Investor Presentation

www.lifelinecoldchain.com

Contact: Andrew Berke, Chief Executive Officer and Co-Founder, andrew@lifelinecoldchain.com, 828-519-0803

Upgrade Any Case. Deliver Cold Chain Anywhere.

Built for decades, not years.

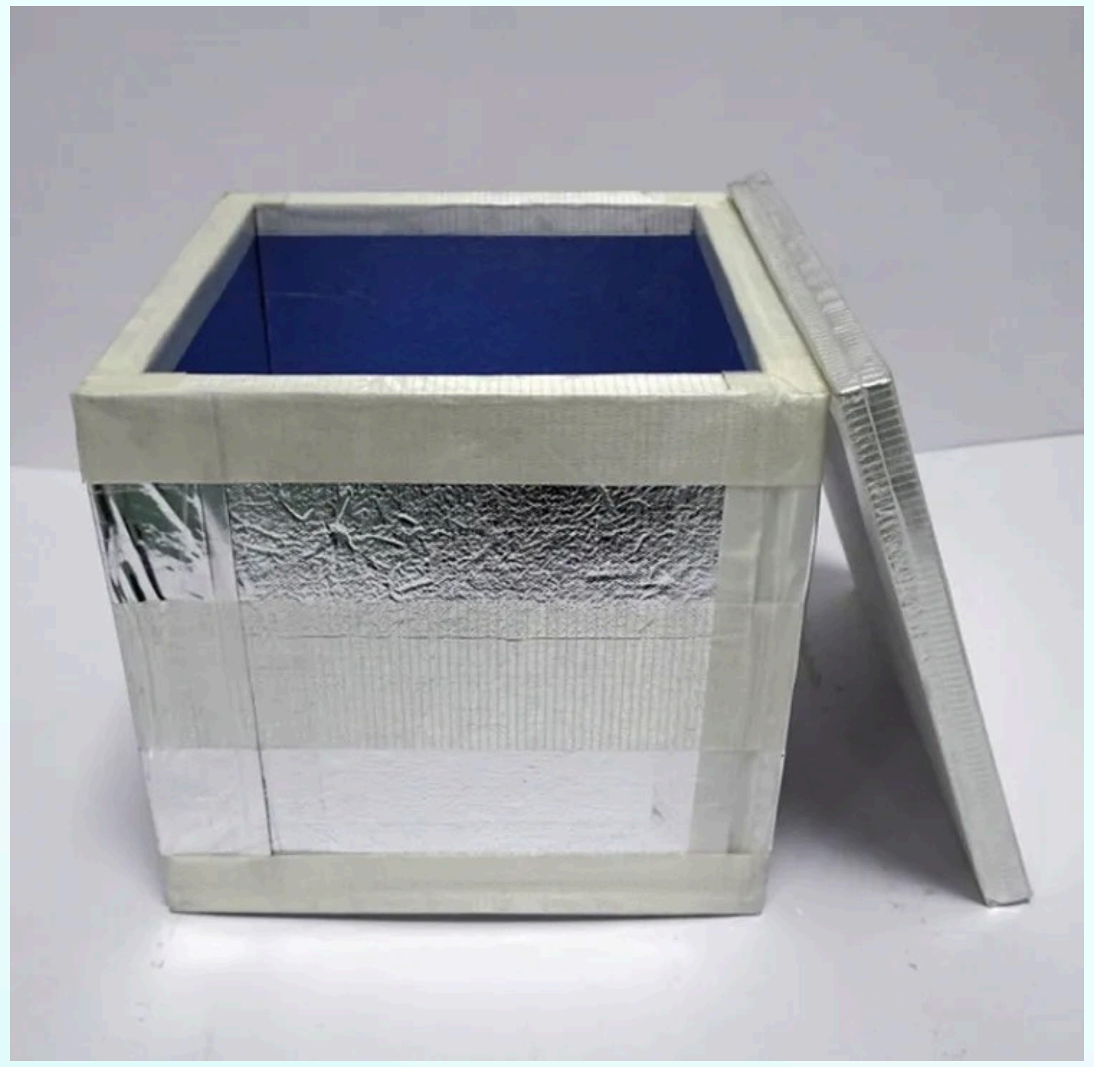
The Problem:
Disposable Cold Chain ≠ Sustainable Cold Chain

- Most systems rely on single-use packaging or short-life inserts.
- OEM manufacturers engineer for planned obsolescence, forcing replacement every 3–5 years.
- Hospitals, labs, and couriers spend millions replacing systems that could last decades.
- That waste drives recurring costs and supply-chain risk.

The Solution:
Universal Drop-In Inserts

- Reusable and custom-built from materials engineered for multi-decade service life.
- Upgrades existing Pelican, Vericor, Nanuk, and SKB transport cases with pharma-grade cold-chain inserts.
- No power, no dry ice, no scheduled replacement. Maintains 2–8 °C for 3–5 days without electricity or dry ice.
- Earth-friendly alternative to single-use packaging and short-life inserts.

Technology



What’s Inside Each Insert:

1) Vacuum Insulated Panels (VIPs)

Encased in high-barrier laminate film

Rated 15–25 years of service life (SGS verified)

2) Phase Change Material (PCM)

Precision-calibrated thermal modules

Validated for 12,000+ thermal cycles (~30 years of daily use)

The Result: 4–6× longer lifespan than conventional inserts and >$7,000 lifetime savings per case.

Safety and Compliance

- **Independently Tested:** All Lifeline systems use materials verified by SGS-CSTC (Guangzhou Branch), a division of the Geneva, Switzerland headquartered global SGS Group, the world leader in product testing and certification.
- **RoHS & REACH Compliant:** Verified free of restricted or hazardous substances above global safety thresholds.
- **Medical-Grade Design:** VIP and PCM assemblies are built in alignment with Center for Disease Control & Prevention (CDC) and World Health Organization (WHO) cold-chain guidelines for pharmaceutical and diagnostic transport.

Competitive Advantage & Business Model

4–6× Longer Usable Life at a Fraction of the Cost

1. Established Market Gap

- Current leaders (Pelican BioThermal, Vericor) design for planned obsolescence. Typical insert lifespan of 3–5 years and ~$2,000 recurring replacement cost per case.
- No known competitors offer universal retrofit inserts for existing rugged transport cases.
- Lifeline Cold Chain is the first U.S.-based company purpose-built to retrofit existing rugged hard cases (Pelican, Vericor, Nanuk, SKB) into pharma-grade, power-free cold-chain systems.

2. Lean, Scalable Business Model

- Build-to-order manufacturing: 35% deposit, 14–16 week delivery cycle. Minimizes capital exposure and aligns cash flow to demand.
- Outsourced VIP/PCM panel production ensures consistent quality and low overhead.
- U.S.-based warehouse handles final assembly, QA, fitment, and distribution.
- High margins (~75%) achieved through direct institutional sales and fleet-volume discounts for institutional buyers.

Market: Institutional Cold-Chain

Lifeline targets institutional buyers including hospitals, medical couriers, and agencies managing fleets of reusable transport systems, representing 145,000+ active cold-chain cases across the U.S.

🏥 Hospitals & Clinical Labs

Transport of blood, biologics, and temperature-sensitive meds. Replace disposable coolers with reusable pharma-grade systems.

Buyers: pharmacy departments, pathology labs, hospital couriers.

🚑 Disaster Response & Mobile Medicine

Power-free cold chain for emergency and field deployment.

Buyers: FEMA, Red Cross, Team Rubicon, CDC, DoD medical units

🌍 Public Health & NGOs

Vaccine and biologic distribution in low-infrastructure regions. Ideal for outbreak response and field testing.

Buyers: State & county health agencies, WHO, Doctors Without Borders, Direct Relief

🔬 Biotech & Research

Long-duration, compliant sample transport for biotech and CROs.

Buyers: LabCorp, Quest, Thermo Fisher, academic research centers

🚚 Medical Couriers & Diagnostics

Core users of temperature-controlled systems. Transport lab samples, plasma, and clinical-trial materials

Buyers: QuickSTAT, Cryoport, World Courier, Marken, regional fleets

Market Share Modeling

Institutional Installed Base:

An estimated 145,000–170,000 reusable cold-chain transport cases currently in circulation across the U.S.

Manufacturer / Segment	Primary Product Lines	Estimated U.S. Units in Circulation	Key Institutional Use Cases
Pelican BioThermal	Crēdo Cube 28 L – 96 L • DURACUBE HD • Chronos	≈ 40,000 – 45,000	Hospitals, blood centers, and 3PL pharma shippers. Major contracts with VA, AmerisourceBergen, Cardinal Health, and WHO partners.
Vericor Medical Systems	Cool Cube 28 L / 96 L series (≥ 28 L only)	≈ 20 000 – 25 000	Widely deployed in U.S. public-health departments and EMS networks since 2017; many units still active in long-term rotation.
Sonoco ThermoSafe, CCT, Nordic, Tower, Cryopak	EOS • Chill-Pak • CCT SU96 • CryoCube	≈ 35,000 – 40,000	Commercial 3PL and pharma-trial fleets; regional medical-courier operations.
Military / Government / Emergency Logistics	CDC • FEMA • DoD medical-grade systems	≈ 25,000 – 30,000	Strategic stockpiles, disaster-response, and field-medicine transport.
Other Rugged Case Retrofits (Nanuk, SKB)	Large-format EMS / diagnostic cases ≥ 28 L	≈ 20,000 – 30,000	Non-thermal protective cases suitable for conversion to passive cold-chain systems.

Market Share	Units Converted	Gross Revenue ($1400/unit)	Estimated Profit (75%)
Conservative 2%	≈ 2,900	$4.1 M	$3.0 M
Moderate 5%	≈ 7,250	$10.2 M	$7.6 M
Ambitious 8%	≈ 11,600	$16.2 M	$12.2 M

Path Forward – From Market Readiness to Scale

Lifeline Cold Chain enters Q3 2026 with a validated product, certified supply chain, and clear operational plan.

The next phase focuses on institutional adoption and scalable execution, targeting 3% market share (≈4,300 units) within five years.

1. Operational Launch (Now – Q4 2026)

- Certified supply chain established with SGS-verified Zerothermo VIP + PCM materials.
- Verified 15–25-year service life and thermal stability over 12,000 cycles.
- First production run underway: 120 panels for Vericor retrofits in pilot fabrications.
- Launch small warehouse for assembly, QA, and shipping; hire core team (founder + assembly lead + admin/accounting + sales rep).

2. Market Penetration (Q1 – Q2 2027)

- Develop fitment library of 15–20 case models (Pelican, Vericor, Nanuk, SKB) ultimately to reduce delivery times.
- Fulfill early institutional pilot orders with couriers, hospitals, and public-health departments.
- Refine build-to-order process and logistics partnerships for national delivery.

3. Scalable Growth (2027 – 2028)

- Scale recurring institutional contracts to 1.5% market share (~2500 units).
- Expand compatible product lines (additional case families + size formats).
- Expand marketing push to institutional clients.

4. Strategic Positioning (2029 – 2030)

- Reach 3% market penetration (~4300 units), ≈ $6 M revenue / $4.5 M profit (amortized across five years).
- Evaluate strategic acquisition or partnership with OEM or logistics provider.
- Consolidate IP, fitment data, and client contracts as key value assets for sale.

Andrew Berke – Chief Executive Officer and Co-Founder

Andrew Berke is an entrepreneur and seasoned executive with over 30 years of experience spanning finance, education, real estate development, and emerging technologies. With a proven track record of building and scaling high-growth ventures, he specializes in leveraging innovation to disrupt traditional industries and drive sustainable success.

A former technical analyst and equities trader, Andrew brings deep expertise in market dynamics, risk management, and capital deployment, skills that now underpin Lifeline Cold Chain's disciplined, data-driven approach to growth. His background in complex financial structures and operational scaling informs a business model designed for efficiency, durability, and long-term value creation.

Throughout his career, Andrew has demonstrated exceptional leadership, guiding high-value projects, assembling top-tier teams, and successfully navigating regulatory and logistical challenges to turn bold ideas into reality. As Founder and Managing Director of Lifeline Cold Chain, he's pioneering a new generation of reusable, power-free thermal transport systems engineered for decades of service life, bringing sustainability and resilience to the global medical cold chain.

A Mensa member with a relentless pursuit of excellence, Andrew is a forward-thinking leader committed to building lasting enterprise value while advancing environmentally responsible innovation in critical medical logistics.

Josh Frank – Chief Innovation Officer and Co-Founder

Josh Frank is a visionary inventor, disruptive engineer, and technological pioneer whose innovations have reshaped multiple industries. A true polymath and pragmatic problem solver, he's dedicated his career to engineering breakthrough solutions that challenge conventional thinking and redefine what's possible.

A prolific inventor, mechanical engineering savant, and 3D printing expert, Josh holds dozens of patents across multiple industries, from renewable energy to advanced manufacturing and outdoor technology. He's a creative force who has designed complex modular systems for Milwaukee Tools and developed a myriad of groundbreaking products sold across North America, Asia, and Australia. Josh's numerous achievements consistently advance the frontiers of efficiency, sustainability and market innovation.

As Co-Founder and Chief Innovation Officer of Lifeline Cold Chain, Josh leads the development of next-generation thermal and cold-chain systems designed for durability, performance, and sustainability. His work challenges the industry's reliance on short-lived, disposable solutions by engineering modular technologies built for long-term use in demanding medical and logistics environments.

Known for innovative approaches, prolific creativity, and a hands-on engineering style, Josh combines inventive insight with disciplined execution. His work at Lifeline Cold Chain reflects a core belief that meaningful innovation isn't just about novelty, it's about building smarter systems that last, scale, and make a measurable impact.

Investment Opportunity

Seed Round Overview – $250K Capital Raise

Purpose of Funds: Establish a small assembly and distribution center. Cover salaries for a lean core team. Build a fitment library of case models for rapid replication. Secure early institutional purchase agreements and build long-term procurement relationships.

Structure – Profit-Share Note (36-Month Term)

- Guaranteed ROI: 3× return before 36 months (target: 24-30 months under conservative growth forecasts).
- Profit Share: Investor receives no less than 30% of net profits, paid quarterly, until a total of 3× ($750k) is reached.
- Priority Distributions: Investor payments precede any founder draws.
- Transparency: Quarterly profit and cash-flow reporting until payout or conversion.
- Convertible Backstop: If 3× isn't achieved by month 36, any unpaid balance may convert to equity at fair market valuation.