

Scalable Wellness Solutions



Systemic Relief.

The next generation of transdermal medical technology.

Core Platform

Triple-Action SENDS™ Transdermal Platform



Rapid Onset

Immediate localized relief without the wait.



Non-Systemic

Avoids liver metabolism and gastric distress.



Scalable

Engineered for mass wellness markets.

Pain treatment is a \$635B problem



100 Million Americans suffer from chronic pain, costing the healthcare system **\$635B annually** in treatments that drive opioid dependency and organ damage.

Severity

Drug Inefficiency

Current oral medications (NSAIDs/Opioids) require high doses due to **poor bioavailability**.

Result: Gastric distress and kidney failure.

Scope

Oncology Gap

1.9M new oncology patients annually lack localized, non-addictive relief for "breakthrough" pain.

The Gap

Market Need

40% of sufferers are dissatisfied with current treatments.

Opportunity: High-efficacy transdermal solutions.

Targeted Transdermal Relief



A patented, **triple-action transdermal patch** delivering targeted Lidocaine and Multi-Cannabinoid relief directly through the skin without systemic side effects.

The Matrix

Triple-Action Formula

- **5% Lidocaine:** Provides immediate numbing.
- **100mg CBD/CBG/CBC:** Delivers long-term wellness and anti-inflammatory support.

Bioavailability

SENDS™ Technology

Patented delivery ensures micro-dosed relief passes the skin barrier effectively.

Avoids "first-pass" liver metabolism of oral pills.

Safety

Patient Focused

- Non-psychoactive and non-addictive.
- Localized relief exactly where needed.
- No systemic side effects.

\$100B+ Market Opportunity



Disrupting the \$6.5B US Topical Pain Market

Our solution offers a 48-hour therapeutic flux that is **400% more efficient** than current generic alternatives.

TAM

\$100B+

Global Pain Management Market

The total addressable market representing the entire global landscape for pain relief solutions.

SAM

\$6.5B

US Topical Pain Relief Market

The serviceable addressable market specifically within the US topical pain relief sector (2026 Forecast).

Beachhead

\$21B

Oncology Supportive Care

Primary Target Segment

Immediate entry point providing high-value specialized care for oncology patients.

48-Hour Delivery System



Invented by Dr. Tobias, **SENDS™ technology** utilizes sub-micron micelles to prevent drug crystallization, ensuring a steady, 48-hour therapeutic delivery.

The Innovation

Platform Development

Dr. Tobias developed the platform to bypass the "absorption wall" of standard patches.

Institutional Validation

Scientific Testing

Performance verified by the University of Maryland (UMB) Applied Pharmaceuticals Lab.

Efficiency

2-Day Wear-Time

- Sustained release allows for 2-day wear.
- Lowers "cost-per-day" vs 12-hour competitors.

High-Margin Retail Model



\$1,800 Annual Recurring Revenue Per Patient

Utilizing **NDC-coded pharmacy billing** for \$75–\$150 per pack retail margins.

Pricing

\$75 - \$150

Premium Wellness Packs

7-Pack (\$75) and 15-Pack (\$150) target clinical pain and high-end retail markets.

Volume

15+

Patches Per Month

Chronic pain management creates a "sticky" customer base with high recurring usage.

Moat

WTP

Strategic Optimization

CentennialRx Partnership

Optimized Wholesale Transfer Price (WTP) through a direct distribution moat.

Strategic Distribution Moat



The **CentennialRx partnership** grants 11Three immediate access to **60,000 independent pharmacies** and a verified pathway to a National Drug Code (NDC).

The Launchpad

90 Days

NDC Acquisition

Finalize acquisition and trigger national retail distribution within a tight operational window.

Insurance Ready

Coding

Reimbursement Path

Pharmacy-level billing removes the out-of-pocket barrier for patients through NDC coding.

Scale

20%

US Landscape

Instant footprint in a significant portion of the entire US pharmacy landscape.

Strategic "Middle Ground"



11Three owns the "Middle Ground"

Between ineffective generic numbing patches and high-risk systemic opioids.

Versus

Generic Lidocaine

The Performance Gap

- 11Three provides **4x the duration**.
- Secondary **anti-inflammatory wellness matrix**.

Versus

Opioids / NSAIDs

The Safety Moat

- **Zero addiction risk.**
- Localized safety with **no gastric toxicity**.
- Effective alternative to high-risk systemic options.

A leadership team combining **serial entrepreneurship**, **national distribution**, and **elite pharmaceutical science**.

Executive & Operations

Patrick Kelly (CEO): Serial entrepreneur; track record of \$100M+ revenue scaling.

David Waterman (COO): 20+ years in healthcare ops; expert in scaling national pharmaceutical marketing.

Brian Werner, CFA® (CFO): 20+ years in venture finance and institutional strategy.

Ryan Peirsant (Strategy & Growth): Specialist in high-growth biotech venture scaling and strategic partnerships.

Scientific & Strategic Partners

Dr. Tobias (Chief Scientist): Creator of the patented SENDS™ technology.

Dr. David Dalton (CentennialRx): Industry titan; provides the 60,000-pharmacy network and NDC leadership.

Dr. Stephen Hoag (Scientific Advisor): Director of the Applied Pharmaceuticals Lab at UMB School of Pharmacy.

Dr. John Dombrowski (CMO): Clinical leader in Pain Management and Oncology care.

Execution & Scaling



Transformative Retail Engine

Finalizing a partnership activating **60,000 stores** targeting a **\$78.2M revenue inflection** by 2028.

01

Strategic MOU

Formalized April 2026 with **CentennialRx**, securing national pharmacy network access.

02

Regulatory Status

90-day window to NDC acquisition and full commercial activation across the network.

03

Tech Readiness

Fully patented platform with institutional validation from **UMB School of Pharmacy**.

Strategic Capital Ask



Raising \$5.0 Million to activate national rollout

Targeting **\$78M revenue inflection** within 24–36 months.

Manufacturing

Scale Inventory

Scaling inventory for the
60,000-store national launch.

Marketing

Clinical Outreach

Pharmacist education and
oncology-specific clinical
outreach programs.

Operations

NDC Logistics

Expanding logistics to support
NDC-coded pharmacy
distribution network.



11Three: The New Standard in Pain & Wellness

Invest in the de-risking of pain management.

Patrick Kelly

CEO

pat@11threetech.com

410.340.5360

Project Status

Activation Window

90-Day Regulatory & Commercial Activation Window.