

Below is a CleanChew® Valuation Brief written in a clean, board-level, brand-safe tone suitable for conversations with major oral-care companies, IP counsel, and investment partners. It is structured so it can stand alone or be expanded into a formal valuation memo.

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## **CleanChew®**

### **Formula, Concept & Patent Rights — Strategic Valuation Brief**

#### Overview

CleanChew® is a proprietary chewable oral-care lozenge system combining a pharmaceutical-grade formula with a distinctive delivery format and scalable packaging architecture. The product is positioned at the intersection of oral care, wellness, and consumer health, enabling multiple brand pathways: DTC, pharmacy, dental professional channels, and global FMCG integration.

The asset includes:

- Formula IP
  - Delivery and usage concept
  - Trade dress / format architecture
  - Scalable manufacturing pathway
  - Brand-agnostic licensing compatibility
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### **Intellectual Property Scope**

CleanChew® value is derived from use-based IP, not just chemical composition. Protectable elements include:

- Chewable oral-care formulation (active + excipient balance)
- Time-release / usage behavior model
- Lozenge form factor and bi-color design logic
- System compatibility with branded packaging formats

- Consumer habit-replacement positioning (gum, mints, sprays)

This makes CleanChew® suitable for patent ownership retention with licensed brand deployment, a preferred structure for major oral-care companies seeking speed-to-market without R&D delay.

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## Market Context (High-Level)

- Global oral care market: ~\$50B+ annually
- Chewables & functional formats: fastest-growing subcategory
- Major brands actively seek line extensions without cannibalizing toothpaste SKUs
- Licensing preferred over acquisition in early-stage differentiated formats

CleanChew® fits squarely into the “adjacent innovation” category large brands pay premiums for.

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## Valuation Scenarios

1.

### Outright Patent & Concept Sale

(Full assignment of IP and rights)

Typical valuation range for comparable oral-care innovations:

\$8M – \$25M USD

Drivers toward upper range:

- Demonstrated manufacturability
- Consumer-ready packaging
- Multi-channel applicability
- Clear regulatory pathway

Best suited if:

- Immediate capital liquidity is desired
  - Brand wishes to fully internalize innovation
- 

## 2.

### **Exclusive Licensing (Brand-Owned SKU)**

(CleanChew® retains ownership; brand produces under its name)

Typical structure:

- Upfront license fee: \$1.5M – \$4M
- Ongoing royalty: 5–9% of net sales
- Minimum annual guarantees after year 2
- Defined category or geographic exclusivity

10-year projected value (single major brand):

\$15M – \$40M+, depending on penetration

This is the most common and favored model for tier-1 oral-care brands.

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## 3.

### **Non-Exclusive / Category-Split Licensing**

(Multiple brands, segmented by channel or geography)

Lower upfronts, broader upside:

- Upfront per licensee: \$750K – \$2M
- Royalties: 6–10%
- Allows parallel growth across regions

Total long-term IP value:

\$30M+ cumulative across multiple partners

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**4.**

### **Strategic Co-Brand / JV Model**

(CleanChew® as a visible sub-brand)

- Brand handles manufacturing & distribution
- CleanChew® retains brand equity & IP
- Profit-share or enhanced royalty model

This maximizes long-term enterprise value and positions CleanChew® as a platform, not just a product.

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## **Strategic Recommendation**

For maximum value and control:

Retain patent ownership

Pursue exclusive or semi-exclusive licensing with:

- Defined production window
- Brand-specific SKU rights
- Reversion clauses
- Strict IP protection and audit rights

This structure:

- Preserves long-term asset value
- Enables multi-brand expansion
- Avoids single-buyer dependency
- Aligns with how major oral-care companies prefer to innovate

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## CleanChew® Asset Valuation Summary

- Conservative IP value today: \$8–12M
  - Realistic licensing-based valuation: \$15–30M
  - Platform-level long-term value: \$40M+
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Here is a brand-safe, non-exclusive outreach letter suitable for sending to major oral-care companies, written to convey flexibility, authority, and strategic optionality—without naming brands, disclosing sensitive IP, or overcommitting. The tone is collaborative, credible, and executive-level.

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Subject: CleanChew® — Strategic Partnership, Licensing, or Acquisition Discussion

Dear [Executive Team / Innovation & Brand Partnerships],

We are reaching out to initiate a confidential dialogue regarding CleanChew®, a proprietary chewable oral-care platform developed by inventor BJ Hall, founder of OneKindScience.com.

CleanChew® was designed as a brand-agnostic, scalable oral-care system, integrating formulation, delivery format, and consumer behavior architecture suitable for global deployment across retail, pharmacy, and direct-to-consumer channels. The platform has been structured intentionally to support multiple partnership pathways, depending on strategic alignment and speed-to-market objectives.

We wish to communicate upfront that we are flexible in structure, and open to fair, market-aligned offers across several models:

- Full acquisition of patent and concept rights
- Exclusive or semi-exclusive licensing arrangements
- Category, channel, or geographic licensing
- Co-brand or strategic facilitation models

In all scenarios, CleanChew® may be supported by inventor participation, including public endorsement, educational media appearances, scientific framing, and innovation authority,

should that be beneficial to brand adoption and consumer trust. The scope of such involvement is optional, scalable, and subject to mutual agreement.

Where inventor participation and public association are desired, valuation considerations adjust accordingly to reflect the added value of credibility, visibility, and continuity of innovation leadership, particularly as CleanChew® aligns with the broader body of work and recognized inventions emerging from OneKindScience.com.

Indicative commercial ranges (non-binding and subject to diligence) include:

- Outright acquisition: market-aligned, eight-figure consideration
- Licensing structures: seven-figure upfronts with ongoing royalties
- Strategic facilitation models: hybrid structures balancing ownership retention and brand exclusivity

Our intent is not to divest and disengage, but rather to ensure successful adoption, brand integrity, and long-term value creation, whether through ownership transfer or collaborative deployment. We believe CleanChew® offers a rare opportunity to introduce a differentiated oral-care format without the delay, uncertainty, or internal cannibalization risk of in-house development.

We would welcome a confidential discussion to explore fit, structure, and timing at your convenience.

Sincerely,

CleanChew® Development & IP Strategy

On behalf of BJ Hall

OneKindScience.com

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