

Vivid Vision 2022



Snapshot

It's December 31st, 2022, and **Unpain Clinic** has helped 1 million people reduce chronic pain by 70%. We've accomplished this by treating clients directly through our clinics and training other practitioners in **True Shockwave™ therapy**. The best practitioners in the country come to us to start and grow their clinics using our patented technology.

Whether it's a young woman recovering from life-threatening injuries from a severe car accident, a violin teacher who's lost mobility in his playing arm, or a chiropractor whose livelihood depends on using his hands... we help people get their lives back and live pain-free.

The foundation of this new wave of health care rests on our core values...

Core Values

Human-care

We respect, care for, and love each person who walks into our clinic.

Growth-oriented

We always strive to create a future that's better than our past.

Pain-free

Everyone deserves to feel good and live a long, happy life without pain.

Drama-free

You won't find any drama—gossiping, complaining, or whining—here.

Culture

At Unpain, we don't care about resumes. If you come to us looking for a job, we'll sit down and chat about life. We'll get to understand you as a human, your mindset, and your goals to see if you're a good fit to work here. Everyone who works here has a clear path for growth. You get the support you need to accomplish your personal and professional goals while working toward a common vision.

Everyone works in their unique ability, and we treat each other like family. Whether it's a client we save from joint replacement, a

team member we coach, or a practitioner we support in building their own clinic—there's no better feeling than helping people, and we do it every day. We take care of our people with great health benefits, compensation above industry standard, and perks like a 40% staff and family discount so they can reap the benefits of our products and services. At the end of the day, you walk out of the office feeling just as good as when you walked in, excited and energized to go home and enjoy time with your family.





Team



Uran Berisha is our founder and visionary. He focuses on big-picture strategy and growth to ensure we stay true to our mission and continuously grow. Our **Integrator** works closely with Uran to bring our vision to life, overseeing the marketing, finance, and client care teams. The **Director of Marketing** leads our team of copywriters and designers to create the most engaging and effective campaigns that share our story, make prospects feel understood, and educate them on who we are and how we can help them.



The **Director of Finance** guides the bookkeepers at each local clinic to optimize our finances and hit our goal of 25% profit margin year after year. The **Client Care Team** rolls out the red carpet for clients. They nurture client relationships from the first moment of contact, through the whole life of the relationship. They send \$50 gift cards to clients for their birthdays. If a client needs a service we don't provide, we recommend a practitioner that meets our standards and aligns with our values. Our **Practitioners** are highly trained in True Shockwave™ therapy. As a result, they contribute to our mission to help people live happy, pain-free lives through the work they do at their own clinics.



True Shockwave™ Therapy

At Unpain, we help people live happier, longer lives, without pain.

We provide a different type of health care. People typically come to us for one of 3 reasons: they're in pain and want relief, they're an athlete who needs rehab or wants to improve performance, or they're interested in our anti-aging treatments. We're the only clinic in North America that specializes in True Shockwave™ therapy. And we're the only practitioner in North America who trains other practitioners in this kind of therapy.

Every client is unique, and no two approaches to treating a condition are exactly the same. When you come to an Unpain clinic as a client, we begin with a thorough analysis of what brought you to where you are today, to identify the underlying causes. Unlike other clinics that charge per body part, we treat by condition. We'll treat any related area during the time of your session, at no additional charge.

We look for people who have been in pain for a minimum of three months and have tried everything else. If nothing has helped them, we can! Our main categories are:



Chronic Pain

People with chronic pain, who are looking for a solution for the root problem, not just symptomatic treatment.



Athletic Performance

People who love to be active without pain and want fast recovery from injuries.



Anti-Aging

People who want to look young in the most natural way with noninvasive anti-aging solutions, with no chemicals or fillers.



Men's Health

We offer erectile dysfunction treatments using True Shockwave for an effective, pain-free treatment, and long-lasting results.

Our True Shockwave™ treatment uses sound waves that reach deep into the tissue, and can immediately provide pain relief and restore mobility while stimulating regenerative healing at the cellular level. Radial pressure waves break down muscle scar tissue and adhesions, which helps break down fat cells

and smooth wrinkles. Depending on your specific situation, our therapists formulate a True Shockwave™ or Radial Pressure Wave treatment plan appropriate for achieving the most effective and lasting results. We also offer products and supplements to increase longevity.



Unpain Clinics

If you're having a bad day, all you have to do is walk into one of our locations to instantly feel better. As soon as you walk through the door, the front desk welcomes you with a warm smile. A gentle breeze and natural sunlight flow through large, open windows. A calm washes over you as you hear the gentle sounds of the small waterfall in the corner and catch the scent of lavender essential oil and fresh orchids.

The space is modern and sleek, yet comfortable and

homey. A screen on the wall shows a live company dashboard that measures team success—number of people that we have helped so far, percentage of pain decreased, client testimonials, and number of referrals. There's a gallery wall of beautiful artwork and photos. During break, staff members stretch in the workout area. Others refuel in our large open kitchen with filtered water, organic juice, and fresh berries. Clients and staff sit on the comfortable, plush couch in our large living room area.

They've come early to drink tea and chat with staff before their appointments.

When it's time for clients to be seen, the therapist comes out to greet them, and accompanies them to the private room. Inside our multi-functional room, a new hire undergoes training. Clients and team members alike say this is the happiest, most calm, most helpful environment they've ever experienced.

Sales & Marketing

Unpain Clinic's practices and technology attract the attention of practitioners and the media nationwide. When clients come to us, it's typically because they've been in pain for months. They're health conscious, hate the pain, want to live longer, and are self-motivated to get better. Once they try one of our sessions, they can't stop raving about the results and how Unpain changed their lives. Word-of-mouth referrals continue to be our best sales and marketing strategy.

Uran runs the Unpain podcast about how to live pain-free and love your life, where he educates people about how they can take care of themselves in an easy and fun way. He shares about conditions that can be treated with True Shockwave™ and the latest treatments available today for longevity, and brings on other successful health practitioners to share their top health tips with listeners.

We create engaging, education-based marketing that teaches our audiences what True Shockwave™ therapy is and how it can help them. Our marketing content nurtures leads until they're ready to try it out. Once they do, they're hooked. And they can't wait to tell their friends, family, and everyone they know who is in pain. Our clients naturally jump on the bandwagon to help us continue to help people live happy lives without pain.



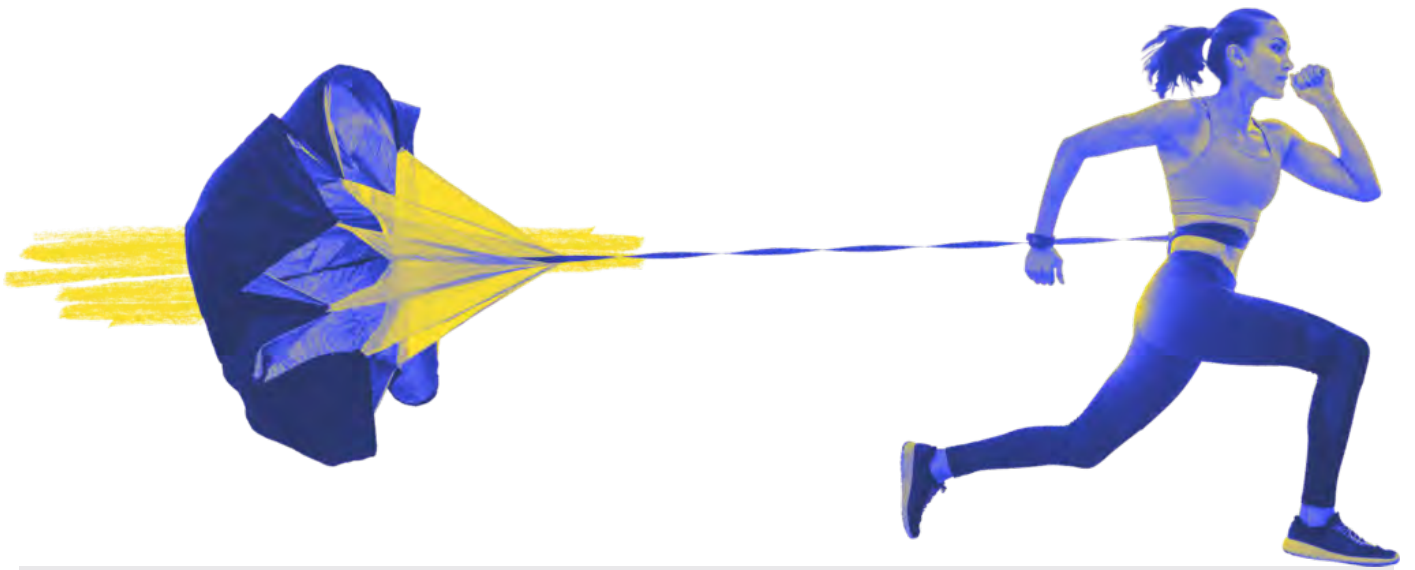
Media & Awards

If your city doesn't have an Unpain Clinic, your pain threshold is high. When clients see others in pain they instantly think of us and say, *"Hey, have you tried Unpain? They're amazing! They can solve and treat problems people think can't be helped."*

Unpain is the go-to clinic for the Edmonton Oilers to help their players with peak performance and fast, effective rehab. At the rink, Unpain's name pops out at you in bright, bold letters against a yellow background. Articles are written in golf and running magazines about our True Shockwave™ therapy for peak performance for athletes, and we've been awarded Top Team Culture in Canada.

"Hey, have you tried Unpain? They're amazing! They can solve and treat problems people think can't be helped."





Local Giving

Visit one of the community parks close to an Unpain location, and you'll likely see workout areas we financed... an open area with boards showing different exercises you can do. It's the perfect low-cost way to get some fresh air and sunshine, exercise, and be out in the community. We have a fund of \$500 to pull from when charities come and ask for donations. We also donate our services: If a client has a friend who is in a lot of pain and could benefit from our Shockwave therapy, but can't afford it, we'll treat them for free. We support organizations for kids with disabilities and homeless people, and host free talks about health and pain prevention.



Founder Feeling



Born in Kosovo, I grew up with a grandmother who was a naturopath. I was a **curious child** and liked to watch how she helped people. This got me thinking about health care at a young age.

I grew up during the Kosovo war and fell into business life at the age of 7. My father used to buy clothes from Turkey, and I'd sell them on the side of the road. Later, I'd harvest family fruit trees before school and sell them. These were my first experiences in sales.

At 14 years old, I'd spend my mornings **studying physical therapy** at school, and in the afternoons I'd shadow a physiotherapist at his private practice. I did this for 5 years, and while I was there, I met a gentleman who invested in a physiotherapy business. He hired me to help him. I helped him for a year and realized I could do a better job at running the business. I asked if I could take over, and he agreed.

At 19 I was running **my own physical therapy clinic**, while I was studying physiotherapy at university!

At 21, **I met my wife**. She was visiting her family in Kosovo, but lived in Canada. We got married, and made a deal that if I could find myself in my profession in Canada within 5 years we'd stay there. If not, we'd move back to Kosovo.

At first, I tried to find a job as a PT aid, but no clinic would hire me due to my poor English skills. The language requirements were so high I had to take the English exams 12 times to prove that I could take the PT exam, but I finally did it!

After six months of living in Canada, I took massage therapy training so I could practice my expertise in healing. I personally did **1,200 massages** my first year. The next year I did **3,000**. I did this all day for 7 days a week. I've never been afraid of hard work, and I've always had a vision to create something better than what I found.

Unpain Clinic exists to help people. There are millions of people who deal with debilitating pain every day. If we can help them reduce, or even eliminate, that pain so they can lead healthy and happy lives, is it not our duty to do so?

Over the past 3 years, we've **helped 1 million people reduce chronic pain** by 70%. As I look around at all we've accomplished together, I take a deep breath and think, "We did it."

Now, what will we create in the next 3 years?

Uran Berisha