



Introduction & Thinking

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To,

EMAIL: Vijay@focelite.com

Dear Valued Members

Hope you are well & safe.

Focelite is **into Health and Wellness** space. I am writing to you to explore if our expertise may be of interest to you to deliver your future business strategies on **Haircut in OPEX, Increased Organic Growth, and Open Avenue for inorganic growth?**

Focelite innovation platform has a broad range of capabilities, capacity and networks in the industry & Institute with projects of improving experience of Consumer and Patient's. Currently, I am working on identifying strategic partners to deliver their future objectives focused on business solutions that address research development, supply chain refinement, expand markets and geographic reach, and enhance product basket.

Is our expertise of interest to you?

I'd be happy to schedule a call to walk through our business overview and present our network of alliance for creating business value, reduces implementation risk and accelerates go-to-market. In the interim, please feel free to contact me if you have any questions or need any information in this regard. I would be glad to assist you.

Overview: Focelite is Innovation platform for professional & industry Partners globally formed by diversify background expertise integrating for improving value chain & innovative solution of Human Health. Connecting research, process system technology experiences initiatives with right proportion to

achieve regenerative cellular nourishment in wellness category. Health category focused on Pain, Metabolic & Infection Initiatives with innovation of **Welblu - Integrated Drug & Devices for mild to moderate nCOVID-19 variation infected patient treatment**, Focelite Consulting brings the right mix of deployment experience, proprietary skill assessment tools and preferred partnerships with leading process of research institute globally, process optimization & supply chain.

The ability to bring skills, talent, and knowledge to bear from anywhere is very productive. It straddles functional boundaries in the organization and enables ecosystem partners to participate in innovation and existing process transformation.

The Garage approach is an effective way to bring the various components and players together in a change architecture that can pursue the Golden Threads of value; build concrete modules of enhanced performance; and tie people, processes, and systems together at scale. The Garage model of co-creation, co-execution, and co-operation has proven to be effective in the virtual world that has been forced by the pandemic.

The approach also reinforces core focus areas and strategic intent, as well as lays down the architectural rules or train tracks for the agile cross-functional teams to operate within. In addition, the Garage has data as its raw material for opportunity identification and leverage for ideation and impact and can plug in pre-configured solutions from the ecosystem to accelerate progress in Health & Wellness Industry

The six imperatives of the Focelite innovation platform can, therefore, be delivered and accelerated through a Garage approach, aligned with the Extended smart Workflows that need to be constructed and nested within a clear overall Transformation Program. Through this approach, it is possible to:

Embrace: Embrace the ecosystem opportunity in strategic intent and business platform design as a driver of accelerated quality life transformation products or solution

Innovate: Innovate with science and data-led approaches to drive progress across workflows, integrate platforms, and from diversified ecosystems

Extend: Extend Intelligent Workflows to create differentiated Golden Threads of technology-enabled business transformation

Solve: Solve the biggest challenges of our time through alignment of strategy and executional impact to achieve sustainable development goals while building team purpose and engagement

Empower: Empower the expert leader & user needs to enrich core Intelligent Workflows and continually validate to incremental benefit of consumer and patients' experiences

Accelerate: Accelerate complex change programs that grow platforms, ecosystems, and extended workflows through hybrid ecosystem minds and networks

Together we drive purpose-built product or process modernization and simplify technology management with the world's most flexible hybrid model of visionary companies bring together to transform the way their Health & Wellness industries work with the help of technology Blockchain. Focelite will lead the health & wellness business world into a new era of collaboration to advance current process and innovate.

Looking to the Future

My focus will be around the goal to be more open. "open", I don't simply mean "open source". I believe that open means open collaboration, open communities, open science, and perhaps most importantly, an open organization. Following serve as the basic conditions for openness:

- Transparency
- Inclusivity
- Adaptability
- Collaboration
- Community

We'll also be aligning across all the creative thinking minds in Focelite – engaging with value creation Strategy in refining existing process, approach to Research and Development & Supply chain resulting in benefit of consumer & patients' experience around the world – for a truly global Technology partnering in health & wellness space.

As we step into the role as Focelite innovation platform of, Focelite core strategy members plan to be an open and collaborative leader. I believe in “leading from behind”, encouraging our valued members and the operations team partner to step into the spotlight in order to build opportunities for the future. I see a bright future ahead!

I will be glad to set up a meeting to understand your needs and give our thinking to refine it. In the interim please feel free to contact me if you have any questions or information. On behalf of FOCELITE, I appreciate your valuable time If you need any further information, please visit www.focelite.com www.cd4sheild.com www.cortibahealth.com.

Thank you,

Sincerely yours,

Vijay Kumar Ranka
Managing Director



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Innovation Thinking: Since ancient times, man has looked up to nature to find solutions for ailments. In India, medical literature of ancient India - Caraka Samhita and Sushruta Samhita, showcase the real roots of Ayurveda. The evolution of modern science brought greater access to various chemical-based medicines which helped humans in access to better health and long life. But these medicines also brought other side effects which deteriorated the overall health in the long-term. Hence, we have again started looking at nature for the cure.

“Just as energy is the basis of life itself, and ideas the source of innovation, so is innovation the vital spark of all human change, improvement, and progress – Ted Levitt”

What can be a better example than Aspirin – found in form of salicylic acid in jasmine, beans, peas, clover, and certain grasses and trees, was since ages used by the ancient Egyptians and Greeks from using willow bark as a remedy for aches, fever, and pains but never knew the reason why it worked. It came into being in the late 1890s in the form of acetylsalicylic acid when chemist Felix Hoffmann at Bayer in Germany used it to alleviate his father's rheumatism. The drug became a hit and, in 1915, it was sold as over-the-counter tablets and Bayer went on to become a multimillion-dollar pharmaceutical company.

A similar example can be seen in *Artemisia annua* is a medicinal plant whose use has long been reported in China, where it is locally known as qinghao contains artemisinin, which has antimalarial activity. It is effective against multidrug-resistant malaria and is also known to act on cerebral malaria. Malaria remains a big threat to poorer countries, where these modern antimalarial drugs are not available to the general public. Artemisinin has served as a prototype for many semisynthetic versions that have increased solubility in vaccines and have improved antimalarial activities. Since the WHO recommended the use of artemisinin-based combination therapies for malaria in 2001, some of the other forms have appeared as antimalarial remedies, including tea bags made from the plant's leaves. It is now grown commercially in many African countries, helping the population with their economy.

The most glaring example of a common plant extract becoming a successful medicine is that of Colchicine. Colchicine was used for gout-related pains by Greek for a long time but it also had side effects. Little overdose led to severe diarrhoea, cramps, vomiting, and abdominal pains.

In 2006, US FDA called for companies to take up expensive clinical trials for unregulated medicines to get them certified and in return get exclusive rights to sell. At that time Colchicine was a 0.095\$ per tablet, a cheap commonly available unregulated medicine in the US market. URL Pharma took up the expensive clinical trials and got it certified from US FDA, bringing only Colchicine-based medicine Colcrys. USFDA in return removed all other unapproved medicine bringing in the monopoly of URL Pharma which made the cost to \$4.80 per tablet bringing in revenues for the company and the common population got the benefit of the research in the toxicity of the medicine which helped in regulating the dose.

These examples have led to further research into plant extracts and upcoming research into the Iboga plant looks very promising and a game-changer into de-addiction. The extract Ibogaine from the Iboga plant is an entheogen that has shown long-term absenteeism from addiction in a single dose. This wonder drug will stop the reason for craving addiction substances.

We know for sure that natural system along with scientific research can bring out cost-effective and safe solutions for overall wellbeing that will be helpful to the world population as well as become a profitable business.

For Notes :