

**Speculative Buy Price Target:**

**\$0.50 (1 year)**

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### EDVP objectives

Build updated version of Desktop Analyzer & Cartridge with Qualitative & Quantitative tests

Complete Development of CD4/CD8 Test

Complete Endeavor Target System Mobile Analyzer

Produce Full Suite of Existing Approved Tests

Initiate In-Country Testing of CD4/CD8 Tests and FDA 510K Clearance process.

Produce or Acquire Additional Test Markers

QUALITY PRODUCT LINES  
+  
FAST-GROWING MARKET  
(OF MOBILE, POINT-OF-CARE DIAGNOSTIC SCREENING  
AND MONITORING OF DISEASES AND CONDITIONS IN PATIENTS)  
+  
PARTNERSHIPS  
=



# STRENGTHS



Proven Technology



FDA Approvals on tests/Instrument



Platform for large number of tests



Fast results



High Margins



Management Team



Patent Applications submitted



Ability for quantitative results



Excellent Reimbursement at \$94/test

## EDVP Security Details Share Structure

Market Value <sup>1</sup>	\$28,702,141	a/o Mar 01, 2013
Shares Outstanding	151,063,898	a/o Oct 25, 2012
Float	60,523,363	a/o Mar 08, 2011
Authorized Shares	250,000,000	a/o Mar 08, 2011
Par Value	0.0001	
Shareholders	22	a/o Apr 14, 2011
Shareholders of Record		
Price at 2013/04/03:	\$0.21	



Endeavor Sciences, Ltd. (“Endeavor”) is the operating subsidiary of Endeavour Power Corp (OTC.EDVP). Endeavor Sciences is a world-class medical diagnostics company headquartered in Cambridge, MA with an FDA approved innovative technology platform for rapid, qualitative and quantitative, high performance point-of-care diagnostic tests, which deliver extremely sensitive and accurate results while testing close to a patient within 15 minutes. Each diagnostic test requires only a single pinprick of whole blood.

Endeavor Sciences is a bio-medical company which owns a line of proprietary Point of Care diagnostic tests on a single platform. Endeavor has a novel handheld diagnostic testing system that is simple, rapid and elegant, offering the potential to transform the diagnostic landscape by transitioning

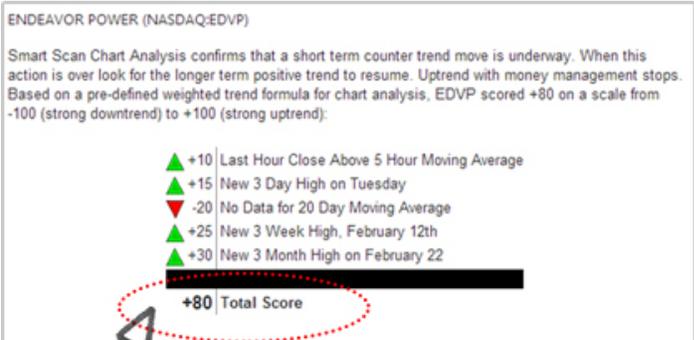


Ticker Symbol: EDVP:OTC US

# Endeavor Power Corp.

617-209-7999 Local 888-986-0005 Toll Free  
2 Canal Park, 5th Floor, Cambridge, MA 02141

## MarketClubtechnical analysis trend for EDVP



Score around 100 are strong buy and 0 are sell recommendations

We can compare EDVP with Chembio (OTC.CEMI: 2012 sales: \$24M, Market Cap \$44.5M).

Sales would be driven by line of products supported by a proven platform technology (FDA Approved) capable of a multitude of tests, by the unmet need in Infectious disease point of care market, by a Unique handheld with wireless data, by a unique lead test to differentiate product line and by reaching large and profitable markets.

At actual stock price \$0.21, a price target of \$ 0.50 in one year seems probable (Potential stock return: 138%). Thus, the market capitalization could reach \$75M.

critical tests from the centralized lab directly to the hands of the physician or clinicians. Endeavor has an exclusive license for a number of issued patents & pending patents, protecting its underlying technology as well as methods for future test development. Endeavor has FDA 510k Cleared tests for certain Infectious Diseases and a FDA 510k Cleared Desk Top Analyzer. A mobile hand held device is being developed.

Endeavor owns 11 FDA Cleared point-of-care immunoassay diagnostic tests, based on its Target System platform ("Target System") in the area infectious disease and pregnancy and an FDA Cleared light spectrum immunoassay bench top analyzer, the VT 1000, developed specifically for its Target System platform. Endeavors tests are ready to be prepared for market and have been tested by the FDA and have met all of the regulatory agencies requirements for commercial sale in the U.S.



Endeavor's is currently undertaking two major initiatives. The first initiative is the development of Promise CD4 a novel CD4-CD8 rapid immune status test targeting the AIDS/HIV/TB treatment market worldwide. The second initiative is the Company's TS 1600 Mobile Analyzer, a novel handheld diagnostic testing system that is simple, rapid and elegant, offering the potential to transform the diagnostic landscape by allowing the transition of critical tests from the centralized lab directly to the hands of the physician or clinician.

Endeavor has target the point-of-care-treatment diagnostic market that generated approximately \$3.4 billion in 2011 and is projected to grow to \$15.9 billion by 2018. The Company plans to grow its business through strategic acquisition, innovative proprietary product development, and global partnerships and establish significant presence in its chosen product and geographic areas.

Endeavor is led by a highly experienced Management team with a proven track record in the healthcare industry and is guided by an accomplished Board of Directors.

# POC Market Situation Analysis

In recent years, there has been a continuing shift from the use of laboratory-based analyzers to more technologically advanced point-of-care tests that can be performed in a matter of minutes. Unlike the centralized clinical laboratory segment, which is mature and highly competitive, the point-of-care market is still a relatively early stage market.

Endeavor believes that there is significant market potential for advanced point-of-care diagnostic products that provide quick and accurate diagnosis during a patient visit, shortening the decision time to medical intervention

and minimizing the need for additional patient follow-up, thereby reducing overall health care delivery costs

The point-of-care testing market has been predicted to reach a total market value of \$34.6 billion by 2021. There is a shift from central laboratory to POCT.

# POINT OF CARE MARKET



*Historically, cost and technology constrained point of care testing. Point of Care is now the fastest growing segment of the diagnostic testing market:*



Cost - the key driver in the transfer of diagnostic testing from central laboratories into point-of-care settings

Technology Advancement: Availability of accurate, rapid tests that allow real time medical decisions

Physician will generate more revenue

Patient demand for instant results

## Actual Products

### Target System

#### Endeavor Science's Target System Diagnostic Platform

Endeavor's Target System tests are based on the Target System Cartridge, a proprietary unique Micro-Flow-Through rapid test cartridge, and the VT 1000, a light spectrum immunoassay analyzer. The Target System is able to provide quantitative and qualitative test analysis and is fully ubiquitous and interoperable with multiple tests driving value through economies of scale capabilities. The platform currently has 11 tests approved by the FDA as well as an FDA 510K clearance of its VT 1000 bench top analyzer.

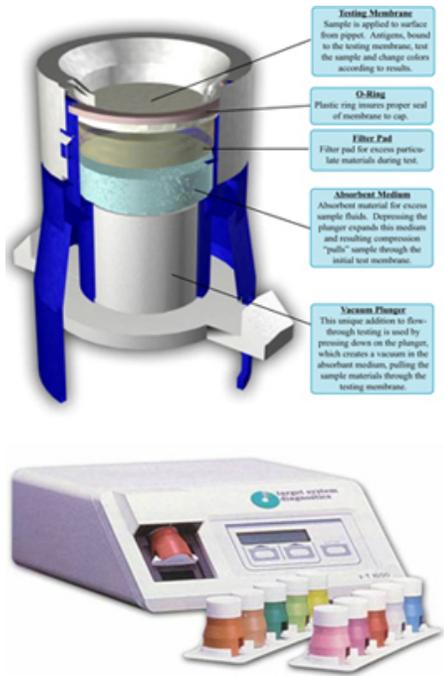
#### Target System Cartridge: Controlled Flow-Through Rapid Immunoassay Test

Endeavor's proprietary Target System Diagnostics Platform offers an array of improved modifications and features to the traditional Flow-through Immunoassay Test. With its Platform uniformity, vacuum pump, absorption layer for sample overflow, and complete

compatibility with our optic reader, the Target System Diagnostics Platform is a unique collection of tests for qualitative and quantitative detection of conditions.

### VT 1000 Analyzer

The VT 1000 Analyzer is designed to interpret selected Endeavor Sciences' target membrane enzyme immunoassays. This rugged instrument is designed for laboratory or field use and requires only a few minutes to learn to operate. The Target Analyzer permits more precise, accurate readings of test results than visual interpretation. The VT 1000 Analyzer is capable of rapidly detecting Quantitative data as well as semi-quantitative data. It can be used in any point-of-care setting, from clinics and doctor's offices to first response medical teams and emergency rooms. The VT 1000 offers one-point assay calibration with a built in assay timer. It is AC or battery powered with a barcode scanner and built-in printer, making it fully portable and easy to operate in any environment



### Vision and Mission

Endeavor Sciences, Inc. is committed to becoming a premier provider of mobile, point-of-care diagnostic screening and monitoring of diseases and conditions in patients.

# The Business Model

## Reduce Capital Cost associated with entering market

with new product by going to market with a unique test, as well as going to market where the demand and need for the test is broadly accepted.

## Utilize the market penetration of the Immune Status Test

as a validation for the Endeavor Platform in developed markets such as the U.S. and Western Europe.

## Once the Health Provider has acquired & used the Endeavor Target System

they will be open to purchasing other diagnostic tests that Endeavour will offer because;

- 0 They own the equipment
- 0 heir Staff has been trained on how to use the test system

- 0 They can readjust with a memory stick the system so that they can administer additional tests with the same patient at the same time.



Mobile products for point of diagnostic screening and condition

THE PLAY



## INDUSTRY NEWS



with new product by going to market with a unique test, as well as going to market where the demand and need for the test is broadly accepted.

New York, New York, Jan 09, 2013 (eTeligis.com via COMTEX) NEW YORK, New York, January 9, 2013 The Bull in Advantage Network Presents the Medical Device Stocks Watchlist. The medical device industry, despite the newly-leveled device tax, remains a popular sector with investors.

## ENDEAVOR TARGET MARKETS



Novel Immune Status Test

Exploitation of Existing Test Portfolio

## RECENT NEWS

Endeavor Power Corporation Completes Its Merger with Parallax Diagnostics, Inc

CAMBRIDGE, Mass., Dec 18, 2012 (BUSINESS WIRE) -- Endeavor Power Corporation ("Endeavor Power" or the "Company") (otcqb:EDVP) would like to bring its shareholders up to date on the Company's completion of the merger between its wholly owned subsidiary, Endeavor Holdings, Ltd. and Parallax Diagnostics, Inc. a bio-medical company in the point of care diagnostics business.

Parallax Diagnostics, Ltd ("Parallax") is a bio-medical company focused on infectious diseases, which owns a line of proprietary, FDA approved, Point of Care diagnostic tests on a single proprietary platform. Parallax is developing a novel, handheld diagnostic testing system that is simple, rapid and elegant, offering the potential to transform the diagnostic landscape by transitioning critical tests from the centralized lab directly to the hands of the physician or clinicians. Our focus is on tests that detect and/or monitor infectious diseases. The Company's tests combine innovative technologies that provide accessible, practical and rapid point of care in vitro diagnostics are based on the Company's Target System, its FDA Approved Platform that centered on the Target System VT1000, an FDA Approved bench top fluorescence immunoassay spectrum analyzer and its innovative flow through Target System test cartridges.

In addition to the Target System VT 1000 the Company currently owns 11 FDA 510K tests in the area of infectious disease. The tests included are a test Rubella-Cube, Blue Dot Tm Test (pregnancy), Cmv-Cube, First Sign (pregnancy), Rota-Cube (rotavirus), Target Strep A (streptococcus Spp.), V-Trend Target Im Test (infectious Mononucleosis), Target Aso Test, Target-Hcg, Target Quantitative Hcg.

Endeavor Power Corporation Completes Its Merger with Parallax Diagnostics, Inc

CAMBRIDGE, Mass., Jan 09, 2013 (BUSINESS WIRE) -- Endeavor Power Corporation ("Endeavor Power" or the "Company") (otcqb:EDVP) provides an outline of its new target market in the Point-of-Care In Vitro diagnostics market.

The point-of-care testing ("POCT") market has been predicted to reach a total

Development, Acquisition and Licensing of New Tests

Development of Tests for Pandemic and Epidemics

Cardiac

Drug Testing

Fertility

Telemedical Healthcare Management

## Immune Status Test Economics

United States

- Reimbursement in US: \$94-96/test
- Sell price from PRLX to end user: \$40/test
- Mfg Cost/test: >\$1.50/test
- 1.4 mil people with HIV – CD4 test quarterly

Developing Countries

- \$6.00-\$8.00 sell price to end user
- \$1.50 mfg cost per test
- Over 30 mil people with HIV

market value of \$34.6 billion by 2021, according to a recent report published by Kalorama Information. With the ability to help reduce healthcare costs while simultaneously improving patient care, POCT represent a significant and growing share of the global in vitro diagnostics ("IVD") market, according to the marketing research firm Kalorama. In 2010 the value of the POCT market was \$13.4 billion and grew to \$13.8 billion in 2011. Over the five-year period to 2016 the market is expected to experience a compound annual growth rate (CAGR) of 3.7%, to further increase its value to \$16.5 billion.

The driving factors behind the growth in the POCT market can be attributed to a number of factors including staff shortages, older populations, long-term cost savings, the faster diagnostic and care benefits it provides, and rural locations without conventional laboratory services. More tests are being performed at the hospital patient's bedside, in physician's office laboratories, outpatient clinics, emergency rooms, and intensive-care units.

Endeavor Chairman Edward W. Withrow III says, "the reason for the shift from central laboratory to POCT and steady growth in the type and number of POC tests performed have been stimulated by various factors such as increased competency of test results, reduced costs, better access for patients and a general reduction in patient time spent with healthcare provider. The patient receives tests results at the health provider facility, the POC tests cost less than their central laboratory counterparts, patients and health insurers paying less and by not having the tests sent to an outside lab the healthcare provider has an opportunity to generate additional income from performing the test in-house."

## PEERS COMPARISONS: MEDICAL APPLIANCES & EQUIPMENT SECTOR



Volcano Corporation (NASDAQ:VOLC), Medtronic, Inc. (NYSE:MDT), Boston Scientific Corporation (BSX), St. Jude Medical Inc. (STJ), Johnson & Johnson (JNJ) are leaders in terms of revenues, however, promising upstarts like Endeavor Power Corp. (OTCQB:EDVP) are experiencing a big run-up in

their 3 months stock price.

Source: MarketWatch

The Medical Appliances & Equipment sector has outperformed the S&P 500 in the last 12 months.

Source: MarketWatch

## DIRECT PEERS COMPARISON

The 2009 worldwide market for POC in vitro diagnostic tests designed for self and professional use is estimated at \$13.1 billion, self-testing accounts for \$8,062 million and professional POC testing \$5,025 million. POC testing by professionals is dominated, worldwide by the vendor of glucose testing devices: Roche Diagnostics (OTC: RHHBY), Lifescan, Abbott Diagnostics (ABT) and Bayer Diabetes Care (OTC: BAYRY). Similar public firms in term of market capitalization are:

Company	2008/2012	2013 Market Cap (\$M)	Market segment
Quidel (QDEL)	105/155	823	infectious diseases, pregnancy
Orasure (OSUR)	51/88	302.6	HIV
Abaxis (ABAX)	23/179	965	chemistries
Trinity (TRIB)	19/81	359	infectious diseases, pregnancy
American (ABMC) a (ABMC) ABMC ((ABMC) (ABMC)	13/9	4.8	drugs of abuse & reader
Chembio (CEMI)	11/24	44.5	HIV
Biomerica (BMRA)	5/7	7.7	all traditional tests
MedMira (MMIRF)	3/1.3	18	HIV
Endeavour (EDVP)	-/-	31.7	several tests

The medical appliances & equipment small cap sector is experiencing a good run-up recently. EDVP is the most important mover in the sector (+250% in the past 200 days).

### RISK FACTORS

**WEAKNESS:**

- Cash position/funding
- Large players have current Endeavor tests

**THREATS:**

- Cash position/funding
- Large players have current Endeavor tests

### OPPORTUNITIES

- Unmet need for POC Infectious disease
- Leverage existing technology to mitigate risk and quicken time to market
- Develop handheld device
- Multiple assays on single platform
- Non dilutive capital available from NGOs
- Large market

Endeavor believes there is a unique opportunity to successfully penetrate the growing Point-of-Care Diagnostic market through the following path

CD4-8 Test Introduce a Novel Immune Status Test that will be the first Rapid CD4-8 test to a \$500 Mil Market.

Existing Tests Re-Introduce existing FDA Approved Infectious Disease tests in the Company's portfolio.

In-Licensing Acquire, Develop and or license additional markers to be used of the Company's proprietary platform.

Pandemic Develop markers specifically focused on Pandemics and Epidemics.

- Proven Platform technology (FDA Approved) capable of a multitude of tests
- Large, profitable markets
- Unmet need in Infectious disease point of care market
- Unique handheld with wireless data
- Unique lead test to differentiate product line
- Management team success at commercializing diagnostic tests and systems

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### Financial Disclaimer

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