



Launchit  
S O L U T I O N S

January 2026



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# Launchit Solutions Inc.

*Innovation in Healthcare.  
Strength in Technology.*



# Mission

Launchit's mission is to be the preferred **tech-enabled care provider**, combining trusted **healthcare delivery** with **scalable technology**.

## Care Provider Services

Evidence-based, patient-centered care at scale.

National partnerships with:

- Novo Nordisk
- Eli Lilly
- Shoppers Drug Mart

## Technology Services

**Healthcare data management** platforms, including privacy & cybersecurity solutions.

Value to stakeholders:

- SaaS-based and recurring revenue
- Enterprise-grade compliance
- Personalized patient journeys



# The Launchit Investment Thesis

*Multiple Ventures Generating Healthy Profits and Cross-Selling Opportunities.*

## We Emphasize:

- **Proven Revenue-ready Ventures**  
*clinically validated and primed for rapid commercialization*
- **Clear Market Demand**  
*addressing urgent, chronic healthcare needs*
- **Product Reimbursement Programs**  
*proven models to ensure adoption and scalability*
- **High-margin, Cashflow-rich Opportunities**  
*ventures built for profitability and sustainability*



# Our Team



**Jamie Harsevoort**  
*Chairman & Chief Executive Officer*

25 years Software, Health IT, & Business Operations; Founded multiple MedTech companies



**Frank Naus**  
*Chief Operating Officer*

30 years experience in Clinical Trials, Research, & Business Operations



**Justin Leushner**  
*Chief Business Officer*

25 years inventing, scaling global products, and founding medical companies



**Micheal Cloutier**  
*Director*

- Former President or CEO of 6 major pharma firms
- Former President of Diabetes Canada
- Currently assisting start-ups as an investor and advisor



**Bruno Maruzzo**  
*Director*

- 25+ years experience as VC, Director, and Investor
- Held positions with Canadian & U.S. public companies
- Accomplished Investor Relations expert



**Dr. David Macklin - GP, Psychotherapist**  
*MWM Medical Director*

- +16 years in obesity medicine
- Medical Director of the Weight Management Program at the Medcan Clinic
- Co-author of Canada's Obesity Guidelines
- Creator of the "Macklin Method" – a licensed behaviour management education program for physicians



**Dr. Megha Poddar - Endocrinologist**  
*MWM Medical Director*

- Medical Director and Founder of LMC medical weight management program
- Medical Lead of Bariatric Surgery Program – Wharton Medical clinic
- Co-author of Canada's Obesity Guidelines
- Ontario MD Peer leader for Collaborative health record and Accuro EMR

**Karl Ludwig**  
*Chief Technical Officer*

**Mark Wu**  
*Chief Marketing & Sales Officer*

**Regina Lara Yunes**  
*Chief Financial Officer*

# Care Provider Services

*Evidence-based,  
patient-centered  
care at scale*





# Care Provider Services:

## Patient Adherence Programs for **Diabetes** and **Obesity**

Our **Novo Nordisk** partnership powers Canada's largest group of diabetes and obesity Patient Support Programs.

Launchit Solutions removes prescribing barriers with national **Patient Adherence Programs** that:

- ✓ Provide **Effective Virtual Care** with licensed healthcare professionals
- ✓ Increase patient confidence with **obesity, diabetes, and mental health** medications
- ✓ **Increase stay time** by promoting adherence with education and coaching
- ✓ **Improve access** to medications by assisting with reimbursement navigation

### Select Patient Adherence Programs

**OZEMPICare**  
Patient Support Program

**novonordisk care**  
PATIENT SUPPORT PROGRAM

**TRESIBA**  
insulin degludec injection

**NEW Awigli**  
insulin icodec injection

**SaxendaCare**  
Patient Support Program

**wegovy care**

**MyQuest**  
FOQUEST® Onboarding Program



# Medical Weight Management Centre

## Virtual Care for Obesity Management



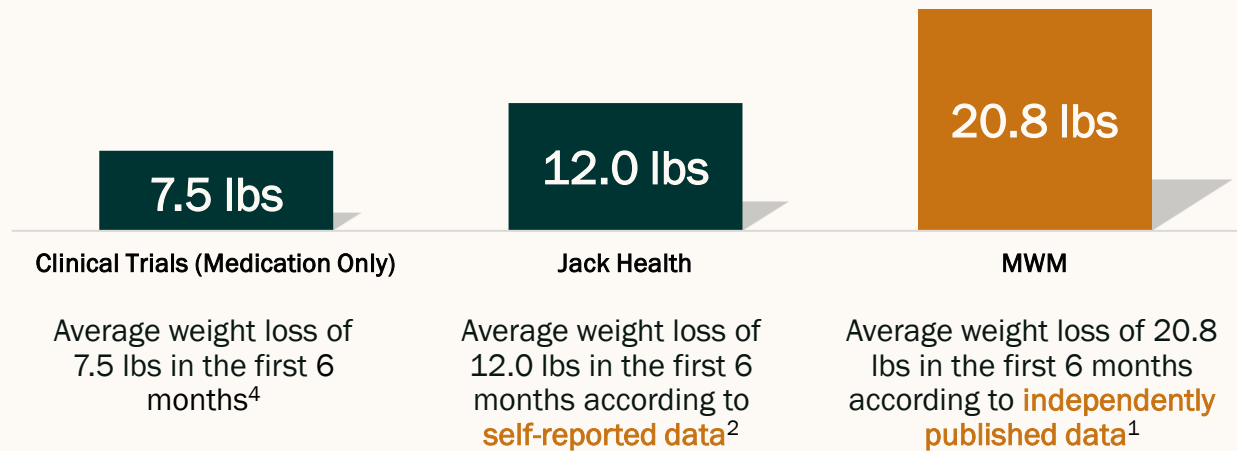
- Led by Dr. David Macklin and Dr. Megha Poddar, internationally recognized obesity experts and co-authors of the Canadian Adult Obesity Clinical Practice Guidelines.
- National partnerships with **Shoppers Drug Mart** and **Eli Lilly**.
- International expansion underway through partnerships in the **USA**, **Germany**, and **Brazil**.
- Our patients have a **95% adherence to treatment**, compared to 30% adherence for patients on a GLP-1 without behavioural support.



# Proven Weight Loss Program

95% adherence drives 73% improvement in outcomes

- On average, MWM patients lose **20.8 lbs**<sup>1</sup> in the first 6 months, compared to **12.0 lbs** from the leading competitors<sup>2</sup>
- Plus, our patients benefit from metabolic improvements, increased confidence, and both mental and physical health improvements<sup>3</sup>



Feature / Claim	Leading Competitors	MWM <sup>1</sup>
Weight Loss Claim	12.0 lbs in 6 months <sup>2</sup>	20.8 lbs in 6 months
Source of Data	Internal patient data (not peer-reviewed)	Independently validated with published data
Clinical Validation	No peer-reviewed study disclosed	Protocol co-authored by obesity experts
Behavioral Support	Basic coaching	Personalized cognitive behavioural therapy care
Adherence Rate	Not reported	95% adherence rate
Care Team	Virtual MD + coaching	Specialist MDs, pharmacists, dietitians & RNs
Partnerships	Not disclosed	National programs with Shoppers, Eli Lilly & Novo Nordisk
Transparency	No published outcomes or methodology	Clinical outcomes tracked and benchmarked

1. Canadian Obesity Summit, 2024  
2. Jack Health company website, dated April 15, 2024  
3. Novo Nordisk - Unlocking the full value of GLP-1s for people, health systems and society, dated March 2025  
4. American Diabetes Association [Efficacy and Safety of GLP-1 Medicines for Type 2 Diabetes and Obesity, dated June 06, 2024]



# Shoppers Drug Mart Opportunity

Accelerating Growth



*In partnership with*



	Low	Mid	High
Stores	1,300	1,300	1,300
New Patients / Store / Week	3	4	5
Total Patients Per Year	202,800	270,400	338,000
Licensing Profit Per Patient	\$44.00	\$44.00	\$44.00
<b>Total Annual Net Profit</b>	<b>\$8.9 M</b>	<b>\$11.9 M</b>	<b>\$14.9 M</b>

- Alberta pilot successfully completed in 24 stores
- National rollout **completed** November 2025

<https://www.shoppersdrugmart.ca/health/chronic-conditions/weight-management>

*Shoppers receives provincial reimbursement for these services. Launchit paid directly by Shoppers; program is **no-charge to patients**.*



# Growth through Partnerships

## Canadian and Global Opportunities



*In partnership with*



National partnership in over 1,300 pharmacies, delivered at no-charge to patients (provincially reimbursed).

**> \$20M projected annual revenue**

*In partnership with*



National partner for Eli Lilly Canada, following the very successful Lilly Direct launches in the USA and Australia.

**> \$5M projected annual revenue**

*International expansion*



Launching first in Brazil, Germany and the USA, followed by Australia and the Middle East.

**\$100M+ annual revenue potential**



# Care Provider Services

## Additional Revenue Streams

Other notable Launchit Care Provider services include:



**Regulora®** is a digital therapeutic for Irritable Bowel Syndrome (IBS), a chronic condition affecting 1 in 6 adults.

Authorized by both the FDA and Health Canada, Regulora® is supported by three large-scale clinical trials.

More than 80% of patients experience a reduction of over 50% in symptom severity — outperforming leading drug treatments.

Launchit owns the worldwide exclusive license to this treatment protocol.



**Lumedi™** is a secure, compliant data collection platform built specifically for clinical research.

Lumedi is redefining clinical research by putting patient engagement at the center of data collection. Lumedi's intuitive digital platform makes participation simple and accessible through mobile and web-based tools, ensuring patients stay engaged and data remains complete.

This translates into higher retention, better patient-reported outcomes, and stronger real-world insights - an engine for better science, better compliance, and better outcomes.

# Technology Services

A decorative graphic in the bottom-left corner consisting of several overlapping, semi-transparent triangles in various shades of teal and blue, creating a geometric pattern.

*The tech backbone of  
modern healthcare*



# Data Management Services

## Our Scalable Technology Platforms for Healthcare Providers:

- **Clinical Research** – Faster, data-driven studies
- **Patient Adherence** – Improved engagement & outcomes
- **Reimbursement** – Simplified access & navigation
- **Medical Education** – Smarter training & support
- **Diagnostics** – AI-powered screening & insights
- **Regulatory** – Streamlined compliance documentation

+ our team has developed bespoke AI solutions for many valued clients.

Our AI software development team has existed since 2010.

We have acquired 4 technology companies to date:

- Nuway Software
- Medical Education Network
- MedStack
- 2Gen Digital





# Privacy & Cybersecurity

## Technology Services



**Acquired November 2024**

All-In-One Data Security and Privacy  
Compliance Platform.

*Additional acquisition opportunity identified.*



**15 years experience**

Successfully completed cybersecurity reviews  
with pharmaceutical companies & hospitals.

Our services cover privacy guidelines for PIPEDA, PHIPA (Canada), HIPAA (USA), and GDPR (Europe)

# Financial Information

*Sustainable and  
Exponential Growth*



# Projected Financials

**FY2024 to FY2028** (year end February 28)

1

## Core PSP Business

- Novo Nordisk
- Elvium

2

## Core Technology Services

- MedStack
- Software Development
- Hosting & Licensing

3

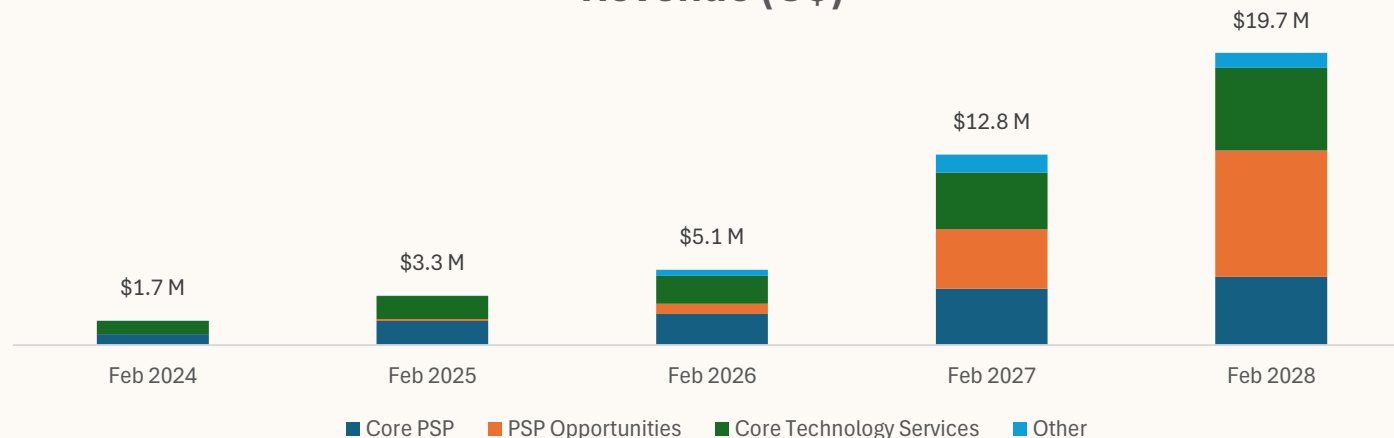
## PSP Opportunities

- Shoppers Drug Mart<sup>(1)</sup>
- International Opportunities
- Non-weight loss

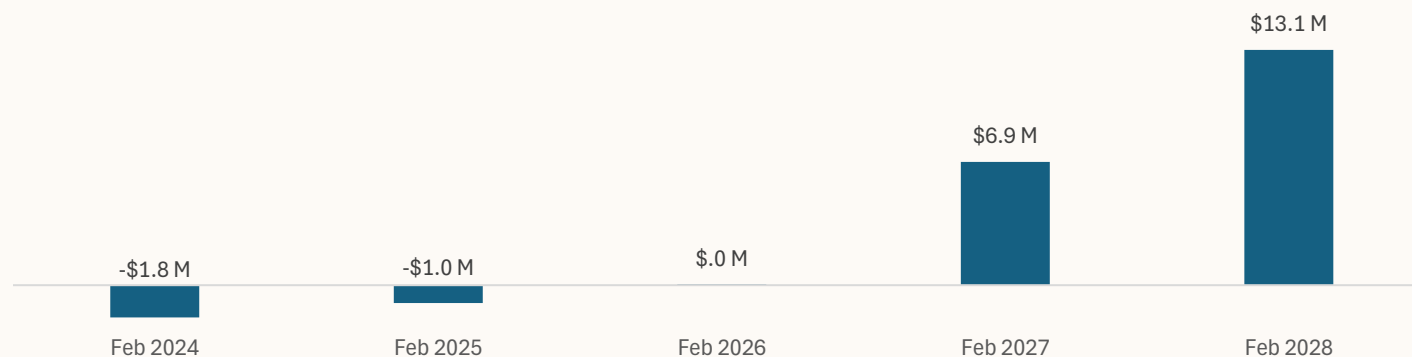
(1) Shoppers Drug Mart forecast assumes 183,537 new patients for year ending Feb 2027.

(2) Forward projections exclude capital reinvestment programs.

## Revenue (C\$)



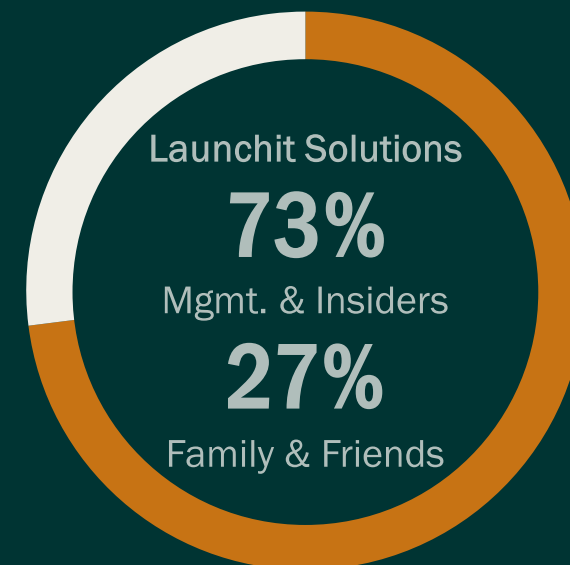
## EBITDA (C\$)



# ▶▶ RTO Financing & Capitalization

## Capital Structure Illustrating a \$3M Concurrent Raise with RTO

	Price	Shares	% / \$
Launchit Solutions	Various	45M	84% / \$22.5
RTO Financing	\$0.50	6M	11% / \$3.0
ShellCo	\$0.50	1.5M	3% / \$0.8
SAFE subscribers (no discount)	\$0.50	1.1M	2% / \$0.5
Post-Money Basic S/O		53.6M	100% / \$26.8
RTO Financing Warrants	\$0.80	6M	
Post-Money Fully Diluted S/O		59.6M	\$29.8
Feb 2027E Revenue			\$15.8M
EV / Feb 2027E Revenue			2.0x
Feb 2027E EBITDA			\$10.5M
EV / Feb 2027E EBITDA			3.0x



## Financing Terms

- Offering: Up to **\$3M** of Subscription Receipts for units (1 share / 1 warrant)
- Issue Price: **\$0.50** per unit
- Warrants: **\$0.80** exercise price, 24 months

# Investment Highlights

*Proven Model with  
Increasing  
Revenues and Profit*



# Investment Summary

## Key Takeaways

- 1 Leading Canadian provider of patient care programs for obesity
- 2 Existing revenue from Care Provider and Technology Services
- 3 Near term pipeline of high cash flow opportunities including Shoppers MWM Program
- 4 International and U.S expansion already underway
- 5 Strong pipeline of growth opportunities (Organic + M&A targets identified)
- 6 Senior experienced management team
- 7 Attractive exit opportunities



# THANK YOU



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