

**HomeoLux LLC**

152 West 57th St, 18 Fl, New York, NY 10019

T: (800) 444 3085 M: (917) 544 5724

E: irina@homeolux.com W: homeolux.com

**Industry:** MedTech**Management:**

Irina Tanenbaum, MBA, Founder, CEO

Wendy Bronfin, B.A.  
(Journalism), Founder,  
CPO&CMOVeronica Price, B.S.  
(Psychobiology), Neurobiologist,  
Founder, CKO**Business Advisors:**Terry Moore, B.G.S., Chairman;  
President, Terry Moore  
& AssociatesKatya Sverdlov, C.F.A., Esq., CEO,  
Jelikalite; Principal, Sverdlov Law  
PLLC**Scientific Advisory Board:**Amy Baxter, M.D.; CEO, Pain Care  
LabsArturas Vaitaitis, Ph.D. (Physics);  
Founder, MonDevicesMax Signaevsky, M.D., Ph.D.  
(Oncology & Pathophysiology),  
Neuroscientist; Mount Sinai**Number of Employees:** 5**Finance:****Accounting/Audit:** Downey  
Spevak & Associates**Funding to Date:**

Pre-Seed: Terry Moore (\$1.9M)

Seed: Martin Medicus (\$1M)

Charles Huang (\$50K)

Tom Athan (\$50K)

Ron Rothman (\$25K)

**Financing Sought:** \$2.5M

Inventory - \$600K

Sales team - \$700K

Software &amp; Content - \$500K

Marketing - \$700K

**Intellectual Property:** design  
patents in the works**Legal:**Glenn B. Manishin, Esq.  
ParadigmShift Law LL**Business Description / Company Background**

HomeoLux, founded in 2018, is a health and technology company that designs wellness products and platforms. It has developed BEACON40®, a 40Hz light therapy device for people suffering from Alzheimer's disease and dementia. Backed by research: MIT neuroscientists have discovered that 40Hz light shone into the eye can stimulate the brain to function at a healthy gamma rhythm.

**Market Opportunity / Unmet Need**

5.8 million Americans are living with Alzheimer's disease, and the number doubles every 5 years. It is the 6th leading cause of death in the US. 100% of medical trials for Alzheimer's drugs have failed. A new, drug-free approach is needed.

People 65+ begin to experience forgetfulness. There are 73.4 million baby boomers in the U.S. who are close to or already in retirement: everyday 11,000 people turn 65 years old. The best chance to beat cognitive decline is to prevent it with brain-health tech and wellness routines.

**Products / Services - Launched & Pipeline**

Hardware-led: BEACON40®, is a safe, nurturing light system designed to help rejuvenate brain health and improve mental acuity, memory and attention. Content-driven: launching a media and community network dedicated to brain health.

**Commercial / Technical Milestones**

1st product: Prototype (2018); Beta test (2019); Launch (2020); Cumulative sales to date: \$480K. 2nd product: Prototype (2020); Beta test (2021); Expected launch (Summer 2021)

**Competition / Competitive Advantages / Customer Benefits**

The competition (Vielight, GammaLight) is scientifically sound, but invasive, awkward and impractical. Our key differentiators are: user-centric design, elegant appearance, voice control & smart home connection. Noninvasive and easy to use.

**Financial Forecast: Unaudited**

All sales are driven through eCommerce with targeted advertising campaigns with more than 85% of eCommerce driven to homeolux.com and the remaining sales via Amazon.

We will increase ad spend, roll out an affiliate program and build partnerships. We currently address families who are at early-stage awareness of cognitive decline, new messaging will address the prevention market.

	2020	2021	2022	2023	2024	2025
Total Sales (M)	\$0.3	\$5.16	\$16.8	\$43.8	\$112.9	\$286.9
Sales Growth		17.2	3.5	2.6	2.6	2.5
Gross Profit (M)	\$0.1	\$3.3	\$11.5	\$30.2	\$78.3	\$200.1
Gross Margin	33.6%	64.1%	68.1%	68.9%	69.3%	69.4%