



Karen Brunet

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GLOBALLY
1 IN EVERY 3 WOMEN
AGES 25–64 SUFFER FROM
BLADDER LEAKS.

Clinical studies have shown that
Active Women have 177% higher
chance of experiencing bladder leaks.
(Stress Urinary Incontinence).

Current products are ineffective,
painful and expensive.

Cntrl+ has the solution



My story.

I'm Karen Brunet the inventor and founder the **Cntrl+ Bladder Support Pessary**.

20 years undiagnosed from endometriosis and polycystic ovarian syndrome.

3 surgeries to try to remove the endo followed by 3 years of fertility treatments.

- Miracle Baby #1 at 35.
- Miracle Baby #2 at 36.
- At 37 an emergency appendectomy and 6 months later a hysterectomy.
- At 38 my ovaries were removed.
- **Baby = Leaks** My leaks started after giving birth to my second baby.
- **Pads = NO.** They cause chaffing, they're bulky, and they stink!
- **Pessaries = HARD NO!** Women who are sexually active and/or are still menstruating DO NOT want to be invasively fit- or try to be fitted by a doctor with a traditional pessary for their SUI
- **Frustration = Creation of Cntrl+!** My frustrations and the close to ten years as founder of a medical supply company focused on incontinence led me to create the Cntrl+ Bladder Support.



Cntrl+ Opportunity

- + \$750 p/yr. average spent by a woman on ABSORBENT products like pads for Stress Urinary Incontinence (SUI).
- + \$12B p/yr. spent out-of-pocket for SUI management in the USA. This includes pads, urethral bulking agents and pelvic floor treatment.
- + 77M women suffering from SUI- USA and the EU
- + \$140M p/yr. Cntrl+ revenue with a 0.2% share of the 77M (345,000) women in the US and EU who experience stress urinary incontinence.



Cntrl+

Bladder leaks can affect women of all ages at any time, but especially after childbirth or long-term high-impact sports like running and high-intensity training.

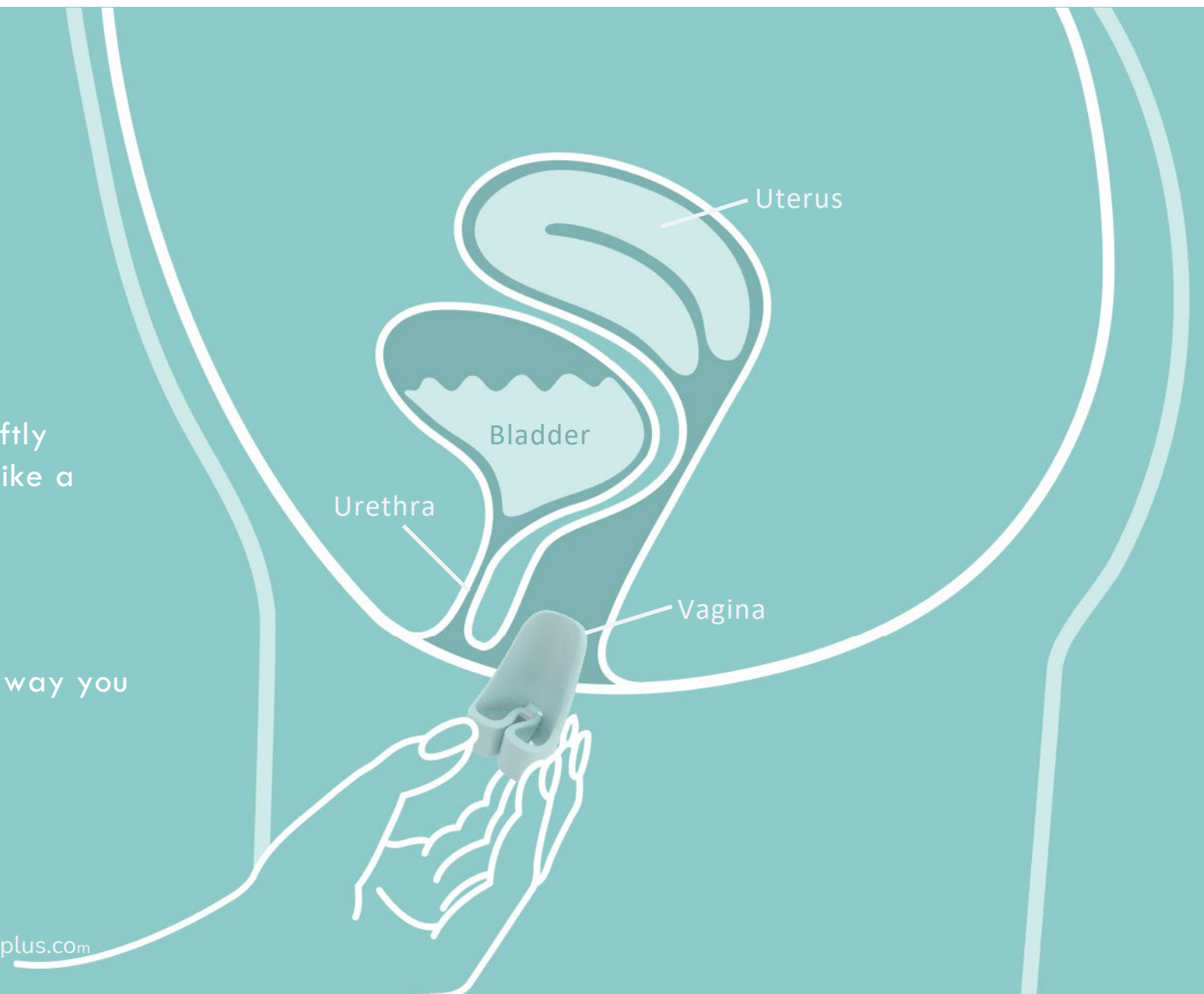


Cntrl+

The Cntrl+ bladder support is softly contoured, flexible and shaped like a hollow tampon.

It is available in 3 sizes.

Folded and inserted in the same way you would a menstrual cup.



Cntrl+

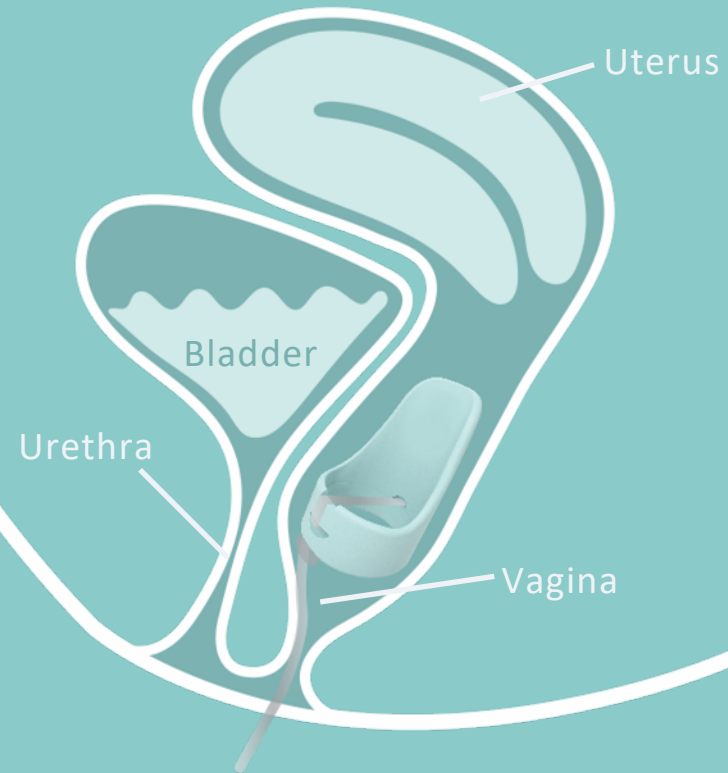
Contoured shape. Flexible Ring.

12 hours comfortable use.

Replacement 30-90 days.

Replace when a crease/break appears
and/or leaks return.

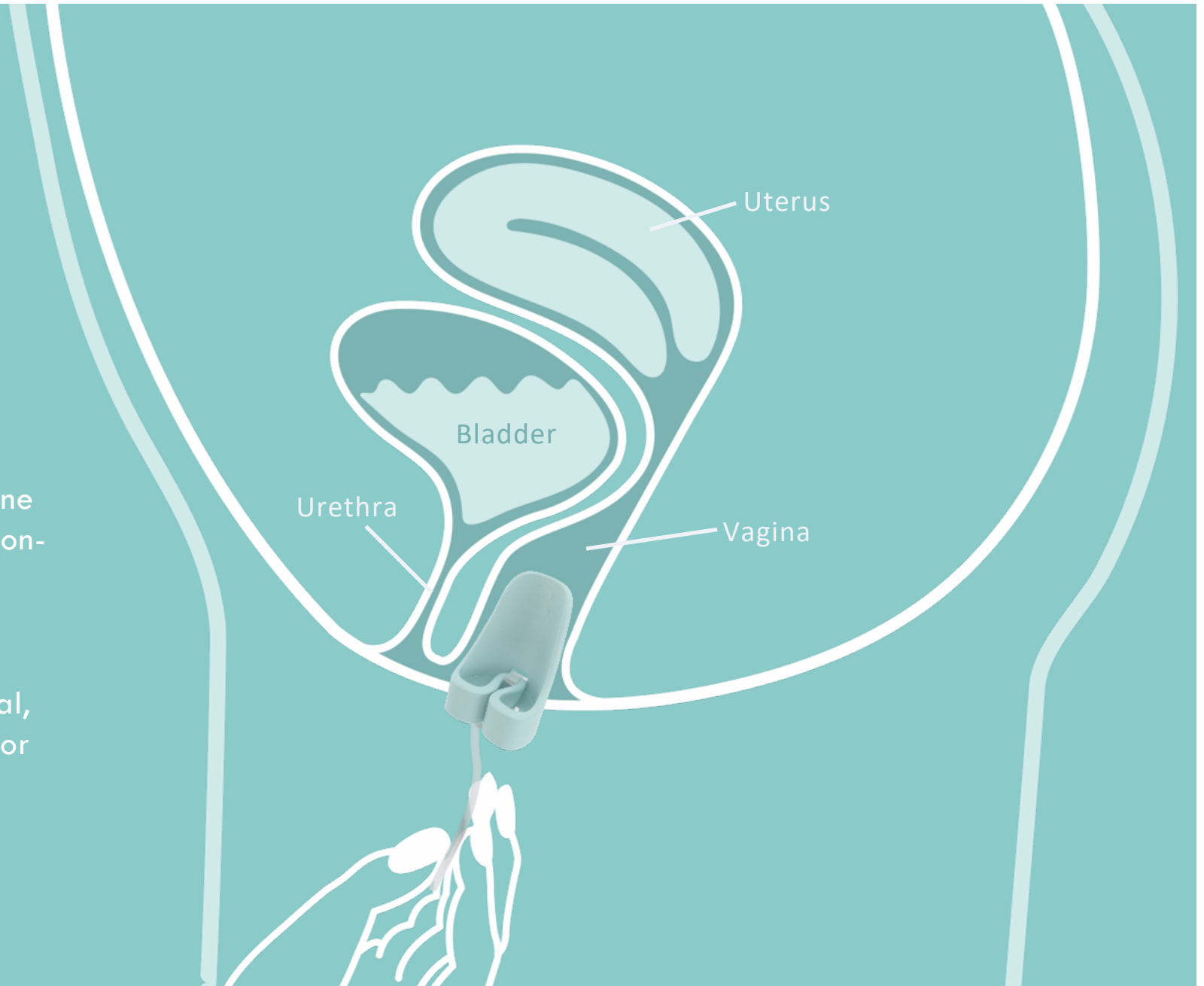
Like running shoes; walking vs running,
shoes wear out faster depending on the sport.



Cntrl+

Made of medical grade Santoprene Cntrl+ is slippery when wet and non-absorbent.

Simply pull on the Cntrl+ string to collapse it for comfortable removal, much easier than a menstrual cup or traditional pessaries.



Cntrl+ Competition & Advantage

ADVANTAGE	Cntrl+	SURGERY	TAMPON-LIKE BLADDER SUPPORT	DIAPERS & PADS	OTHER REUSABLE BLADDER SUPPORT
Eligible Rx/Insurance	✓	✓	✗	✗	✓
Comfortably worn 12+ hrs. / day	✓	✗	✗	✗	✗
Reusable/Environmentally Friendly	✓	✗	✗	✗	✓
May improve condition over time.	✓	✓	✗	✗	✗
Can cost under \$250 USD p/yr.	✓	✗	✗	✗	✗
Eliminates Leaks	✓	✗	✓	✗	✓



Production and Sales Plan

American online direct-to-consumer product launch
January 2025. EU launch Q3 2025.

Manufactured in Mississauga, assembled in Ottawa,
and distributed from Cornwall.



Per-unit
Cost

Single-size
\$55 USD

Per-unit
Cost

3-Size Kit
\$75 USD

Gross Profit
Margins of
80-85 %



Cntrl+

Small, simple and effective.

- 2 OTC bladder support competitors in the USA, Impresa and Revive.
- None are as effective or comfortable as Cntrl+.
- **CONVENIENCE!** Order online and have it delivered.
- **Global Intellectual Property Portfolio:**
 - ❑ **Granted utility patents USA, CA, UK, IL, JP, BR, SG, AU, EP, only China and Mexico remain.**
 - ❑ 6 international industrial design patents, further domestic and foreign issuances in queue.
 - ❑ Multiple trademarks registered.



Go to Market Strategy

- **Rx (Spring 2024), Usability study with U of Ottawa early June 2024, completion July 2024.**
- **FDA clearance OTC (Fall 2024) USA launch January 2025.**
- **100% eligible reimbursement in the USA through FSA, HSA, and private insurance.**
- **Consumer Brand Awareness;** Grow organically through social media campaigns SEO. Strategic PR. Samples sent to influencing Pelvic Floor Therapists, GYN's and OBYN's.
- **Consumer Loyalty;** female-empowering messages, social followings, increased athletic performances- create a movement!

Cntrl+ Comparables

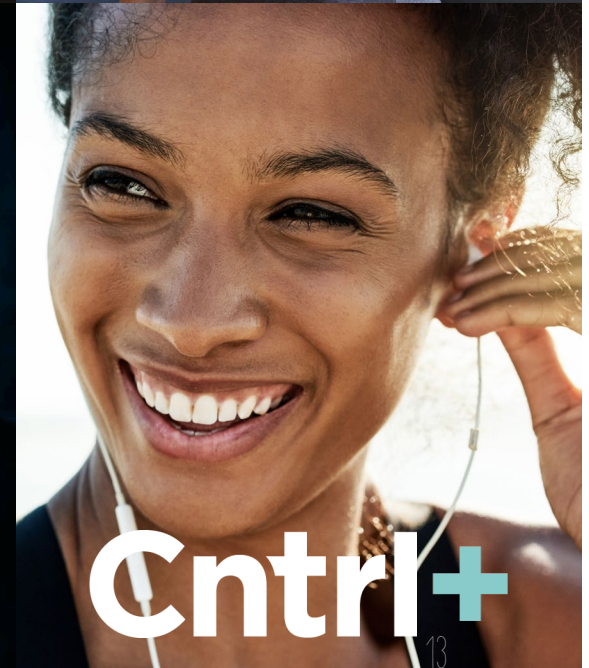
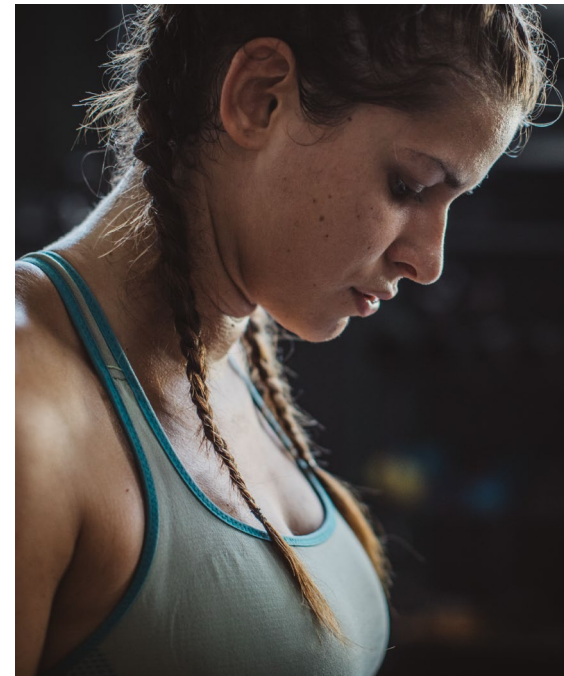
Sales Targets to \$25M- in 3-4 years Cntrl+ will have options.

Kimberly Clark

- \$60M USD for just the IP of a non-commercialized disposable bladder support. (Poise Impressa)

Knix Leakproof Underwear-

- \$320M USD in 2022!



Milestones

- May 2024 FDA Rx Clearance.
- June 2024 Usability Study, apply the results for FDA 510(k).
- October 2024 ISO 13485 and CE Certification (current compliant QMS).
- November 2024 FDA OTC Clearance.
- **January 2025 USA online launch!**
- Grow the internal team for commercialization, operations, regulatory maintenance, quality management and customer service.

Cntrl+



Cntrl+ Team



Karen Brunet
Founder/CEO
10 years as founder of a medical device distribution company. Successfully exited. Cornwall, ON



Marco Cignini
Partner & Marketing Strategist. Global marketing and branding guru for consumer products. Toboggan Inc. New York, NY



Scott Runté
CFO. 25+ years. Business & Manufacturing expert. CEO Launch Lab, Warren Capital Corp. Kingston, ON



Dr. Colleen McDermott
Medical Advisor.
Urogynecologist, female pelvic medicine and reconstructive surgery, Mount Sinai and University of Toronto.



Dr. Linda McLean
Research Advisor.
Professor Rehabilitation Sciences, University of Ottawa & adjunct professor Queens University. Ottawa, ON



Dr. Charusheila Ramkumar
Regulatory & R&D
MD, PhD Biomedical Sciences, RAC. Clinical development and regulatory evaluation. Avania CRO. Toronto, ON



Ayelet Hargash
Consumer Health Brands
Led multiple portfolios in Consumer Health Care Fortune 500 companies like Kimberly Clark, & GSK. Builds award-winning world-class brands. NY,NY.



Susan Levy
Founder/Principal SBL Consulting
25 years of experience in broad cross-functional marketing in the health, pharmaceutical & wellness industries. New Jersey



Dr. Rachel Gelman
Pelvic Product Advisor
PT, DPT, CSC.
Founder of Pelvic Wellness & Physical Therapy. Professor Samuel Merritt University. San Francisco, CA

Hi Karen,

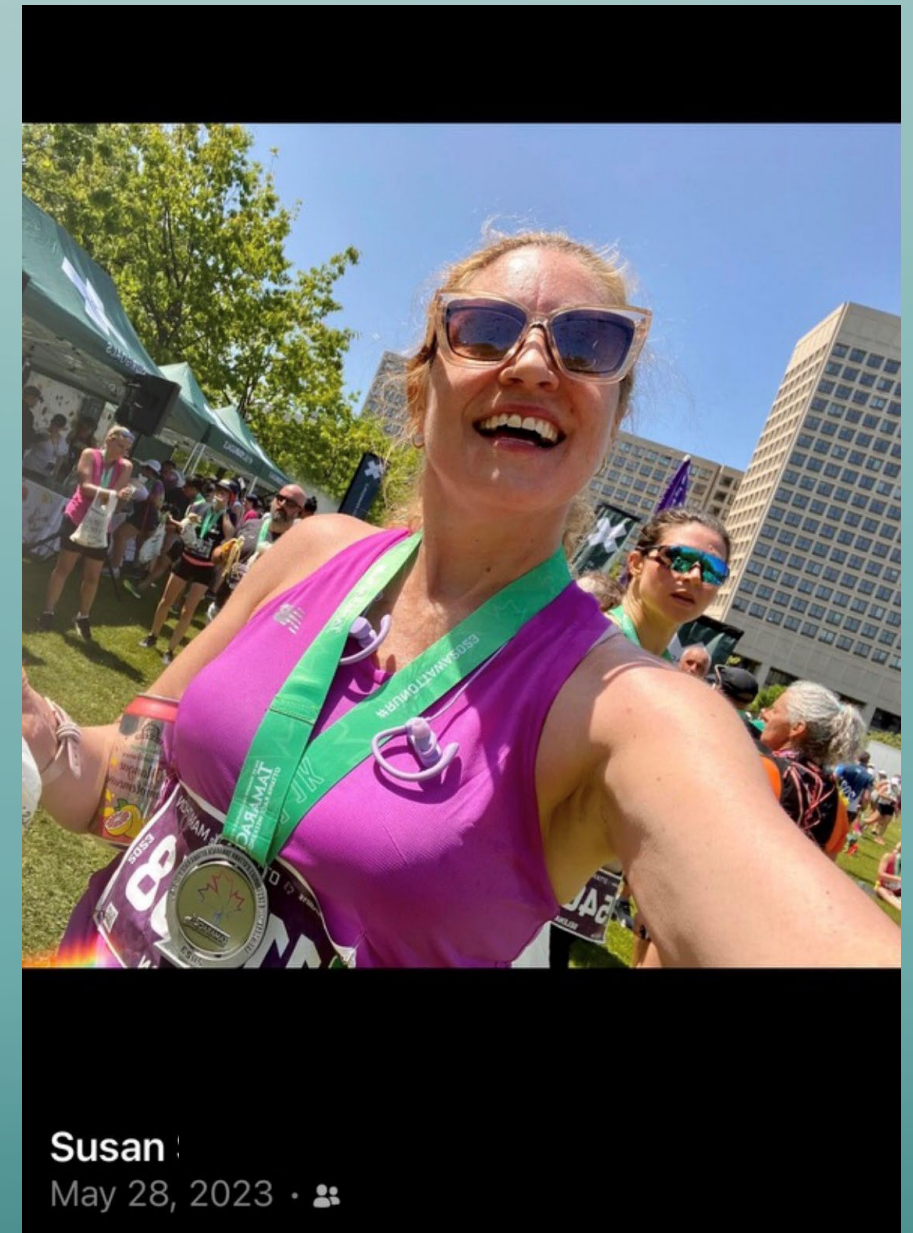
Your product has literally changed my expectations for my healthy future. As someone who had significant bladder leaks by 34 years old. My outlook for living a healthy life which included running, felt bleak as I expected to be fully incontinent within 10 years. Then I started your Cntrl+ product and I have been able to run several marathons, multiple five and 10km runs out of the fear of incontinence pads, causing chafing, or wetness due to overflow.

Now I can run dance jump, and I don't have to worry. I know that your product will support me.

I have tried all the products that you can buy in Canada and the US. They were either not effective, too small, and didn't provide the proper sizing, or just plain uncomfortable. Your product fits perfectly with several options and it is by far the most comfortable! It is easy to clean and remove whenever I want to. Thank you, every day, for trusting me with your product.

-Susan, RN.

P.S. This was me after my 1/2 Marathon in Ottawa using Cntrl+!



Susan

May 28, 2023 · 🧑

Cntrl+

We want women
to **live life freely!**

Thank You.