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Company Profile

Industry Sector: 3-D Interactive Software, Healthcare Education

Company Overview: eHuman.com is developing the world's first 3-D, clickable human body for the web. Akin to Google Earth for the human body or WebMD 2.0 for the modern internet, eHuman.com fuses research-grade anatomy imaging, 3D web-based interactivity and learning tools with industry-standard advertising engines.

Our core clinical software products and digital anatomy datasets serve the professional healthcare education market and enjoy 70% penetration within the U.S. dental school market. eHuman's 3-D interactive atlas products, software simulators and digital curriculum products form the basis of our Digital Dental System (DDS)—a digital curriculum platform for dental students worldwide.

Parent company Brown & Herbranson Imaging, Inc. was founded in 2000 by leading Bay Area educators, doctors and dentists and has collaborated deeply with the Stanford University School of Medicine, UCSF and University of the Pacific. Cash neutral since its founding, the company completed its first expansion financing in early 2008 and is poised for an angel- or venture-led A Round later in 2008.

Target Market(s): eHuman.com- Average web-based consumer seeking body related information, be it medical, educational or casual interest. DDS- Medical, dental and other life science educational institutions, worldwide.

Key Value Drivers

Value Proposition: eHuman.com will enable interactive, web-based exploration of the human body for the consumer and patient, alike. Advertisements linked directly to real anatomical structures, conditions and pathologies that are visualized as never before provide marketing value unmatched by today's text-centric health portals.

In academic settings, our solutions sharply reduce the labor content and cost of education, while dramatically improving learning efficacy through the use of interactive, digital, non-linear teaching tools optimized for today's iGen learner. We directly address the deepening crisis in health care education caused by acute shortages of faculty and the spiraling cost of educating today's and tomorrow's physicians

Technology: Our core software platform allows 3-D, stereo and fully interactive visualization of real human anatomy, all within a standard browser. Our proprietary libraries of anatomical data span the full range of media and utilize research-grade imaging and software processing. The eHuman system is developed as a Google Earth-like platform for large volume anatomy datasets, to allow full volume rendering, real-time surface modeling and web-based interactivity.

Competitive Advantage: We integrate leading academic and research scientists, health care practitioners and business executives in fields as wide-ranging as anatomy, surgical simulation, CT/MR Imaging, volume rendering, web-based architecture, digital learning, and others. Our fusion of academic and commercial expertise produces unique software and clinical I.P.

Plan & Strategy: Post recent financing, execute in core, tactical products and markets to continue to grow sales 50-100%. Continue build-out of eHuman.com and DDS curriculum platform as angel, venture and/or strategic financing efforts to fruition in 2008.

Management

Leadership:

Paul Brown, DDS, President, Founder
Bob Austrian, CEO
Bruce Fogel, DDS, VP of Sales
Eric Herbranson, DDS, VP of Education
Kevin Montgomery, Ph.D, CTO

Scientific Advisory Board:

Bill Dement, MD, PhD
Robert A Chase, MD
Bob Riley, DDS, MS, MD
Francine Halberg, MD
Jeremy Durack, MS, MD
Amy Ladd, MD
Wayne Godfrey, MD, PhD

Products, Pipeline

Current Products:

3-D Interactive Tooth Atlas version 5.0, Hygiene Version 5.0, for Windows, Max
3-D Atlas of Skull Osteology, Version 1.0
eHuman Bassett Dissection Atlas – online subscription service
Human Anatomy Datasets

Prospective Products:

DDS: Digital Dental System
eHuman Dissection—Medical School Edition
TMJ / Occlusion Atlas, Version 1.0
T.A. ADA Quiz Subscription
Patient Scan Reader Service
3-D Interactive Hand, Knee, Foot Atlas
3-D eHuman Body Atlas, Version 1.0
Dental Patient Education, Version 1.0