



# PhytaZenica

Accelerated Digital Fundraising  
for Natural Botanical Medicine





## WHY BOTANICAL MEDICINE?



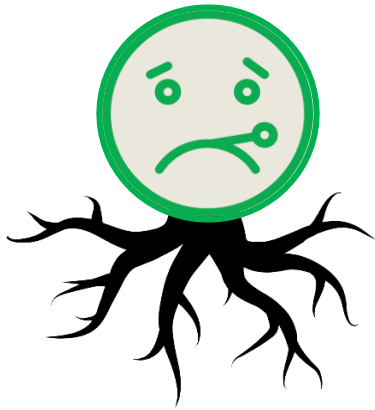
**SOM: An Untapped \$300B Market**

One of the Only Markets in the World  
with Untapped Billion-Dollar Value  
**“Billion-Dollar Botanicals”**



# MAINSTREAM DRUGS FOR CHRONIC DISEASE

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Masks Symptoms  
No Disease Recovery



Side Effects  
Contraindications



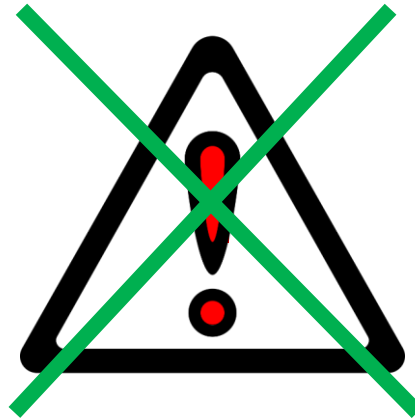
Expensive to Develop  
and Manufacture

# BENEFITS OF NATURAL BOTANICAL MEDICINE

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Reverses Disease  
Sustained Results



No Side Effects  
No Contraindications



Cheap to Develop  
and Manufacture

# #1 OBSTACLE FOR THE BOTANICAL MEDICINE INDUSTRY:

## A Lack of Funding Options



Botanical Companies  
Lack Capital



Neglected By  
Centralized VC Funds

# GLOBAL DIGITAL FUNDRAISING

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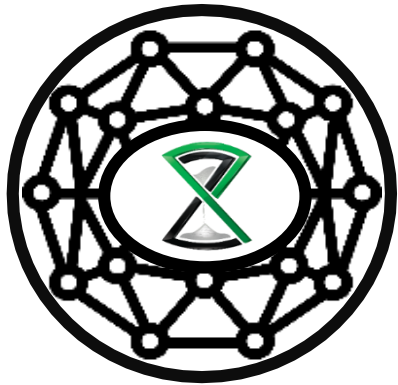
**Phyta**Zenica is building a digital securities exchange and fundraising platform to accelerate the globalization of natural botanical medicine.

**A hybrid of crowdfunding, angel investing, and public offering,** our digital platform quickly and safely injects capital into billion-dollar botanical assets to drive explosive growth in the global healthcare industry.



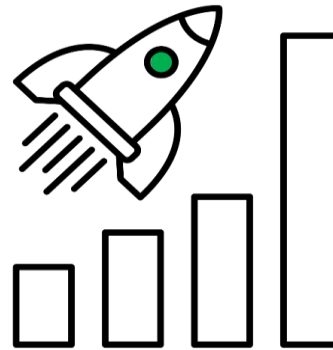
# DIRECT DIGITAL INVESTMENTS IN BOTANICAL ASSETS

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## GLOBAL

Decentralized  
Equal Opportunity  
Fundraising



## FAST

Convenient  
Scalable  
User-Friendly



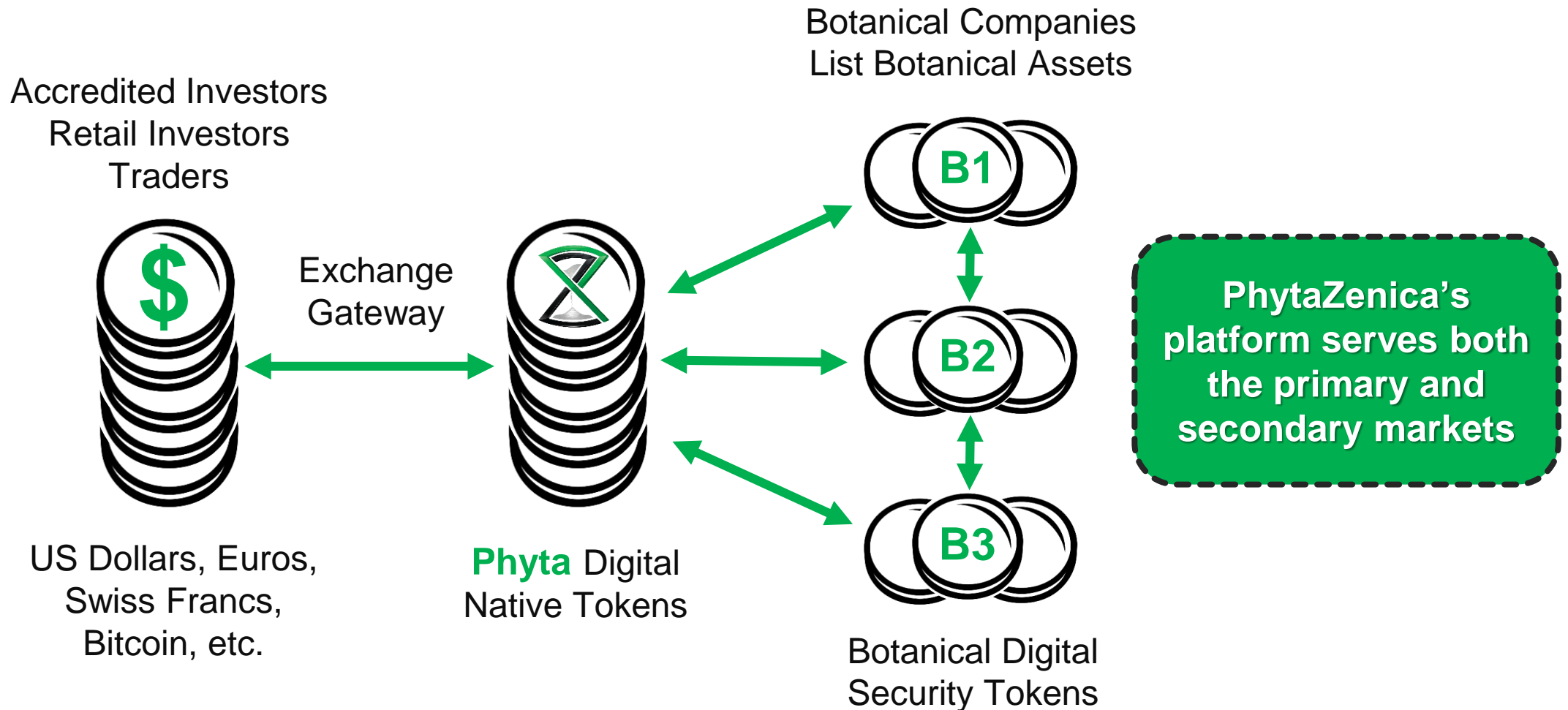
## SECURE

Best-in-Class  
Security &  
Compliance



# OUR DIGITAL EXCHANGE & FUNDRAISING PLATFORM

## An Instant Global Public Marketplace



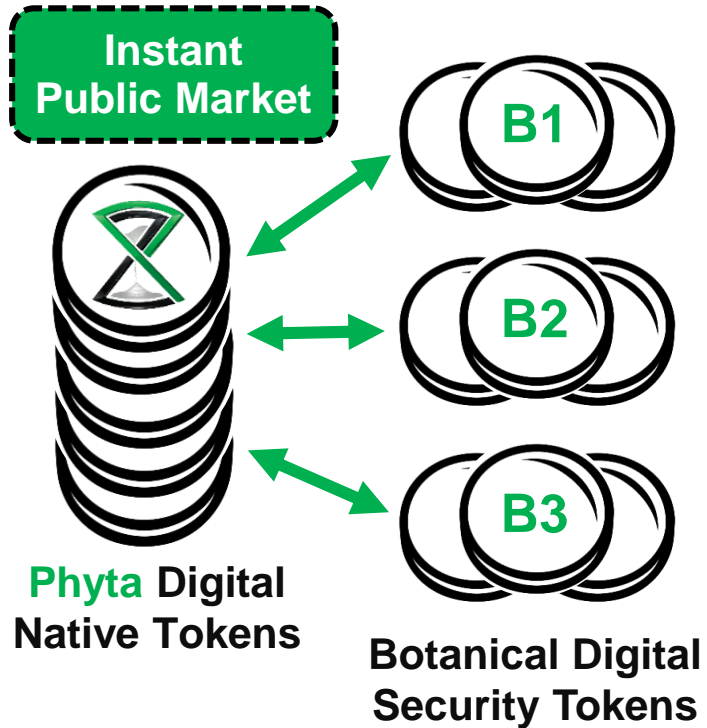


# MICRO-MILESTONE INVESTING™:

## Invest in Small Milestones for Multiple Botanical Assets

### FLEXIBLE

Invest, exit, or re-invest your money instantly at any time



### EFFICIENT

Diversify your portfolio: invest in multiple botanical assets



### SAFE

Minimize risk: invest in small milestones (e.g., 1 clinical trial)



# TYPES OF TARGET BOTANICAL ASSETS

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## PROFITABLE

\$1B+ Disease Markets  
(e.g., Cancer)

## FAST APPROVAL

Approval  
in <5 years

## CHEAP TO DEVELOP

Now: \$5M - \$50M  
Later: \$50M - \$150M

## TRACK RECORD

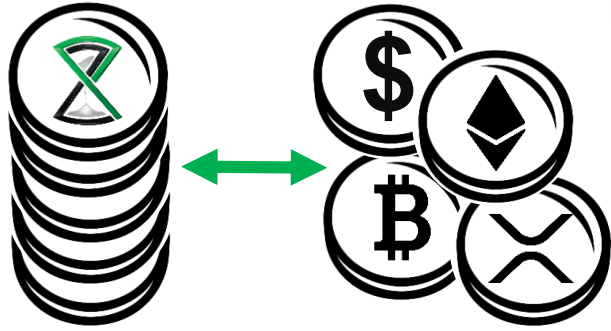
Previous  
**Sales** Revenue

## EVIDENCE

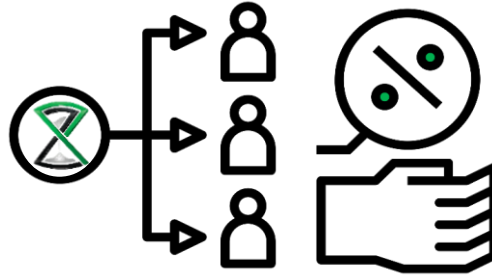
Previous  
**Clinical** Trials

# REVENUE STREAMS

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Token Exchange  
Transaction Fees



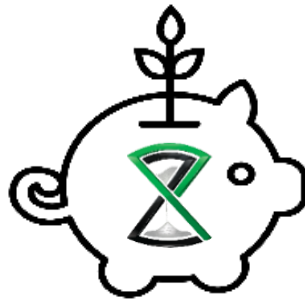
Project Fundraising  
Commission



Equity or Token Stake  
in Botanical Projects



Royalty Fees From  
Botanical Medicine Sales



Strategic Investments  
in Botanical Therapies



Licensing Global  
Botanical Therapies

# COMPETITIVE LANDSCAPE

	PhytaZenica Platform	VC Funds	Crowdfunding Platforms	Stock Exchanges	Blockchains For ICO/STO	Blockchain Exchanges
Digital (Fast)	✓	✗	✓	✓	✓	✓
Primary Market	✓	✓	✓	✗	✓	Some
Secondary Market	✓	✗	✗	✓	✗	✓
Deals With Securities	✓	✓	Some	✓	Some	1-2
\$300B Botanical Medicine Focus	✓	✗	✗	✗	✗	✗

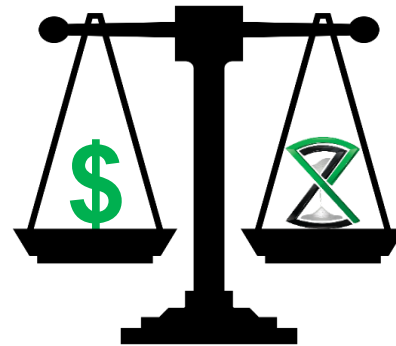
# COMPETITIVE ADVANTAGES

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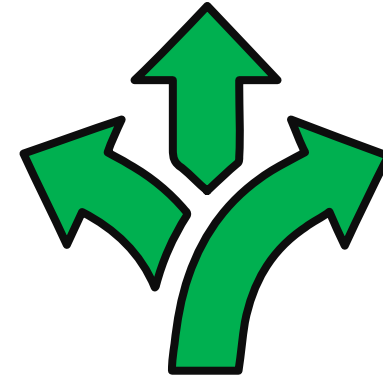
## NICHE MARKET

Focus on untapped  
\$300B botanical  
medicine market



## STABILITY

Digital Native Tokens  
Backed By USD To  
Minimize Volatility



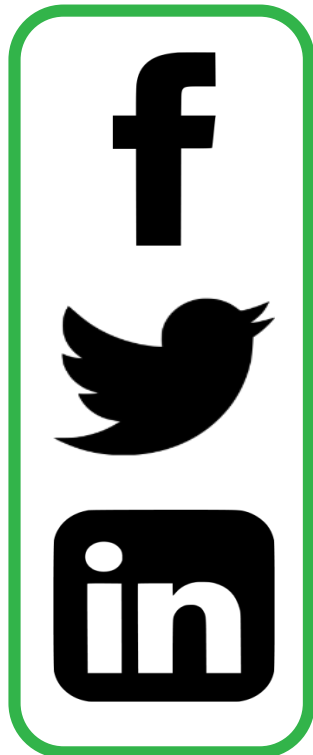
## MASS ADOPTION

Market formation,  
demand generation  
& liquidity creation

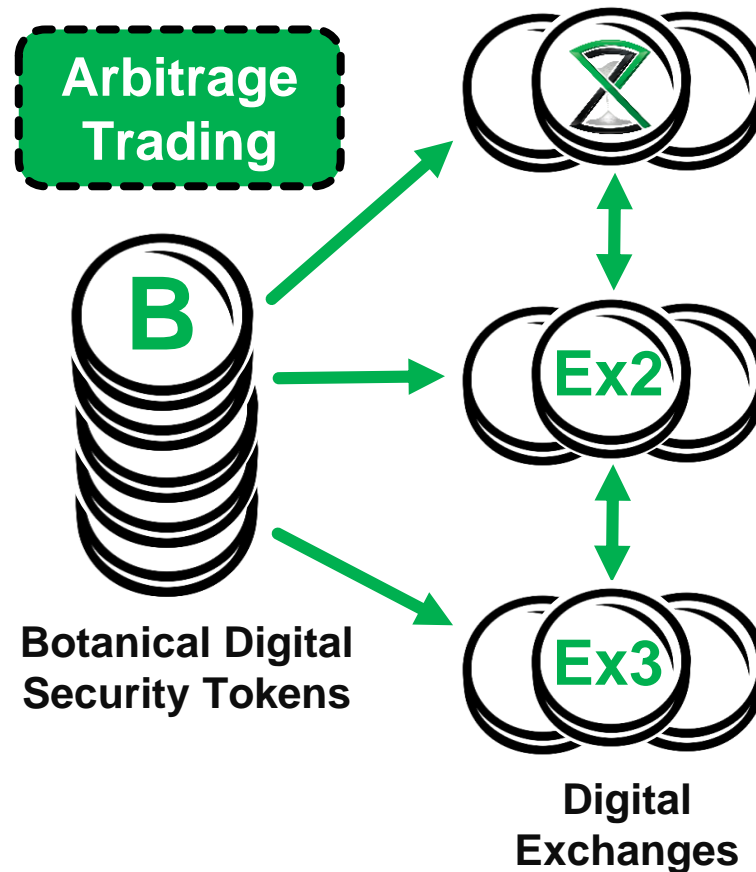
# GO-TO-MARKET STRATEGY

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## DIGITAL SOCIAL MEDIA MARKETING



## LIQUIDITY CREATION & GROWTH



## DIGITAL FUNDRAISING



PhytaZenica

Primary Market  
Early Stage  
Fundraising



Secondary Market  
Instant  
Public Market

# OUR TEAM



**Jennifer Wong**

Founder &  
Chief Executive Officer

- >10 years of experience in business strategy, market research, competitive intelligence, marketing and sales for the healthcare and biopharmaceutical industries
- Worked closely with top global biotech and pharmaceutical companies, as well as botanical companies in the US
- Bachelor's degree in Integrative Biology from UC Berkeley



**Peter Leighton**

Commercial &  
Marketing Strategy

- 30 years of experience in consumer products, nutrition, functional foods, nutraceuticals and biotech
- Led marketing and commercialization strategies for the successful launch of hundreds of products
- CEO at Advana Science, VP Marketing & Product Dev at Natrol (NTOL), VP at Galileo Laboratories, SVP Marketing at Weider Nutrition (WNI) and Director of Marketing at InterHealth Nutraceuticals



**Alex Huang**

Botanical Industry &  
Medical Strategy Adviser

- 35 years of experience in biotech, medical devices and tech
- Founder and CEO of US botanical company LiveLeaf
- Created a model to transform active botanical compounds into targeted botanical drugs
- Patented products have gone through clinical trials with hundreds of patients
- BS in mechanical engineering, BS in electrical engineering, MS in product design from Stanford University.



**Dr. Shaw Chen**

Botanical Medicine  
Regulatory Adviser

- Worked at the FDA for >25 years approving pharmaceutical drugs and botanical drugs.
- Founder of the FDA botanical drug review team and led approval of all existing US botanical drugs.
- Approved the relaxed US botanical drug guidelines released in Dec 2016
- Will design regulatory and clinical trial strategies for PhytaZenica botanicals
- PhD from John Hopkins University; MD from University of Miami



# ROAD MAP



## Q4-2018 to Q2-2020

Team Building  
Concept & Product Design  
Product Development



## Q3-2020 to Q1-2022

Team Building & Product Development  
Pre-Seed Round Fundraising  
Project Business Development



## Q4-2021

Test Launch (Date TBD)



## Q2-2022 Onwards

Product Testing & Improvement  
Ecosystem Growth & Stability  
Launch Pilot Botanical Projects



## Q3-2022 Onwards

Private Sale Fundraising  
Team Building & Product Development  
Project Business Development



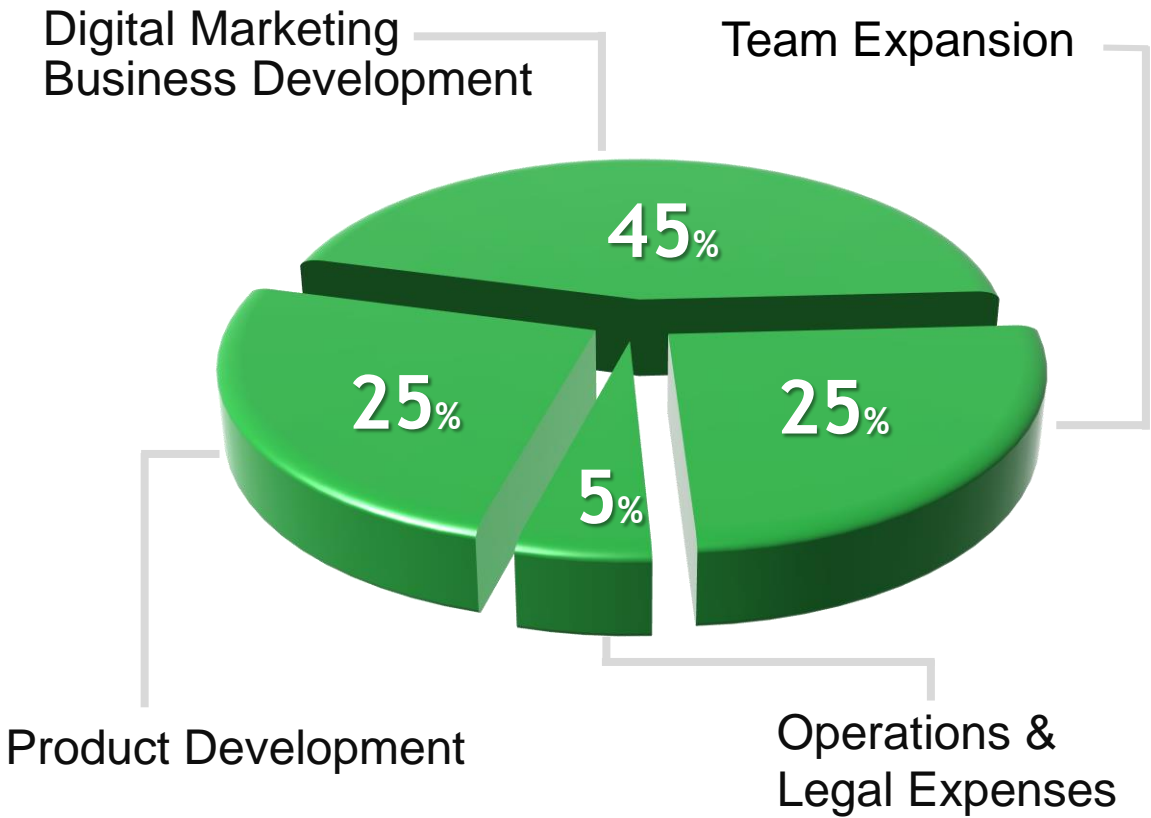
## Q1-2023 Onwards

Pre-STO Sale (Optional, Dates TBD)  
STO Crowd Sale (Optional, Dates TBD)

# PRE-SEED ROUND: \$1M



Use of Funds	Amount
Product Development	\$250K
Digital Marketing & Business Development	\$450K
Team Expansion	\$250K
Operations & Legal Expenses	\$50K





PhytaZenica

## Contact Us

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