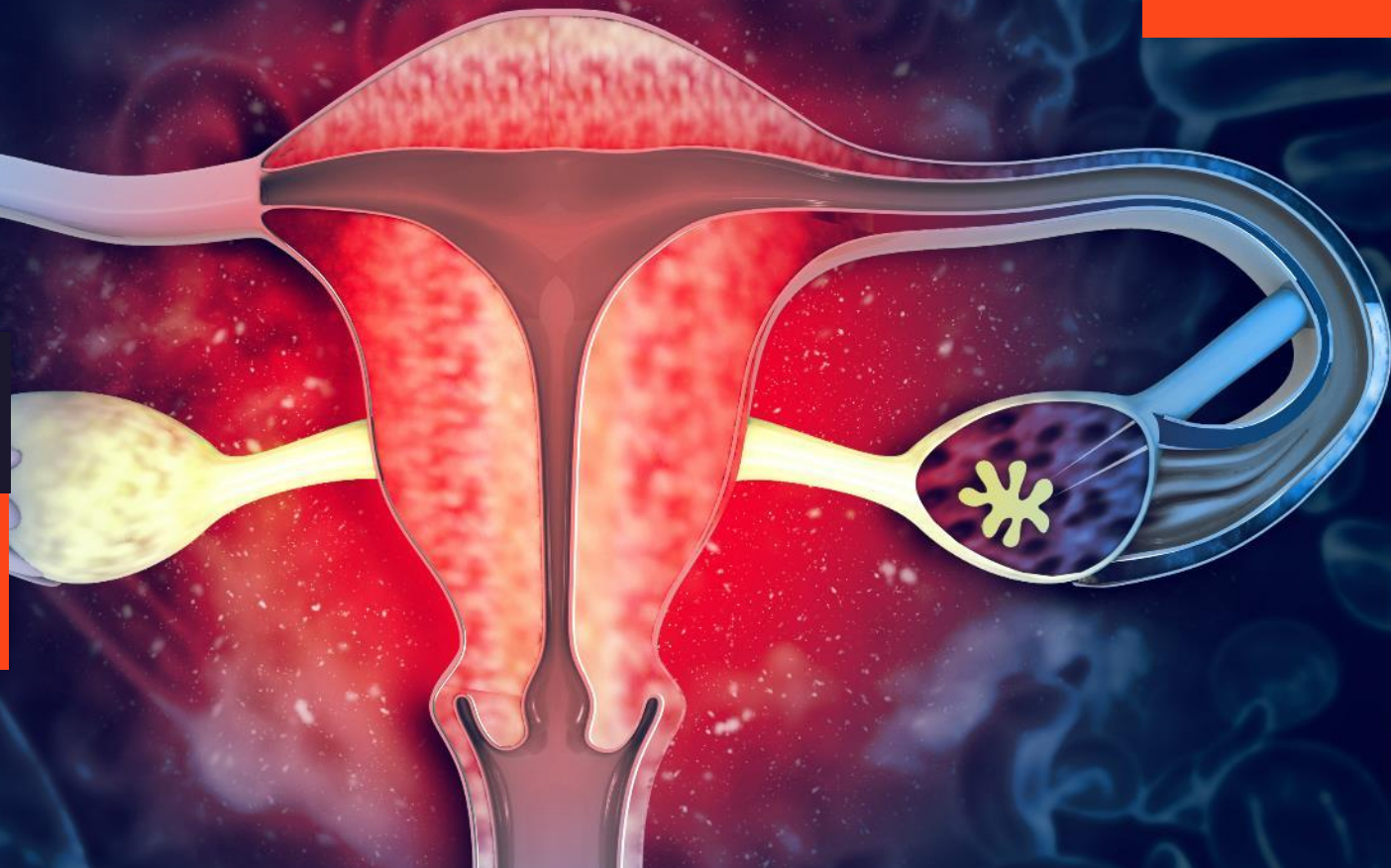


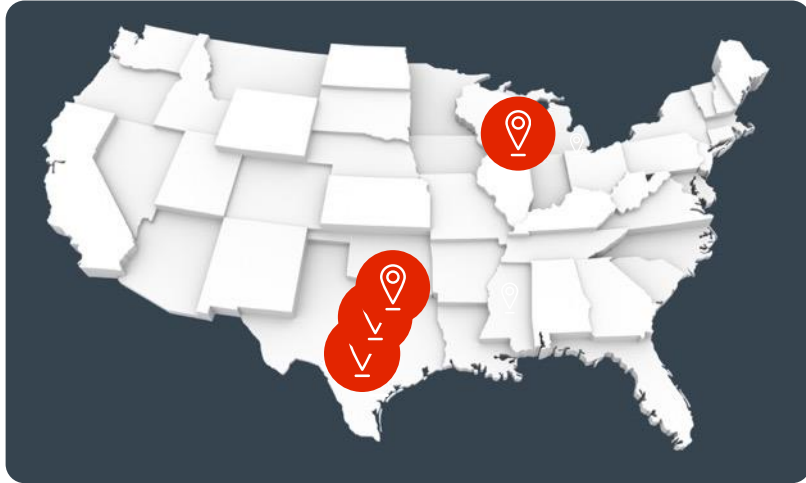
Market Report

Fibroids



Objective

- Conduct market research to locate women with fibroid symptomology and gauge their interest in working with a fibroid treatment specialist
- Utilize Facebook ads to attract leads and direct them to a dedicated landing page and online survey



Campaign Metrics

Start Date

- October 12, 2017

Ad Targeting

- Women / Ages 34 - 65+
- Geo-Targets: San Antonio, Austin, Dallas, Chicago

Acquisition Metrics

- 2,488 total leads
- 18 known procedures
- \$7 Facebook average CPL (cost per lead)
- \$150 or less Google Adwords average CPL

Attract patients who need treatment

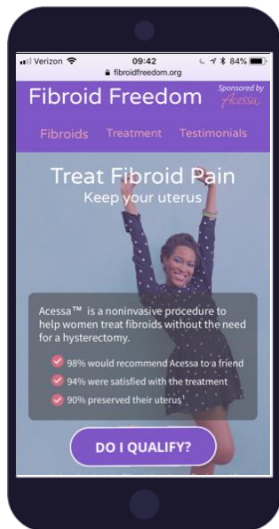
Optimized to ensure high consumer engagement

Social Media



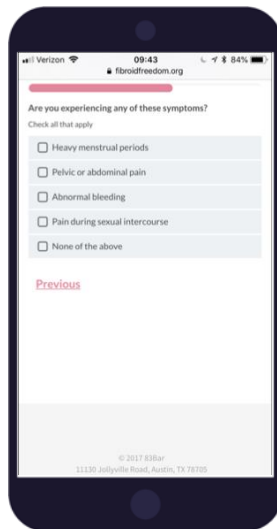
Attract

Landing Page



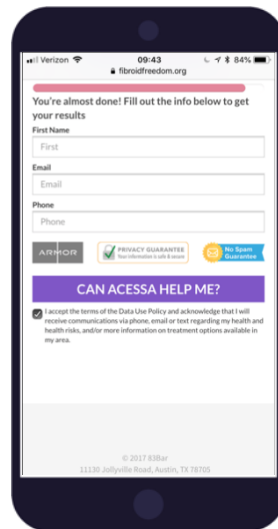
Engage

Survey



Qualify

Submit



Collect

Our Goals



Generate clicks with illustrated ads that stand out in social newsfeed



Optimize percentage of respondents who complete survey with engaging experience

Findings

- 61.6% have been diagnosed with fibroids
- 77.9% have not seen a doctor about their symptoms; 22.2% did see a doctor
- 68% were diagnosed more than 12 months ago; while 21.4% were diagnosed less than 6 months ago
- 33.1% are not sure of their fibroid; 22.3% grape sized (1-2cm); 21.5% plum (3-5cm); 12.7% orange sized (6-9cm); 11.3% grapefruit size (10cm +)
- 64.3% are not currently being treated; 33% not satisfied with current treatment plan; 3.7% are satisfied with current treatment
- 88.4% often feel bloated / uncomfortable in lower abdomen pelvis
- 57.9% have menstrual periods lasting longer than 7 days
- 74.6% report pelvic / abdominal pain; 70.4% report heavy periods; 45.1% report abnormal bleeding; 45.9% report painful intercourse; 61.9% report painful periods; 61.3% frequent urination; 43.8% frequent constipation; 27.4% painful BMs
- 76.9% report their symptoms negatively impact their life
- 71.4% are not currently trying to get pregnant





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With 83bar since inception and bringing 15 years of successful medical device direct to physician sales experience. Intimate knowledge of the barriers faced by both the patient and the physician in need of each other as they both navigate through today's ever-changing healthcare insurance landscape.



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CEO, founder, advisor, investor and fundraiser with a particular focus on health care, technology and service sectors. Bias toward rapid growth and development while creating new market niches in technology-enabled health care and wellness fields. Currently operating 83bar, LLC. with directional strategic guidance to The Gents Place, Texas Metabolic Centers, Replenish Hydration, and Optimal Thyroid Program, LLC.



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