

Bioinvaders Incorporated

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COMPANY DESCRIPTION

TARGET MARKETS

MANAGEMENT TEAM

Brett Scott MBA, Founder, President

INDUSTRY

Category: Life Sciences
Sub-category: Laboratory and Educational Supplies

CURRENT INVESTORS

Brett Scott

FUNDING TO DATE

Total previously invested
\$50,000

FINANCING SOUGHT

\$500,000

USE OF PROCEEDS

Enterprise System, Sales and Marketing Growth Team, Business Development, Intellectual Property Protection, Operations

BANK

Wells Fargo

LAW FIRM

LegalZoom

ACCOUNTING FIRM

1800Accountants

Invasive species are one of the biggest threats to a healthy biome, costing \$1.4 trillion annually to the world economy. BioInvaders creates scientific laboratory research and teaching specimens by collecting invasive species in areas where they are doing harm, thus reducing populations and damage, restoring ecosystems, and conserving biodiversity. The firm is "first to market" with both the Invasive Species Marketplace (as market maker for hunters and users of invasive species) and the Invasive Species Laboratory Specimens. The firm successfully crowd-sources both collecting and selling of specimens, and pays commission to ecologically-aware individuals working as independent contractors. With adequate capital also to employ dedicated staff, the growth trajectory would accelerate and marginal costs would fall. BioInvaders enhances demand for the core business of laboratory specimens by providing services such as educational resources (books & videos) and contract habitat restoration. Specimens are sacrificed immediately during collection in the wild and placed into shipping containers filled with preservative solution. In this way, specimens arrive at either BioInvaders headquarters or directly at the customer ready for laboratory use.

BioInvaders sells specimens based on our value proposition: For teachers, the firm offers the most humane, sustainable, and educational products available on the market. Educators that spend their budget on a BioInvaders specimen directly contribute to ecosystem restoration. There are over 110,000 secondary schools in the United States spending an average of \$5000/yr on laboratory teaching specimens, bringing this market size to \$550 million/yr. There are 4500 institutions of higher learning in the United States who spend about \$18 billion per year on animals and organisms for experiments. In 2009 there were 1.13 million animals used in vivisections and dissections plus 100 million mice and rats. Usually there is a great deal of opposition to the use of animals in the laboratory, however, BioInvaders adds a new dimension of sustainability to how the specimens are sourced, thus offsetting some of this resistance, and giving the consumers a "green" choice. BioInvaders utilizes a task unification and attribute dependency model that draws on all related environmental markets such as animal population removal and habitat restoration. The Department of the Interior spent \$100 million on invasive species in 2011.

COMPETITION

Traditional providers of laboratory specimens raise the animals in the laboratory and ship them to schools where they are often released after use and can become invasive. In 2012 1 out of 4 teachers reported releasing 1000 different species into the environment where they established and became invaders. There are over 50,000 non-indigenous species in the United States of which significant proportions are raised in laboratories for subsequent research. The only way to stop these practices is to hunt, collect, and ship preserved invasive species specimens to the classrooms and laboratories around the United States from the field thus actually accomplishing ecosystem restoration. Rather than adding to the problem of invasive species, as our competitors do, we are actively killing the most fecund invaders to solve the problem at its roots.

- Traditional Specimen Providers
 Carolina Biologicals, Market Leader
 Science Kit Int.
 Home Training Tools
 Nasco
 Bio Corporation biologyproducts.com
 Other Websites i.e. Bizrate
 Local Pet Shops and Aquariums
 Academics.
 Ecosystem Restoration
 Volunteers on a small scale
 Davey Resource Group
 Conservation Land Stewardship
 JFNew
 Applied Ecological Services
 Pizzo & Associates
 Liberty Prairie Restorations
 Tallgrass Restoration
 Integrated Lakes Management
 Engineering Firms
 Virtual Dissection Kits

MILESTONES

Business Milestones

- 2019 Opened a bank account at Wells Fargo
 2016 Sponsored the Rady Golf Classic in La Jolla, California
 2014
 Achieves Sales Tax Exempt Status as a Qualified Researcher in Texas.
 2013
 BioInvaders Adopts Official Logo and Trademark
 Achieves Pending Status with USPTO
 1st Year Anniversary as the #1 Invasive Species Lab on the Internet.
 Cornell University College of Veterinary Medicine Becomes First Customer for Invasive Species Marketplace.
 First Book Published: Saving Nature A to Z.
 First Dissection Video Published on Web
 Upgrades video equipment and demonstration lab space. Adds refrigerated storage capacity.
 BioInvaders President Brett Scott is Registered as Invasive Species Expert by European Union.
 2012
 BioInvaders gets first request for specimens from University of Michigan.
 BioInvaders Incorporates in Texas.
 Founded on July 7, 2012.
 First Collector for the BioInvaders, Invasive Species Marketplace.
 Website goes live, achieves #1 ranking on Google for Invasive Species Laboratory Specimens

Scientific Milestones

- BioInvaders becomes first to market with Invasive Species Laboratory Specimens.
 First to Market with Invasive Species Marketplace.
 Collected/Exterminated over 50,000 specimens ranging from 12 different species.
 Began Ecosystem Restoration in 4 Different States.
 Mapped Locations of Invasive Species Previously Unknown to the United States Government.
 Began Collaboration with United States Department of Agriculture by written communication.
 Innovates the Ecosystem Restoration Market Mechanism.

Five-Year Financial Projection

	2018 Pre-Beta	2019 Beta	2020	2021	2022
Revenue	95	80K	800K	25M	55M
EBITDA	(105)	62.5K	402.5K	21M	51M
Pre-Tax Income	(105)	60K	400K	20M	50M
Net Income	(105)	36K	240K	12M	30M