

Acquisition Opportunity

Publisher of Medical and Scientific Illustrations & Products for Educational Purposes

Midwest, US Expansive IP Assets

- **Outstanding growth opportunities:** There exists myriad opportunities for the Company to significantly increase revenues and profits. Forming alliances with textbook publishers is one example of the opportunities that exist for the Company. Additionally, according to management, there is significant growth opportunity available in the trade and academic markets, in which the firm already has moderate exposure. The Company has only scratched the surface of licensing for digital presentation.
- **Trademarks and copyrights:** The Company earns royalty fees from previous promotional and medical publications. The Company retains the copyright for each new product it develops and currently maintains a library of approximately 150 copyrights.
- **Expansive Visual Assets:** Since its founding in 1998, the Company has amassed a catalog of over 1,000 multi-layered illustrations that covers the majority of medical conditions and muscular and skeletal ailments providing a comprehensive portfolio of medical and pharmaceutical education materials to be used in a variety of publishing mediums.
- **Leveraging High Quality Assets:** The multi-layered illustrations can be deployed digitally for an enhanced learning experience, capitalizing on the growth of on-line education and professional training.

Client # 53557



In Partnership With



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The Company is a research and development publishing company specializing in high-quality medical and scientific illustrations, and educational products. The company built a library of digital anatomical, pathological, and physiological illustrations and the text copies related to them. They are the most consistent in the industry with a consistent look across media.

The intellectual property portfolio includes: Flash Cards, Anatomical Charts, Books and eBooks, Flip Charts, and Select 3D anatomical models.

The buyer will benefit from an immediate access to that huge collection. A publisher can utilize that content to save on the licensing costs and the duplication of digital vs print licensing costs. They can be reused and repurposed to enhance the publisher's portfolio of products and designs.

Internationally, the Company provides translated products tailored to countries including China, France, Italy, Japan, Mexico, and more.

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Doug Smith

Regional Managing Director Generational Equity, LLC

(Signature) _____ for (Company) _____
by (Printed Name) _____, its (Title) _____
(Address) _____, (City) _____, (State) _____ (Zip) _____
(Phone) _____ (Email) _____ (Date) _____

Please Email to DaveKauppi@midmarkcap.com, or Fax this to (630) 230-3052