



# Gen Nine, Inc.



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## Company Profile

**Industry Sector:** Aging-In-Place Technology

**Company Overview:** Gen Nine develops technology that facilitates cost-effective and user-friendly management of healthcare needs in the homecare market. The Company is currently developing multiple innovative technologies designed to improve the health and enrich the lives of the elderly in long-term care. It holds two key patents (issued) and multiple domestic and international pending patents. It has raised over \$2.6 million in non-dilutive startup capital in the form of federal, state and foundation research grants.

**Target Market(s):** Direct to Consumer



## Key Value Drivers

**Technology:** “COSMOS” is a wearable smart communication system that collects activity, safety and biometric data from the user through the use of sensors. This sensor data is analyzed using patented machine learning methods and the resulting information is distributed to caregivers and health providers using a Web and mobile social network.

**Competitive Advantage:** Our technology will be delivered using a low-cost monthly subscription model supported by advertising. We are partnering with the Stanford University School of Medicine and a large multi-national technology corporation (TBA) to develop and test the system.

**Plan & Strategy:** We are leveraging non-dilutive funding, product pre-sales and strategic partnerships to fund the initial development, sales and distribution of our products.



## Management

**Leadership:** Mark A. Fauci – President, CEO, Founder - brings a unique set of business, engineering, research and entrepreneurial experience in his role as a CEO. As the Principal Investigator on five SBIR projects, four with the NIH and one with the DOD, he has a demonstrated record of accomplishment in technology commercialization. As the participant in three health technology startups, in two as founder, he has successfully raised over \$25 million in research grants and private capital from angel, venture, and institutional investors, as well as the public markets with the completion of an IPO.



## Product Pipeline

1. Pipeline One: Long-term home eldercare. This will be provided as a complete service that includes hardware, software and supporting eldercare management services.
2. Pipeline Two: We will develop a variant of our core hardware/software products to service the Industrial, Law Enforcement and Sports/Recreation markets. These products will be offered through online retail sales channels. Additional recurring revenue will be generated by the sale of accessories and services.