



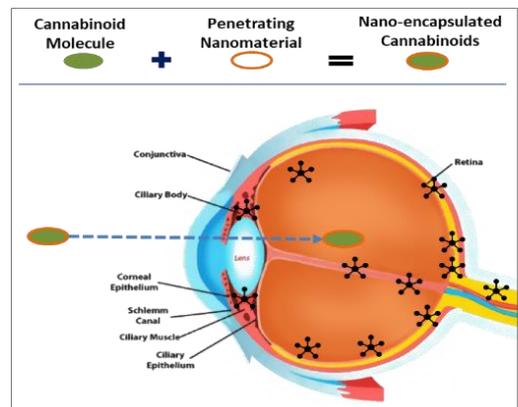
OVERVIEW



- Medicinal cannabis will impact Ocular medicine, both multi-billion dollar markets with healthy CAGRs.
- iCANsee is a dedicated early-mover within an ocular product market with extraordinary potential.
- iCANsee has valuable IP, a multi-product strategy, a world-class team, and a set of impactful partnerships. The Israel Innovation Authority has granted iCANsee a grant.

PROBLEMS, SOLUTIONS, AND INTELLECTUAL PROPERTY

- Current eye drops have low efficacy and low customer satisfaction for pain and inflammation relief common to ocular conditions such eye-pain, dry-eye, uveitis, glaucoma, and macular degeneration.
- iCANsee has cannabinoid formulations designed to reduce inflammation, pain perception, and promote natural lubrication. The eye has a high density of cannabinoid receptors, making cannabinoid ocular therapy extremely promising.
- Current eye drops have large challenges delivering drugs to the inside of the eye.
- iCANsee, in conjunction with a leading research lab at Israel's Technion, has exclusive rights to nano-encapsulation technology for cannabinoids to penetrate the eye, dramatically increasing targeted bioavailability.



PRODUCT LINES AND MARKET APPROACH



- iCANsee has two complementary product lines in development; Over-the-Counter (OTC) and Prescription. These address three markets; (i) Prescription clinical, (ii) OTC wellness and, (iii) OTC recreational.
- This approach fragments risk, enables early revenue within 18 months for OTC, while concurrently executing an IP-rich prescription drug path over 48 to 60 months.
- Pricing for all products can be achieved at well within industry norms given current cost of goods sold.
- Staged sales strategy involves initially ophthalmology and optometry practices, dispensaries, white-labelling for established brands with pharmacy shelf space, and potentially formulation licensing.

LEADERSHIP

- Prof. Alejandro Sosnik, PhD. Pharmacist, Research Scientist bringing expertise in nanocrystals, colloidal chemistry (polymer self-assembly), Nanomedicine (drug encapsulation, release, targeting).
- Dr. David Smadja, MD Director of the Ophthalmology Research and Innovation Unit, Shaare Zedek Medical Center, bringing expertise in ophthalmology disease and therapies

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- Dr. Hadas Mechulum, MD Senior Ophthalmologist, Dept. of Ophthalmology, Hadassah Hospital, bringing expertise in cannabinoid clinical research
- Mr. Edward Berman, Co-founder and Partner, MaxMedical, LLC, bringing expertise in Ophthalmic product development, regulatory, marketing and sales
- Mr. Scott Butler, Founder & President Blythe Medical Corp., bringing expertise in Ophthalmic product development, regulatory, marketing and sales
- Mr. Saul Kaye, Pharmacist, Founder of Israel-Cannabis, brining expertise in the cannabis sector

PARTNERSHIPS

- iCANsee has established partnerships with best-in-class players in research, clinical testing, product development, production, finance, distribution, regulatory, and intellectual property.



STRATEGY

- iCANsee's strategic plan is designed around building value-driving assets over 36 months, including revenue within 18 months to 24 months.

Risk		Value	
2018 To-Date	12 Months	24 Months	36 Months
<ol style="list-style-type: none"> 1. IP Secured w/ Technion 2. NOFAR Grant Approved 3. OTC Formulation Targets 4. Advisors & Partners 5. Sales Strategy 	<ol style="list-style-type: none"> 1. Pharma Bench R&D @ Technion 2. OTC Regulatory Clearance 3. OTC Formulations Defined 4. OTC Supply Chain Secured 5. OTC Test Market in Ca. 	<ol style="list-style-type: none"> 1. Patent Applications Based on IP 2. Pharma Animal Trial @ Technion 3. OTC Early Adopter Sales 4. OTC Distribution Deals 5. OTC First Revenues: \$1.2M / Yr 1 	<ol style="list-style-type: none"> 1. Pharma Clinical Trials 2. Pharma 2nd Indication 3. Pharma-FDA Submission 4. OTC Canada, LatAm, Euro 5. OTC Revenue \$2.8M / Yr 2

INVESTMENT AND EXIT

- iCANsee is inviting seed-round investment now. Lead investment includes Israel-Cannabis and non-dilutive funding from the Israeli Government Innovation Authority.
- This seed round will enable iCANsee to position itself within 12 months for a valuation of at least 2x of the seed valuation in a Series A fund raising round.
- The plan is to exit within 28 to 36 months at 5x to 7x seed valuation based on established OTC products, branding, sales, as well as prescription product patents and FDA submission.

