

Wellspring Clinical Lab, Inc  
Established: 2006.

**Company's Management:**

The Lead: Calvin Wiese, CPA, MBA  
Former CFO of Adventist Health System

**Scientific Advisory Board:**

Fractionating Cascade Authority:

- Thomas Joos, Ph.D.

Mass Spectrometry Expert:

- Gary Siuzdak, Ph.D.

Mass spectrometry instrumentation Expert:

- Richard Yost, Ph.D.

In-silico Bio-repository Authority:

- Denise Kirschner, Ph.D.

**Industry:**

Health Care, Pharmaceutical, Bio-Technology, Chemicals, Retail, Drugs, Nutraceutical, Diagnostics, Blood Test, BioPharma.

Number of Employees: N/A

**Contact:**

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**Overview:** From drops of blood, drawn at home by a simple fingerpick, collected on a patented DVD-collection device, and dropped into any mailbox, you'll get more than 100 precise clinical measurements stored in your own personal health record, results delivered online with accompanying multimedia, and interactive education sessions, priced at \$35.

**Business Description:** Wellspring Clinical Lab, Inc. (Wellspring) is engaged in the development of a medical test and structured medical interviews. With this medical test, blood samples can be drawn at home by consumers, and the medical interviews done online in the convenience of home. Wellspring delivers the unlocked information written in blood through an online, interactive, multimedia session that is customized to the consumer's state of health and stage of change. In these information delivery sessions, consumers are educated about health choices they are making and motivated to improve their food, lifestyle, and behavioral alternatives. The blood test conserves the blood sample so that the blood volume required for the hundreds of tests is small enough to be drawn from a simple capillary finger-prick and is tolerant to sample perturbations such that phlebotomy is not required. The technology, process, and innovative system radically differs from the typical assure affordability with a target price of \$35 for hundreds of tests.

**Revenue Model:** The Company will make money from different sources. It will profit from the sale of innovative blood collection kits to be sold at local pharmacies. Strategically, the company is working on even more secure reoccurring revenue components. Within the next 6 months, the company will bring in revenue with a paper publication in a top-tier scientific journal describing the method used. It will also license the immunoaffinity purification technology to an instrument manufacturer for the research market which will also generate an up-front license fee in the range \$3 to \$5 million and a royalty of \$1 for the consumable. Wellspring will retain the diagnostic rights. It is also

discussing license fees on the technology (from markets like India & China) in the range of \$10 to \$15 million plus ongoing royalties of \$3 per test. Licensing Fees and ongoing royalties on high sensitivity protein assay will be negotiated as well. Personal vitamin blood tests will be incorporated into a quarterly custom formulated blockbuster product that will consolidate the vast vitamin supplement market. Wellspring will profit from the sale of a Health & Wellness Test for health conscious individuals, and from the sale of Simple Doctor Blood Tests, relevant to every doctor on earth.

**Technologies:** The blood sample is collected using a novel and unique micro-fluidic collection device that uses a DVD-like disc with micro-fluidic capillary channels to collect, conserve and preserve the blood while it is transported to the lab. Wellspring is actively engaged in perfecting strong intellectual property claims that are crucial to producing this blood test. The key intellectual property is Immunoaffinity Purification. Beyond this, there are several optimization techniques for which patent protection is being perfected. Patent protection that is being sought includes: Immunoaffinity Purification, Serial Fractionation, Micron Spot Deposition, Parallel Detection, Collection Device, and Mass Spectrometry.

**Markets:** Market research demonstrates a very large market potential for WellDisc™ (placeholder name for the direct-to-consumer blood test). In two nation-wide surveys encompassing 1,408 consumers, 61.3% of the respondents expressed a positive intention to try, while only 16.5% expressed a negative intention and 22.2% were indecisive. By any measure, this represents blockbuster market potential. Nearly all segments delineated by age, gender, income, geography or health behavior demonstrate positive intention that does not vary by statistically relevant amounts. This means that the product concept not only has wide demand, but that demand is evenly distributed across the population suggestive of the potential for an "essential" product – a product that is considered essential to wide and diverse populations.