

# Life PLUS

Diagnostic and Consulting Health Services

# Vision

🧬 Innovative biomedical services that promote wellness, longevity & healthy ageing

 *Multidisciplinary scientific team experts in toxicological, pharmacological & biomedical sciences* 



**Aristides M. Tsatsakis**

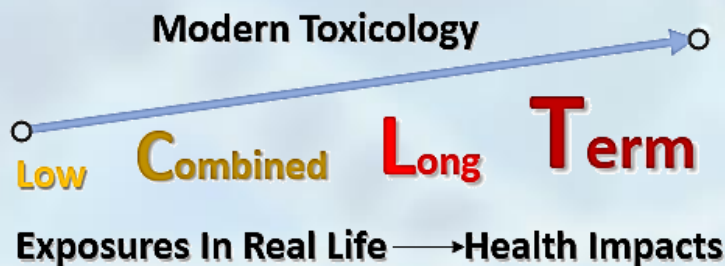
Academician, Professor, Chief Scientific Officer  
Chairman of Toxicology & Forensics Department, Medical School, University of Crete  
Winner of EUROTOX Merit Award 2022



# Idea & Value

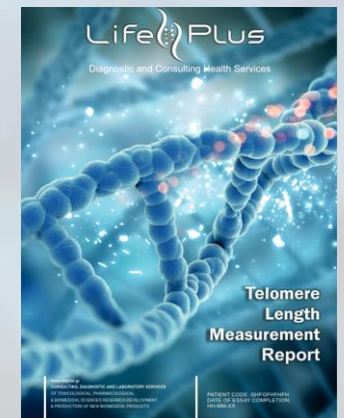
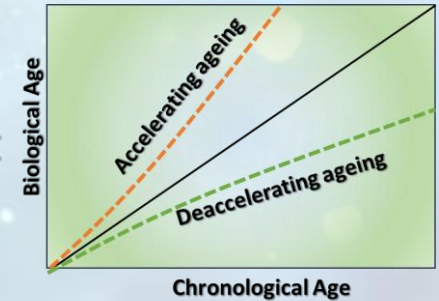
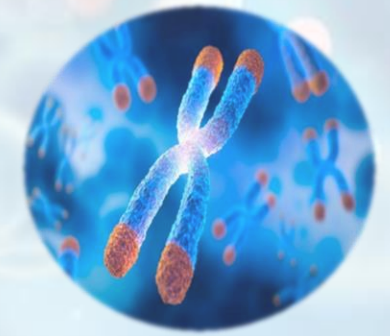


**How can we uncover the impact of modern lifestyle exposures to various chemicals on a person's wellness and overall health?**



- ✂ Biomarkers of exposure & effect is an emerging technology towards predictive & preventive healthcare
- ✂ Telomeres: DNA sequences at the end of chromosomes shielding them from degradation, recombination, or fusion
- ✂ A “biomarker of effect” reflecting the impact of lifestyle and environmental factors
  - ✂ Correlation of a person's biological with chronological age
  - ✂ Association with metabolic disorders, obesity, chronic diseases, elevated stress levels & infertility

***Lifeplus develops an exclusive test for the evaluation of wellness & longevity through telomere analysis***



# Activities & Customers

## Products & Services



**LifePlus Athletics**



**TLR9**

**TLR8**

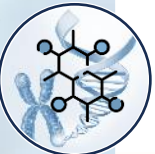
**LifePlus Food & Beverage quality control**



**TLR7**

**TLR6**

**R&D for new drugs targeting telomeres**



**TLR5**

**TLR4**

**TLR3**

**TLR2**

**TLR1**

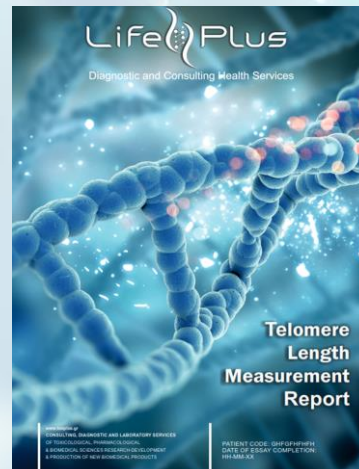
**TLR0**



**LifePlus telomere testing & ageing consulting**



**LifePlus Nutraceutical Supplements**



## Customer segments



- ✓ Centers for Medicare Services
- ✓ Medical -Diagnostic Labs
- ✓ Sport Federations & Clubs (i.e., HTF)
- ✓ Wellness, Fitness centers
- ✓ Doctors, wellness specialists, dieticians etc.
- ✓ Citizens/Patient organizations
- ✓ Healthy individuals that desire to monitor & improve their wellness
- ✓ Patients with age-related disorders



# Budget & Revenue

## Cost structure



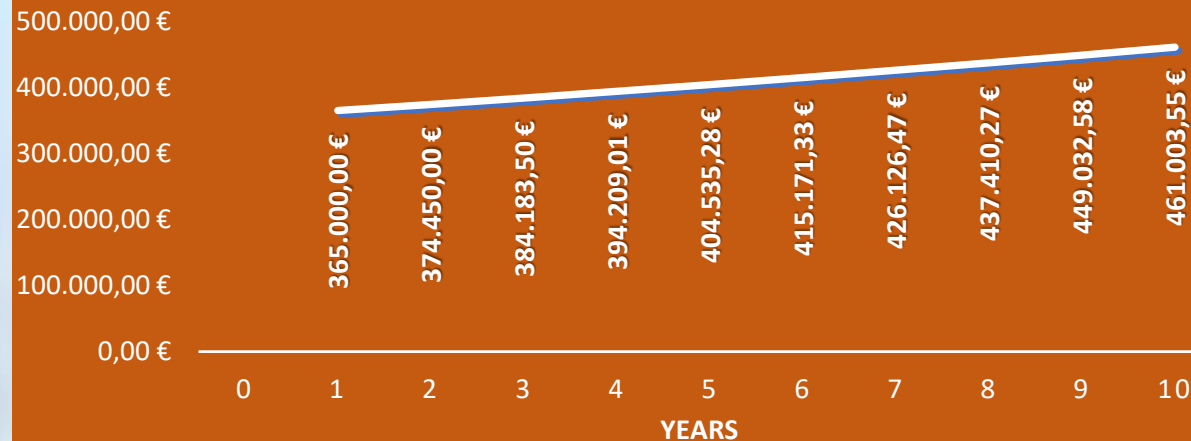
- R&D and operational sectors
- Infrastructures (equipment, consumables)
- Salaries
- Office space
- Software & Hardware
- Marketing & Dissemination
- Cost parameters
  1. Depreciations of equipment is shared equally through 10 years
  2. Annual cost increase 3%

## Revenue Streams



- ✓ Telomere Analysis & follow-up examinations
- ✓ Athletic programs
- ✓ Customers through CMS, Fitness & Wellness centers
- ✓ LifePlus Nutraceuticals
- ✓ Food & beverage QC
- ✓ Research grants
- Revenue parameters
  1. Annual cost increase 7%
  2. Fund through Research grants [National & European] is calculated for 4 years

**SUM COSTS WITH DEPRECIATIONS**

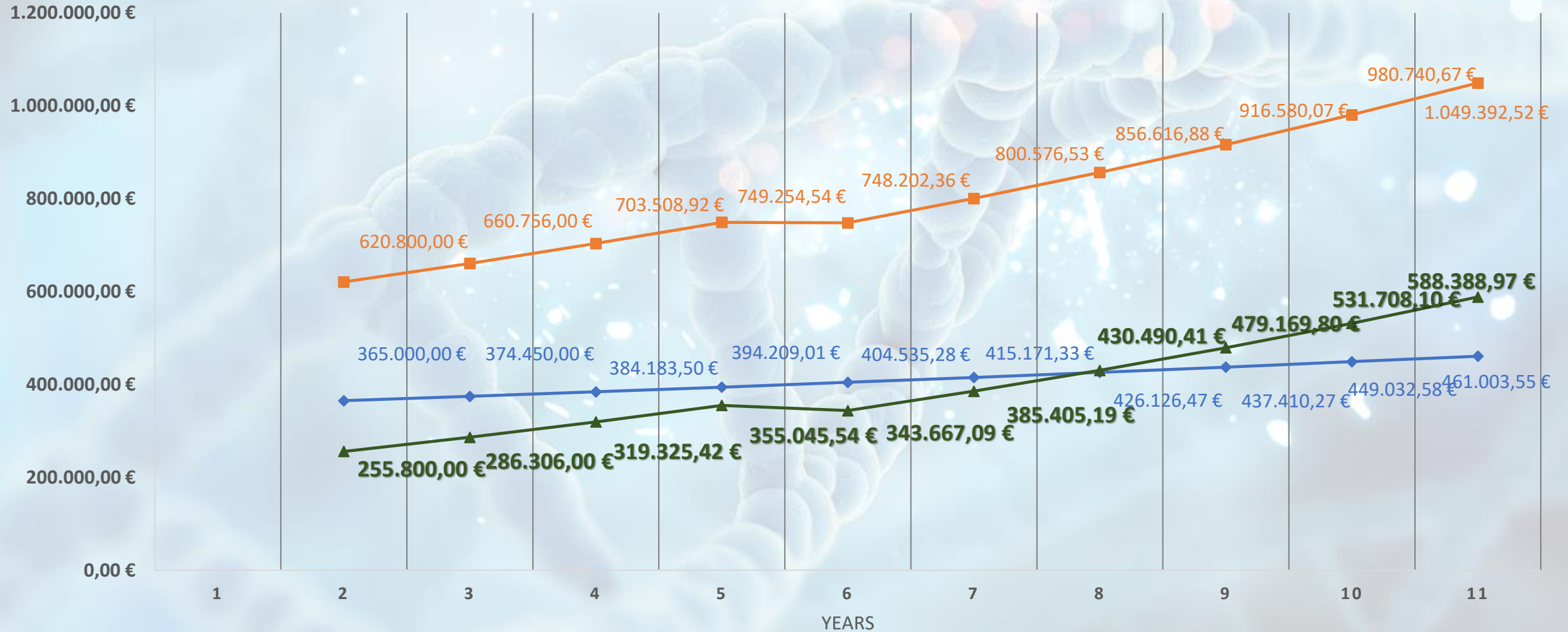


**ANNUAL REVENUE**



# Profit projections

◆ SUM costs with depreciations    ■ Annual revenue    ▲ Profit



*This is a brief estimation of the costs vs revenues. More detailed analysis is available upon request*

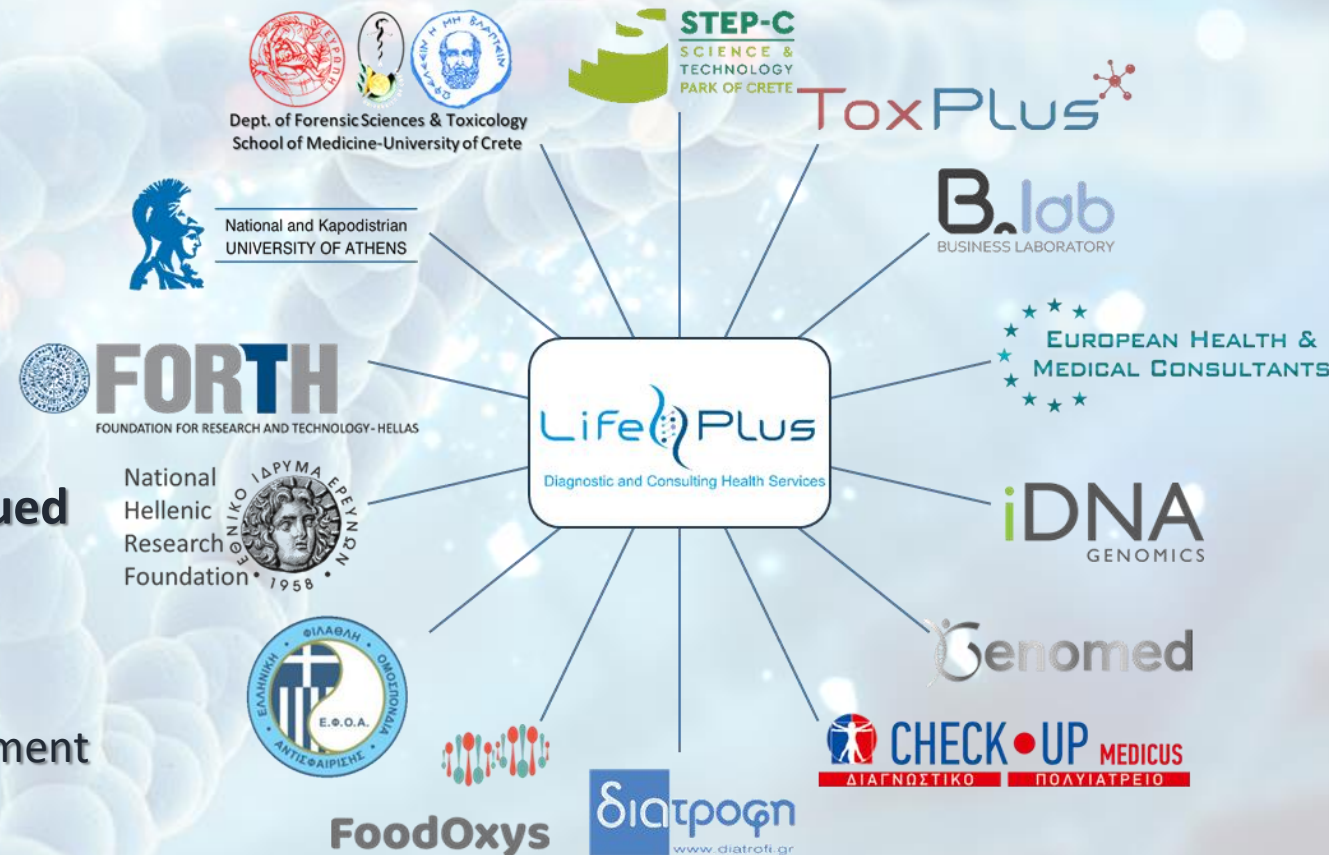
# Partners & Collaborations

- ✂ LifPlus DCHS is hosted within the STEP-C of FORTH
- ✂ National & International strategic partnerships
  - ✓ Academic Institutions & Universities
  - ✓ Sport Federations & Clubs
  - ✓ Centers for Medicare Services (CMS)
  - ✓ Wellness & Fitness Centers
  - ✓ Pharmaceutical/Dietary supplements companies

**Reach out to us & explore the potential to be a valued partner within our dynamic network**

**We look partners to grow our services on:**

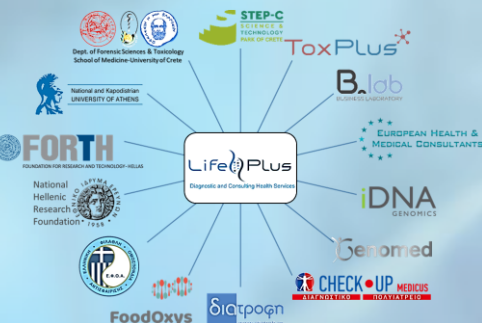
- Nutraceuticals & Dietary supplements market development
- Medicare, Wellness & Fitness centers collaborations
- eHealth services for health & wellness monitoring
- R&D collaborations (bioengineering, drug development etc.)





## Partners

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  - ✓ Centers for Medicare Services
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  - ✓ Pharmaceutical/Dietary supplements companies



## Activities

Innovative biomedical services that promote wellness, longevity & healthy ageing

R&D - Operational sectors:

-  LifePlus telomere testing & ageing consulting
-  LifePlus Athletics
-  LifePlus Supplements
-  LifePlus food & beverage control

## Resources

Multidisciplinary scientific team in toxicological, pharmacological, biomedical sciences

- Analysis of person's telomeres & metabolomic characteristics
- Nutraceutical products for athletes & public
- Personalized consultation for wellness improvement



# LifePlus

Diagnostic and Consulting Health Services

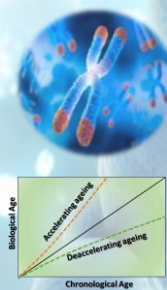
## Value

Wellness analysis through biomarkers of effect as to environmental factors & lifestyle habits



Telomere analysis is an emerging technology towards predictive & preventive care as to age-related diseases & overall wellness

- Telomere characteristics are related with metabolic disorders, obesity, chronic diseases, elevated stress levels & infertility
- Association of a person's biological with chronological age along with information as to longevity & healthy ageing



Personalized & exclusive counseling based on telomere test results

Proactive and long-term monitoring of longevity, athletic wellness & ageing



Nutraceuticals with abundant evidence on promoting wellness

## Relationships

- ✓ Personalized counseling programs through experts in the field
- ✓ Ongoing support: follow-up communications, periodic updates, & additional guidance
- ✓ Participants are actively engaging with feedbacks for optimal well-being management plan
- ✓ Educational content, webinars, seminars, or newsletters about the latest advancements in longevity research along with health tips, and the importance of monitoring their telomeres & other biomarkers of effect

## Channels

- Webpage with customer services
- Newsletters (email & messages)
  - Meetings in facilities
  - eHealth portals
  - Social media
- CMS, Wellness & Fitness webpages

## Customer segments

- ✓ Centers for Medicare Services
- ✓ Sport Federations & Clubs
- ✓ Fitness & Wellness centers
- ✓ Independent doctors, wellness specialists, dieticians etc.
- ✓ Citizens/Patient organizations
- ✓ Pharmaceutical/Dietary supplements companies
- ✓ Targeted programs for evaluation & monitoring of wellness & longevity
- ✓ Healthy individuals that want to monitor & improve their wellness
- ✓ Patients with age-related disorders
- ✓ Exclusive packages for athletes towards athletic wellness & longevity
- ✓ Research Institutes & Universities

## Costs

- R&D -Operational sectors
- Infrastructures (equipment, consumables)
- Salaries
- Office space
- Software & Hardware
- Marketing
- Dissemination

Cost parameters

1. Depreciations of equipment is shared equally through 10 years.
2. Annual cost increase 3%



## Revenue streams

- ✓ Telomere Analysis & follow-up examinations
- ✓ Athletic programs
- ✓ CMC
- ✓ Fitness & wellness centers
- ✓ Products for wellness
- ✓ Food & beverage QC
- ✓ Research grants

- Cost parameters
1. Depreciations of equipment is shared equally through 10 years.
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