

# NuVo

www.nuvoway.com

get the  
**EDGE**  
...better, easier, smarter.

## STARTING WITH THE END IN MIND

### SHARING A SINGULAR VISION...

We have all gotten to this place because we have a singular vision. We want to make a positive difference in people's lives, we see health, fitness and nutrition as that vehicle, and we see **NuVo** as that Company. This is a GREAT start.

In pushing forwards, we need to explore the boundaries and search 'outside the box'...to come up with a clear idea of the Company we want to be...immediately...in 3 years and in 10 years. In less than 45 days, N.E.T. Labs has gone from a 1 horse company (Mike Farber), to an entity of tremendous proportion tying-in very highly motivated and connected individuals, all poised and ready to catapult our new company, **NuVo**, to the top of the Nutraceutical Industry in a heartbeat.

### WE ARE NOT JUST ABOUT PRODUCT THOUGH...

Through our Area Manager network and our Corporate Offices, we will offer our loyal masses the support necessary to reach their dreams...however humble or great...we can help them lose weight or become the PERFECT Athlete, Actor or Model.

As if this wasn't enough, the contribution of other interested parties will help us to have a quarterly magazine, **NuVo Life Magazine** at NO COST to us, distributed through associated channels to every fitness club in Canada...giving us a base of over 100,000 distribution immediately.

With such a fantastic logo, a slick shirt line is only a matter of time. This will help us to promote our brand significantly.

### WE WILL LEAD WITH TECHNOLOGY AND APPEARANCE...

Every Area Manager WILL have a Mac portable, a Palm, a MIKE phone, a complete line of **NUVO** apparel and a PT Cruiser.

We will start with the best companies and get them to make our tools better (Apple, Mike, DaimlerChrysler...)...FOR US...ultimately having an Apple **NuVo** portable, a Palm **NuVo**, a Cleamtel **NuVo** phone/fax/paging system, even a **NuVo** car...but we'll start with PT Cruisers!

### WE WILL MAKE SURE EVERYONE WHO MATTERS KNOWS ABOUT OUR COMPANY...

and is updated with every step we make. Including:

George W. Bush, Bill Clinton & Jean Chretien (impacting Public Health)  
Michael Eisner (Disney), Steven Spielberg (Dreamworks), Ted Turner (Time, Warner) & Donald Trump  
Bill Gates (Microsoft) & Steve Jobs (Apple/Pixar)  
Oprah Winfrey, Rosie O'Donnell, David Letterman, Jay Leno, Regis Philbin...  
Mark McCormick (IMG), Phil Knight (Nike)  
Bill Steere (Pfizer)  
Billy Graham, Stephen Covey & Anthony Robbins  
Just to name a few.

A word about my vision of **NuVo** ...

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## MY VISION

**NuVo**... better, easier, smarter.

**OUR MISSION**...Every person involved with **NuVo** shares a common and singular focus...a commitment to excellence and never ending improvement in every facet of our business. This commitment has gotten us to where we are extremely quickly...and will take us to where we are going in **QUANTUM LEAPS**.

**WHERE ARE WE GOING?**... Our objective is to be the best at what we do...not necessarily the biggest. We want to be associated with quality and integrity. We want to 'raise the bar' for the entire nutraceutical industry...bringing other companies along with us to new heights. We want to be to our industry what Toyota is to automotive...unparalleled excellence, value and customer service.

**HOW DO WE KNOW WHEN WE HAVE MADE IT THERE?**...When YOU pick up our product and use it with **COMPLETE** confidence we are 1 person closer....when someone in Sydney, Paris, Rio, Tokyo or Nepal does likewise...ditto.

**OUR PEOPLE**...It wasn't a chance meeting, but **NuVo** has thrown a group of very different BUT very similar people into this mix...creating a synergistic dynamo. These individuals...all leaders in their respective areas of expertise...have come together on this **MISSION** because they want to give back...and in so doing improve the quality of your life and the lives of those less fortunate.

**SURROUNDING OURSELVES WITH GREATNESS**...It is no secret that success comes to those who surround themselves with great people...and then allow these people to do their thing. In moving outward and taking on the world...this is our philosophy. Our goal is not to build a force of robots...but to include free-thinkers and rebels who have achieved outstanding results in their field and can contribute to making us better.

**HOLDING OURSELVES TO A HIGHER STANDARD**...Sizzle AND substance...our commitment to ourselves...and our loyal massees...is to deliver the finest available products to improve your quality of life. The natural/ nutraceutical industry is replete with companies who list ingredients on their packaging but only include inconsequential amounts.

**PRODUCT BEFORE PROFIT**...We don't consider our product to be JUST what is inside our bottles, cans or wrappers. It is the collective excellence of product, of people and of promotion, which combine to give our loyal massees confidence and insurance that they are doing the right thing for their bodies. Committing to excellence of this nature is expensive...but we think you're worth it!!

**LIVING OUR DREAM**...We don't just say it...we do it...we are living our dream daily. Being tied so strongly to a mission is empowering...it heightens every moment...it strengthens your conviction...it creates a clearness and focus. Most importantly, there is a feeling of satisfaction which makes it FUN. When you drop by our Corporate Office in Montreal, you will see us at the office at very weird hours...because we love what we do...because we have created an environment we love to be around...and because we love the people we work with.

## ANSWERS TO IMPORTANT QUESTIONS...

What do people need to make their lives easier and better? What areas of life are the massees struggling with? We have THE best...now how can we make it better? How else can we help?

While our Company is not huge...our leverage IS. We have hundreds of top-notch people, all leaders in their respective fields, contributing to our knowledge base. These people...all staunch supporters of **NuVo** and what we stand for...help us to drive product development into areas of need.

**MAGIC CARPET RIDE**... We are on a **MISSION**...either you're in OR you're out. Join with us and we will take your life to new heights... physically, mentally, spiritually, financially. Do you have what we are looking for? Come for a ride with us...

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## EXECUTIVE SUMMARY

www.nuvoway.com

### Business Concept

*We want to help you improve your life.*

NuVo is a LIFESTYLE Company...focused on the development and direct marketing of an interconnected system of products, services & resources aimed at improving the lives of those who use and promote them.

### Corporate Strategy

*Doing the right things right...at every step.*

Our management team's skill base covers a majority of key areas including Product Development, Regulatory Affairs, Distribution, Sales & Marketing, Business Management and New Media.

We will use key outside Professionals wherever there is a demonstrated need.

We will build from the inside out, focusing specifically on immediate Montreal-Area markets to hone our process and use our credibility base to maximum effect.

We will use internet, telesales and infomercials as necessary to reach a global marketplace immediately and seed markets which are secondary at the outset.

We will adopt a Top-down and Bottom-up approach to informing and selling at all levels...thereby ensuring our message is delivered to consumers at all levels.

We will develop strategic alliances with key players in Lifestyle Products.

While by no means will we reinvent the wheel in anything we are doing, at every level we will attempt to take what is currently available on the market and make it better, easier, smarter.

### Market

*Everyone CAN benefit from our products and services.*

Our focal markets are those of Health and Performance. This being said, our products and services will be of use to virtually everyone...young or old...active or inactive.

Our objective is to find the easiest, most direct and cost effective means to deliver our message to the masses...and in so doing to help them towards a better life.

### Distribution, Sales & Marketing

*We will use every available means to sell that we can.*

Grass Roots Business Development

Our Area Manager Network forms the basis for grass-roots development of our business. Area Managers (essentially Franchisees) have the rights to our business concept for a defined area and effect OUR plan in THEIR area. We will commence our Area Manager Network in Montreal, with 10 defined 'Corporate Controlled' Areas of approximately 250k population each. We will use these 10 Areas to generate accurate financials for our Area Manager model, as well as to establish a complete business strategy for subsequent sales of new Areas.

Global Business Development

We will use internet sales & marketing, telesales & marketing and infomercials to generate sales on a global scale and to 'seed' markets which are outside of our immediate focus for Grass Roots Business Development.

Larger Scale Projects

We will continuously work to develop strategic alliances with industry leaders who can help us in capturing global market share and/or increasing our credibility/profile.

This could include alliances with Stairmaster Canada for distribution to its club base, cobranding agreements for placement of products in retailers where NuVo will not go (ie Walmart, Costco...), internet deals with Companies such as Fat Check for comarketing of each others products...

### NuVo Way Inc.

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Montreal, QC. H4A 3P4  
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1.866.638-5227

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### Management

*Complimentary knowledge and experience*

**Ross Harvey** President, Global Vision & Market Development

**Mike Farber** Vice President, Research & New Product Development

**Heather Baker** Vice President, Clinical & Regulatory Affairs

**Steve Leroux** Vice President, Sales & Marketing

**James Klein** Vice President, Administration & Business Development

In addition to this dynamic team, we will use Professional and credible external resources in order to ensure that we do the right things right at every step. These include:

**David Butts, LLB**, a leading legal services provider to the pharmaceutical industry.

**Goldfarb Consulting**, a world leader in market research and consulting for health products.

**Surefire Commerce**, a complete e-commerce solution company.

**Fitness Corp. of Canada**, a leading consulting and product distributor to the fitness industry.

### Operations & Use of Technology *A lean, mean, high tech machine!*

#### Facilities

Our facility will house offices for the 5 associates with a reception / impression area, a sales area for dissemination of our Vision and Mission and warehousing space.

From an operational standpoint we will subcontract all essential production & services, limiting our human resource needs to a receptionist and warehouse person.

#### Sales Tools

Our Area Managers will use technology to maximize their efforts wherever possible...in selling, in promoting, in communicating. Corporate will obtain 'fleet rates' on vehicles, computers, cellular phones, personal assistants...all the tools necessary...and will pass these savings onto the Area Managers

#### Internet

The internet will be used extensively at several levels. Our website; [www.nuvoway.com](http://www.nuvoway.com) will be used to disseminate information about NuVo, to sell product & as a means to contact us. Another site will be used explicitly for intercommunication between Corporate and our Area Manager base, for the purposes of continually monitoring the products sales and inventory levels within our system. Yet another site will be used to manage our 'Reference Group'...the large base of product users who will continually be asked questions which will help us assess our current position as well as direct us towards future markets and products.

### Objectives & Timelines

April 15-May 6, 2001	Preparation phase for Supply Side East Show.
May 7-9, 2001	Supply Side East Show
May 10-June 15, 2001	Preparation for receipt of Initial Run
June 15-Aug.31, 2001	Sales of Initial Run, Preparation for Nationwide Launch
Sept 1, 2001 onwards	Nationwide Launch and commencement of operations

### Financials

*Immediate ROI using high margin, consumable products.*

An investment of \$150,000.00 is necessary to fuel a complete initial run which will generate in excess of \$500,000.00 in sales, as well as to cover all startup associated costs for the initial 6 month term.

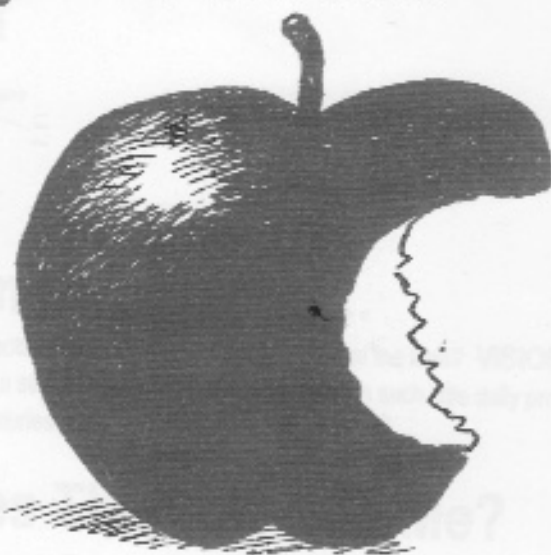
Anticipated sales for the initial year are at \$1.5M and these figures are expected to double every 6 months.

Profit margins are between 200 and 400 percent, with the margin increasing as production numbers increase.

[www.nuvoway.com](http://www.nuvoway.com)



In the beginning...there was Eden



Adam had it ALL...he made one very BIG mistake...  
the rest is history...

**we are less healthy & more stressed than ever..**

1/4 of North American adults enter a fast-food establishment daily...

our children are not receiving their needs for nutrition and exercise...

we work longer, exercise and play less...

we ALL know what we MUST do...but...few do it...

# NUVO

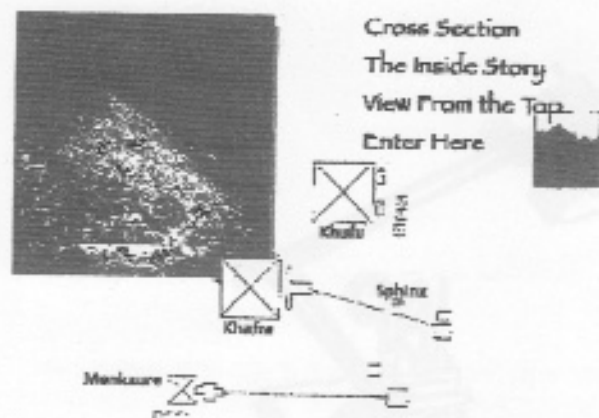
## Eden...reCreated.

We have a bold, new, better and easier WAY to get you what you want.

**Follow us and we will lead you to a healthier, better lifestyle.**

**www.nuvoway.com**

**1-877-NUVOWAY**



## The Great Pyramids of Egypt...

How could anyone create such an architectural wonder given the technology at the time? **VISION.**

How were the workers able to build such a structure of EPIC proportion, making such little daily progress? **MISSION.**

How could the structure remain intact centuries later? **SOLID FOUNDATION.**

## Great...How Does This Apply to Me?

How do I create the life I want to lead & become the person I want to be? **VISION...***start with the end in mind.*

How can I stay on track making little progress daily? **MISSION...***believe in your VISION and live it daily!*

Where do I start? **CREATION...***a SOLID FOUNDATION for your life!!*



A GREAT life begins with GREAT HEALTH... GREAT HEALTH begins with...

# CREATION

by **NUVO**  
LIFE+

**THE EASIEST, MOST COMPLETE NUTRITIONAL SUPPLEMENT AVAILABLE.**

- VITAMINS:** Vitamin A, Vitamin C, Vitamin D, Vitamin E, Thiamin, Riboflavin, Niacin, Vitamin B6, Vitamin B12, Biotin, Pantothenic Acid, PABA, Inositol, Choline.
- MINERALS:** Phosphorus, Iodine, Magnesium, Zinc, Selenium, Copper, Manganese, Chromium, Molybdenum, Potassium, Silica, Boron, Vanadium, 72 trace mineral complex.
- HERBS:** Siberian Ginseng Root, American Ginseng Root, Chinese Astragalus Root, Ginkgo Biloba Leaf, Extract, Codonopsis Root, FoTi Root, Ginger Root, Echinacea Root, Golu Kola, Suma, Bupleurum, Cayenne, Parsley, Watercress, Bioperine®.
- ANTIOXIDANTS:** Citrus Bioflavonoids, Actin™/Grape Seed Extract, Pycnogenol®/Pine Bark Extract, CoQ10, Omega 3 & 6 Fatty Acids, Rosemary Extract, Rosemary Powder, Royal Jelly.
- DETOXIFIERS:** Biomelein, Papain, Amylase, Protease, Lipase, Cellulase, Betaine HCL, Milk Thistle Extract, L-Glutathione, L-Carnitine.
- SUPER FOODS:** Spirulina, Blue Green Algae, Shattered Wall Chlorella, Broccoli, Wheat Grass, Cabbage, Barley Grass, Cauliflower, Alfalfa Leaf, Brussels Sprouts, Kale, Celery, Alfalfa Sprouts, Spinach, Garlic, Artichoke, Collards, Carrots, Peas.

**COMING SOON IN SHAKE & BAR FORMATS!!**

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Life is full of **TOUGH** decisions.

Make all the **EASY** ones first!

**NUVO**  
complete nutritional

All you **REALLY** need.

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