

**NIRVA MEDICAL, LLC.**

# Team, Vision, & Strategy

Rev. A

**Doc. Category: Company Development**

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## Executive Summary

**Propose:** This document is to communicate and align Pramote's inspiration in forming NirvaMed, as it will be joined by new members.

**Mission:** NirvaMed missions are i) to delivery not only superior, but also affordable solutions to our customers' true unmet needs, ii) to set a sustainable value-driven business that focus on serving our community, starting from our team members as the part of our communities.

**Team:** There are seven characteristics of our team and our members. These following characteristics are key consideration in adding team members, particularly for early members of senior management.

1. **No Ego Promotion: "To do, not to be"**
2. **Excellent Business Process & Knowledge Oriented**
3. **Poor, Bootstrapping: result oriented, lean, highly efficient**
4. Mission Driven, Custom-Centric vs. Profit-Centric
5. Creativity/Innovation
6. Diversity
7. Mentoring/Coaching

## Purpose of this document

The purpose of this document is to communicate the founder's (Pramote's) personal inspiration in founding NirvaMed that plays a key role in NirvaMed's development.

## Team, Vision, & Strategy



The inspiration is a crucial foundation of the three major components for NirvaMed's development: **i) vision, ii) strategy, and iii) team.**

It is critical for NirvaMed's success to create an alignment of work processes, deliverables and expectations among all stakeholders (i.e. team members, investors, consultants, and vendors).

**3ONE: ONE TEAM,  
ONE VISION, ONE STRATEGY**

## Inspiration (Mission)

1. We firmly believe that progress in medicine is not only advancement in technology, but equal accessibility health care. Therefore, we strive **to deliver not only novel advanced medical technologies that, but also affordable and accessible solutions to our patients.**
2. We want to create a **self-sustainable, "true value"-driven business to be able to REPEATEDLY delivery our solutions to our customers' unmet needs.** That is, profit (or individual compensation) is not our primary focus, but **an un-negligibly critical component for self-sustainability of ALL stakeholders (including, particularly, our investors).**

**Note:** Our current business, UltPro-HART system, provides a relatively inexpensive treatment to prevent heart attack complications, which would, otherwise, require expensive treatments (e.g. costly personalized devices, such as pace-makers, defibrillators, and resynchronized therapy—still unaffordable and unavailable in many parts of the worlds). Therefore, the UltPro-HART system would provide affordable and accessible solutions to improve life for heart attack patients.

## Vision

1. To be a leader of innovation and to set new standard of processes and quality in healthcare to delivery high impact, affordable, and accessible clinical solutions.
2. To be highly admired and well recognized for our strong commitment to our patient and our communities.

# Strategy

## 1. Recognizing Key Assets

Even at this early stage, we will recognize and strategically build up our crucial assets of NirvaMed. While these assets may be intangible, they will dictate NirvaMed’s development, recruiting partner, team members, and vendors. **Threats to the assets are to be taken seriously to determine effective means of prevention and mitigation.**

### 1.1. Culture & Value

Our culture and value is a reiteration and reflection of our inspiration and vision.

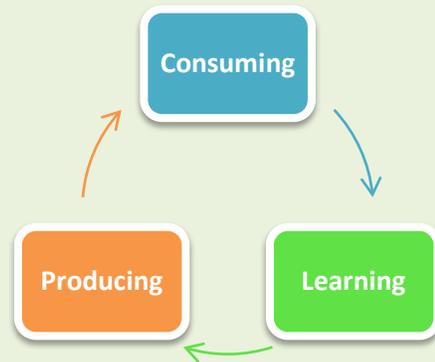
- ***“To do, not to be”***: we are ordinary people who want to produce extraordinary works. We believe that modesty, mission, and self-sacrifice are our key success. **We strongly discourage sense of individualism or selfness, or EGO in our culture and value.**



- Our business exists **to solve our customers’ true unmet needs, NOT to create unnecessary needs or unnecessary customer dependency to our business.** Therefore, NirvaMed’s success must be more important to our customers than to ourselves.
- Members of NirvaMed team are **motivated by producing and learning, NOT by consuming.**

**Note:** (Pramote’s observation) Each individual are motivated and rewarded differently. But all of us share three kinds of satisfaction (which are our motivations and rewards), **but with seemingly different priority.** These three are related and dependent to each other.

Our team will work to provide all three satisfactions of our members, but **our priority is as followed: 1) Producing, 2) Learning, and 3) Consuming,** which is the type of people we would like to attract to be part of our team.



### 1.2. Knowledge

**Our works are not only to deliver today results, but also “better tomorrow processes”**—i.e. we seriously strive for continuous improvement. With the recognition that the greatest source of knowledge is our own experience, we will maximize our learning by **driving excellent business processes and capturing knowledge from works.** That is, all critical work processes must generate measurable and reusable knowledge—our key strategic investment, and crucial asset.

This is not just a common lesson learnt process, but an organization-level, scientifically meticulous knowledge management system to make NirvaMed an industry leader.

**Note:** (Pramote’s observation) There are four ways of how individuals gain knowledge, which could as well be directly translated to organizational learning process. (Organizational learning is different from individual collective learning).



Creating means **directly and independently producing** new knowledge applicable.

Leveraging means **significantly modifying** knowledge from different or unrelated fields or applications to be apply to our uses or applications.

Acquiring means **directly learning and applying** knowledge from the same or similar or related field without significant modification.

Utilizing means **simply benefit without our own effort** from knowledge practiced by others (e.g. consultants); users still gains some superficial level of knowledge.

All individuals and organizations possess all four different methods of gaining knowledge, however, with significantly different proportion. Most individuals and organizations emphasize on acquiring knowledge (i.e. adopting practices or methods, such as Six-Sigma, or Toyota product development method). **NirvaMed will focus on creating and leveraging knowledge, which are critical to our aspiration for the industry leadership position.**

For individual level, we will seek individual with leadership in knowledge generation (i.e. creating and leveraging knowledge) to our team, particularly for our senior management and technical levels.

**“Knowledge” vs. “Information”:** Knowledge is expandable, leverageable, and applicable to a wide range of applications. Information is non-leverageable, specific to very narrow application or configuration.

### 1.3. Brand

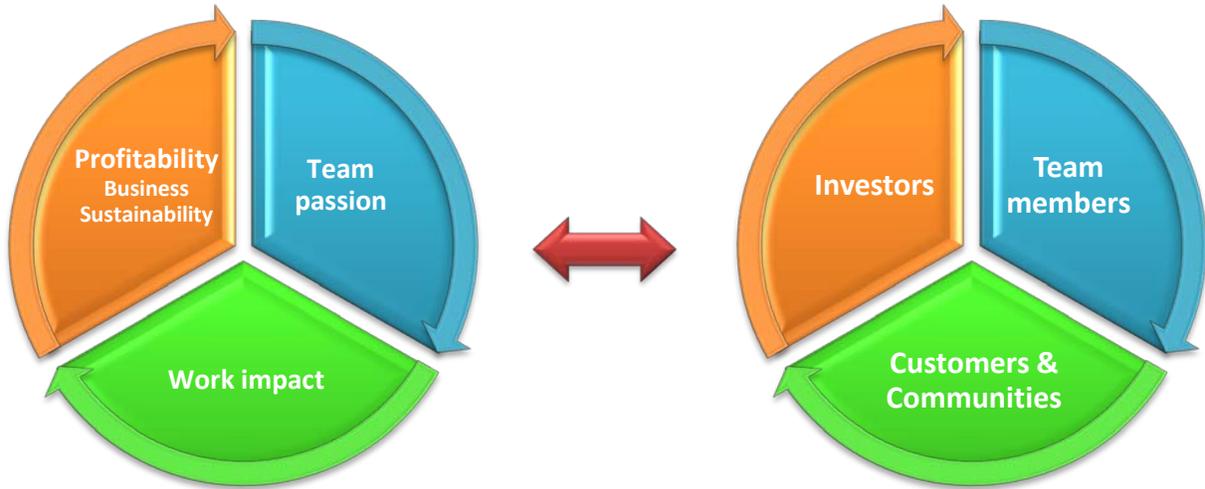
Right from the beginning now, NirvaMed will actively ensure the accurate reflection of who are: from our belief, inspiration, mission, value to our promises for the customers, in the perception of our customers, our community, as well as our own team members. Our brand composes of three major aspects:

- **Ethic** – mission driven, integrity, honesty, dedication
- **Personality** – humble, creative, openness, transparent, energetic, passionate, respectful
- **Process** – quality driven, lean, efficient, knowledge driven, endless improvement

## 2. Aligning Business Goals: Passion, Impact, Sustainability (Profit)

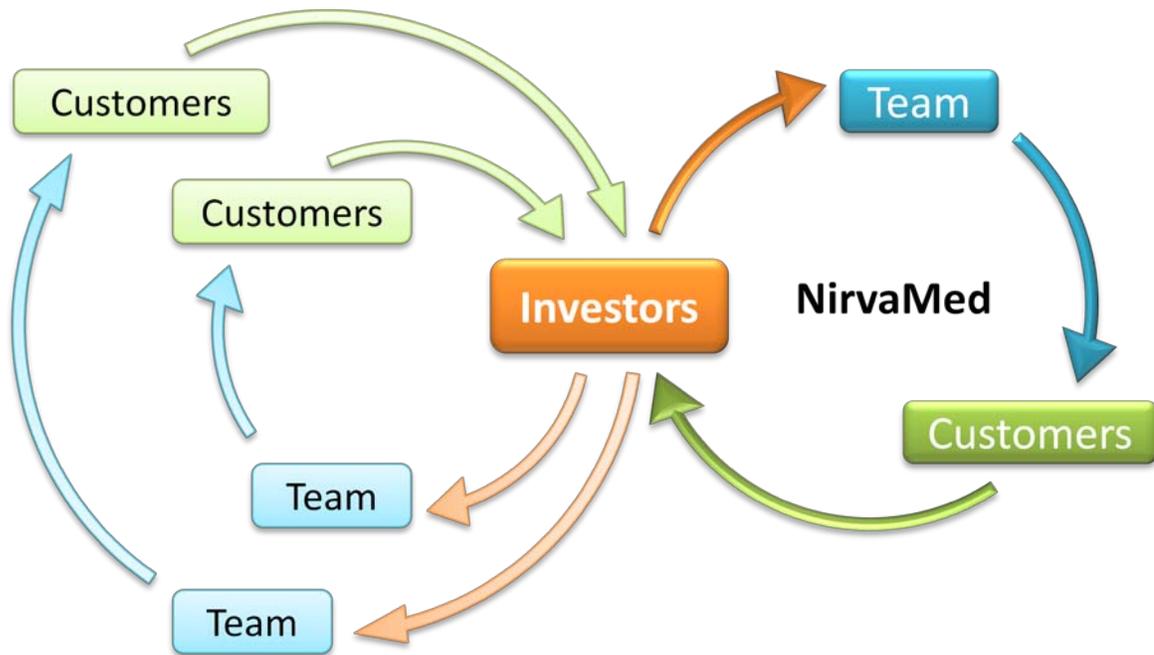
Despite the alignment of our value and approach, we recognize the criticality of the alignment among different stakeholders as another key success for NirvaMed. NirvaMed believe that management of the key stakeholders’ interest is not a “balance” (or a trade off), but is a “true alignment”.

Therefore, **NirvaMed senior leadership is directly responsible to assure the business goal alignment** throughout the company development. There are three key components (i.e. team passion, work impact, business sustainability or profitability) for business alignment, which also reflects three major stakeholders (team members, customers and communities, and investors).



That is, all NirvaMed’s business directions must answers to all three aspects—if one component is missing, the business is dismissed. Particularly for team members, we believe that passion can drive learning and knowledge.

While emphasized as only for sustainability of our business, the profitability is a key to allow NirvaMed to be able to “repeatedly” serve our customers. NirvaMed does not only need to project for a very high profit to cover its own business risk, but also the risks our investors carry on their high-risk investment portfolio, which, in turn, is very crucial to provide opportunities for high-risk innovations—like our UltPro-HART system.



### 3. Strategic Team Building

As a crucial part of our strategy, all mentioned earlier are translated into seven personalities of NirvaMed team.

#### 3.1. No Ego Promotion: *“To do, not to be”*

NirvaMed team members will have a strong sense of ownership and pride to our mission, belonging to our team, but not a possession to any identities. As a part of our communities, we are a simple ordinary people who come together to produce extraordinary works.

NirvaMed team will grow horizontally, with emphasis on being useful, rather than being powerful. With this philosophy, NirvaMed’s growth and culture are symbolized by banana trees.

#### 3.2. Excellent Business Process & Knowledge Oriented

NirvaMed team and its members will strive to deliver not only superior product, but also excellent business process and knowledge body.

#### 3.3. Poor, Bootstrapping: result oriented, lean, highly efficient

Despite of our financial situation (even upon funding), NirvaMed will consistently and continually operate in a bootstrapping mode. We believe that mild poverty drives creativity and modesty, while being too comfortable results in thoughtlessness and kills true innovation. Secondly, we always have more opportunity to use our fund to produce more meaningful results—therefore, we will never have too much money to be too comfortable.

#### 3.4. Mission Driven, Customer-Centric vs. Profit-Centric

We will driven by our mission to serve our customers and our communities. The excess profit will be viewed as the trust from our customers that we can reinvest and deliver more solutions.

#### 3.5. Creative/Innovative

We strive to deliver not only effective, but also affordable solutions to unsolved difficult problems. Also with the fast-paced nature of our industry, creativity and innovation are not our choice, but a MUST for our business survival and sustainability.

#### 3.6. Diversity

Diversity is more than a nice thing to have or a crucial tool to recruit and retain diverse talents, but a critical culture to stimulate our continuous learning process and also to promote true creativity. Openness to differences forces us to rethink even our already established knowledge and value. This promotes profound understanding and often leads to out-of-the-box solutions.

#### 3.7. Mentoring/Coaching

NirvaMed’s mission to our community is not only to deliver our works, but also to produce next generation of our community. Mentoring and coaching will be a key culture, not only for constantly learning, but also the sense of helping each other. NirvaMed encourages both internal and external mentoring and coaching.

