

COMPANY PRESENTATION

Windsor Botanicals Therapeutic Inc.



Where Money Meets Ideas



**WINDSOR
BOTANICAL
THERAPEUTICS**

The logo for Windsor Botanicals Therapeutics, featuring a stylized circular emblem with a starburst pattern.

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Company Overview

Windsor Botanical Therapeutics Inc.

WBTI is developing a botanical health product, extracted from the root of *Taraxicum officinale*, (dandelion) for sale as a complementary therapy for cancer. The extraction process was scaled up to Good Manufacturing Process (GMP) status and is currently being manufactured under GMP standards by Advanced Orthomolecular Research (AOR) of Calgary, AB. This complex extract has undergone preliminary analysis to identify key active components. WBTI intends to develop the material as a standardized botanical health product and, ultimately, an evidence based therapeutic. The product category, “Complementary Medicines for Cancer Therapy”, is estimated by Business Nutrition Journal to be a \$1.1 billion market in the U.S.

Solving the Industry’s Problems

1. No proof based natural treatment for cancer is available.
2. Five-year survival benefit attributable to chemotherapy drugs is estimated at 2.1% yet over \$25 billion was spent on chemotherapy drugs in 2015.
3. Non-toxic treatments with efficacy for patients who have terminal cancer do not exist. Chemotherapy is toxic and can cause nausea, loss of appetite, loss of hair, discomfort, and a weakening of the body’s immune system.
4. The effectiveness of home made and commercially produced dandelion root extract vary widely or are non-existent.
5. Currently available dandelion root extract products available over the counter can not make any claims regarding their use as a cancer treatment.



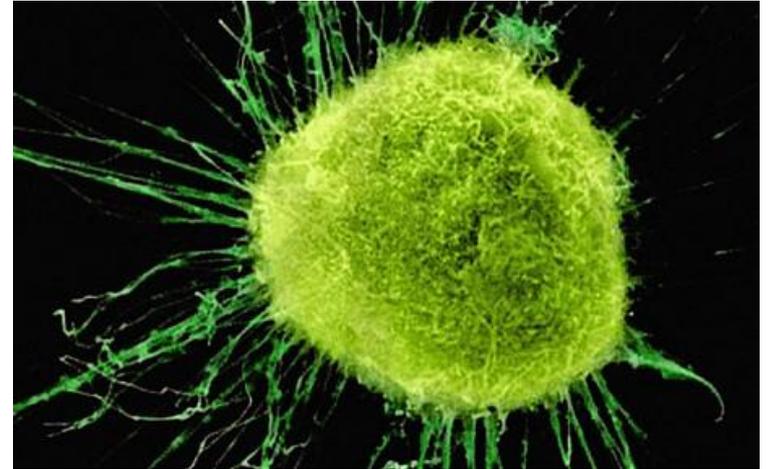
The Solution: Windsor Botanical Therapeutics Inc.

Market Size

- 1.3 million people live with terminal blood cancers such as leukemia, myeloma, and lymphoma in North America and 61,000 of them die each year. The top 25 chemotherapy drugs generated over \$25 billion in revenue during 2015. DRE-W could play a major role in this market as a non-toxic and more effective alternative to many of these chemotherapy drugs.
- DRE-W could also be marketed over the counter as natural product supplement for the prevention of cancer. In 2010, the Nutrition Business Journal reported that sales of all natural products in the United States grew 6 percent to \$117 billion:
- Natural/organic food items totalled \$39 billion, an 8.3 percent increase from 2009
- Functional foods made up over one-third of the entire natural products market share, at \$39 billion
- Supplement sales in natural product stores were up 4.4 percent to \$28 billion

Competitive Advantages

- **If clinical testing results allow DRE-W to make cancer treatment claims, then DRE-W will stand out as a unique product in the natural health care product market -** Currently available natural healthcare products can not make any claims regarding use as a cancer treatment.
- **Each batch of DRE-W produced by WBTI is quality controlled to ensure its ability to kill cancer cells. Studies conducted by WBTI provided the basis for a validated quantitative method of quality control-** Studies conducted by WBTI showed that the effectiveness of homemade and commercially produced dandelion root extract vary widely or are non-existent.
- **Our research indicates that DRE-W is non-toxic: Phase 1 Clinical Trial will officially confirm this and Phase 2 Trial should confirm that DRE-W improves patients' well-being and reverses the progress of their disease -** Chemotherapy is toxic and can cause nausea, loss of appetite, loss of hair, discomfort, and a weakening of the body's immune system.
- **WBTI owns a patent for the process to produce quality controlled DRE-W-** Homemade and commercially available dandelion root extract either does not kill cancer cells or has no consistency in doing so. WBTI has spent the last 6 years researching and developing protocols to create effective DRE-W and only WBTI has the patent for its manufacturing process.



Main Competitors



- **Natural Factors Dandelion Root Extract** - Unable to make any claims regarding their product's ability to treat cancer.
- **Nature's Way Dandelion Root capsules** - Unable to make any claims regarding their product's ability to treat cancer.
- **GNC (NYSE:GNC) Herbal Plus Dandelion Root capsules** - Nausea and vomiting, edema, muscle cramps and bone pain, hemorrhage, skin rash, fever.
- **Home Made Dandelion Tea** – No quality control and may or may not have anticancer activity.

Product / Tech. Components

- **Prescription Drug-** DRE-W produced as a complementary therapy for cancer and used only under the supervision of a physician.
- **Natural Product Supplement-** DRE-W produced for daily use as an over-the-counter supplement sold to prevent or postpone the onset of certain cancers.



Marketing Strategy

Product Strategy

- Document the safety and efficacy of DRE-W through Clinical Trials and determine a regulatory path that will allow the sale of DRE-W as a complementary medicine for cancer therapy as it progresses through the trial phase.
- Seek a partnership with a large and recognized company with established brands in natural health care products. We believe that one of the natural health care product companies is a natural partner for WBTI to co-develop DRE-W as they understand both the complexities of the FDA approval process and the sales potential for such a cancer therapy.

Pricing Strategy

- Production cost through a third party vendor for 20,000 sachets is \$5.95 per 500mg dose. We anticipate this cost to fall well over ten-fold when production volumes increase.
- Existing chemotherapy treatments range from a low of \$7,000 to \$30,000 and beyond. This provides WBTI with a wide margin to set a sale price for DRE-W that is both highly profitable to the company and fair to the health care provider.
- Mass produced dandelion root extract capsules typically sell for less than 10 cents each but none of these capsules can make any claims as a treatment for cancer. Over the counter products such as Tylenol that make claims to relieve pain sell for 15 cents each. We anticipate that DRE-W should sell for as much or more based on its claim to treat cancer.

Promotion Strategy

- The company anticipates a media campaign including health journals, magazines, television news, and internet media to spread the news that DRE-W has been found effective to treat cancer.
- Prescription drugs are promoted through marketing agents directly to healthcare providers. We anticipate utilizing a similar strategy for this market.
- Partnering with a large and well recognized brand or retailer of natural health products will not only allow the company to reach its intended market but also allow the retailer to draw new customers to this new product.

Geography of Distribution

- The company is currently focused on the North American market.

Key Milestones



Cancer-fighting tea set for clinical trials in Ontario

'Dandelion root extract has very potent anti-cancer activity,' biochemist says

By Jennifer Lee, CBC News | Posted: Dec 15, 2015 7:00 AM MT | Last Updated: Dec 15, 2015 7:38 AM MT



George Templeton, director of operations of Calgary-based AOR Inc., holds up a bank of dandelion root extract tea that was produced in his lab. (Jennifer Lee/CBC)

2005 shares

A Calgary company is involved in a clinical trial attempting to harness the potential cancer-fighting properties of a common weed.



AOR Inc. is developing a specially formulated dandelion root tea that will be tested on patients in Ontario.

2011-2015

Publishing of research results of in vitro and in vivo data indicating apoptosis in cancer cells from DRE-W

Aug, 2013

U.S. and International process patent granted for production process of DRE-W

US and International process patent granted for production process of DRE-W

First batch of clinical grade DRE-W produced

Health Canada approved Phase I Clinical Trial of DRE-W in terminal cancer patients.

Effective DRE-W dosage amounts determined to cause apoptosis in cancer cells.

Relation between root harvesting, preparation and potency identified and production protocols determined.

A 70-year-old patient with refractory M5 acute myeloid leukemia achieved a sustained remission lasting over 18 months.

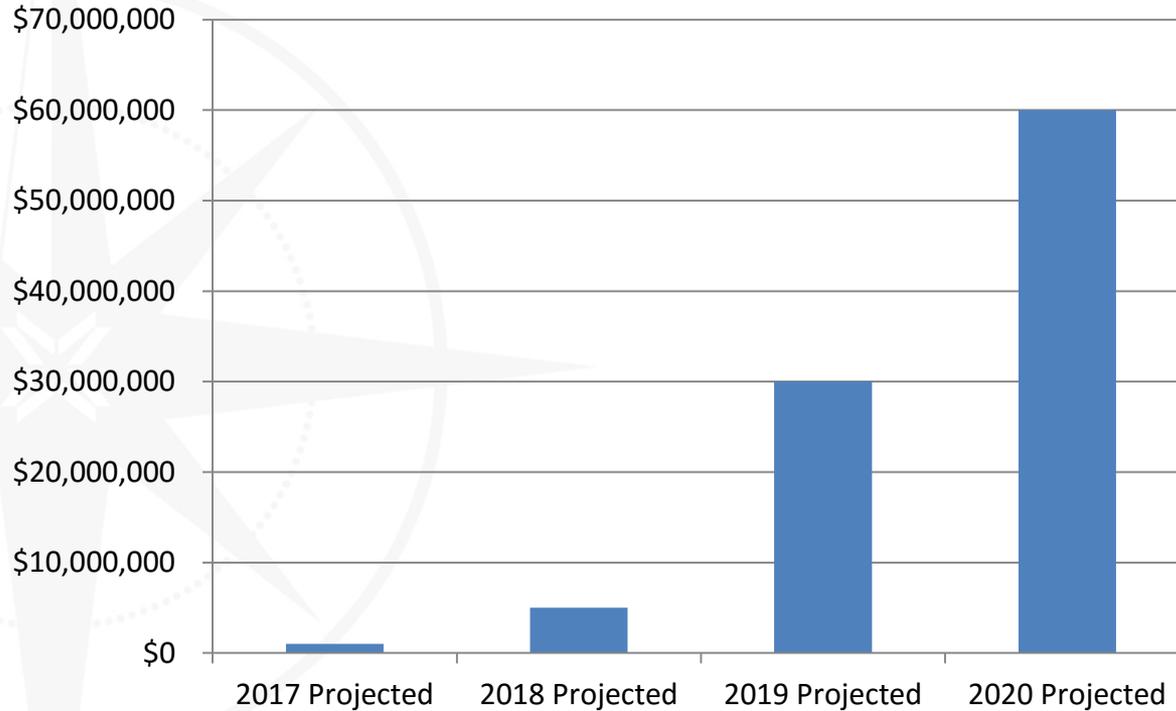
Intellectual Property

- **Medicament Containing Taraxacum Plant Root Extract for Treatment or Prevention of Cancer and Method for Preparing Same -** With the filing assistance of the RICHES MCKENZIE & HERBERT LLP; 2 Bloor Street East, Suite 1800, Toronto, Ontario M4W 3J5, the University of Windsor, and Chief Science Officer Dr. Siyaram Pandey, provisional US patent, number W02013116936 for Medicament Containing Taraxacum Plant Root Extract for Treatment or Prevention of Cancer and Method for Preparing Same was filed on February 8th, 2013 with the United States Patent and Trademark Office. This provisional patent was accepted on August 8, 2013. An International Patent Application, Number PCT/CA2013/000114 was filed on August 2nd, 2013.

Opportunity Highlights

- 1. What if your investment could help cure cancer?-** If there is even the remotest possibility that DRE-W can improve a terminal cancer patient's outcome, we must explore it.
- 2. \$25 billion spent on chemotherapy drugs yet only a 2.1% attributable 5-year survival rate -** Chemotherapy can cause grave and painful side effects. DRE-W is non-toxic. If Clinical Trials can allow DRE-W to claim it kills cancer cells and does not harm normal cells, and is more effective than chemotherapy, then DRE-W will be in a position to compete in a \$25 billion market.
- 3. \$28 billion is spent on herbal supplements annually. Few of them can make any health claims to treat a condition -** Successful data from Clinical Trials will enable DRE-W to make health claims and stand out as a unique cancer therapy medicine in this \$28 billion market.

Projected Revenues



Use of Proceeds

Category	Percentage (%)
Cryogenic grinder for root feedstock	23%
Manufacture of clinical supply for Phase 1 trial	22%
Regulatory consulting	6%
Marketing	15%
Research conducted by Dr. Pam Ovadjue	13%
Further patent filing	9%
General & Administrative	8%
Unallocated working capital	4%
Total	100%

Management Team



Joseph Elliot, Chief Executive Officer, Director

Dr. Elliot is founding President & CEO of Windsor Botanical Therapeutics Inc. a developer and marketer of a breakthrough natural therapy for terminal cancer patients.

He is also Principal at Biopharm Management Inc. (BMI) a Toronto, Canada based firm providing short and long term management services to the biopharmaceutical industry. For the past 27 years Dr. Elliot has been a serial entrepreneur and former venture capitalist.

Dr. Elliot is a hands-on manager with skills and experience in all facets of the biopharmaceutical business including raising capital, financing, licensing, team building, drug development, manufacturing, regulatory affairs (FDA, Health Canada and BfArM). He has broad experience pharmaceuticals, biologicals and vaccines in oncology and infectious diseases.

Through BMI, Dr. Elliot is currently Managing Director of ERC USA, the North American subsidiary of ERC Belgium, a breakthrough developer of therapeutic cancer vaccines.

In the past 15 years, Dr. Elliot has raised over \$30 million for a number of companies in which he played a leading management role including the founding and growing several biotech companies. These include President & CEO of Receptor Therapeutics Inc., President & CEO of LymphoSign Inc., Vice President & General Manager Operations for MDS Proteomics Inc.; Chief Operating Officer for MDS Ocata Inc.; Interim Chief Operating Officer of Exogen Neurosciences Inc. He is the founding President and Chairman of PhageTech Inc. of Montreal, Quebec which had a successful IPO under the name Targanta Therapeutics Corporation. He was also initial CEO of Cytochroma Inc., (which was subsequently acquired by OPKO in 2013). He is also a past director of Nexia Biotechnologies Inc. of Montreal, Quebec, and BIOSTAR Inc. of Saskatoon, Saskatchewan. From 1996 to 1999 he was a Vice President (Venture Capital) with MDS Capital Corp. specializing in early stage biotechnology investments.

Management Team



Siyaram Pandey, Chief Executive Officer, Director

Dr. Siyaram Pandey is co-founder of Windsor Botanical Therapeutics Inc. and currently a Professor in the Department of Chemistry & Biochemistry at the University of Windsor. He received his MSc from Banaras Hindu University (1986), Varansi, India and his PhD from Jawaharlal Nehru University/CCMB (1992), New Delhi, India. He did his postdoctoral training at McGill and joined NRC, Ottawa as a research officer (1993-2000). He joined the University of Windsor in 2000.

Dr. Pandey's research is focused on apoptosis (cell suicide), which is central to various aspects of human health including neurodegeneration, stroke and cancer. Dr. Pandey has been using different cellular and animal models of cancer and Parkinson's disease in order to investigate biochemical mechanisms of cell death and therapeutic interventions. He has established successful collaborations with Oncologist Dr. Hamm at the Windsor Regional Cancer Centre, Organic Chemists Dr. McNulty at McMaster University, Dr. Hudlicky at Brock University and Dr Yi w and Dr. Guang Liang at Wenzhou Medical College, China. He has published more than 74 research articles, and has two patents. He was the President of the Natural Health Product Research Society of Canada from 2013 to 2015. He is also currently the Founder Director and Chief Scientific Officer of Windsor Botanical Therapeutics Inc. His group is known for their discovery of the novel natural anti-cancer compound Pancreatistatin, and Dandelion Root extract which is in clinical trial for blood cancer. He is collaborating with Dr. Arnason at the University of Ottawa and Dr. Nibber at Advanced Orthomolecular Research. He has also discovered the neuro-protective anti-bax intrabodies, as well as water-soluble CoQ10. His successful collaboration with Dr. Sikorska and Dr. Tanha at NRC, and Dr. Cohen at the Department of Psychology (U of W) and Zymes LLC (a pharmaceutical company in New Jersey, USA) has established a unique research group with expertise in behavioral, biochemical, and histological assessment of neuroprotective agents.

Management Team



Jacqueline Shan, Director

Dr. Shan holds a PhD in Physiology from the University of Alberta and a Doctor of Science in Pharmacology from the Chinese Academy of Medical Sciences/Peking Union Medical College and is certified by the Quantum Shift Program (Executive Business and Entrepreneurship) from the Richard Ivey Business School and holds ICD.D (Institute of Corporate Directors) accreditation. Dr. Jacqueline Shan founded and run several life science companies focusing evidence based natural health products and therapeutics. She is the co-founder of Afexa Life Sciences Inc. (formerly CV Technologies Inc. spun off from University of Alberta) in 1992. During 2003 to 2008, she served as the President, CEO and Chief Scientific Officer of Afexa, transforming the company into a fully integrated and full-fledged product development and commercialization enterprise. Dr. Shan is the co-discoverer of the company's flagship product, COLD-FX®. In 2012, Dr. Shan founded Afinity Life Sciences Inc. that develops and commercializes natural health products under the family brand of "Afinity". Dr. Shan is the first and only female CEO who co-founded and listed her company in TSX in life sciences and consumer health sectors. She is the recipient of more than 25 national and international awards in both business and science, including the Alberta Centennial Medal and the inaugural Best of Best of Chinese-Canadian Entrepreneurs from the Chinese Canadian Business Association. She has been recognized as one of 18 Canada's 100 Most Powerful Women by the Women's Executive Network, as one of Canada's 50 Most Powerful Women by Profit magazine, designated as a Woman of the Vision by Global Television, inducted into the Canadian Pharmaceutical Industry Hall of Fame, and has been on the cover of more than 10 science and business magazines in Canada.

Dr. Shan has been an Advisory Board member for Small and Medium-sized Enterprises (SME), International Trade of Ministry of Foreign Affairs since November 2010. In 2009, she was appointed by the Minister of Advanced Education and Technology to the Alberta Innovates - Bio Solutions board of directors. She was previously a founding board member of the Alberta Life Sciences Institute. She is a board of director with BioAlberta and a member of A100. She had been a visiting professor at the Chinese Agriculture University, Professor Adjunct at the University of Alberta, Distinguished Visiting Investigator at the National Research Institute of Chinese Medicine in Taiwan, Visiting Professor at the Peking Union Medical College/Chinese Academy of Medical Sciences, and Visiting Associate Professor at the University of Hong Kong. In 2013, she was WEConnect International and WBE Canada certified, which supports supplier diversity initiatives with women led enterprises both domestically and internationally. She has authored/co-authored more than 60 peer-reviewed scientific papers and is co-inventor of more than 40 US and PCT patents. In 2014, Dr. Shan launched her book *The Jacqueline Shan Story, Pursuing a Dream, never giving up*, which reveals her personal story behind her success and challenges as founder and CEO of public company Afexa / COLD FX®, which experienced explosive growth and number 1 status within the industry.

Management Team



Heather Pratt, Director

Heather Pratt, MBA is Executive Director, Research and Innovation at the University of Windsor. Heather has over 15 years of experience in progressive research administration, Heather has played a leading role in the development of the University of Windsor's research enterprise and the expansion of its scope. During her tenure, the University's research funding levels have nearly doubled and its research mandate has broadened significantly to sustain increasing support for technology transfer and entrepreneurship. Heather draws on a wealth of industry experience garnered over 15 years in the Canadian automotive manufacturing sector. Before coming to the University of Windsor, she held positions as Controller, Operations Manager, and Vice-President, Operations for organizations in Windsor-Essex's Tool and Die and Plastics sectors. Heather is actively involved in committee and board work and currently serves on the Board of Directors of WEtech Alliance and Windsor Botanical Therapeutics. She is an alumna of the University of Windsor where she earned her Masters of Business Administration (MBA) and Bachelors of Business Studies, Accounting.

Pamela Ovadje, Chief Technical Officer

Pamela Ovadje, Ph.D, has 8 years of experience in cancer research, specifically in the development of non-toxic natural health products for cancer treatment. Her doctoral research led to the first natural health product approved for clinical trials by Health Canada. She received the MITACs post-doctoral award for outstanding innovation for her work on the DRE project. Dr. Ovadje has conducted studies regarding the timing effect dandelion root harvesting has on its potency, the determination of effective DRE dosage amounts, and the effectiveness (or lack thereof) of existing off-the-shelf dandelion root extract products. She has also conducted studies regarding the extraction and production protocol required to produce DRE capable of inducing apoptosis in targeted cancer cells. Her specialties include cell culture, protein expression analyses, PCR, and plant chemistry. Dr. Ovadje has been involved in preparing grant applications, and clinical trial applications to Health Canada. She also practiced in the care and maintenance of immune-compromised mice, xenograft models, drug administration and histochemistry. Since 2014 Dr. Ovadje has been a Post Doctoral Fellow at the University of Windsor. Prior to that she was a Research Assistant and PhD Candidate between 2009 and 2014 at the University of Windsor. She is currently a MITACs post-doctoral fellow with the University of Windsor and AOR Canada and she is the chief technical officer for Windsor Botanical Therapeutics Inc. Dr. Ovadje holds a Ph.D. in Biochemistry and a BSc in Biology and Biotechnology from the University of Windsor.

Management Team con't



Eric Sauve, Chief Financial Officer

Eric Sauve is the Managing Partner of Nexus Financial LLC, a consulting firm providing Chief Financial Officer and securities issuance advisory services since 2013. Since 1992 Mr. Sauve has been actively involved in founding and managing investment, venture capital, and mining enterprises. Mr. Sauve was Founder, President, CEO and CFO of Grant Hartford Corporation; a Montana based public mining company that was developing high-grade underground gold and silver deposits between 2007 and 2013. As CEO Eric lead the company through a 14 month process of becoming publicly reporting with the Securities and Exchange Commission (SEC) by filing an S-1 Registration Statement and presented, closed, and processed over 300 investment agreements raising \$15 million to fund operations. Prior to Grant Hartford, Mr. Sauve was the Chief Financial Officer of Electra Gold Ltd.; a Vancouver, B.C. based public mining company producing industrial minerals. Mr. Sauve holds a Bachelor of Arts Degree in Philosophy from the University of British Columbia

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