

Exhibit 1: Sales force options

	Develop own Sales Force	Contract Sales Force
Percent of visit focused on our product	100%	50%
Fully loaded annual cost of 1 sales rep	\$200k	n/a
Cost per sales call		\$60
Total calls required		
Total Sales Reps needed	85	
Total annual Selling Cost		

Exhibit 2: Annual Net Income

	Year 1	Year 2	Year 3	Year 4	Year 5
Projected Market penetration	5%	10%	25%	40%	60%
Total Users					
Total Gross Margin					
Amortized R&D Costs					
Selling Costs					
G & A Costs					
Net Income					