

G.E.M Global E Mall



### 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?

G.E.M Global E Mall

**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



G.E.M Global E Mall

Michelle Hoo Senior Director Operations & Marketing





### Business Model in 2015/2016





# Business Models in Singapore & China

**STRATEGIZE** 



**EXECUTE** 



WIN!





# **3** Key Products identified:



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



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		



Singapore (i-Galen)

	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				į.
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 La	unch	No to La	unch
	China				

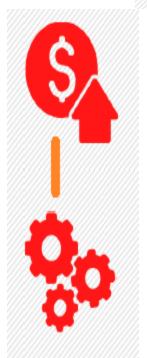
# Pathaway (Natshield)

	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		



#### 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	Overall Project Lead (6months)	55K	On-going
-Michelle	<ul> <li>Develop &amp; Conceptualize 3 product brand plans &amp; kits</li> <li>Content development for hard copy &amp; E brochure materials</li> <li>Develop story board for product videos</li> <li>Set GEM's Strategic direction</li> <li>Oversee Plan of action</li> <li>Resource management</li> <li>Liaisons with internal &amp; external stakeholders</li> <li>Plan &amp; facilitate business meeting , teleconferences</li> <li>Co-lead on above items</li> <li>Lead in creative services management</li> </ul>		
2. Creative & Production Services	•Collaterals to support ideas from Scope1 •Packaging & Label Print Production (excludes video production costs)	45K	Nov-Dec 2015
3. Stock Inventory	•Costs for 1st batch of products	50k	Dec 2015

	Summary		
Scope of Work (6 months)	Details	Cost (USD)	Timeline
4. China Sales Operations	<ul><li>Working expenses</li><li>Sales force incentives</li></ul>	40K	Oct onwards
6. Miscellaneous expenses (out of pocket)	<ul><li>Business travels &amp; accommodation</li><li>Vendor fees by online portals</li></ul>	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