

Venture Sharks Testimonial

Dr. Alice Cash with Surgical Serenity Headphones

1. Just about this time two years ago, I participated in and won the first annual Louisville Venture Sharks Competition for my Surgical Serenity Headphones. It was quite a thrill and I appeared two days later in Business first with my headphones and a great write-up!

2. Surgical Serenity Headphones is a privately-held company in the health and medical field. We received a US Patent in 2008 on our proprietary process of choosing the ideal music to create rhythmic entrainment in the patient. Our goal is to creating a safer surgical experience for the patient, using the power of rhythmic entrainment, and a more cost-effective experience for the hospital by decreasing the amount of anesthesia the patient requires, facilitating a shorter overall length of stay, and greatly improving patient satisfaction.

3. Winning the Venture Sharks competition was a jump-start for our company because it immediately gave us the **recognition** and **credibility** that we needed in order to get the serious attention of local and national hospitals and venture capitalists. It also

gave me a lot of **confidence** and **assurance** that my idea and business concept were viable and exciting to lots of people.

4. Today, I have been able to consult with many leaders in the healthcare industry, all of whom are very encouraging about our future. We have research studies on the headphones ongoing at the VA Hospital here in Louisville and soon Norton Hospital here, as well as studies being planned at Cleveland Clinic and Cancer Treatment Centers of America!

5. We have headphones being used and tested at Mayo Clinic, Cancer Treatment Centers of America, and Cleveland Clinic and are negotiating to have Cleveland Clinic and Cancer Treatment Centers of America as regular customers.

6. Two years ago, after the competition I met with several of the judges who gave me some great ideas, such as creating a luxury version of the headphones to market to plastic surgery spas in wealthy areas, and the idea of creating a blue-tooth version that could communicate with BIS monitor in surgery and other medical equipment.

7. Recently I went to a operating room nurses conference in New Orleans and had the opportunity to present the headphones to hundreds of vendors of operating room equipment. At least four of these companies are currently advising me on how to promote and distribute the headphones to their large national and international markets.

8. We are looking forward to getting some angel investors in the next 12 months to proceed in these new directions, as well as hire some key business positions! Right now we're looking for \$75,000 in return for 20% of the company.