



G.E.M
Global E Mall



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Introduction

What are we?

- GEM is a firm that facilitates access & sales of highly innovative biomedical products

Mission

- To maximize the commercial potential of products we represent.

Vision

- To be recognized by local communities across the globe as a partner that elevates & advances health, economic & social desires through our portfolio of products

Who are we?



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Frederick Fong

*Senior Director
Project Commercial Lead*



Chan Heng Fai

*Chairman
Chief Strategist*



Cui Peng

*Senior Director
Biz Development*



Ken Lim

*Senior Manager
Sales & E-Commerce Lead*



Barry Ong

*Senior Manager
Operations & Logistics*



Michelle Hoo

*Senior Director
Operations & Marketing*





Business Model in 2015/2016

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Supply Products

**HOLISTA
COLLTECH**

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**E
Commerce**

Sales Force

Maximize Commercial
Potential



*** Notes:**

- 1. Pilot launches in Spore/China
- 2. Plan to register selected products in other Asian markets for future launch plans



Business Models in Singapore & China

STRATEGIZE



EXECUTE



WIN!





3 Key Products identified:



World's 1st Carbohydrate Management System (*Emulin)

NATSHIELD (PATH-AWAY)

Broad-spectrum anti-pathogenic solution

CLENCELLA





Why are we Confident of these 3 Products?

Based on our assessments with Dr Rajen & his team in the KL business meeting
8-9 Sept 2015

CLENCELLA

	Clencella	Poor	Moderate	Good	V.Good
1	Value of Product features & benefits to users				★
2	Strength of scientific evidence to substantiate claims			★	
3	Licensing terms & conditions			★	
4	Pricing & margins				★
5	Manufacturing, packaging & logistical support			★	
6	Availability of documents for product registration approval process				★
7	Overall Business Potential (Revenue Generator potential)				★
8	Launch Decision in next 6 months	Yes to Launch		No to Launch	
	China	★			
	Singapore	★			

	Emulin	Poor	Moderate	Good	V.Good
1	Value of Product features & benefits to users				★
2	Strength of scientific evidence to substantiate claims				★
3	Licensing terms & conditions			★	
4	Pricing & margins			★	
5	Manufacturing, packaging & logistical support				★
6	Availability of documents for product registration approval process				★
7	Overall Business Potential (Revenue Generator potential)				★
8	Launch Decision in next 6 months	Yes to Launch		No to Launch	
	China	★			
	Singapore (i-Galen)	★			

Pathaway (Natshield)

	Pathaway	Poor	Moderate	Good	V.Good
1	Value of Product features & benefits to users				★
2	Strength of scientific evidence to substantiate claims				★
3	Licensing terms & conditions			★	
4	Pricing & margins				★
5	Manufacturing, packaging & logistical support				★
6	Availability of documents for product registration approval process			★	
7	Overall Business Potential (Revenue Generator potential)				★
8	Launch Decision in next 6 months	Go to Launch		No to Launch	
	China (targeting Institutional clients)	★			
	Singapore	★			



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CAPITAL REQUIREMENT

US\$200,000

USE OF FUNDS

- \$55k - Project Management for commercial launch readiness
 - \$45k - Creative & Production support services for marketing collaterals
 - \$50k - Stock Inventory
 - \$40k - China Sales Operations
 - \$10k - Miscellaneous (Business travels, fees etc)
-
- **\$200k** - Total capital required for Launch readiness
-



	Summary		
Scope of Work (6 months) Sept 2015–Feb 2016	Details	Cost (USD)	Timeline
1. Project Management –Fred –Michelle	<ul style="list-style-type: none"> • Overall Project Lead (6months) <ul style="list-style-type: none"> – Develop & Conceptualize 3 product brand plans & kits – Content development for hard copy & E brochure materials – Develop story board for product videos – Set GEM’s Strategic direction – Oversee Plan of action – Resource management – Liaisons with internal & external stakeholders – Plan & facilitate business meeting , teleconferences • Co-lead on above items • Lead in creative services management 	55K	On-going
2. Creative & Production Services	<ul style="list-style-type: none"> •Collaterals to support ideas from Scope1 •Packaging & Label Print Production (excludes video production costs) 	45K	Nov–Dec 2015
3. Stock Inventory	<ul style="list-style-type: none"> •Costs for 1st batch of products 	50k	Dec 2015

	Summary		
Scope of Work (6 months)	Details	Cost (USD)	Timeline
4. China Sales Operations	<ul style="list-style-type: none"> Working expenses Sales force incentives 	40K	Oct onwards
6. Miscellaneous expenses (out of pocket)	<ul style="list-style-type: none"> Business travels & accommodation Vendor fees by online portals 	10K	On-going
	Total budget estimated (Items 1-6)	US\$200K	

Budget & scope of work reviewed and approved by Mr Chan Heng Fai:

Signature: _____

Date: 31 August 2015