

RIGHTSCIENCES

PLANTS. SCIENCE. SIMPLE.



EXECUTIVE SUMMARY

RightSciences is a collective of scientists, technologists and entrepreneurs who share a data and science driven approach to wellness. We proudly create proprietary formulations that blend the best of science and chemistry.

RightSciences Believes:

In Plants: Our world is full of natural and healing plants. We harness those restorative qualities and deliver it via our patches.

In People: Every person is unique. Our patches cater to everyone's individual health and wellness needs.

In Helping: We live in an increasingly connected society. RightSciences seeks to elevate the quality of life for every individual, including those outside of the traditional healthcare model.

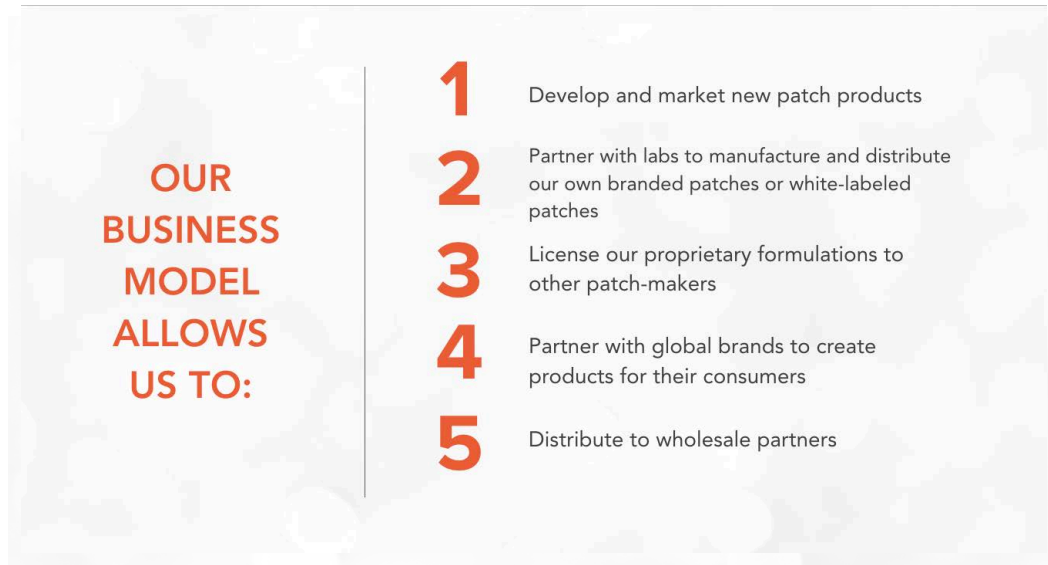
How RightSciences Began:

In 2012, Founder Sarah Blankinship's mom survived a massive stroke, and was prescribed a massive amount of medications. When Sarah tried to find a whole plant solution for her mom's pain relief, she could not find clean products to put on her mom's body. So, she made one! She found a team of experts, chemists, and scientists and made a laboratory quality, time-released, plant-based formulation for her mom's pain. Sarah realized that her mom was a part of a huge market full of people in pain, needing help, via a safe form factor, every time. And once she created the first patch formulation, the company began. Now, Sarah and her team of experts at RightSciences are on a mission to help patch the world!

THE COMPANY

RightSciences was founded in early 2014 as a way to provide pain relief through whole plant products.

We looked for the delivery method that would provide the most bioavailability, and partnered with experts in North America to make a quality and consistent topical patch formulation.



PRODUCT / SERVICE

What is a patch?

RightSciences is on the journey to turn plants into patches. We created our base formulations from two types of plants, and plan multiple variations of patches with even more plant varieties included.

A patch provides a discreet, time-released way to move helpful plant materials directly into the wearer's body. The plant materials are transported through the dermis, or skin layer, directly into the bloodstream. Systems inside the body transport the plant material through the bloodstream to where the body needs it.

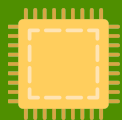


RightSciences engineers patches to ensure that the wearer will experience the same relief, every time.

Patches provide the highest bioavailability of plant material delivered into the wearers system, when compared to other delivery options. Helpful compounds in each patch enter directly into the bloodstream, instead of through the digestive tract or kidneys. This means systematic relief, instead of treating only one area.



User absorbs about 10% of plant material



About 80% of plant material is absorbed into the body



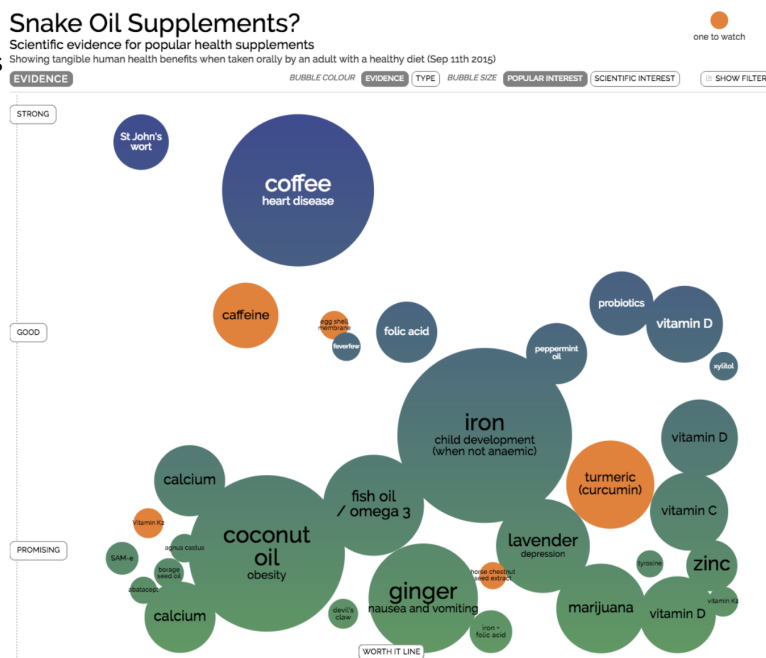
User absorbs about 50% of plant material into the body

RightSciences is on the journey to turn plants into patches. We are working with medical practitioners and scientists around the world to create patch formulations.

Analyzing the intersection of scientifically proven helpful plants and herbs, with the most common ailments needing relief, provides us with a roadmap including plants from around the globe.

Research and Development methods include exploring herbs, vitamins, minerals traditionally taken orally and transforming those healing properties into a transdermal patch form.

Consumer demand drives product creation. RightSciences delivers your traditional wellness products in the convenience and reliability of a patch.



The RightSciences Ideation Lab

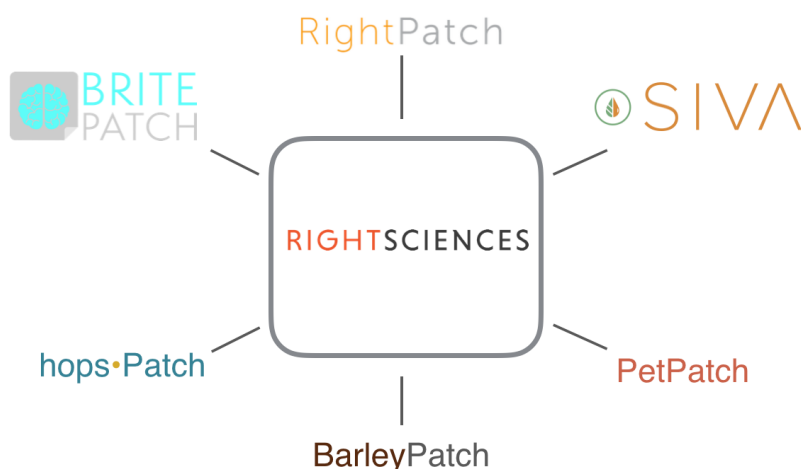
The RightSciences Ideation Lab is the process by which we turn an idea into a product, in a matter of weeks. Because our process is predictable, repeatable and scalable, we utilize existing lab resources and equipment to make almost any variation of our patch formulations. Our model was launched in direct response to consumer demand, because consumers are demanding personalized solutions to their health needs.

The RightSciences Ideation Lab allows us to quickly iterate on what our consumers want, and move their request from ideation to market quickly.



How do I turn my idea into a patch?

The RightSciences formulation creation process is designed to work with practically any plant-based material. We partner with organic chemists and naturopathic physicians to build our library of knowledge. Our feedback loop organically grows through research, development, and transformation.



MARKET ANALYSIS

RightSciences total addressable market can be assessed by analyzing several different data sets. The global transdermal patch market is estimated at \$31.6 billion dollars, with topicals and transdermals as the fastest growing market segment in natural wellness products.

Demographic	Description
Active	Consumer age 25-49, moderately active to elite athletes, interested in natural health remedies
Aging	Consumers age 50-75 who have disposable income, education and are interested in non-opioid alternatives
Senior Women	Women age 50 and older. They will control consumer purchasing power, inherit trillions of dollars, and identify with high quality brands.



\$31.6B

Global transdermal patch market



\$19 Trillion

Senior women age 50 and older control net worth of \$19 trillion and own more than three-fourths of the nation's financial wealth

The Future is Female

Over the next decade, women will control two thirds of consumer wealth in the United States and be the beneficiaries of the largest transference of wealth in our country's history. Estimates range from \$12 to \$40 trillion.

Many Boomer women will experience a double inheritance windfall, from both parents and husband. The Boomer woman is a consumer that luxury brands want to resonate with.

GROWTH STRATEGIES

RightSciences relies on an innovative combination of strategies for growth. We primarily partner with women-founded and led companies around the globe, aligned with helping people find peer-reviewed information and lab-grade products for their wellness routines.

These partner companies are innovating via tech platforms that connect practitioners with people in need, with lab-grade products that help people find relief, with cutting-edge research and data will change the future of personalized medicine.

RightSciences has demonstrated an ability to partner and collaborate that will be a competitive advantage as we scale.

RIGHTSCIENCES GROWTH MODEL

Manufacturing Partners:

Large scale manufacturers, who produce and distribute our formulations as their branded products.

Global Expansion:

Securing partnerships in major global markets, most countries will require one manufacturing partner to meet demand and in-country compliance needs.

Brand Partnerships:

We create formulations for major global brands, via unique campaigns targeted at a social movement or idea.

ORGANIZATION & MANAGEMENT

We have an amazing team, with combined 20-30 years experience in tech, retail, international importing, logistics, and more!



**SARAH
BLANKINSHIP,
CEO**

Formerly Microsoft
& Zynga



**BIANCA
WAKEFORD,
COO**

Co-Founder/CEO
of a Canadian
retail store chain



**ART
ZYLSTRA,
CFO**

30+ yrs exp in
manufacturing,
wholesaling, retailing,
non-profits and
startups.



**CRYSTAL
VENESS,
CD**

CEO SIGWA

YEAR ONE - FINANCIAL PROJECTIONS

RightSciences has an aggressive growth plan, and are pursuing a range of growth strategies. Projections include partnerships with manufacturing partners, global expansion next steps, and brand partnerships.

