





## Introducing Regenerative Medicine Investors (RMi)

The biggest challenge to stem and cell therapy and regenerative medicine a company is the difficulty of stimulating investors to ... understand ... the immediacy of buy, sell and hold calls. In this digital media age, investors and shareholders are looking at independent verification that sector companies are meeting milestones and reaching established goals.

Actionable intelligence and synthesis is the starting point where the “eventuality” of an investment decision begins. Traditionally, this meant sifting through analyst reports and newsletters printed days, weeks or even months in advance. Of course, by the time this information was printed; the opportunities of realizing price appreciation had evaporated.

Regenerative Medicine Investors aggregates, curates and creates bottom-line content weeding of stem and cell therapy news to provide a customized, vetted selection of relevant and high-impact synthesis.

Henry McCusker enters his 12th year since 2001, as an analyst, journalist, digital media publisher and online RegMed news portal developer. My vision is to provide time sensitive intelligence and metrics to define the ever changing economics of regenerative medicine.

**We have evolved to adapt, address, identify and analyze those opportunities with: e-news, actionable intelligence, data analytics and Bottom Line synthesis. We bring extensive experience in finance, capital markets, investment analysis, corporate operations and due diligence defines our unique ability for intelligence and synthesis providers.**



## Intelligence, research, analysis and synthesis

Evaluation of the relative performance of a regenerative medicine company can be an important tool in portfolio attraction, retention and institutional access. The investment community demands a consistent, relevant and timely reporting model, an advocacy of scientific platform or pipeline, with a valuation index to facilitate their investment decision.

Analyst reports delivered to the right person at the right time is possible but comes with a passé opportunity cost. Investors demand immediate access to real time intelligence and analysis forcing market makers to now elevate those social media “anarchists” as real-time purveyors of investment criteria on a timelier basis which makes content more available in minute timed news portals, publishing, blogs and tweets.

Now along comes Regenerative Medicine Investors <RMi>, who “some” old school market veterans call the ... industry heretic and whose mission depends on analyst experiences, independence and “boundary” ethics which threaten traditional I-Bank institutional operations.

Our offering is simple to understand in its execution. We take a company in the RegMed sector and dissect its claims; separating fact from science fiction by “fermenting” a company’s releases to test their future “present” potential and future possibilities, market conditions, regulatory and financial hurdles, patent filings, competitive environments and clinical trial results to understand the resulting outcomes data.

We differentiate our original content reviews of the cell therapy and regenerative medicine companies to not just “divine” who has the best probabilities of a positive clinical outcomes but “define” the probabilities and pricing of the input.

**RMi doesn’t deliver traditional plain vanilla research notes that feature ‘buy’ and ‘sell’ recommendations strewn with a few caveats and meaningless graphs. Instead, we champion a tight and carefully vetted synthesis that identifies an event in the RegMed sector, explains its meaning while measuring its impact on the market thus making a prognostication to the pricing of the event and its effect upon valuation.**



## The who, why, when and what of it

I don't try to out science the scientist, co-opt the management or fifty cent the verbiage to prove I am better than those who each day perform their tasks as best they can. However, what I do is understand the short, near and long term potential of an investment opportunity. Investors and shareholders need independent verification and analyst reporting is one major source that emerging companies are meeting milestones and reaching established goals.

Whether you are a trader, an institutional salesperson, a fund manager, an individual or a retail investor; you want actionable intelligence, original <opinion> content to stimulate a decision that allow you to process a BUY, SELL or a HOLD call. My calls relate to ... Research Notes accompanied by Portents and Predictions with corresponding partition of news analysis. In comparison to I-Bank sell-side analysts <and I am definitively not one of those> ... we are differentiated by “timely” tactics from “defensive” strategy and safe roles. At the same time, we react to headline sector news with valuation metrics and prognostications ... reinforcing my moniker as a “disrupter and heretic analyst layered with journalistic audacity”.

RMI's comprehensive equity research is based on multiple approaches: detailed diligence, skepticism, translating expectation versus anticipation, evaluation and objectivity. We also remain open- minded to contrary information as we initiate a thorough examination of the collected “intelligence” to develop investment synthesis.

Intelligence analysis – the assessment of complex issues is shrouded by gaps in authentic and diagnostic information. As such, strong psychological influences intrude on how analysts faced with uncertainty reach qualitative and quantitative judgments to satisfy organizational norms. Scimitar does not have a hind-sighted bias to inflate how well they would have handled the analytical challenge of understating the difficulties of working through ambiguous and other-wise inconclusive information – the precursor of real-time intelligence. Our imbedded challenge analysis provides a venue to evaluate collection requirements and analytic methodology to update existing views.

**So pardon the pun – “where’s the meat and what’s the price - now”? RMI creates a lot more value by providing ... facts, first and fast based on vetted information and collaborating data. Investors crave more than “recommendations” or the analyst’s “take” - so it can be chewed, swallowed and not “spit”.**



## Where ... The Bottom Line ... decision breaks out

RMi's willingness to "disrupt," and to "upset the apple cart" gets results. But, understand these are timely insights from what's happening, likely to transpire and probable with line extensions in a volatile pricing universe. If you're going to invest in stem and cell therapy and regenerative medicine companies ... start with those who actionable intelligence fits the immediate time line versus aged review!

It was a tough 2012 the regenerative medicine universe and 2013 is going to be ...tougher! The regenerative medicine market, still at an early stage of its evolution, is likely to grow exponentially from its current base of \$1.8 B to potentially more than \$10 B by 2020.

Our mission is unchanged from the day we were founded: that is to provide original, objective and timely equity analysis and synthesis. Creating original content and research analysis is a very consuming job and my intensity to "get it right" reflects ... my personal commitment, ethics as well as my SEC certification.

Our vision is to provide time sensitive intelligence and metrics to define the ever changing economics of stem and cell therapy and regenerative medicine. We constantly leverage our research employing various methodologies, including fundamental, technical and qualitative narrative approaches.

In this tough economic time and rapidly changing world; the value of real-time intelligence and analysis has never been more important in providing an early advantage. The speed of hyper quantum market trading has accelerated and become a major problem for investors who now need metrics and actionable "avenues" of immediate communication.

**Our news reviews keep clients on top of the actionable intelligence that transforms the stem and cell therapy and RegMed universe to "surface" risks and opportunities not already priced into the marketplace.**



## Ethics

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Over the years we've built solid, trusting relationships with retail, individual and institutional investors in the U.S. and Europe. Institutions rarely take what a company says for granted. Being keenly aware of the potential conflicts of timing between investment, research and execution; we qualify our content to buttress knowledge of the companies within the sector. More important than ever to get it right! It would also help the organization know what isn't foreseeable at all. In other words, they are tackling the infamous "unknown unknowns" problem. If you know what you can predict, then you can predict it; if you know what you can't predict ... make other plans.

Doctors take the Hippocratic Oath and judges take a Constitutional Oath. We strive for accuracy and completeness in our content from unbiased diligence and investigation. My opinion reflects judgment at a particular time following a comprehensive examination of changes due to economic, industry and company specific factors.

To ensure governance, trust, disclosure and transparency standards; our recommendations, reviews, disclosures and valuation analyses are written in plain English and updated – daily. We will not have investment-banking relationships with any client company. RMI will also not own any securities related to the sector.

Compliance with law, both in letter and in spirit, is the foundation of RMI's ethical standards. All personnel must respect and obey the laws and regulations of the places where we do business. RMI and its personnel are subject to all applicable governmental laws, rules, and regulations, including those of the U.S. Securities and Exchange Commission (SEC) and EU regulatory bodies. Compliance with the law does not, however, comprise our entire ethical responsibility; rather, it is a minimum and an essential condition for performance of our duties.

Thus, our line in the sand is drawn ... separating actionable intelligence and news into short-term investment, near-term appreciation and marginal achievement thus and providing value added and insightful investment conclusions on regenerative medicine companies meeting quarterly expectation and pricing expectation.

**So, as I keep my head down, my pen up ...and my conscious is clear – as I do and have done my best! Professionalism demands uncompromising integrity and RMI is committed to uncompromising professionalism. That's our oath to clients!**