



Expanded Executive Summary

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1.0 Executive Summary

Baeta Corp. has developed a revolutionary data collection and reporting system (“**MyHealthTrends**”) enabling patients to actively participate in their own healthcare. Working with their healthcare professionals, MyHealthTrends helps patients live better lives—speeding treatment, increasing quality of life, and lowering healthcare costs. MyHealthTrends is immediately applicable to many large and growing markets with substantial international opportunities. Backed by a seasoned management team and Scientific Advisory Board, Baeta Corp. is providing among the most innovative offerings in the marketplace—with a strong product pipeline.

2.0 Business Overview

Baeta Corp. is a technology-enabled health improvement company empowering patients to elevate their role in the prevention, diagnosis, treatment, and recovery from illnesses.

Our mission is to develop innovative, technology-driven healthcare information solutions allowing patients to easily capture vital data helping medical professionals measure and improve treatment.

Incorporated in 2007, Baeta Corp. is headquartered in Fort Lee, New Jersey with products developed in the United States and internationally.

To learn more about Baeta Corp. and its products, please visit our website at <http://www.baetacorp.com/>

3.0 Marketplace Opportunity and Need

Today there is a growing list of health conditions that impact millions of Americans with costs exceeding tens of billions of dollars each year. Three examples include:

Overall Market Size

Condition	Millions of Americans Impacted	Percent of U.S. Population	Total Annual Cost (Direct/Indirect)
Overweight/Obesity	143.9	47.3%	\$117 BN (\$56BN/\$61BN)
Chronic Pain	78.5	25.8%	\$50BN
Smoking	47.5	15.6%	\$193BN (\$96BN/\$97BN)

A key contributor to this situation is the lack of regular/ongoing patient feedback enabling medical professionals to understand evolving patient needs, easily monitor treatment efficacy, and prescribe regimens with confidence.

With an effective, real-time, and easy-to-use method for patients to actively participate in their own treatment, new streams of invaluable data can be collected. This actively generated data can be used by patients and medical professionals to acquire greater insights to:

- > Provide faster diagnoses and more effective treatment
- > Speed patient recovery
- > Improve health and increase the quality of life
- > Lower overall healthcare costs

It is in this arena where Baeta Corp. focuses its efforts and delivers unique value.

The addressable markets for Baeta Corp. are substantial as indicated in the table below—each in the billions of dollars. Please refer to the corresponding Appendix for supporting sources and calculations.

Initial Addressable Markets for Baeta Corp.

Condition	Number of Americans	Potential Market Value	Supporting Sources and Calculations
Chronic Pain	78.5MM	\$27.2BN	Appendix A
Overweight/Obesity	46.5MM	\$8.6BN	Appendix B
Smoking	21.5MM	\$4.0BN	Appendix C

Based upon the addressable markets, management team, products, and competitive landscape, we believe substantial opportunities exist for Baeta Corp. to become a highly successful enterprise and recognized innovator in this marketplace.

4.0 Products

Developed by a physician to meet the needs observed in the marketplace, all of Baeta's offerings employ a portable USB device enabling an individual, with the simple click of a button, to record sensations and behaviors whenever and wherever they are experienced.

By connecting the device to a computer, the captured, timestamped data is downloaded via the Internet enabling the user to view, print, and share online charts reflecting their condition—particularly with family and medical professionals. MyHealthTrends is designed to produce a high fidelity representation of an individual's sensations, cravings, and behaviors over time.

Importantly, MyHealthTrends provides an entirely new patient-based source of data that is easy to generate and provides powerful insights into the condition of the user.

1: Carry and Press



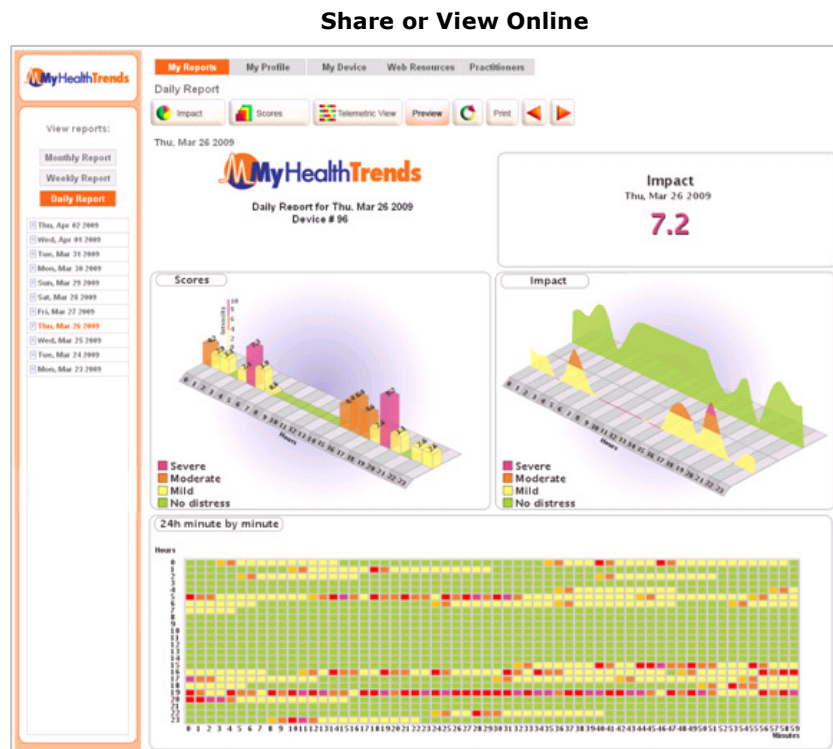
2: Plug In



3: Log In



4: Print

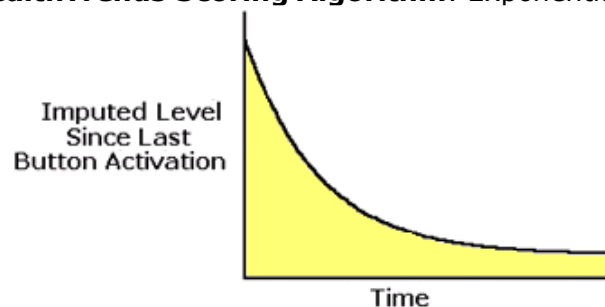


The underlying architecture and technology of MyHealthTrends provides a flexible platform to support the measurement and monitoring of many conditions via active patient participation. MyHealthTrends can also be expanded to support passive data collection for blood pressure, glucose, and other conditions.

The MyHealthTrends technology and infrastructure have been applied to the pain market to create “**MyHealthTrends for Pain**,” a fully functional product under review by the FDA. Similarly, MyHealthTrends is being leveraged to address the overweight/obesity and smoking cessation markets via **MyHealthTrends for Weight Control** and **MyHealthTrends for Smoking Cessation**, respectively. Similar products are currently planned for other large, addressable markets.

And to provide greater value and insights into the patient-generated data, MyHealthTrends also incorporates a proprietary, patent-pending scoring algorithm. Employing the concept of exponential decay, MyHealthTrends calculates a score—depending upon the ailment—representing the user’s painful distress or the percentage of time under the influence of cravings.

MyHealthTrends Scoring Algorithm: Exponential Decay



Scores are easily compared and trended over time—providing a unique tool for users and healthcare professionals to understand changes experienced by the patient.

In addition to the single-click recording and reporting solution (MyHealthTrends), Baeta has early product development efforts underway within the consumer medical records management and consumer medication dispensing and recording arenas.

5.0 Key Benefits of MyHealthTrends

Traditionally, the real-time capture of data required a patient to use a paper-based diary, the personal discipline associated with memorization and recall, or the residence within a hospital connected to external monitoring devices. As indicated below, MyHealthTrends delivers unique benefits to patients and healthcare professionals.

Patients

- > Fast and easy to record sensation or behavior
- > Carry everywhere convenience
- > Objective data capture—limiting the reliance upon recall data or notes
- > Graphs facilitate discussions and encourage better treatment
- > Ultimately fewer doctor office visits and lower healthcare costs

Healthcare Professionals

- > Understand patient trends
- > Monitor treatment efficacy
- > Prescribe regimens with confidence
- > Speed patient relief and recovery

Below are quotes from healthcare professionals regarding **MyHealthTrends for Pain**, the first Clinical product for MyHealthTrends.

"Visible pain gets treated faster and better. Patients who want to end suffering sooner should use MyHealthTrends for Pain to record their pain and share the results with their doctor."

"The simplicity of MyHealthTrends for Pain is invaluable for developing new therapies for pain control."

"MyHealthTrends for Pain is effortless for patients to use and enhances communication with their health care providers. It is finally easier to collect documentation on a variety of pain related factors."

"MyHealthTrends for Pain provides information that is invaluable for patient care among those with chronic pain, cancer pain, palliative care patients/hospice patients, and substance use disorders. MyHealthTrends for Pain is user friendly and revolutionary!"

6.0 Validation

The efficacy of MyHealthTrends for use among individuals with pain was proven through 12 case studies conducted at Metropolitan Hospital in NYC and Chronic Pain Management Center at Hackensack Hospital and Medical Center, NJ. MyHealthTrends for Pain demonstrated consistency in pain reporting among each patient as well as measurable differences between individual patients and patient groups under care of different physicians.

An abstract describing MyHealthTrends for Pain for Clinical use was submitted to the *PainWeek Conference*, one of the leading forums for Pain Medicine in the country. The abstract representing four cases was accepted and presented at the PAINWeek 2009 Conference in Las Vegas, Nevada.

Further platform validation will consist of proving specific therapeutic benefits through clinical research. To that effect, Baeta has developed research protocols for Pain Score/Global Pain Impact validation in the setting of the Total Knee Replacement (TKR) Surgery as well as momentary symptoms assessment in the setting of Attention Deficit/Hyperactivity Disorder (ADHD).

7.0 Uses

MyHealthTrends can be applied to many conditions. Based upon the market size and the opportunity for the product to make a transformational impact, our initial focus is upon eating/overweight/obesity, chronic pain, and smoking cessation.

Condition	U.S. People Afflicted (Millions)	Prevalence (U.S. Population)
Overweight and Obesity	143.9	47.3%
Chronic Pain (see below)	78.5	25.8%
Arthritis	37.0	13.6%
Migraine	28.0	10.3%
Depression	17.0	5.3%
Knee pain	15.0	5.0%
Smoking Cessation	47.5	15.6%

Given the robustness of MyHealthTrends, we will ultimately address additional symptoms, behaviors, and interventions including:

- > **Symptoms** (pain, migraine, diarrhea, anxiety, shortness of breath, muscle cramps, indigestion, involuntary movements, sugar craving, etc.)
- > **Behaviors** (smoking, eating, drinking, having an argument, acting aggressively, gambling, overspending, etc.)
- > **Interventions** (relaxation exercises, breathing techniques, biofeedback, taking a pill, jogging, stretching, etc.)

8.0 Market Segments

Three major market segments exist for MyHealthTrends, including: "Partner," "Consumer," and "Clinical" markets.

The "Partner" market represents healthcare professionals, healthcare practices, and health-related organizations that purchase quantities directly from Baeta Corp. and provide them to their patients/members. MyHealthTrends is used by Partners to elevate the services provided to patients, differentiate their offerings, enhance retention, and drive revenue. Quantity discounts are offered within this segment.

The "Consumer" market is composed of individuals who purchase and pay for the device themselves. The captured data is viewed by the user and may optionally be shared with their healthcare professional(s). Depending upon their insurance, the user may be reimbursed for their purchase.

The “Clinical” market represents devices that are purchased under the control of a prescription and the captured data is an integral component of the treatment process.

The FDA is reviewing MyHealthTrends (for Pain) to determine its classification and the opportunity/requirement for the purchase via a prescription.

9.0 Revenue Generation

Revenue is generated through the sale of the hand-held USB device, post first-year online reporting annual subscription fees, and advertising revenue from the online reporting portal.

10.0 Market Channels and Sales Strategy

MyHealthTrends will be sold to multiple market channels as indicated below in priority order:

1. **Partners** (122,000 Respiratory Therapists; 60,000 Registered Dietitians and Nutritionists; Organizations/companies operating in the weight control/smoking cessation market; 630,000 Physicians; 2.5MM Nurses; 55,000 Chiropractors; etc.)
2. **Consumers** (304MM Americans)
3. **Payers/Insurance Companies**
4. **Healthcare Institutions** (7,000 Hospitals; 5,000 Patient Care Facilities; 17,000 Nursing Homes)
5. **Pharmaceutical Companies**

10.1 Partners and Resellers

To maximize marketing and sales efficiency as well as margins, initial sales efforts will be directed toward Partners to sell multiple units of MyHealthTrends *for Weight Control* and MyHealthTrends *for Smoking Cessation*. Targeted partners include:

- > Health practices—Registered Dietitians, Nutritionists, Respiratory Therapists
- > Physicians
- > Health organizations (American Lung Association, etc.)
- > Weight loss companies (potentially on a private-label basis)

Awareness will be generated through traditional business development activities; targeted direct email; advertisements and sponsorships within industry publications; media relations; and participation at industry conferences and association meetings. This segment is best served through a business development/ direct sales team and/or VAR program.

10.2 Medical Professionals

The initial use and sale of MyHealthTrends for the **Clinical** (sold via prescription) market will be to record and help manage chronic pain.

Awareness of the product will be generated through targeted direct email; authorship of journal articles; medical conference presentations; and partnerships with pain-focused medical practices.

Physicians will be able to prescribe the device which will be available through traditional consumer medical device channels (i.e., retail drug store chains, etc.).

10.3 Consumers

Consumers will be able to purchase MyHealthTrends *for Weight Control, Smoking Cessation, and Pain* via Baeta's website; via online catalogues, and ultimately through retail drug store chains.

Awareness of the product will be generated through targeted direct email; blogging and social media; advertising on weight/smoking/health related websites; media relations among leading newspapers and health magazines; and partnerships with leading weight/smoking cessation management organizations.

10.4 Payers and Insurance Companies

Given the clear economic benefits of enhanced diagnosis and treatment and improved patient health, it is easily foreseeable insurance companies will adopt MyHealthTrends as an integral component of the healthcare regimen—monitoring and integrating captured data as a potential prerequisite to patient reimbursement. A business development/direct sales team and/or VAR program will capture opportunities with the largest payers, and potentially local/Federal government.

10.5 Healthcare Institutions

With nearly 24 million admissions per year, hospitals (as well as patient care facilities and nursing homes) are ideal candidates to use MyHealthTrends. The captured data can help improve diagnoses and speed patient recovery. This segment is also served through a business development/direct sales team and/or VAR program.

10.6 Pharmaceutical Companies

Depending upon the defined use, pharmaceutical companies could easily co-brand and package MyHealthTrends with their medications—monitoring patient health and encouraging prescription compliance. This segment is also served through a business development/direct sales team and/or VAR program.

11.0 Competition

Currently no known single-click, portable, handheld devices that record and report sensations are currently on the market. Potential competitors include, however, traditional written or online diaries. Committed to protecting its intellectual property on an ongoing basis, the Company has filed three patent applications and trademark applications.

12.0 Management Team

Baeta Corp. has assembled a highly qualified team of seasoned professionals representing the functional areas of the company. The team is responsible for the strategy and daily operation of the company. Please refer to Appendix D for the biographies of the Executive Team.

13.0 Scientific Advisory Board

Similarly, Baeta Corp. has a distinguished panel of exceptionally qualified medical professionals who oversee the scientific evaluation and in-hospital usage of Baeta's offerings. Importantly, the Scientific Advisory Board helps to shape the company's future product portfolio. Please refer to Appendix E for the biographies of the Scientific Advisory Board members.

Appendix A: Chronic Pain Addressable Market Size

CHRONIC PAIN MARKET

25.8% of Americans (**78.5MM**) suffer from chronic, ongoing pain—outpacing diabetes, heart disease and cancer combined. Chronic pain is disproportionately higher among:

- > Females
- > Individuals over the age of 50 (the fastest growing segment of the U.S. population)

Source: American Pain Foundation, Facts and Figures, 2007

Due to the difficulty in treating chronic pain, as many as one in four Americans live silently in pain.

IMPACT OF CHRONIC PAIN

- > Total U.S. direct and indirect costs of chronic pain approaches \$50BN annually [1].
 - People with chronic pain are more than twice as likely to have difficulty working or be absent from their job.
 - One-third of Americans lose 20 hours of sleep per month due to chronic pain—lowering productivity [2].
 - According to the Centers for Disease Control and Prevention, chronic pain is the leading cause of disability in the United States.
- > Those with chronic pain are four times more likely to suffer from depression or anxiety.
- > 40% of post-operative patients report inadequate pain relief [4].
- > 18% of people who rate their pain as severe or unbearable do not visit health care professionals because they believe no one can relieve their suffering.
- > 61% of chronic sufferers prescribed medication are not compliant [3].

Sources:

- [1] Prevalence and Economic Implications of Chronic Pain, Burgoyne, 2007*
- [2] Prevalence and Impact of Pain, King Pharmaceuticals, 2007*
- [3] Americans Living With Pain Survey, Endo Pharmaceuticals, 2004*
- [4] American Pain Foundation, Facts and Figures, 2007*

MYHEALTHTRENDS FOR PAIN (MHT for Pain) MARKET SEGMENTS

Buyer Segment	U.S. Market Size	Premise and Key Benefits	Description
Consumer	<p>78.5MM * (15% w/o insurance + 85% with insurance * 60% making purchase decisions) = 51.8MM units * \$89.99 = \$4.7BN</p>	<p>Individuals with chronic discomfort or pain pay for MHT for Pain as it offers the promise for improved treatment and pain relief.</p>	<p>The consumer market consists of individuals who are impacted by chronic pain. These individuals may or may not be under the care of a physician or have health insurance. However, these individuals directly make product selection choices and purchase medications (such as MHT for Pain). These individuals may receive reimbursements from insurance companies.</p>
Medical Professionals and Payers	<p>78.5MM * (85% with insurance – 60% above making product purchase decisions) = 26.7MM units * (\$89.99+ \$299) = \$10.4BN</p>	<p>Physicians and insurance companies (including HMOs, PPOs, traditional, etc.) will purchase MHT for Pain as it integrates new forms of data to drive patient compliance, improve patient health, and lower overall costs.</p>	<p>Payers represent insurance and governmental agencies that directly acquire medications or devices—distributing them to help manage or improve the health of their insured. While responsible for reimbursements for approved purchases by their members, reimbursement activity is captured in the Consumer segment defined immediately above.</p>
Hospitals and Healthcare Facilities	<p>24.2MM hospital admits per year * (\$199.99 + \$299) = \$12.1BN</p>	<p>Physicians can provide improved diagnoses and real-time adjusted treatment—speeding recovery and materially improving patient health.</p>	<p>The market for the pain monitoring system consists of all:</p> <ul style="list-style-type: none"> • 7,000 JCAHO accredited hospitals in the United States • 5,000 Freestanding patient care facilities • 17,000 Nursing homes <p>Based upon 303.4 million individuals currently within the United States and a hospital admission rate of 80/1000 (8.0%), there are approximately 24.2 million hospital admissions per year in the U.S. alone.</p>

Appendix B: Overweight/Obesity Addressable Market Size

CONDITION:

	Americans (Millions)	Percent of U.S. Population
Obesity:		
Adults:	72.0	32.5%
Children	3.2	16.0%
Overweight:		
All Adults:	133.6	66.0%
Female:	65.0	61.6%
Male:	68.3	70.5%
Adolescents (ages 12 to 19):	7.1	17.0%
Children (ages 6 to 11):	3.5	17.5%
TOTAL OVERWEIGHT	143.9	47.3%

Source: <http://win.niddk.nih.gov/statistics/>

AMERICANS TRYING TO LOSE

WEIGHT:

Female: **40.0%**

Male: **25.0%**

Source: <http://www.ftc.gov/os/1998/03/weightlo.rpt.htm#A>

ADDRESSABLE MARKET SIZE: (Overweight AND Trying to Lose Weight)

Female:	26.0
Male:	17.1
Adolescents (ages 12 to 19):	2.3
Children (ages 6 to 11):	1.1

TOTAL ADDRESSABLE MARKET SIZE	46.5MM	15.3%
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POTENTIAL MARKET SIZE (DOLLARS):

Direct to Consumer: 31.5MM * \$89.99 = **\$2.8BN**

Via Healthcare Professional: 15.0MM * (\$89.99 + \$299) = **\$5.8BN**

Total Addressable Market **\$8.6BN**

Q: How has the prevalence of overweight and obesity in adults changed over the years?

A: The prevalence has steadily increased over the years among both genders, all ages, all racial and ethnic groups, all educational levels, and all smoking levels. From 1960 to 2004, the prevalence of overweight increased from 44.8 to 66 percent in U.S. adults age 20 to 74. The prevalence of obesity during this same time period more than doubled among adults age 20 to 74 from 13.3 to 32.1 percent, with most of this rise occurring since 1980.

Source: <http://win.niddk.nih.gov/statistics/>

Q: What is the cost of overweight and obesity?

A: Total Cost: \$117 billion
Direct Cost: \$61 billion
Indirect Cost: \$56 billion

Q: What is the cost of lost productivity related to overweight and obesity?

A: The cost of lost productivity related to obesity among Americans age 17 to 64 is \$3.9 billion. This value considers the following annual numbers (for 1994):

Workdays lost: \$39.3 million
Physician office visits: \$62.7 million
Restricted-activity days: \$239.0 million
Bed-days: \$89.5 million

Source: <http://win.niddk.nih.gov/statistics/>

MAJOR SEGMENTS OF THE \$58BN WEIGHT CONTROL MARKET

1. Diet Drugs
2. Diet Books And Exercise Videos
3. Diet Soft Drinks
4. Diet Dinner Entrees And Meal Replacements
5. Health Clubs
6. Diet Websites
7. Commercial Chains
8. Hospital, Rd And Md-Based Programs
9. Kid's Weight Loss Camps
10. Bariatric Surgeries (\$4.4BN with 177,000 annual surgeries)

Source: <http://www.healthyweightnetwork.com/trends.htm>

Appendix C: Smoking Cessation Addressable Market Size

CONDITION:

Smokers:	Americans (Millions)	Percent of U.S. Population
Adults:	43.0	14.1%
Teens	4.5	1.5%
TOTAL SMOKERS	47.5	15.6%

Source: <http://www.americanheart.org/presenter.jhtml?identifier=4731>

Source: <http://www.lungusa.org/site/apps/nlnet/content3.aspx?c=dvLUK9O0E&b=38275&ct=7536419¬oc=1>

PERCENT OF SMOKERS TRYING TO QUIT

Total: **45.2%**

Source: <http://www.lungusa.org/site/c.dvLUK9O0E/b.39853/>

ADDRESSABLE MARKET SIZE: (Smokers AND Trying to Quit)

TOTAL ADDRESSABLE MARKET SIZE	21.5MM	7.1%
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POTENTIAL MARKET SIZE (DOLLARS):

Direct to Consumer:	14.5MM * \$89.99	= \$1.3BN
Via Healthcare Professional:	7.0MM * (\$89.99 + \$299)	= \$2.7BN
Total Addressable Market		\$4.0BN

Additional Statistics Supporting the Urgency to Quit Smoking

Source: <http://www.lungusa.org/site/c.dvLUK9O0E/b.39853/>

1. Cigarette smoking has been identified as the most important source of preventable morbidity (disease and illness) and premature mortality (death) worldwide. Smoking-related diseases claim an estimated 443,000 American lives each year—including 50,000 dying from secondhand smoke exposure.
2. Smoking cost the United States over \$193 billion in 2004, including \$97 billion in lost productivity and \$96 billion in direct health care expenditures
3. In 2008, an estimated 46.0 million, or 20.6% of adults (aged 18+) were current smokers. The annual prevalence of smoking declined 40 percent between 1965 and 1990, but has been virtually unchanged since then.
4. Males tend to have significantly higher rates of smoking prevalence than females. In 2008, 23.1 percent of males currently smoked compared to 18.3 percent of females.
5. Quitting smoking often requires multiple attempts. Using counseling or medication alone increases the chance of a quit attempt being successful; the combination of both is even more effective.

Appendix D: Management Team

Alexander Gak, M.D., Founder and Chairman

An ABA Board Certified anesthesiologist, Dr. Gak is an Attending Anesthesiologist at Liberty Anesthesia Associates, LLC and is responsible for patient care throughout the Jersey City Medical Center and in various outpatient settings. Dedicated to a career in the medical industry and based upon his ongoing efforts to improve patient care, Dr. Gak has been the creative force behind Baeta Corp.'s products and is cited as an inventor on multiple patent applications.

Previously, Dr. Gak served as an Attending Anesthesiologist at the Englewood Hospital and Medical Center in Englewood, New Jersey, conducting his Residency at the Mount Sinai School of Medicine in New York.

Dr. Gak obtained his Medical degree from the Stony Brook School of Medicine in Stony Brook in New York. A member of the Golden Key Honor Society and the Dean's List, Dr. Gak graduated Magna Cum Laude from Hunter College, CUNY with a Bachelor's degree in Chemistry.

Len Pushkantser, Chief Executive Officer

Working in the manufacturing and medical industries for more than two decades, Mr. Pushkantser has proven experience manufacturing and bringing new products to market -- both domestically and internationally. Mr. Pushkantser's skills and experiences have been an essential ingredient in driving continuous growth.

Prior to joining Baeta Corp., Mr. Pushkantser was the Vice President of Operations for AFC Industries where he was responsible for engineering, manufacturing, quality assurance, customer service, human resources, cost accounting and profitability, and compliance with FDA, EPA, and OSHA standards. Previously, Mr. Pushkantser was also a Director of Manufacturing, Plant Manager and Processing Manager for an FDA regulated automated cancer screening test.

Mr. Pushkantser received a Master's of Science in Business Operations and a Bachelor's of Science in Mechanical Engineering -- both from Polytechnic University in Kiev, Ukraine.

Jeff Burkland, Chief Financial Officer

Mr. Burkland has over 15 years of strategic and tactical financial management experience. Adept in business plan development, process improvement, SOX compliance, and pre-public company financing, Mr. Burkland has shaped and managed the financial function for numerous companies including those in the technology and manufacturing industries.

Previously Mr. Burkland was the Vice President of Finance and Operations for Synaptex, a software company focused upon information management. As a member of the senior management team, Mr. Burkland developed the business plan and forecasts for the company. Mr. Burkland also worked for UTStarcom, Zhone Technologies, NorthPoint Communications, and AT&T where he developed and implemented plans to penetrate new markets, capture market share, and increase margins.

Mr. Burkland received an MBA from the Harvard Business School and a Bachelor's of Science in Electrical Engineering and Economics from Duke University -- Summa Cum Laude.

Eugene Gribov, Chief Technology Officer

Mr. Gribov has more than 20 years of international engineering management, product development, and offshore manufacturing management experience across a wide array of sectors including the Information Technology and Medical industries.

Mr. Gribov is the President of Globe Audio Design Inc. which develops high-power audio solutions. Previously Mr. Gribov designed semiconductor, integrated circuitry, optoelectronic, and software-based solutions for Kintek Inc. and Globe Ltd. Further showcasing Mr. Gribov's technical skills, he worked in a select group of researchers under the direct supervision of Nobel Prize winner, Zhores Alferov.

Mr. Gribov graduated with honors from Sankt-Peterburgskij Gosudarstvennyj Elektrotehniceskij Universitet (LETI) with a Master's of Science in Electrical Engineering.

Lee Smith, Chief Marketing Officer

With more than 20 years of experience in the technology, marketing, and advertising industries, Mr. Smith has a demonstrated track record of developing new products, defining successful brands, creating marketplace awareness, and driving sales.

Mr. Smith is the President and CEO of Persuasive Brands, a marketing services agency dedicated to branding and sales generation. Previously, Mr. Smith was the founder, COO, and acting CEO of InsightExpress, a firm he grew to one of the 50 largest market research companies in the United States in six years. Mr. Smith's innovative ideas and business practices have been recognized via four U.S. patents.

Mr. Smith holds an MBA in Marketing and Finance from Carnegie Mellon University's Tepper Business School and a Bachelor's of Science in Computer Science from The Pennsylvania State University.

Michael Semenovski, M.D., Chief Medical Officer

Dr. Michael Semenovski is a Resident Anesthesiologist at Caritas St. Elizabeth's Medical Center in Boston, Massachusetts. Previously, Dr. Semenovski worked at Maimonides Medical Center and conducted research for New York University's Anesthesiology Department.

Dr. Semenovski is a member of the American Society of Anesthesiologists and the American College of Surgeons. He is a frequent presenter at medical conferences, and has been appointed as a Clinical Associate at Tufts University School of Medicine.

Dr. Semenovski received his Doctor of Medicine Degree from Ross University School of Medicine with High Honors.

Appendix E: Scientific Advisory Board

Alex Y. Bekker, M. D., Ph. D.

Professor of Anesthesiology and Neurosurgery and Vice Chair for Research at NYU School of Medicine in New York; Attending Anesthesiologist, New York University Medical Center and Bellevue Hospital in New York. Dr. Bekker is Chairman of the Scientific Advisory Board for Baeta Corp.

Dr. Bekker earned his Ph.D. in Biomedical Engineering from the New Jersey Institute of Technology in Newark and his M.D. from University of Medicine and Dentistry of New Jersey. Completing his residency in anesthesiology at Columbia-Presbyterian Medical Center in New York, Dr. Bekker has a longstanding interest in the perioperative management of geriatric patients. Dr. Bekker has served as the principal investigator of numerous clinical trials related to perioperative care of the elderly, treatment of acute pain and postoperative nausea and vomiting, and clinical pharmacology of new analgesics and sedatives. The author of more than 50 original papers in peer-reviewed journals, Dr. Bekker is regularly invited to present lectures and moderate scientific panels at the most prestigious national and international anesthesiology/pain management meetings. Dr. Bekker is internationally recognized as an expert in clinical pharmacology, neuroanesthesia, postoperative pain management and perioperative organ protection.

Marco Pappagallo, M.D.

Professor, Department of Anesthesiology and Director of Pain Medicine Research and Development at the Mount Sinai School of Medicine in New York, New York.

Dr. Pappagallo is one of the foremost experts in the field of pain medicine. Since mid-2006, Dr. Pappagallo has served as a Professor in the Department of Anesthesiology at Mount Sinai School of Medicine in New York City, where he is also an Director of Pain Medicine Research and Development and Attending Physician.

In the past, Dr. Pappagallo held the titles of Director-Division of Chronic Pain and Attending Physician in the Department of Pain Medicine and Palliative Care at Beth Israel Medical Center in New York City, and prior to this, Director of the Comprehensive Pain Treatment Center and Attending Physician in the Department of Neurology at the Hospital for Joint Diseases, in New York City. He also served as an Attending Physician in the Department of Neurology and Director, Division of Pain Medicine (Department of Neurology) at The Johns Hopkins Medical Institutions in Baltimore. Dr Pappagallo has also served as an Associate Professor in the departments of Neurology and Anesthesiology at Albert Einstein College of Medicine and the NYU School of Medicine, both in New York.

Samyadev Datta, M.B., B.S., FRCA.

Director, Center for Pain Management in Hackensack, New Jersey.

Dr. Datta earned his medical degree from the Government Medical College in Mysore, India. Board Certified in anesthesiology from three countries, Dr. Datta conducted his most recent postdoctoral training in anesthesiology and pain management at Columbia Presbyterian Medical Center, Memorial Sloan-Kettering Cancer Center, and Cornell University Medical College, all in New York, New York.

An author of numerous articles, contributor to multiple books, and frequent guest speaker, Dr. Datta is a member of the Association of Anaesthetists of Great Britain and Ireland, American Society of Anesthesiology, International Association for the Study of Pain, International Spinal Intervention Society, and American Society of Interventional Pain Physicians. As a nationally recognized expert in pain management, Dr. Datta has served on the Advisory Boards of Faulding Laboratories and Janssen Pharmaceuticals, among others. He is presently involved in multiple drug trials.

Lauren Shaiova, M.D., B.S.

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Dr. Shaiova has been extensively involved in multiple research initiatives, is a scientific reviewer for 15 journals; has authored numerous articles for books and journals; and has been interviewed for magazine and television stories. Dr. Shaiova is a member of the American Pain Society, American Academy of Hospice and Palliative Medicine, and the American Academy of Physical Medicine and Rehabilitation, among other professional organizations.