

GDV to be most known for

- 1) Education 2) Training 3) Research
- 4) Experts in the field world wide.
- 5) Camera sales
- 6) Diagnostics

Benefits to consumer (Why, What, How)

- ① Why - technology - most accurate energy measurement device
~~Pro Market~~
- ② What - tech support + training - highest level (all 3 devices)
Range of test Pro device
- ③ How - Breakdown of devices
flexibility + training - testimonials experience / endorse
consumer rating
Invented for pro teams (athletic conventions)

Broad Promise - High caliber camera : device

*Sales : Training Packages → catering to different focus areas

SOFTWARE USERS:



Environments

- dr's offices
- wellness centers
- wellness products = i.e. structured water - shows effect validate
- wellness product manufactures = i.e. zero point global energy enhancing pendants - shows effect quantify

CAMERAS USERS/SALES:

GOV Pro
most popular
accepts
all attachments

GOV Max-Lab
(attachment)

Fifth Element
(attachment
for pro)

GOV Ultra
(platform
attachment +
new device)

GOV Express
(easy
clinical use)

GOV Compact
(new device)

PRO

- most versatile
- most popular
- add on's and customizable
- do the most with pro
- grows with you
- for clinical
- medical professionals, practitioners and researchers >
- price point mid range
- can travel w/ most use w/ computer
- before : after energy analysis