

STARTUP SPOTLIGHT

with Steve Schwartz

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ProInfluence Startup Spotlight: Episode #6

Startup Spotlight features new, consumer-based startup companies and their passionate founders.

Startup: CUROXEN

Caroline Goodner, Co-Founder & CEO



How do you describe CUROXEN to people you meet?

CUROXEN is an all-natural, organic first aid ointment that is scientifically proven to be over 5X more effective at killing bacteria than any other product on shelf. Plus, it won't cause an allergic reaction like Neosporin can, and because it doesn't contain synthetic antibiotics, it won't contribute to the serious, global antibiotic resistance problem.



Who are some of the CUROXEN founders and their backgrounds?

Caroline Goodner is co-founder and CEO. She is a serial entrepreneur who has run consumer-facing businesses, including a DNA identity testing company and a consumer products company in the mom/baby space. **David Shockley** is co-founder and Chairman. He runs a medical device company and is well-versed in how to successfully navigate the regulatory requirements of the FDA and other agencies worldwide. Our manufacturing partner is in Italy and has expertise in the field of homeopathy and R&D, and is helping OrganiCare create a roadmap of future natural, organic healthcare products that have proven efficacy.

How do you differentiate CUROXEN from the competition?

There are several clear, compelling points of difference: 1) CUROXEN kills over 5X more bacteria than any other product in the first aid category, 2) CUROXEN contains only 3 natural ingredients, 3) CUROXEN's ingredients won't cause an allergic reaction like the triple antibiotic ointments (like Neosporin) can, 4) CUROXEN doesn't contain synthetic antibiotics so it won't contribute to antibiotic resistance.



Who is your target market?

Anyone who wants the most effective first aid that kills bacteria, and anyone who prefers to use products without chemicals, petroleum products, or antibiotics. Our customers like natural, organic products, but they want to know that their medicine is effective. CUROXEN accomplishes both objectives.



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Where can consumers buy CUROXEN today?

CUROXEN is sold online at Amazon and curoxen.com, is in three regional retailers: Meijer, HEB, and Harris Teeter, and in select Good Neighbor pharmacies throughout the US.



How do sales look? How are they trending?

We've only been selling since February, so we don't have a trailing 12 yet, but initial sales are strong. HEB has already recommended that we go into their subsidiary, Central Market.



Does CUROXEN currently own any intellectual property?

We have IP in our manufacturing process, which is what allows for the high antimicrobial power of the product.

Are you currently raising capital?

We are looking at raising an A round (seed funding has brought us this far). We may raise it with our current investors or we are considering strategic investors who can help us with more than cash.

If people want to learn more about CUROXEN, where should they go?

Please visit www.curoxen.com

Where on social media can we find CUROXEN?

- @curoxen
- @curoxen
- @curoxen



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