

Southwest Business Services
FORESIGHTDATA™ PREDICTIVE
ANALYSIS PROPOSAL FOR
CALIFORNIA BIOMEDICAL



Data Reimagined
Sample Proposal

ForesightData™ Predictive Analysis of the
California Biomedical Expansion into the
Brazilian Liquid Cytology Diagnostics
Market

Prepared for: California Biomedical USA

August 10, 2018

PROJECT SUMMARY

Project Scope

The scope of this has been defined as part of a collaborative effort between Southwest Business Services and California Biomedical USA. This approach resulted in a clear definition of the project parameters and established the responsibilities of each party to ensure the outcomes stated below.

This ForesightData predictive analysis will explore the potential for a California Biomedical expansion into the Brazilian liquid cytology diagnostics market. This analysis is limited to one product, the California Biomedical Liquid Cytology Diagnostic Preparation kit. The potential market is Brazil.

Target Market: The target market arena is defined as diagnostic laboratories, primary target market, and end-users as the secondary target market.

Product: California Biomedical Liquid Cytology Diagnostic Preparation Kit

Project Outcomes

The following have been identified as the desired outcomes of this analysis.

REVENUE

- Predicted level of sales revenue based on investment of resources
- Predicted level of sales revenue based on current production levels and increased production levels
- Predicted level of sales revenue based on current liquid cytology diagnostic product market trends in Brazil
- Anticipated market share based on current market conditions in Brazil and accommodation of a new entrant
- Predicted level of sales revenue based on current competition—both from Brazilian and global companies marketing in Brazil
- Predicted level of sales revenue based on the introduction of a disruptive competing product
- Predicted level of sales revenue based on the value of the two patents held by the Company; and, the value of the patents if they are registered in Brazil
- Predicted level of sales revenue assuming a market shrinking by incremental percentages.

PROFIT AND LOSS

- Predicted profit and loss changes resulting from the expansion
- Predicted change in personnel, if any, resulting from the expansion
- Predicted change in capital outlay or operating expense resulting from the expansion

OTHER SUPPORTING ASSESSMENTS

The analysis will also include the following information:

- The existing primary and secondary liquid cytology diagnostics markets in both the United States and Brazil
- Evaluation of the primary market by type (e.g., laboratory, physician, etc.)
- Identification of competing companies in Brazil and United States companies that market in Brazil
- Overview of current liquid cytology diagnostics market trends in the United States and Brazil
- Identification of the number of patents (or other designations creating a competitive edge) held by the competition
- Explanation of the process required to obtain authorization to market this product in Brazil
- Demographic overview of the Brazilian market

TIMELINE

This evaluation will be provided in draft form no later than **August 15, 2018** assuming that the terms below are met. If it is provided later than that date after the terms have been met, a full refund of monies paid will be issued.

Project Cost

\$2,750

If paid by deposit, one-half--\$1,375—is required prior to project initiation
If payment is made in full (5% discount), the amount is required to project initiation.

Payment Options

Wire Transfer

Check

Invoice (For Immediate Payment)

Terms

These terms govern both the guaranteed refund offer and completion of the project.

1. The August 15, 2018 deadline is guaranteed if a cleared deposit or full payment is received by July 26, 2018.

2. The August 15, 2018 deadline is guaranteed if California Biomedical provides the following information by August 3, 2018, as agreed:

- Company operating overview
- Historical financials for the past three years
- Historical sales data by region (including international sales)
- Specific profit and loss changes that have resulted from the introduction of this product into other countries
- Description of patents held by the Company
- Current competitors

3. If the deposit is paid by wire transfer, check or invoice and has not been received and/or cleared by July 26, 2018, the guaranteed deadline will be renegotiated accordingly.

4. The format of this analysis has been agreed to and is attached as a separate document.

5. The analysis will be completed using the best methodology or methodologies to obtain the information.

6. The draft analysis will be provided as a locked PDF unless the project is prepaid. Under no circumstances will the document be provided in editable form until the balance is paid and has cleared.

Southwest Business Services

Date

California Biomedical

Date