

From Initial Launch, Scaled to Multiple Companies and Significant Growth in 1 year!

Driving Dynamic Impacts In Healthcare...And Beyond!

Genonto is a Think Tank focused on providing healthcare solutions by using genetic sequencing to identify genetic predispositions linked to dependencies and other diseases.

Health Solution Management is an integrated business development, operational and sales management company focused primarily on healthcare. We maintain a patient centric approach with all projects.

Genonto Health is a holding company created from the success of Genonto and Health Solution Management that invests into various healthcare companies and projects.

Executive Summary

Genonto (the first in the portfolio) was launched to detect genes linked to opioid dependency and other dependence diseases. This indicates when a person is at risk for developing addictions and dependencies with the goal of preventative strategies. Given our deep resources and vibrant network, this offered a unique opportunity to evolve into a Think Tank for other healthcare needs and COVID-19 pandemic solutions.

As the footprint quickly expanded, with the help of In Focus Brands' (IFB) branded systems, this led our team to create complimentary companies to appeal to the demand from new clients seeking our help and resources outside of genetics. Every team member has 20-30+ years of business growth experience giving us a deep bench of resources and additional access to 100s of subject matter experts.

Health Solution Management (HSM) was created to generate true solutions for healthcare companies seeking business development, sales and operational help. The unique balance of HSM and IFB provide immediate solutions for healthcare clients across many verticals to continue revenue growth even during a pandemic. This includes large healthcare enterprise alignments for stakeholders and investors.

Branded Processes + Strategic Partnerships = Explosive Growth

How We Grew

Step 1 – IFB Branded Systems: IFB’s proven commercialization playbook was used to build a robust branded system, then we stuck to it from Day 1! This was comprised of operational adjustments weekly, gathering endless data (we don’t operate with guesswork), and knowing each other’s strengths.

Through the system buildout, we identified our unique culture and brand that fit who we are as a team. This carried over to strategic partners we aligned with, all employees hired and clients. If we didn’t share the same vision, then we moved on to those who did. We don’t sacrifice our culture for anyone.

Step 2 – Drove Strategic Partners To Us: We engaged our extensive network through unique content, conveying our vision, that generated consistent conversations with companies traditionally out of reach for startups. This included some of the largest brands globally, country/state leaders, and industry experts. All driven to us through inbound systems – we don’t believe in cold calls or heavy outreach.

Step 3 – Moving Fast & Effectively: The entire portfolio has consistently evolved to match new demands, address issues in the market and internal operations at an extremely fast pace through strategic pivoting based on massive amounts of data. We are built on speed and execution.

A new business segment was successfully built and launched within two weeks to align the team globally to

impactful organizations, governments, industry leaders and multibillion-dollar companies.

Results & Future Plans

The dynamic alliances forged provide ongoing value to all partners associated and continues to drive demand for our resources and expertise.

The significant returns seen created the opportunity to open the holding/investment company Genonto Health and invest into several companies and projects.

Success With The Genonto Portfolio

- Hospital co-founded.
- Think Tank for genetic sequencing solutions.
- Pharmaceutical sales management.
- Hospital and healthcare enterprise operations.
- Education for opioid dependency solutions.
- Holding/investment company created

The portfolio expansion grew from one company to three in 3 months after an in-depth analysis that identified market gaps and weaknesses. All aligned with our robust resources and team.

Up Next For The Genonto Team

- Deployment of several new client projects.
- Investments through Genonto Health.
- Healthcare enterprise alignments.

Contact us to partner: brentm@genonto.com

LEADERSHIP TEAM

Phillip Clifford, Brent Martin and In Focus Brands collaboration.

GENONTO

Think Tank for genetic sequencing and healthcare solutions.

- Genetic predispositions and dependency solutions
- Content generation
- Upcoming documentary

HEALTH SOLUTION MANAGEMENT

Integrated business development and operational support firm.

- Focus primarily on healthcare
- Sales management
- Operational support

GENONTO HEALTH

Holding company for existing and future investment opportunities (not limited to healthcare).

- Healthcare company ownership
- Provide investment solutions for stakeholders