company. The Capital raised will be used to solidify key milestones that bring immediate value to the company, as well as finalizing important company structures that bring greater safety and security to the company and its Investors

33%

The First Round investment: is in the amount of \$5,000,000.00. It purchases 33% equity in the company. The capital raised will be used to purchase the first 300 units, as well as fund the operating cost for the first 36 months.

1%

The Capital Team Pool: is stock set aside for individuals who assist in the Bridge Round or First Round Capital raise.

2%

Stock Options: are for any one who I may want to hire, but need to offset a higher salary with some combination of stock in the company. It will help me hire better people at a lower cost

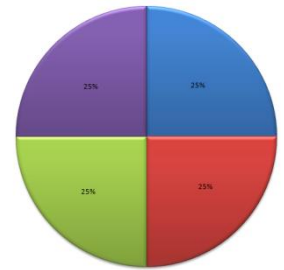
3%

Reserved Stock: is there just in case we need to go to a Second Round Investment. This would be to cover a larger than expected growth rate.

Bridge Capital Required \$1,000,000

Percent of Company Stock sold at Bridge Round	Total number of Shares of Company Stock	Number of Shares sold at the Bridge Round	Amount Invested during the Bridge Round	Bridge Round Stock Price
10%	20,000,000	2,000,000	\$1,000,000.00	0.50
All 2,000,000 shares of stock, sold at the bridge round, are Preferred Shares of Stock, but can be converted to Common Stock after the first round of funding				
** The amount invested during the bridge round will purchase 10% Equity in the Company**				

Our immediate requirement is to raise \$1,000,000 to bring ourselves into complete corporate and SEC compliance, acquire our Medicare / FEMA numbers, and to properly set up the Non-Profit in order that it may work seamlessly in conjunction with Bonus RUUM. We have already started all of this work, but in order to solidify the remaining items, additional Capital is required to move forward. For the safety and security of our Investor. The Bridge round has been broken up into 4 equal stages. See below for details.



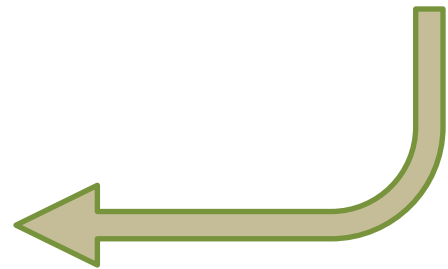
Release of Bridge Round Capital can be done in 4 stages				
Percent released	Amount Released	Stage of Investment	Defined area of expenses	Release of fund can be done in stages.
25%	\$ 250,000.00	Stage 1	Budgeted Items	Day 1
25%	\$ 250,000.00	Stage 2		After milestones have been reached
25%	\$ 250,000.00	Stage 3		After milestones have been reached
25%	\$ 250,000.00	Stage 4	Buffer / over runs	Just In case

Stage	Budget Item and Description	Amount
1	Finalize Business Corporation	\$10,000
1	Finalize Business license and structure	\$15,000
1	Finalize Engineering and design	\$50,000
2	Build the actual "Working Prototype"	\$20,000
2,3	Start Patent and Legal	\$40,000
1,2	Strategic Planning / Corporate Engineering	\$50,000
1,2	Accounting set up and Compliance	\$20,000
1,2,3	FEMA and MEDICARE approval numbers	\$165,000
1,2,3	Marketing and Branding	\$40,000
1,2,3	Design and web creation	\$15,000
1,2,3	Salaries	\$170,000
1,2,3	Business Alliance cost	\$15,000
3	Office set up	\$40,000
3	Misc. Other	\$100,000

5 and 10 Year financial outlook for Bridge Round Investor (10% ownership plus 1% of NET sales per month for 10 years)

year	Office Budget	Unit budget per year	Total Expenses	full Units built	Rental units out	Rental income per month	Rental income per year	Units we Build to sell	Sell Units at 25K profit each	Gross Income Per Year	NET Profit per year	10% Ownership Interest	Plus 1% of NET Sales	Total ROI
1	\$ 900,000.00	\$ 500,000.00	\$ 1,400,000.00	50	50	\$ 35,000.00	\$ 420,000.00	50	\$ 1,250,000.00	\$ 1,670,050.00	\$ 270,050.00	\$ 27,005.00	\$ 2,700.50	\$ 29,705.50
2	\$ 880,000.00	\$ 1,250,000.00	\$ 2,130,000.00	125	175	\$ 122,500.00	\$ 1,470,000.00	100	\$ 2,500,000.00	\$ 3,970,100.00	\$ 1,840,100.00	\$ 184,010.00	\$ 18,401.00	\$ 202,411.00
3	\$ 880,000.00	\$ 2,500,000.00	\$ 3,380,000.00	250	425	\$ 297,500.00	\$ 3,570,000.00	250	\$ 6,250,000.00	\$ 9,820,250.00	\$ 6,440,250.00	\$ 644,025.00	\$ 64,402.50	\$ 708,427.50
4	\$ 920,000.00	\$ 3,750,000.00	\$ 4,670,000.00	375	800	\$ 560,000.00	\$ 6,720,000.00	350	\$ 8,750,000.00	\$ 15,470,350.00	\$ 10,800,350.00	\$ 1,080,035.00	\$ 108,003.50	\$ 1,188,038.50
5	\$ 960,000.00	\$ 4,500,000.00	\$ 5,460,000.00	450	1250	\$ 875,000.00	\$ 10,500,000.00	450	\$ 11,250,000.00	\$ 21,750,450.00	\$ 16,290,450.00	\$ 1,629,045.00	\$ 162,904.50	\$ 1,791,949.50
6	\$ 1,084,000.00	\$ 5,750,000.00	\$ 6,834,000.00	575	1825	\$ 1,277,500.00	\$ 15,330,000.00	472	\$ 11,812,000.00	\$ 27,142,472.00	\$ 20,308,472.00	\$ 2,030,847.20	\$ 203,084.72	\$ 2,233,931.92
7	\$ 1,128,000.00	\$ 6,750,000.00	\$ 7,878,000.00	675	2500	\$ 1,750,000.00	\$ 21,000,000.00	496	\$ 12,403,000.00	\$ 33,403,496.00	\$ 25,525,496.00	\$ 2,552,549.60	\$ 255,254.96	\$ 2,807,804.56
8	\$ 1,174,000.00	\$ 8,000,000.00	\$ 9,174,000.00	800	3300	\$ 2,310,000.00	\$ 27,720,000.00	524	\$ 13,100,000.00	\$ 40,820,524.00	\$ 31,646,524.00	\$ 3,164,652.40	\$ 316,465.24	\$ 3,481,117.64
9	\$ 1,200,000.00	\$ 9,000,000.00	\$ 10,200,000.00	900	4200	\$ 2,940,000.00	\$ 35,280,000.00	550	\$ 13,755,000.00	\$ 49,035,550.00	\$ 38,835,550.00	\$ 3,883,555.00	\$ 388,355.50	\$ 4,271,910.50
10	\$ 1,300,000.00	\$ 10,000,000.00	\$ 11,300,000.00	1000	5200	\$ 3,640,000.00	\$ 43,680,000.00	580	\$ 14,500,000.00	\$ 58,180,580.00	\$ 46,880,580.00	\$ 4,688,058.00	\$ 468,805.80	\$ 5,156,863.80
			\$ 51,126,000.00	5200	5200			3822				\$ 19,883,782.20	\$ 1,967,276.72	\$ 21,851,058.92

10% Ownership Interest	Plus 1% of NET Sales	Total ROI
\$ 27,000.00	\$ 2,700.00	\$ 29,700.00
\$ 184,000.00	\$ 18,400.00	\$ 202,400.00
\$ 644,000.00	\$ 64,400.00	\$ 708,400.00
\$ 1,080,000.00	\$ 108,000.00	\$ 1,188,000.00
\$ 1,629,000.00	\$ 162,900.00	\$ 1,791,900.00
\$ 2,030,800.00	\$ 203,080.00	\$ 2,233,880.00
\$ 2,552,500.00	\$ 255,250.00	\$ 2,807,750.00
\$ 3,164,600.00	\$ 316,460.00	\$ 3,481,060.00
\$ 3,883,500.00	\$ 388,350.00	\$ 4,271,850.00
\$ 4,688,000.00	\$ 468,800.00	\$ 5,156,800.00
\$ 19,883,400.00	\$ 1,967,240.00	\$ 21,850,640.00



Initial Investment	\$1,000,000.00
Ownership in the Company	10%
Additional Payments	1% Dividends Paid on NET Profits Annually
5 Year Return on Investment including dividend payouts	\$3,920,000.00 Or 3.92 X's

Initial Investment	\$1,000,000.00
Ownership in the Company	10%
Additional Payments	1% Dividends Paid on NET Profits Annually
10 Year Return on Investment including dividend payouts	\$21,874,740.00 Or 21.87 X's

Total First Round Investment \$5,000,000.00

Percent of Company Stock sold at First Round	Total number of Shares of Company Stock	Number of Shares sold at the First Round	Amount Invested during the First Round	Estimated First Round Stock Price
33%	20,000,000	6,600,000	\$5,000,000.00	\$ 0.76

**** All 6,600,000 shares of stock, sold at the First round, are Common Shares of Stock ****

**** The amount invested during the First round is used to purchase 33% Equity in the Company ****

**** Additional Dividends of 20% will be paid starting in year 4 ****

year	Office Budget	Unit budget per year	Total Expenses	full Units built	Rental units out	Rental income per month	Rental income per year	Units we build to sell	Sell Units at 25K profit each	Gross Income Per Year	NET Profit per year	33% Ownership Interest	Plus 20% of NET Sales	Total ROI
1	\$ 900,000.00	\$ 500,000.00	\$ 1,400,000.00	50	50	\$ 35,000.00	\$ 420,000.00	50	\$ 1,250,000.00	\$ 1,670,050.00	\$ 270,050.00	\$ 89,116.50	\$ 54,010.00	\$ 143,126.50
2	\$ 880,000.00	\$ 1,250,000.00	\$ 2,130,000.00	125	175	\$ 122,500.00	\$ 1,470,000.00	100	\$ 2,500,000.00	\$ 3,970,100.00	\$ 1,840,100.00	\$ 607,233.00	\$ 368,020.00	\$ 975,253.00
3	\$ 880,000.00	\$ 2,500,000.00	\$ 3,380,000.00	250	425	\$ 297,500.00	\$ 3,570,000.00	250	\$ 6,250,000.00	\$ 9,820,250.00	\$ 6,440,250.00	\$ 2,125,282.50	\$ 1,288,050.00	\$ 3,413,332.50
4	\$ 920,000.00	\$ 3,750,000.00	\$ 4,670,000.00	375	800	\$ 560,000.00	\$ 6,720,000.00	350	\$ 8,750,000.00	\$ 15,470,350.00	\$ 10,800,350.00	\$ 3,564,115.50	\$ 2,160,070.00	\$ 5,724,185.50
5	\$ 960,000.00	\$ 4,500,000.00	\$ 5,460,000.00	450	1250	\$ 875,000.00	\$ 10,500,000.00	450	\$ 11,250,000.00	\$ 21,750,450.00	\$ 16,290,450.00	\$ 5,375,848.50	\$ 3,258,090.00	\$ 8,633,938.50
6	\$ 1,084,000.00	\$ 5,750,000.00	\$ 6,834,000.00	575	1825	\$ 1,277,500.00	\$ 15,330,000.00	472	\$ 11,812,000.00	\$ 27,142,472.00	\$ 20,308,472.00	\$ 6,701,795.76	\$ 4,061,694.40	\$ 10,763,490.16
7	\$ 1,128,000.00	\$ 6,750,000.00	\$ 7,878,000.00	675	2500	\$ 1,750,000.00	\$ 21,000,000.00	496	\$ 12,403,000.00	\$ 33,403,496.00	\$ 25,525,496.00	\$ 8,423,413.68	\$ 5,105,099.20	\$ 13,528,512.88
8	\$ 1,174,000.00	\$ 8,000,000.00	\$ 9,174,000.00	800	3300	\$ 2,310,000.00	\$ 27,720,000.00	524	\$ 13,100,000.00	\$ 40,820,524.00	\$ 31,646,524.00	\$ 10,443,352.92	\$ 6,329,304.80	\$ 16,772,657.72
9	\$ 1,200,000.00	\$ 9,000,000.00	\$ 10,200,000.00	900	4200	\$ 2,940,000.00	\$ 35,280,000.00	550	\$ 13,755,000.00	\$ 49,035,550.00	\$ 38,835,550.00	\$ 12,815,731.50	\$ 7,767,110.00	\$ 20,582,841.50
10	\$ 1,300,000.00	\$ 10,000,000.00	\$ 11,300,000.00	1000	5200	\$ 3,640,000.00	\$ 43,680,000.00	580	\$ 14,500,000.00	\$ 58,180,580.00	\$ 46,880,580.00	\$ 15,470,591.40	\$ 9,376,116.00	\$ 24,846,707.40
			\$ 51,126,000.00	5200	5200			3822				\$ 65,616,481.26	\$ 39,345,534.40	\$ 104,962,015.66



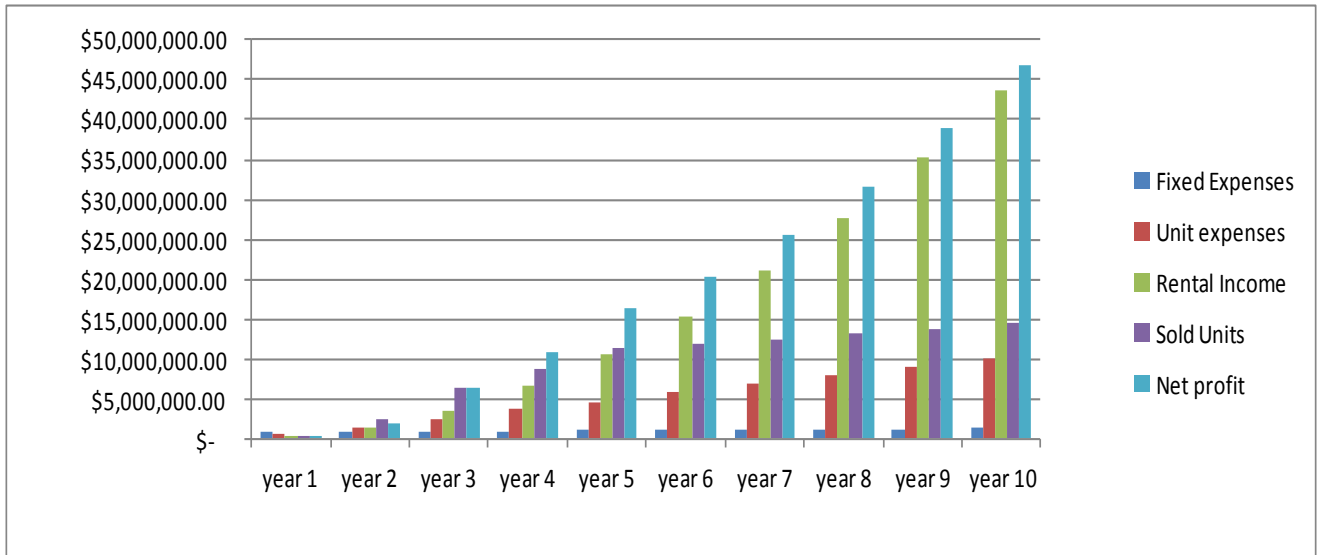
Initial Investment	\$5,000,000.00
Ownership in the Company	33%
Additional Payments	20% Dividends Paid on NET Profits Annually
5 Year Return on Investment including dividend payouts	\$18,900,000.00 Or 3.78 X's

Initial Investment	\$5,000,000.00
Ownership in the Company	33%
Additional Payments	20% Dividends Paid on NET Profits Annually
10 Year Return on Investment including dividend payouts	\$105,400,000.00 Or 21 X's

33% Ownership Interest	Plus 20% of NET Sales	Total ROI
\$ 89,100.00	\$ 54,000.00	\$ 143,100.00
\$ 607,200.00	\$ 368,000.00	\$ 975,200.00
\$ 2,125,200.00	\$ 1,288,000.00	\$ 3,413,200.00
\$ 3,564,000.00	\$ 2,160,000.00	\$ 5,724,000.00
\$ 5,375,700.00	\$ 3,258,000.00	\$ 8,633,700.00
\$ 6,701,640.00	\$ 4,061,600.00	\$ 10,763,240.00
\$ 8,423,250.00	\$ 5,105,000.00	\$ 13,528,250.00
\$ 10,443,180.00	\$ 6,329,200.00	\$ 16,772,380.00
\$ 12,815,550.00	\$ 7,767,000.00	\$ 20,582,550.00
\$ 15,470,400.00	\$ 9,376,000.00	\$ 24,846,400.00
\$ 65,615,220.00	\$ 39,344,800.00	\$ 104,960,020.00

Details of the First Round Investment, dividend's, risk, and return can be outlined, in much greater detail, in a Private Placement Memorandum, If required

Financial Projections



year	Office Budget	Unit budget per year	Total Expenses	full Units built	Rental units out	Rental income per month	Rental income per year	Units we build to sell	Sell Units at 25K profit each	Gross Income Per Year	NET Profit per year
1	\$ 900,000.00	\$ 500,000.00	\$ 1,400,000.00	50	50	\$ 35,000.00	\$ 420,000.00	50	\$ 1,250,000.00	\$ 1,670,050.00	\$ 270,050.00
2	\$ 880,000.00	\$ 1,250,000.00	\$ 2,130,000.00	125	175	\$ 122,500.00	\$ 1,470,000.00	100	\$ 2,500,000.00	\$ 3,970,100.00	\$ 1,840,100.00
3	\$ 880,000.00	\$ 2,500,000.00	\$ 3,380,000.00	250	425	\$ 297,500.00	\$ 3,570,000.00	250	\$ 6,250,000.00	\$ 9,820,250.00	\$ 6,440,250.00
4	\$ 920,000.00	\$ 3,750,000.00	\$ 4,670,000.00	375	800	\$ 560,000.00	\$ 6,720,000.00	350	\$ 8,750,000.00	\$ 15,470,350.00	\$ 10,800,350.00
5	\$ 960,000.00	\$ 4,500,000.00	\$ 5,460,000.00	450	1250	\$ 875,000.00	\$ 10,500,000.00	450	\$ 11,250,000.00	\$ 21,750,450.00	\$ 16,290,450.00
6	\$ 1,084,000.00	\$ 5,750,000.00	\$ 6,834,000.00	575	1825	\$ 1,277,500.00	\$ 15,330,000.00	472	\$ 11,812,000.00	\$ 27,142,472.00	\$ 20,308,472.00
7	\$ 1,128,000.00	\$ 6,750,000.00	\$ 7,878,000.00	675	2500	\$ 1,750,000.00	\$ 21,000,000.00	496	\$ 12,403,000.00	\$ 33,403,496.00	\$ 25,525,496.00
8	\$ 1,174,000.00	\$ 8,000,000.00	\$ 9,174,000.00	800	3300	\$ 2,310,000.00	\$ 27,720,000.00	524	\$ 13,100,000.00	\$ 40,820,524.00	\$ 31,646,524.00
9	\$ 1,200,000.00	\$ 9,000,000.00	\$ 10,200,000.00	900	4200	\$ 2,940,000.00	\$ 35,280,000.00	550	\$ 13,755,000.00	\$ 49,035,550.00	\$ 38,835,550.00
10	\$ 1,300,000.00	\$ 10,000,000.00	\$ 11,300,000.00	1000	5200	\$ 3,640,000.00	\$ 43,680,000.00	580	\$ 14,500,000.00	\$ 58,180,580.00	\$ 46,880,580.00
			\$ 51,126,000.00	5200	5200			3822			

The cost breakdown per unit:

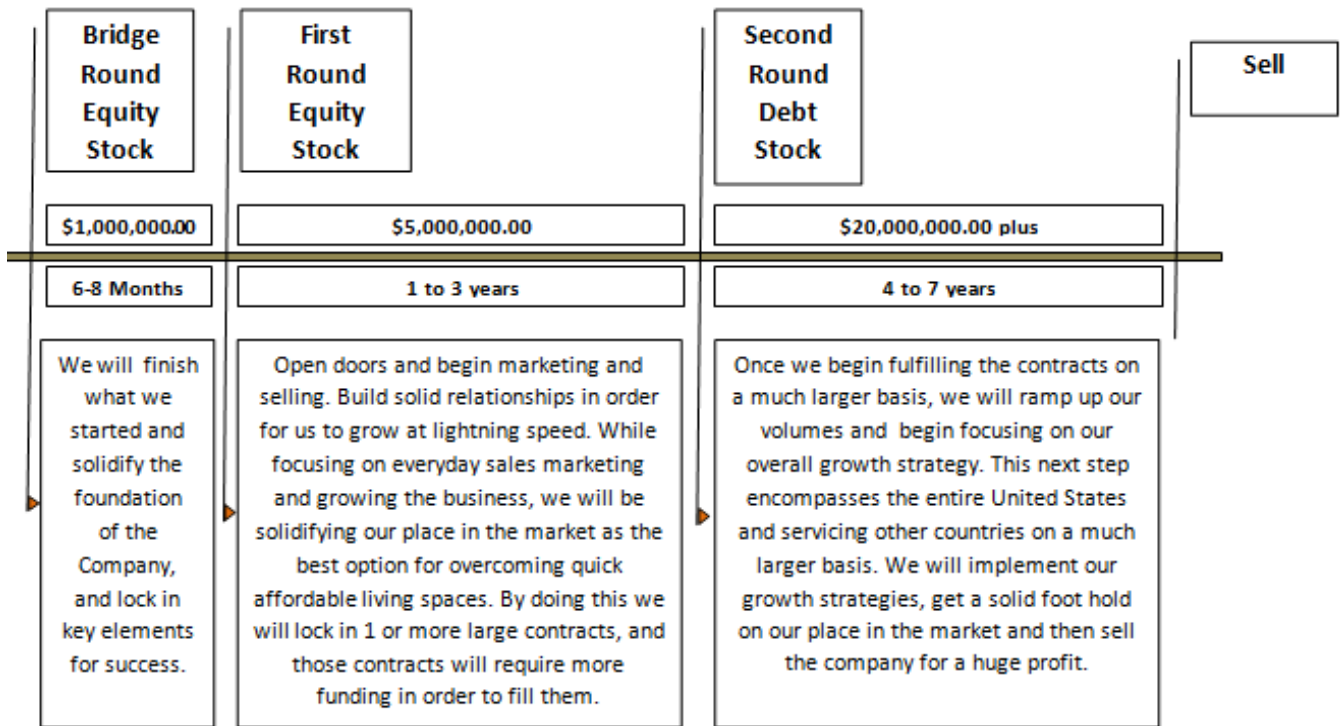
- *The cost of these units will range in price. In fact, you're not actually buying the "unit" you're buying all the panels it takes to assemble the unit.
- *The cost of each Shell of the unit (to build it, ship it, and truck it to our warehouse here in Atlanta) is roughly \$10,000.00 for the walls, floor and ceiling. The other cost incurred to complete the unit, come from specific finishes, such as carpet, number of windows, doors ect... Standard units are available with a multitude of upgrades.
- *To coincide with the chart above, a typical unit is 12 X 20. The minimum "lease cost" of each unit is set at \$700.00 per month, and a minimum "retail cost" of \$25,000.00 per unit. Actual retail price will be determined by the market.
- *The actual minimum monthly lease of each unit reflects the "cost" divided by 12. Actual Lease price will be dictated by the market. This way the unit is completely paid for in the first 12 moths of use.
- *Additional revenue will be generated from, delivery charges, set up charges, waste reclamation, as well as a mark up on all additional equipment such as medical equipment rental and set up. **Those cost are not part of the chart.**
- Cost to acquire each customer will range, Year one is the highest at roughly \$2,400 and then it drops significantly in year 2 to \$685, and continues to drop to \$96 in Year 5 and \$37 by year 10. This with a 10% increase in Marketing starting year 4.

Minimum Revenue needed to operate:

In order to cover the basic needs of the daily operation, we need 143 units leased at a rate of \$700.00 per month.

This number represents the break even monthly income needed to operate.

Time line Summary



This timeline takes into account a very large 2nd round of funding. This possible 2nd round, does not show up in any of the supporting documents, due to its speculative nature.

However, this is a picture of how we really believe the life cycle of the company will look. This 2nd round of funding would be debt we would want to incur in order to fill massive orders on a very broad spectrum, such as FEMA or MEDI-CARE



Taking Bonus RUUM to Market

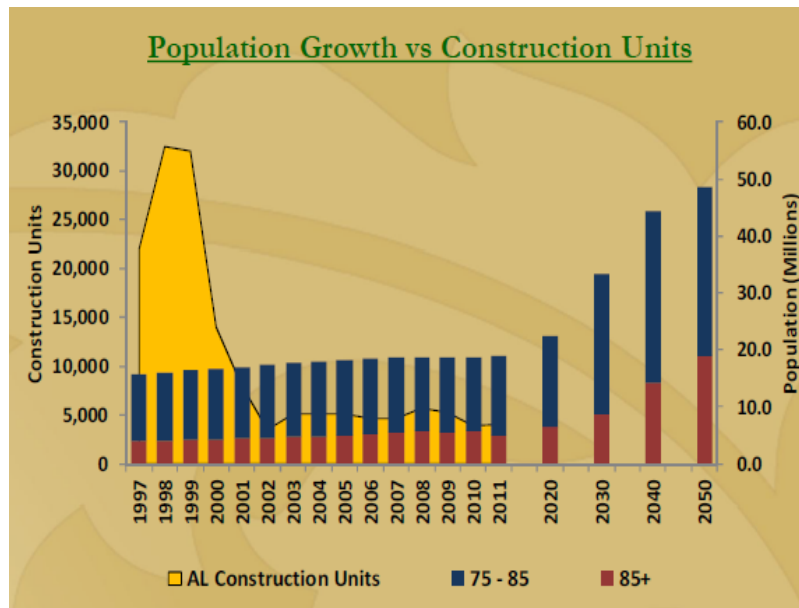
I. Assisted Living Communities

Construction of new Assisted Living communities are at the lowest point in over 10 years. Demand is skyrocketing, and will continue to increase over the next 40 years. The Chart below shows clearly the demand vs. the supply.

Because of this, we have a unique opportunity to move into this market in 2 different ways.

1. We can service Assisted Living Communities. Instead of being fully occupied and putting someone on a waiting list, they can now provide their potential customer with one of our Bonus RUUM's until a space opens up in their facility. This would require the facilities to purchase several of our units to use when they need.

2. We can directly service families by providing an alternative to Assisted Living. Based on economics, this will provide a family with new options when it comes to home health care. If asked, families would prefer to keep their loved ones at home rather than placing them in any type of care facility.



We would start with the 3 largest public Assisted Living companies. Brookdale Assisted Living, Sunrise Assisted Living, and Assisted Living Concepts. These 3 companies collectively own 1,064 communities around the United States.

II. Home Healthcare and Hospice

Bonus RUUM was custom designed to overcome most "Home" related problems Home Health Care companies and Hospice provides face on a daily basis. We will market this directly to, Gentiva, Amedeisy's, and LHC Group, collectively they service 540,000 customers a year, and are the 3 largest public Home Health Care and Hospice providers in the United States.

We will show them how we can overcome their most restrictive "In Home" problems which include, among other things, Handicap accessibility and cleanliness. Bonus RUUM overcomes both of those issues, as well as a host of other problems facing the health care professionals which reduces their ability to provide safe and adequate care. Outside the home, the single largest problem facing all Home Health Care and Hospice providers is the sheer number of customers they are already serving and their lack of skilled and Qualified Nursing Care. We can provide them with evidence, that shows them how Bonus RUUM will allow them to do more with less people.

Table 3. Health and safety hazards in patients' households, as reported by home health care aides/personal assistants (N = 1,561)

Health and safety risk factors	Number (%) reporting
Unsanitary conditions	
Cockroaches	512 (32.8)
Mice/rats	380 (23.1)
Unsanitary conditions in the home setting (e.g., dirty toilets)	193 (12.4)
Messy home/clutter (e.g., loose rugs)	259 (16.6)
Poor lighting in the home setting	78 (5.0)
Animal hair	332 (21.3)
Excessive dust	301 (19.3)
Peeling paint	228 (14.6)
Mold/dampness	156 (10.0)
Air pollution	150 (9.6)
Temperature extremes at client's home	140 (9.0)
Unsafe conditions in the home	92 (5.9)
Loud/irritating noise in the home setting	64 (4.1)
Irritating chemicals (e.g., bleach, cleaning agents)	258 (16.5)

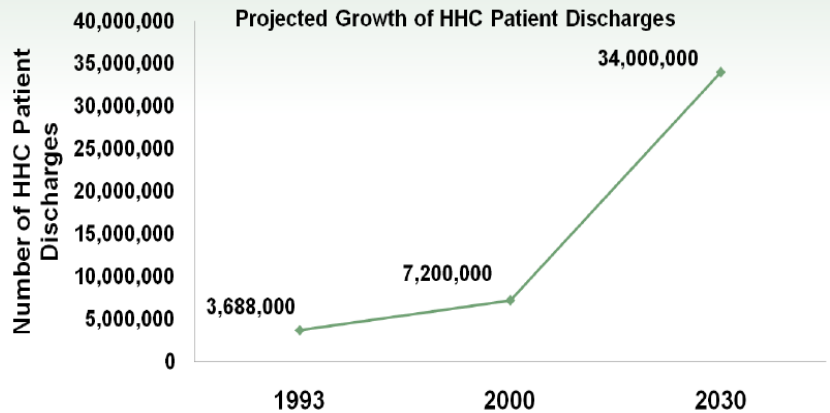
III. Hospitals (Discharge Department)

Hospitals are under fire by Medicare and Medicaid. One of the problems facing Hospitals, right now, is re-admittance. 1 in 5 Medicare patients are readmitted within 30 days. This is a huge problem costing Medicare billions of dollars a year. After studying the patterns of the individuals readmitting themselves, 2 issues arose as the primary reasons. First is the patients inability to adequately transition back into their home or their families home due to homes not being properly set up for a positive home health care experience. Second are social issues and lack of proper supporting resources inside the home. "Homes are designed for living.... not healthcare". Both of these issues as well as others are overcome by utilizing our Bonus RUUM. By educating and working closely with the discharge Nurses, we can incorporate our product into the homes of patients needing additional resources to make their transition very smooth and thereby reducing the re-admittance problem.

Blog post: Sep 21, '04 by [JEA616](#)
from Monica RN,BSN

Can anyone share ideas about home care marketing strategies that work in your area? I am new to home care marketing and want to learn from those who can offer some advice.

"I've been an RN/Marketer for home health for 10 years now. It is very different from anything I've ever done in my 20 plus year nursing career. One of the most effective strategies is to build relationships with the discharge planners at hospitals and skilled facilities. If they are comfortable with you, they will refer to you. Emphasize the excellence of the care the patients will receive. Find ways to make the discharge planners jobs easier. Get your name and the company's name out in the community. Attend health fairs and community events. Don't be pushy or promise what you can't deliver. Good Luck "



IV. Doctors

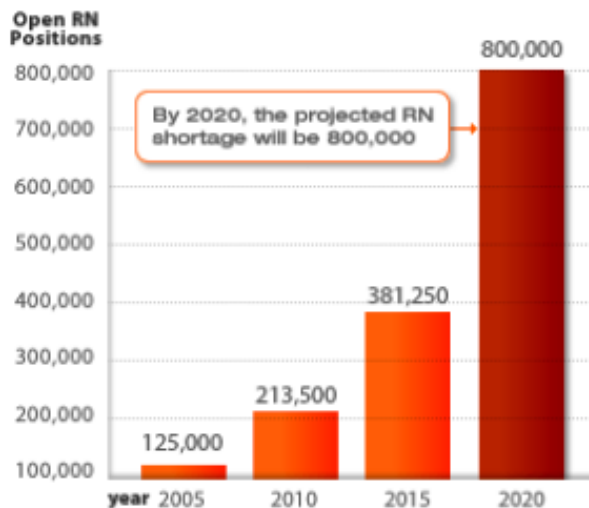
In Virginia and South Carolina a law has been passed that allows these type of units to be built "outside" with a Doctor's Prescription. This is an enormous hurdle that has already been overcome. Both New York and California are looking at doing the same thing. This problem has local, state and federal attention. It's clear that something will have to be done to overcome the massive scale of home health care issues we will be facing over the next 40 years. Our units are completely manufactured units that reside completely inside the house and therefore do not require the Zoning Law loop hole. But this type of "at home care", has the attention of Doctors across the United States as well as Medicare and Medicaid. With that in mind, we will launch a full scale marketing approach to educate the medical field and physicians across the United States about Bonus RUUM and its benefits. In this particular industry we have found that "word of mouth" is the single most effective marketing tool among Doctors and Nurses.

V. American Nursing Association

American Nursing Association. The Nurses are "The troops on the ground". They are being over worked, under paid, and now they are becoming so outnumbered by their patients, they are desperately looking for anything that will help them make their job easier. In fact many Nurses are leaving because of the outrageous hours and low pay. Looking at the population split, The smallest population (Gen - X) is trying to take care of the largest population (Baby Boomers). Technology is going to have to merge into the home health care industry a lot more than it has, so far. It's our intention to take our product to each American Nursing Association group until they have all been educated on our product. In every single aspect of our research, the MOST effective form of marketing a product or service among this industry, is word of mouth. It has consistently topped the list as the single most effective marketing tool you can have.

Number of Projected Open RN Positions

United States 2005-2020



Source: Peter Buerhaus, JAMA 2000

VI. Marketing Companies directly

We intend to utilize the services of Companies such as:

1. David Scott Health Care Marketing
2. Health Care Success Strategies
3. Brazzell Marketing

There are dozens of these kind of agencies. We will interview them all if necessary, and find the best one. They will, in turn, prepare a very detailed market plan that is far more detailed than what our experience and research have shown us. The strategies will be fully laid out in a very detailed plan over the next six months. Listed below, are the top 13 strategies that have been proven to be the most effective for this industry.

1. Networking and Community Relations
2. Direct Sales
3. Public Relations
4. Continuing Education for Nurses and Other Professionals
5. Broadcast Television
6. Public Speaking
7. Health Fares and Special Events
8. Newspaper Advertising
9. Involvement in Service Clubs
10. Paper Newsletters

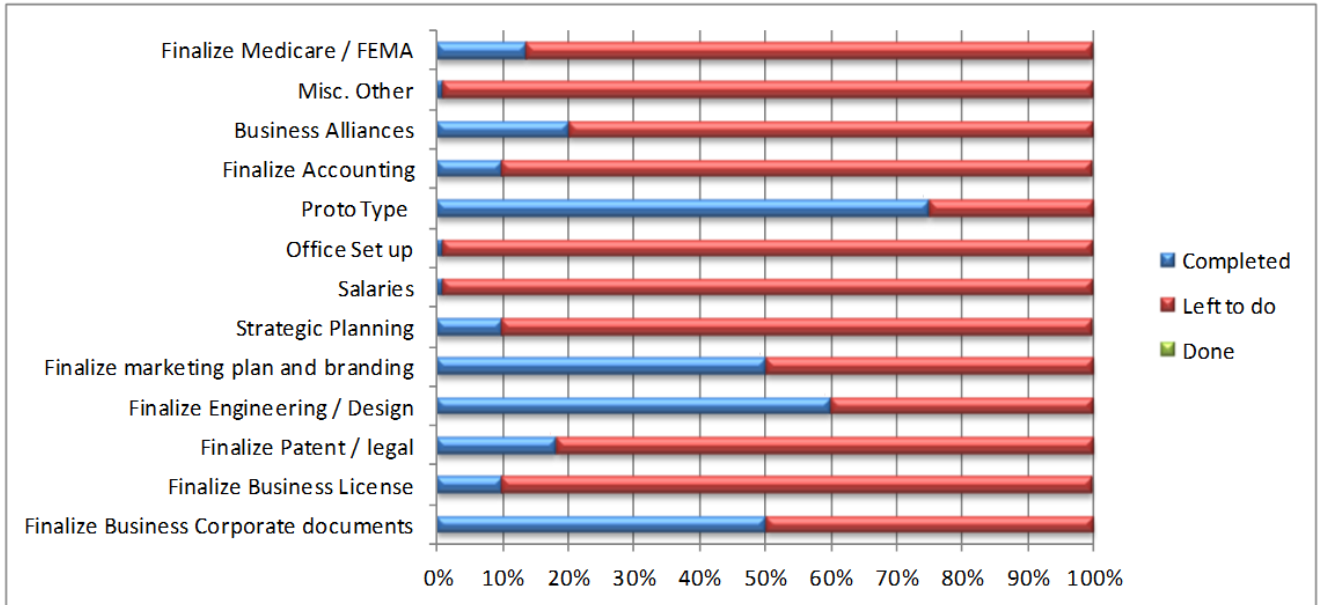
Additionally, we inquired about future trends in home care marketing. Respondents identified three areas of anticipated growth and need.

11. Web Site Marketing
12. Electronic Newsletters
13. Word of mouth

Last thing is Marketing techniques that directly impact or ability to get the word out, to the right people, effectively ,and at the lowest cost possible

14. Neilsen Marketing
15. Yankelovich Marketing
16. Prizm Marketing

Milestones to date



Medicare / FEMA: We have an attorney in Washington DC who is ready to go with implementing the necessary requirements to achieve our Medicare and FEMA approvals. He is well versed in what we are trying to accomplish and he has the experience and contacts to get it done.

Marketing Plan and Branding: We initially hired 2 local companies for almost 2 years to study and confirm this was a viable solution to a growing number of issues in the Home Health Care Industry. While they did confirm the overwhelming need, they also found and researched about 40 other real uses that can also be added when the time is right.

Engineering and Design: We have an engineering firm working with us on different applications to see what design worked the best. We have built 3 prototypes using a wide variety of assembly applications. Ultimately deciding on what thought worked the best. We can easily pick up and begin fabrication of the real world prototype in very short order.

Patent / Legal: We have a local Patent Attorney that has looked at this. He has found a series of patentable parts to this project. As soon as we have the actual working prototype, we will take that technology and immediately finalize the patent protection process.

Business Corporation Documents: Bonus RUUM Innovations has been left as an LLC, for now. Based on what works best for the Investors and the Company, we can quickly change that to a different type of Corporation in short order. As soon as it's decided, we can quickly finalize the structure to benefit the company and its Investors.

Strategic Planning: We have a company ready to complete the strategic plan. We have been working together over the past several months and setting the stage for our future goals. This step holds more importance than I first gave credit to. It's a definite must.

Prototype: This is the actual building of the final "take to market" prototype. After building 3 different prototypes already, it was apparent what worked and what did not. We are now ready to build the real-world, working prototype. This prototype will also be used in marketing

*****This sheet correlates back to the budget for our Bridge Round of Financing.*****

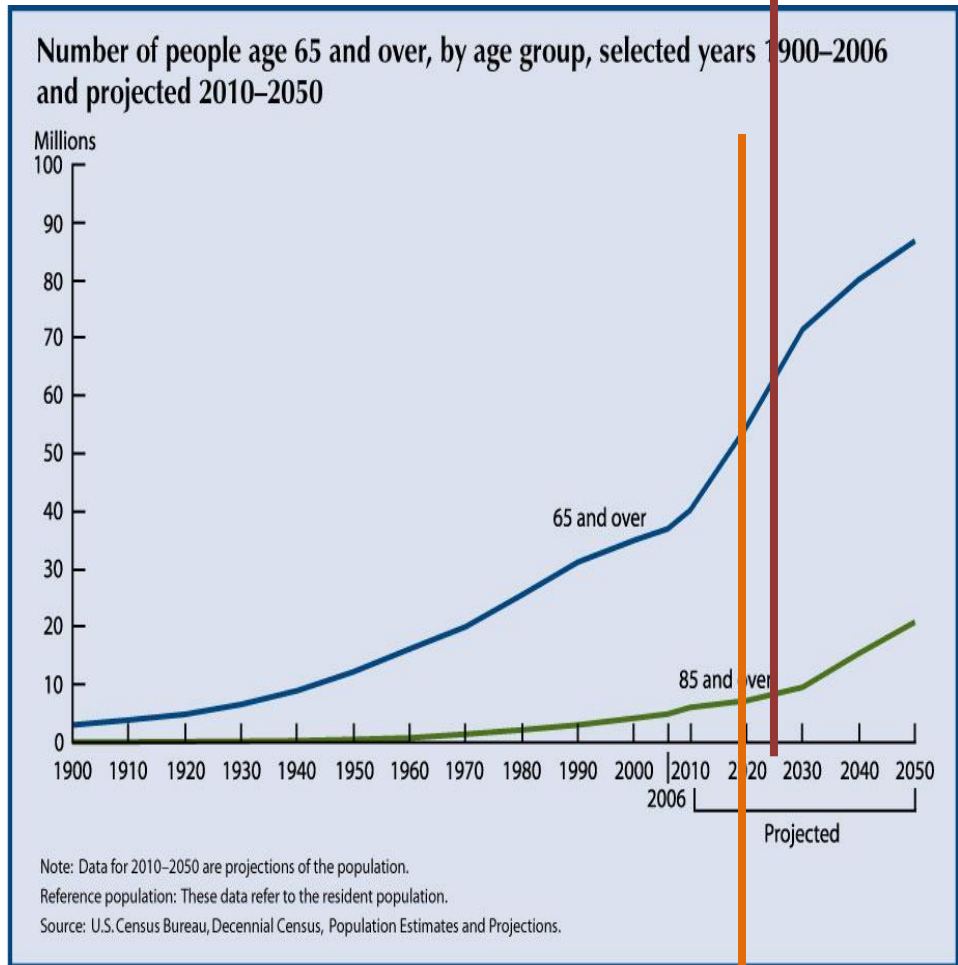
Short term Exit Strategy for Health Care RUUM

Based on 10 years of research, Its clear that the growth and immanent spike in the, massive, aging population, will not just require a more aggressive approach to solving the Home Healthcare needs, but will likely demanded it, out of desperation and lack of options. At year 5 the company should be at a Net Annual Income of \$16,300,000.00

Out of desperation, this product will naturally emerge. It solves a host of issues that plague Medicare, Medicaid, Insurance carriers, as well as the Home Healthcare and Hospice industry and the families they serve.

This Exit Strategy takes into account a lot of pin point marketing and hard work maintaining demand while supplying superior service to our customers. This product should experience a faster than normal market acceptance and demand.

Sell Company around 2025



Companies structured to purchase could be:



2020

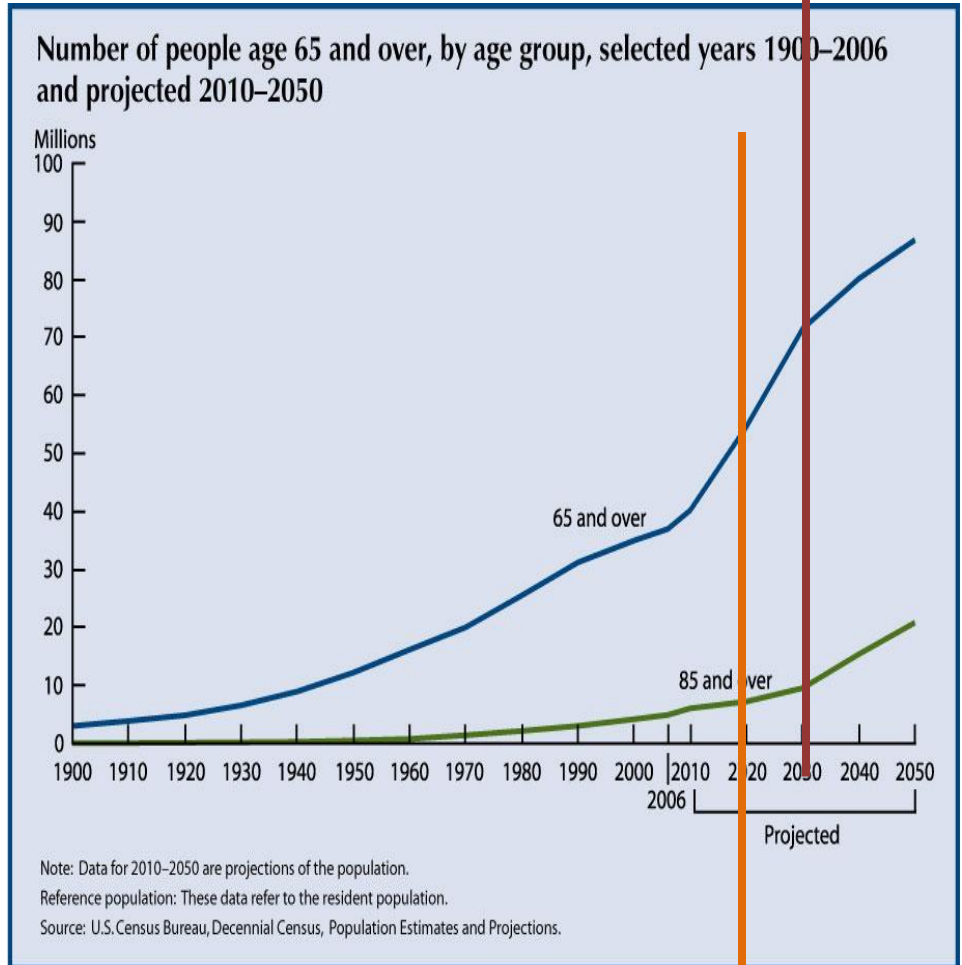
Long term Exit Strategy for Health Care RUUM

This long term plan takes into account a very slow and steady “growth pattern” that takes us to 2030, at which time the company should be at a NET annual earning of roughly \$47,000,000.00

Sell Company around 2030

Depending on the Exit Strategy that is desired by the Investor, we could structure an earlier buy out, or structure a shorter, more aggressive approach to selling the company.

Based on the vast market this serves. It is my opinion that in order to achieve this exit strategy we will have to “make ourselves go slow”, and constantly govern our actions in order to avoid operating out of balance.



Companies structured to purchase could be:



2020

Bonus RUUM Professional / Structural Initiative

CEO/ RUUMS Project Developer: Chet Tischer

35+ years' experience in all phases of Home building and Residential Land Development. He has been awarded numerous nominations & appointments from professional, building, and business development organizations thru-out his career. From the beginning, he has concentrated a great deal of time researching the specific buying habits, relocation preferences, and downsizing objectives of the Senior and Baby Boomer population.

Due to personal accounts as well as professional experience, his advanced research and studies uncovered that Senior and Baby Boomer populations, and their families, face huge obstacles when reaching this next stage of life. Economics and health changes are severely affecting their living conditions, and personal financial decisions. While analyzing these needs, of this massive aging population, the greatest challenge facing this generation is, they are not afraid of dying as much as they are afraid of outliving their money, and savings, due to the unintended consequences of an unexpected illnesses, aging in place, hospice, or medical living arrangements such as assisted care.

His research also shows, and is extremely evident, that the adult children of the Senior and Baby Boomer generation are extraordinary concerned when it comes to care, safety, and attending to their aging parents medical needs too. Medical costs, offsite care, and retirement facilities have reached an all-time high, with no signs of relief in sight. The continuing bureaucratic layers built between local, state and federal agencies have become an additional challenge which effects everyone either paying for, or approaching long and short term care facility assistance, which used to be affordable, conducive, and cost effective.

These continuing challenges paved the way toward developing a strategy and product that utilized a tailored approach for a relatively new, but enormous problem. It retrofits a currently developed structure, without any permanent structural damage, and detracting from property equity. Adding this unique tailored space plans for health, safety, and care while reducing cost. Additionally, it provides local, state, and government agencies with a unique solution to combine current product development, and specialized building expertise, that bridges cost effectiveness and efficiency.

The result is to develop this opportunity, in order to provide this generation and their families options. These options have been meticulously designed to accommodate and exceed all expectations as it relates to in-home health care, hospice care, and all types of Multi-Generational living for today's family.

The corporate review partners and structure includes:

Board of Directors & Advisors– Current Team of Specialty Project Coordination Professionals with specific background in Business Dynamic of Mass Production Manufacturing, Large Volume Logistics & Handling, Doctoral & Medical Professionals specializing in generational medical and health care, Local, State and National Government, Homeland Security, Health & Human Services, Elder and General Law, International Real Estate and Communication Specialization.

The corporate review Structural Teams:

Sales / Leasing & Servicing, Warehouse team includes Assembly, Set- up, and Warranty, Accounting, Banking, Insurance, Strategic Planning, Exit Strategist, and Legal

Cooperative Alliances:

- National Association of Home Health care and Hospice
- National Association of Realtors
- National Association of Public Hospitals and Health Care-National Builders Association
- Home Healthcare Supply Companies
- Laughlin & Associates - Corporate Compliance
- Kreative Images Foundation
- Non-Profit and Grant acquisition expert