



breathe2Go



A RESPIRATORY HEALTH CRISIS



“When you see your child suffering, **you do everything to help**. When you find the solution, **you share it to help the world.**”

Millions of individuals worldwide struggle with **respiratory health challenges** every day. Conditions like **asthma, COPD, allergies, and the lingering effects of Covid-19** not only affect their well-being but also **impact their quality of life**.

These conditions manifest through distressing symptoms like coughing, wheezing, breathlessness, and chest tightness, **making daily activities a constant battle**. Moreover, these respiratory challenges have become **more alarming**, given the **increased risk of complications and infections**, particularly in the midst of a pandemic.

Yet, the **existing treatments for these conditions often come at a steep cost, are invasive, or come with undesirable side effects**, leaving many seeking safer and more natural alternatives to improve their respiratory health and overall well-being.

This is the compelling problem **we aim to address with our innovative solutions**.



SALT THERAPY'S UNIQUE APPROACH



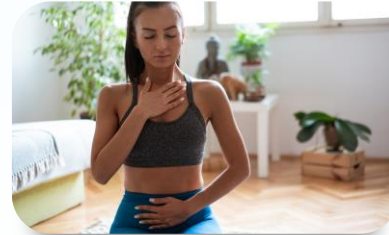
Breathe2GO invites individuals on a journey to rediscover their respiratory well-being through an extraordinary solution: Salt Therapy. Breathe2GO has crafted a book and a portable device to help individuals experience its profound benefits.



Salt therapy, also known as halotherapy, involves inhaling salt particles in a controlled environment



Centuries of use have revealed the remarkable anti-inflammatory, mucolytic, antibacterial, and antifungal properties of salt, making it a potent treatment for respiratory conditions



Salt therapy aids in clearing mucus, reducing inflammation, improving breathing, and preventing respiratory infections



Breathe2GO's book and device come together to educate and empower individuals, allowing them to effortlessly integrate salt therapy into their daily lives, whether at home or on the move



Over **34 Million people** in North America suffer from chronic LUNGS/ Respiratory issues, & accounting for over **7% of deaths** around the world.

Scale

12%

Of all humans have pulmonary related health issues
960 Million people

Pain

7%

Of all deaths are related to pulmonary issues
560 Million people

Opportunity

\$375 B

Demand for personal & preventative therapy



01 Portable pulmonary healthcare

02 Improve lung functions,
adjustable

03 Rechargeable and refillable



Travel care & daily
wellness:
On the go antifungal,
antimicrobial, antiviral

Quick, 5-10 minute daily
usage for enhanced lung
function, reduced allergy
symptoms

User friendly, self-contained,
hand-held halotherapy to
protect your lungs and
increase OXYGEN.



COMPACT CARE | DEVICE FOR LUNGS



breathe2Go

Breathe2GO, operating under Novel Tech Group Inc., **pioneers a revolutionary approach to respiratory wellness** through its innovative portable lung wellness device, harnessing the power of salt therapy.



OBJECTIVES

- **Develop and market portable salt therapy devices** for enhanced respiratory well-being.
- **Forge strategic partnerships** across sectors to expand the reach and impact of our solution.



MISSION

Enrich overall well-being by offering **accessible, affordable, and portable devices** that empower individuals to safeguard their lung health, especially in crowded environments.



VISION

To be a **global leader in respiratory wellness** through innovative solutions supported by AI, IoT, and digital monitoring, shaping the future of well-being.





+300%

Profit Margins

High Margin / High Value Product

High value pricing with high margin per unit

Supports B2B & B2C sales channels

Aspirational positioning



+125%

Add-on & Recurring
Revenue per Buyer

Multiple Revenue Opportunities

Accessories, warranties, add-ons

Proprietary, premium consumables

Content marketing, influencer appeal



+730%

3yr Growth

Scalable Growth

Explosive Direct-to-consumer growth

Expandable ecosystem (IOT, App)

Enterprise expansion, professional wellness



Consumer Price

Direct to consumer
& MSRP with margin

\$597

Wholesale Price

Distributor and wholesale pricing
Territories and partnerships

\$450

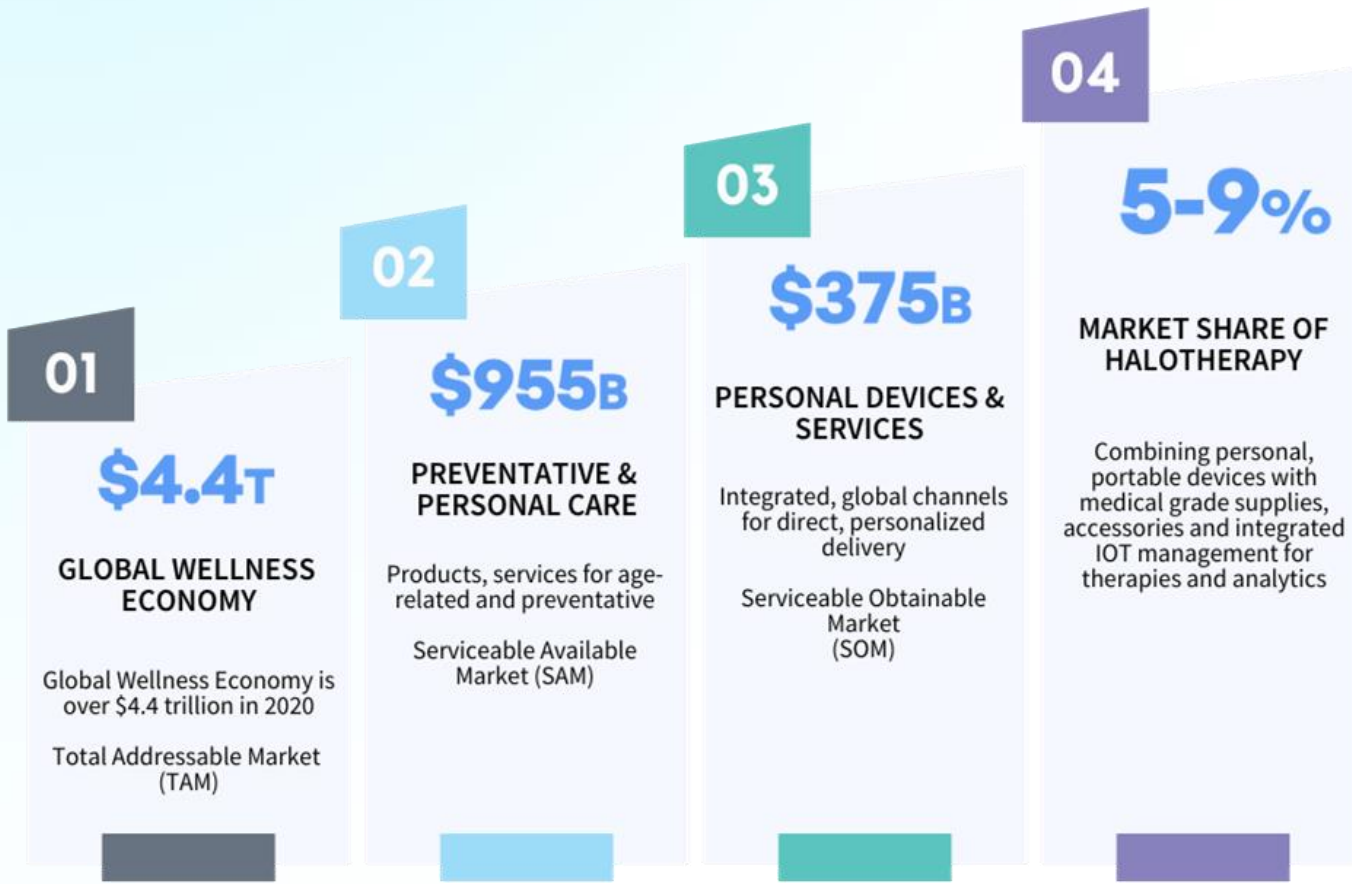
Cost to Produce

Low, consistent cost of production

\$98

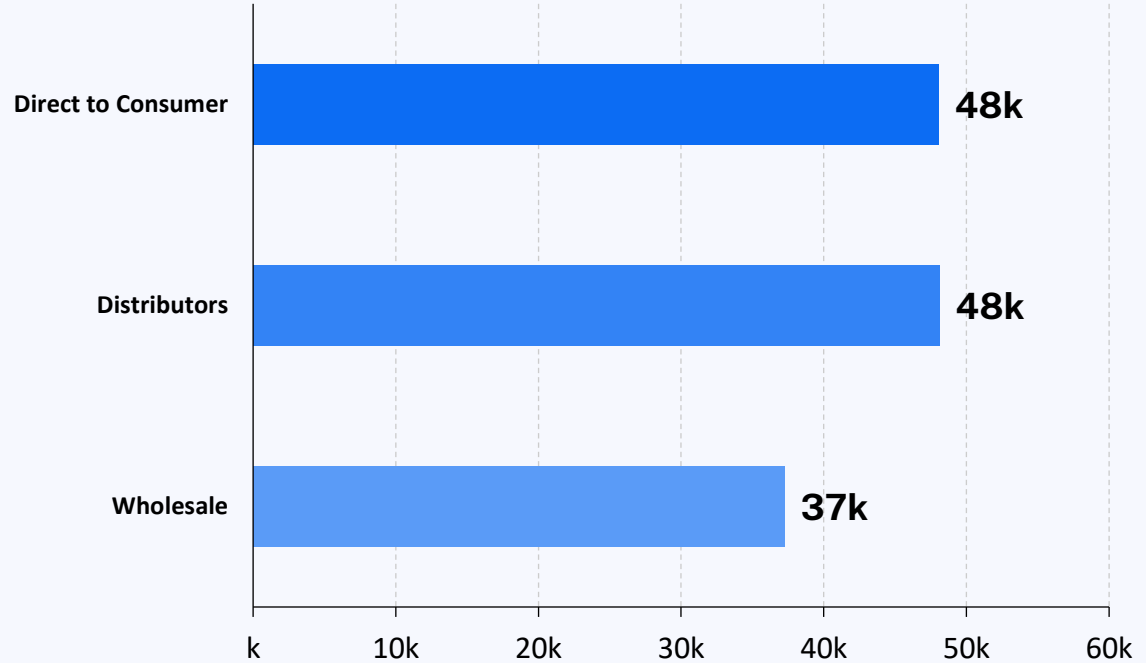






**TOTAL UNIT SALES:
3 years**

133,400





STAGE 1:
Release & Launch



STAGE 2:
Marketing & Sales



STAGE 3:
Partners & Distributors

Book & Content Marketing

Media, Podcast & Advertising

Influencer & Social Marketing

Patents, Trademark, Licensing

FDA, ISO

SEO / PPC

Referrals & Affiliates

Partnerships & Distributor Territories

Direct B2B Sales

B2GO v1 Personalized Halotherapy
Pre-sales & launch

B2GO IOT & App Integration

B2GO Additional Devices
SAAS & Professional Services



“Having many years Asthma and Bronchitis with many antibiotics and prednisone; my cough and wheezing is under control, take deeper breath, and no I don’t panic or be short of breath. Salt Therapy truly makes a difference.”

Marg | Registered nurse
Biomunes Wellness Patient

“Our Daycare children love coming to a salt cave to play, sing, and read books while recovery from many allergies, coughs, sinus infections symptoms ... our children are less sick and happier”

Montessori Daycare
Breathe Salt Wellness Patient



2023:

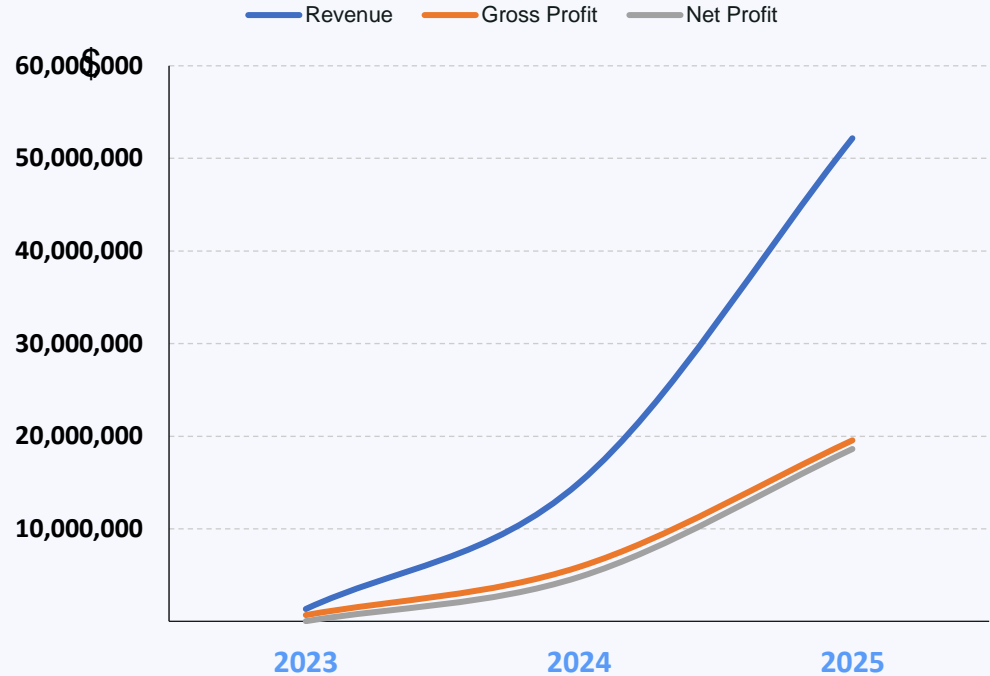
Release & Launch

2024:

Marketing & Sales

2025:

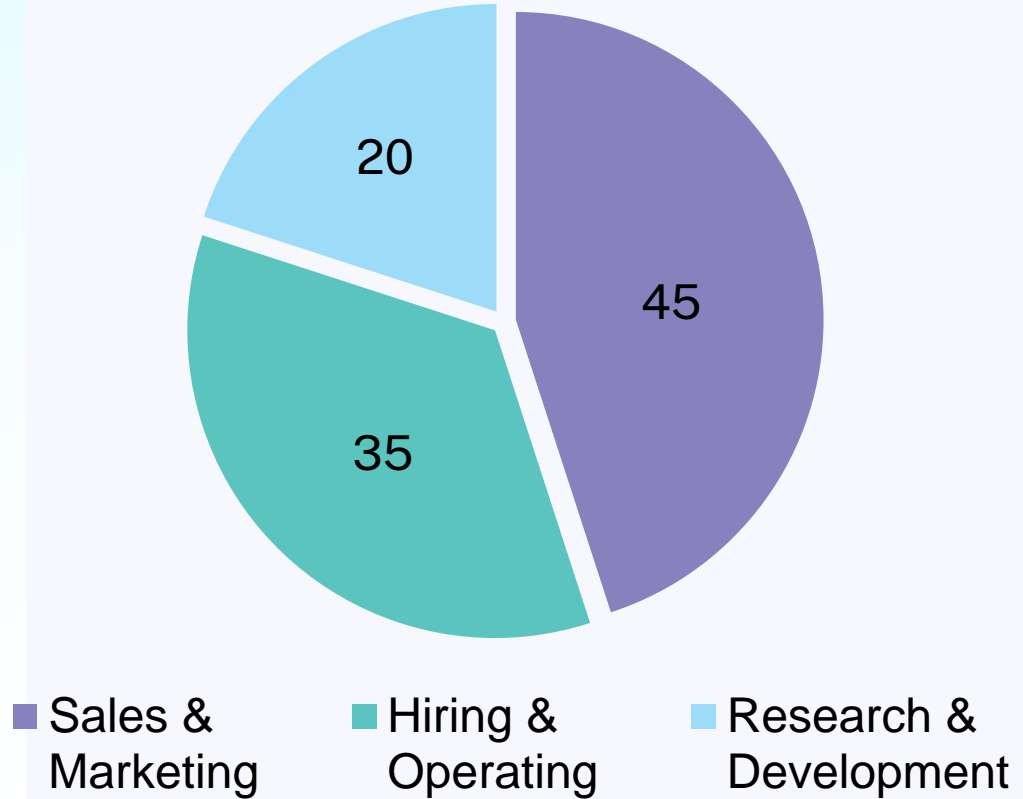
Partners & Distributors



REQUIRED FUNDS

\$ 2.7 Million

- Licensing, FDA, Patent, Trademarks
- Manufacturing and Engineering
- Inventory and Distribution Channel





Indigenous People of Canada



Salt Therapy Association
Promoting the healthy benefits of Salt Therapy



Canadian Covid Care Alliance
Alliance canadienne pour la prévention
et prise-en-charge de la covid





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MEET THE TEAM

Salt Therapy Anywhere

THE ULTIMATE PORTABLE DEVICE

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