

# FOR SALE: 3 Patents Pending on Pediatric Product Line

*Hundreds of thousands spent on R&D, products are ready for market!*

## Financial Overview

**List Price:** \$1,000,000

### Gross Sales

2017: \$145,575

2016: \$108,031

2015: \$71,323

**Note on Sales:** The owner's focus has been on R&D and manufacturing rather than sales, as she is a full-time doctor. The 3 lines are ready for sales!

**Cost to Create Valuation:** 2 years R&D; Several trips to China for molds, tooling, and securing manufacturing; Intellectual property; Proprietary information; Legal fees for patents. It would take more than the list price to recreate this business.

## Assets Included in Purchase: \$28,976

### Intangible Assets:

- Design trademarks
- Pending design patents
- Proprietary ERP system

**Inventory:** \$28,976 *\*amounts may vary*

## Business Information

**Year Established:** 2014

**Location:** Midwest

**Demographics:** Parents of children aged birth to 11y

**Distribution:** Products sold across the US and 8 other countries. Distribution through online retailers, independent pharmacies, baby stores, and health-based retail stores.

**Lease:** \$550/mo. for office space

**Reason for Selling:** The developer of this product is a full-time ER doctor who meticulously designed and developed this product. They are ready to pass this to someone who can help it grow!

**Employees:** 6 PT includes Director of Business Development; Marketing; Accounting: IT; Manufacturing oversight; E-Commerce Manager and Operations; 2 employees are based outside the US

**Hours:** 8-5 M-F

**Seller Training Period:** Negotiable; Seller willing to stay on to assist with R&D

**Growth Opportunities:** Hospital sales; develop existing product lines to geriatric use; expand into big box stores; additional marketing

**Current Owner's Responsibilities:** Owner 1: R&D, contract negotiations

## Purchase Price Factors

**Purchase Price:** \$1,000,000

**Royalty Payments to Seller:** 2-5%, Negotiable

*Due to trademarks and pending patents, the purchase of the business would be structured as a stock sale.*

## Description

Although the current owner of this business is a doctor, a new owner does not need to be an MD! Developing smarter products that parents can use every day, this business is tapping into the multi-billion-dollar global baby market and is poised for additional growth.

Based in the US, the business has national and international distribution. There are three main product lines targeted to parents with children aged birth to 11 years. All three products have design trademarks and pending design patents. ERP system is proprietary. Additional products are currently in development.

Distribution points include major online retailers, independent pharmacies and baby stores and health-based retail stores. Growth opportunities include breaking into hospital sales, develop current product line for geriatric use (an untapped market), expand into big box stores and using additional strategic marketing.

There are six part-time and one full-time employees on staff, including Director of Business Development; Marketing; Accounting: IT; Manufacturing oversight; E-Commerce Manager and Operations. Two employees are based outside the US – one in China and one in India. The Director of Business Development is fully capable of running the business and would likely stay on after the sale.

The owner's focus is on R&D, contract negotiations, employee management, and financial models. One owner is willing to stay on past transition to assist with R&D.

Due to this product's ease of use, it would be great for hospitals, care centers, medical centers, therapists, pediatric physicians, and day care centers.

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Last Revised ETB 3/18