



INNOVATIVE POTENTIAL™

Innovative Potential Incorporated:

A Business Plan

by

Jordache Boudreau, CEO

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Abstract

Innovative Potential: A Business Plan

Jordache Boudreau, Owner

Innovative Potential Inc., L.L.C., 2025

Innovative Potential Incorporated (Innovative Potential) is an international health sciences technology oligopoly *circa.* 2021, operating across all sectors. The company is a global conglomeration, privately-owned, and independently operating. There are two registrations: an Ontario Incorporation, and a Wyoming Limited Liability Company. The Owner/Operator of Innovative Potential, Jordache Boudreau, has invented a field of chemotherapy, electrochemically activated chemotherapy, and an apparatus for its administration: the chemotherapeutic galvanostat/potentiostat. Innovative Potential owns the Canadian and U.S. patents for the commercial embodiments of the chemotherapeutic galvanostat/potentiostat and electrochemically activated chemotherapy, including manual, laboratory, and robotic surgical units (US: 11198943; CA: 3035406). The chemotherapeutic galvanostat/potentiostat is a tool for prodrug-development and the localized treatment of solid and/or inoperable tumours, it is a portable surgical device which is able to chemically modify drugs in real time to increase their effectiveness. Innovative Potential owns the intellectual property for the chemotherapeutic galvanostat/potentiostat in a collection of original art including peer-reviewed research articles; books; patents; presentations; photographs; prototypes; and teaching tools.



Executive Summary

During the pandemic Innovative Potential obtained the Canadian and U.S. patents for the chemotherapeutic galvanostat/potentiostat, saw the development and market-release of several mass-market teaching tools (including a website), online learning initiatives and supplements, as well as a completed second phase prototypes of its chemotherapeutic galvanostat/potentiostat products, including vial adapter. As expected for an asset-class entity, Innovative Potential's business model behaves as an appreciating object, not a serviceable process. By 2025: The Joey Phi model was completed, and operation then shifted to the financial markets with the surge in Bitcoin.

Innovative Potential is now developing a set of tokens on the Solana blockchain exchange to bridge the gap between highly volatile, if not rigged, memecoins and Bitcoin. Innovative Potential is bridging the gap with it's own patent-backed stable coins to help grow the meme economies into the real world.

Innovative Potential's estimated market cap is approximately \$33 trillion U.S. dollars.

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Chapter One: The Company

1.1 Company Overview

Name: Innovative Potential

Founder: Jordache Boudreau, 25 November, 2016

CEO: Jordache Boudreau, 25 November, 2016

Website: www.theinnovativepotential.com

Email: innovative.potential.website@gmail.com

1.2 Founder and CEO – Jordache Boudreau

Jordache Boudreau founded Innovative Potential to capitalize on a pharmaceutical phenomenon known as bioactivation.

In demonstrating the company's proof-of-concept and feasibility for the artificial liver enzyme technology, Jordache attained his dual Master of Science Degree in analytical chemistry and toxicology from the University of Guelph's interdepartmental program. Jordache's experience and skills include leading several industry-creating research and development projects; government liaising; for-profit and non-profit corporate structuring; business development; and intellectual property development including patenting.

Please see 6.1 Appendix I for the founder's *curriculum vitae*.

1.3 Company Members

Please see document: Innovative Potential. Company Roster.

Chapter Two: The Business

2.1 Reason for the Business

“Breast, prostate, colon, and lung cancers present as solid tumors. For surgically accessible tumors, resection is the primary treatment option, with highest recovery rates for patients diagnosed with pre- or locally metastatic disease. However, to safeguard against latent cancerous cells, most cancer patients still require chemotherapy or radiation therapy, both of which cause substantial systemic toxicity to the patient.” (Boudreau *et al.*, 2013)

Approximately two thousand people die per day within Innovative Potential’s patented nations. Innovative Potential was founded to capitalize upon a pharmaceutical phenomenon known as bioactivation, and owns the Canadian and U.S. patents for the chemotherapeutic galvanostat/potentiostat (CGP) and electrochemically activated chemotherapy. Innovative Potential also specializes in education, consultation, product development, and manufacturing. The patents contain embodiments for handheld devices, intravenous stand devices, laboratory auto-samplers, and surgical robotics amongst the major embodiments. The company’s proprietary technology acts as an artificial liver enzyme, activating non-toxic molecules into potent drugs, the devices are the only tools capable of activating these drugs outside of the patient’s body, in a process known as electrochemically activated chemotherapy (EAC). From 2009-2012 a series of proof-of-concept experiments were conducted to validate the technology and drug-activation concept *in vitro* using two different classes of FDA and clinically approved drugs, one an over-the-counter analgesic, and the other: a world-staple anti-cancer cytotoxic. Shown in Figure 1 below are some of the *in vitro* experimental results measuring cancer cell survivability and the effects of treatment by the chemotherapeutic potentiostat (Boudreau 2012). Innovative Potential’s technology is capable of improving the lethality of the anti-cancer drug cyclophosphamide by 95% as compared to without CGP use. Cyclophosphamide has been used in clinical oncology globally since the 1960s.

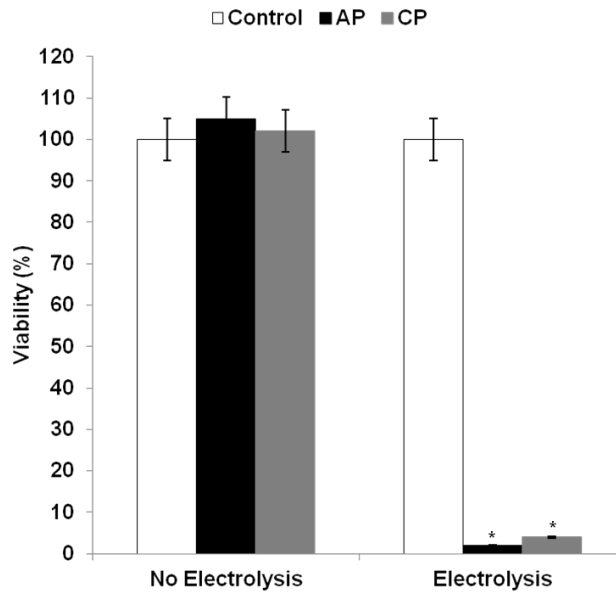


Figure 1. EMT6 cancer cell viability before and after treatment with electrolyzed solutions of acetaminophen (AP) and cyclophosphamide (CP) in the chemotherapeutic potentiostat, batch configuration; initial concentrations of 5 mmol L⁻¹ were used at a graphite anode, with a current of 5 mA. Percent viability (ability to live successfully) corrected relative to untreated cells (Control; 50.0 μL of milliQ water). **p* > 0.05 (Student *t* test). Figure and caption created from data taken from Section 5.5; Boudreau, 2012.

The chemotherapeutic potentiostat is a true invention, created after identifying a vacant niche in surgical oncology, pharmaceutical development, and surgical medicine in general. Innovative Potential is the Canadian and U.S. oligopoly for CGP use and production.

2.2 Description of the Business

Innovative Potential is a health sciences research and development company based in the toxicological and medical device sectors, it is a privately-owned and incorporated company registered under the laws of Ontario and Wyoming. Innovative Potential was officially founded and incorporated on November 25, 2016. Innovative Potential is partially funded through participation in government programs. After the patents issued in late 2021: Innovative Potential began the process of automation and delocalization from local government authorities through the creation of its own Constitution. Innovative Potential is fully self-governing, created from a join-foundation of The United States of



America and The Federation of Canada laws and regulations, particularly with regards to food, drug, health, and medical equipment regulation. The Constitution of Innovative Potential takes regulatory laws from the U.S. Food and Drug Agency and the Canadian Health Canada to assist in regulating the design, development, and application of products dependent on the CGP, while identifying the case-specific regulations to the CGP, and providing the autonomy and independence to develop the technology and equipment.

Innovative Potential has identified a network of experts across the Continent of Noarth America for commercializing a patented anti-tumour technology with demonstrated effectiveness. Innovative Potential's elite resource network incorporates professional and PhD expertise from the veterinary, oncological, pharmaceutical, government, legal, financial, engineering, and manufacturing sectors. Innovative Potential leverages this expertise through a series of Government sponsored entrepreneurial centers, grants, and private donations of time and funds to minimize overhead costs involved with growth strategizing.

Innovative Potential's research niche in the health sciences sector strategically aligns its interests with several government, entrepreneurial, academic, and scientific partners, stakeholders and grant programs. Entrepreneurial and innovation programs that the company leverages provide 50% financial contributions (non-repayable grants) for research and development dollars spent, including internal technical labour costs, intellectual property protection costs, and prototyping costs. Academic and scientific programs the company can leverage in partnership with post-secondary institutions provide 100% financial contributions (non-repayable grants) for experimental costs including materials, services, analysis, scientific publication, and equipment purchases because they are growing and teaching the nation's youth. Entrepreneurial programs are funded by local and state governments across North America and the scientific programs are funded by the Federal Governments of the U.S and Canada, some of which require partnership with post-secondary institutions. Innovative Potential has identified partners to conduct pre-market quality control and calibration experiments.

2.3 Products and Services

Innovative Potential is uniquely positioned within the medical device industry as the developer of an instrument for the real-time modification of pharmaceuticals during surgery, and molecular development. The CGP unites medical devices and pharmaceuticals in one technology.

Innovative Potential's core function and service is to facilitate the communication between academic and industrial collaborators and to develop and house associated intellectual property for a family of proprietary medical devices. Innovative Potential creates business partnerships with industry representatives for testing, development, teaching, engineering, manufacturing, and sale of the technology and device. Through these partnership agreements, Innovative Potential is able to generate revenue (royalties), establish brand identity, and drive economic growth secured around new medical technology.

With the new adoption of the blockchain markets, Innovative Potential is also offering a product known as a stablecoin: a tradable blockchain token designed to bridge the gap between memecoins and Bitcoin. The tokens are recognized and officiated by Innovative Potential.

Innovative Potential is also able to leverage its expert network for consultation services. The revenue generated from private and public sources is leveraged with government funding programs to create information and to enter new essential markets such as education, pharmaceutical and agricultural molecule development, financial services, and veterinary and human healthcare.

2.4 Nature of the Industry

The medical device industry is dominated and driven by consumption and disposal of non-technological medical supplies which support the function of non-disposable technological devices (e.g., disposable IV tubing for a non-disposable IV pump). Medical device companies are technologically driven and are composed of science, technology, engineering, and medicine experts (STEM). The creation and production of medical devices are globally highly valued long-term investments which satisfy essential healthcare needs either for specific procedures or diseases (e.g., blood glucose monitor and test strips), or in more general functions (e.g., surgical scalpels and disposable blades). The disposable medical supply industry itself is a multi-trillion dollar industry with production factories existing in Germany, the U.S., China, and South-East Asia.

2.5 Industry Size

For a detailed and in-depth discussion, please see:

Boudreau J. 2022. Health Value Economics. Innovative Potential.

There are roughly 6,900 hospitals operating in North America, 5,564 American and 1,417 Canadian, with roughly 250,000 surgical suites. From 2012-2017 the National Cancer Institute annually spent an average of \$3.2 billion USD researching cancer biology and cancer treatment options (National Cancer Institute, 2018). In 2015 the US spent a total of \$20 billion USD on cytotoxic (\$6.3 billion USD) and non-radiative targeted oncological therapies (\$13.9 billion USD; IMS Institute of Health Informatics, 2016), and approximately 1000 people die per hour due to cancer globally (~222 in Canada per day; ~1668 in the U.S. per day; National Cancer Institute, 2022).

Two industries helping to define Innovative Potential's technology niche include intravenous pumps and the drug cyclophosphamide. In 2016, the intravenous infusion pump market in the US was worth \$8 billion USD, and is expected to grow to \$10 billion



USD by 2020. The North American market size for injectable cyclophosphamide formulations has a North American market size estimate of \$410 million USD (IMS Institute of Health Informatics, 2016). One estimate of Innovative Potential's global surgical market identified is approximately \$100 billion USD, this includes human and veterinary surgical market niches. The chemotherapeutic potentiostat is compatible with multiple drugs.

To date, Innovative Potential has identified five globally distributed in-use pharmaceuticals compatible with its technology, including acetaminophen (pain-killer), bleomycin (anti-cancer), cyclophosphamide (anti-cancer), ifosfamide (anti-cancer), and trofosfamide (anti-cancer). Opportunity exists to develop chemicals exclusively for use as treatment options with Innovative Potential's mechanism of drug activation, expanding the \$20 billion USD market for cytotoxic (\$6.3 billion USD) and non-radiative targeted oncological therapies ((\$13.9 billion USD); IMS Institute of Health Informatics, 2016).

2.6 Value Proposition

Innovative Potential has identified a family of surgical hardware products capable of real-time modification of pharmaceuticals. Similar in concept to an artificial liver enzyme, Innovative Potential's hardware can be used as a standalone device or integrate with existing hospital equipment (e.g., standard intravenous pump). Using Innovative Potential's new cancer killing tools, surgeons can reduce oncologically-associated systemic side-effects through surgical skill.

Innovative Potential is unique in market presence because only Innovative Potential uses *ex situ* pharmaceutical activation to treat cancer. It is the marriage of technology and pharmaceutical that gives Innovative Potential its competitive advantage. There is no other technology available on the market as pluripotent as Innovative Potential. Users of Innovative Potential's technology are:

1. Able to use non-toxic precursor compounds;
2. Able to select from multiple drugs;
3. Able to select from multiple classes of drugs (mechanism of lethal action);
4. Able to directly control concentration and volume of administered activated drugs;
5. Able to directly control placement and delivery of activated drugs into tumours; and,
6. Able to minimize systemic side-effects in health compromised patients.

Using globally distributed and clinically familiar drugs like acetaminophen and cyclophosphamide, Innovative Potential can equally penetrate veterinary and human oncological markets in established and developing nations. A globally developed supply line for essential medicines and equipment is already established. Innovative Potential directly addresses the rising costs of health care and drug development by readdressing the clinical use of currently existing drugs into more effective oncological treatment options. Through Innovative Potential's unique mechanism of drug activation there exists a market entry point for third-party drug developers to design and market their own pharmaceutical compounds and formulations using Innovative Potential's infrastructure as a delivery vehicle.

2.7 Competition

Disclosure: Ultimately, it is the attending physician or primary healthcare provider who will decide the best treatment options, when and how to use them, and on behalf of their patient's unique healthcare needs.

Innovative Potential has created a secured market through the creation of a 20 year U.S. and Canadian monopoly by using patent infrastructure to exclude anyone from making, using, offering for sale, selling, or importing products, and to exclude anyone from making, using, offering for sale, selling, or importing products made by the process.

Additionally, there exists a collection of published peer-reviewed articles describing the central ideas of the biomedicine and technology. Third parties intending to act as competition are excluded by two scientific disclosures and two patents. It is Innovative Potential's intent to license further industrial development rights to manufacturing companies and to avoid direct responsibility for manufacturing at large volume scales.

Intravenous cancer treatment options such as conventional chemotherapy, gene therapy, and immunotherapy are not considered as competition to Innovative Potential. These treatment options are non-surgical in nature and should be regarded as supportive or complimentary techniques to Innovative Potential's technology in assisting patients undergoing cancer treatment.

2.8 Goals and Objectives

Development Objectives 2025:

- Begin sourcing EAC drug screening trials financing using government institutes.
- Source venture capital funding for veterinary and clinical development.
- Begin consolidation engineering of chemotherapeutic potentiostat commercialization unit, intravenous model (*The Joey*).
- Secure educational partnerships of Innovative Potential's *Wheel Of ...* line of study guides.
- Expand consulting Innovative Potential's consulting revenues.
- Completion of TRL-7 for the chemotherapeutic potentiostat pre-commercialization model.

Figure 2 is a timeline approximation of Innovative Potential Inc.'s development schedule.

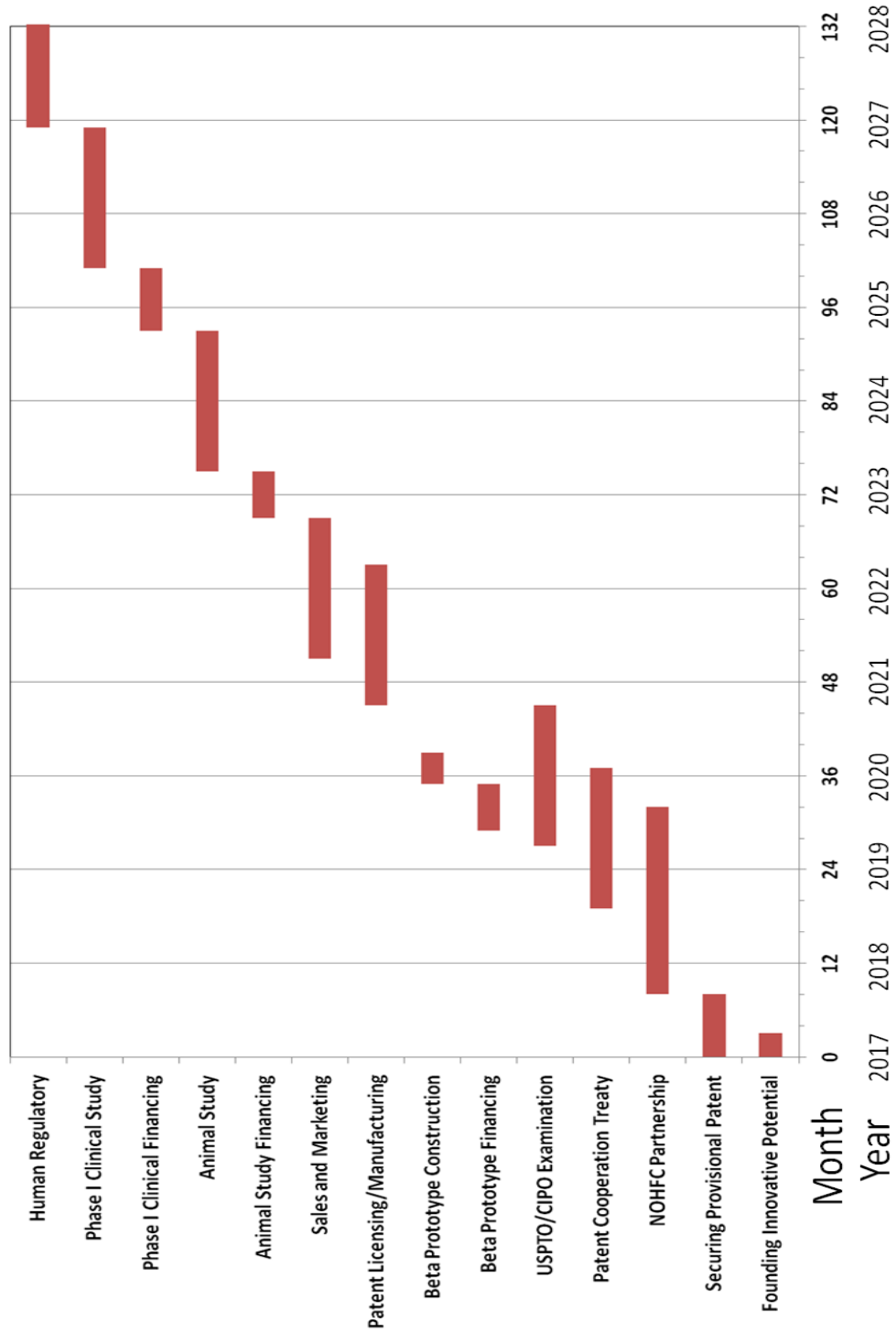


Figure 2. Innovative Potential Corporate History and Development Timeline (future dates are estimated, subject to change).

Chapter Three: Operations and Marketing

3.1 Operations

Innovative Potential Inc. is a named corporation in the province of Ontario and is owned and operated by Jordache Boudreau (see section 9 and appendix for c.v.). Normal business hours are Mondays to Fridays from 10:00 am until 5:00 pm EST; email replies from 9:00 am until 8 pm EST. A website can be found at:

www.theinnovativepotential.com

3.2 Business Model

Innovative Potential's valuation model is a phased asset-class model, starting initially as a creator and developer of intellectual property; growing into a licensure and research firm with small-order manufacturing, analytical, and engineering capabilities; and, rounding out services with for-profit consulting and education. An asset driven valuation model behaves as an object with appreciating value, as compared to a commonly referenced service based business model like a bakery. The distinction between models is the ability of this model to withstand service interruptions and not devalue; in-fact, with patents, Innovative Potential's intellectual property is legally considered as a federally-backed security from 2018-2038 in Canada and the United States of America.

Innovative Potential's revenue model relies on private contributions, licensing royalties, for-profit consultations, and participation in government partnerships. Innovative Potential's business model is able to draw from research and development funds and entrepreneurial funds at the provincial and federal levels in Canada and the United States. Typically, this takes the form of a subsidized grant (15% administration fee), or a 50% matching contribution from the government program.

3.3 Development Process

Innovative Potential employs a comprehensive development process considering stakeholders at all levels of industrial development. This includes consultations with oncological care practitioners, biomedical researchers, regional and federal government officials, post-secondary institutions, and experienced industrial developers. Knowledge gained from consultations is refined into user experiences regarding written materials, typically in the form of streamlined processes and documents internal to the company.

Currently, the chemotherapeutic potentiostat has completed a technology readiness level (TRL) of 5 and is currently initiating progress towards a completed level 6 status (figure 3). It is expected that the chemotherapeutic potentiostat will be able to attain TRL-6 status by the end of 2022 with a fully optimized and integrated clinical prototype.

Technology Readiness Level (TRL) Chart

- TRL 1
 - Basic principles observed and reported.
- TRL 2
 - Technology conceptualized and application formulated.
- TRL 3
 - Analytical experimentation and characteristic proof-of-concept completed.
- TRL 4
 - Component/bench prototype validation completed in a laboratory environment.
- TRL 5
 - Refinement of components/bench prototype into pre-market unit.
- TRL 6
 - Pre-market unit validation completed in a laboratory environment.
- TRL 7
 - Pre-market unit validation completed in a surgical environment.
- TRL 8
 - Actual system completed and 'qualified' through independent test and demonstration.
- TRL 9
 - Actual system 'proven' through successful independent operation.

Figure 3. Technology Readiness Level (TRL) chart of the chemotherapeutic potentiostat technology. The red line and applicator marker indicate the state of the technology.

3.4 Marketing

Product

Innovative Potential's product is the education required for the monopolization of the development, design, and testing of electrochemically activated drugs, pesticides, and other chemicals, the chemotherapeutic potentiostat commercialization patent embodiments. The company's intellectual property includes several technological embodiments and ancillary technologies and products: an intravenous infusion pump model; an integrated handheld model; a semi-robotic or automated model, and an implant model (Figure 4). Innovative Potential has also produced patents for the technology registered with the Canadian and US patent offices.

The chemotherapeutic potentiostat is designed for use by surgical staff for the localized treatment of cancerous tumours and the production of new and active chemicals. The product is able to kill cancerous tissue based upon the type of drug used during the surgery. Several types of clinically-used drugs are able to be used with the device. Pharmaceutical developers are able to create and patent their own novel drugs and formulations for use in the device as well.

For in-depth understanding please see technical documents.

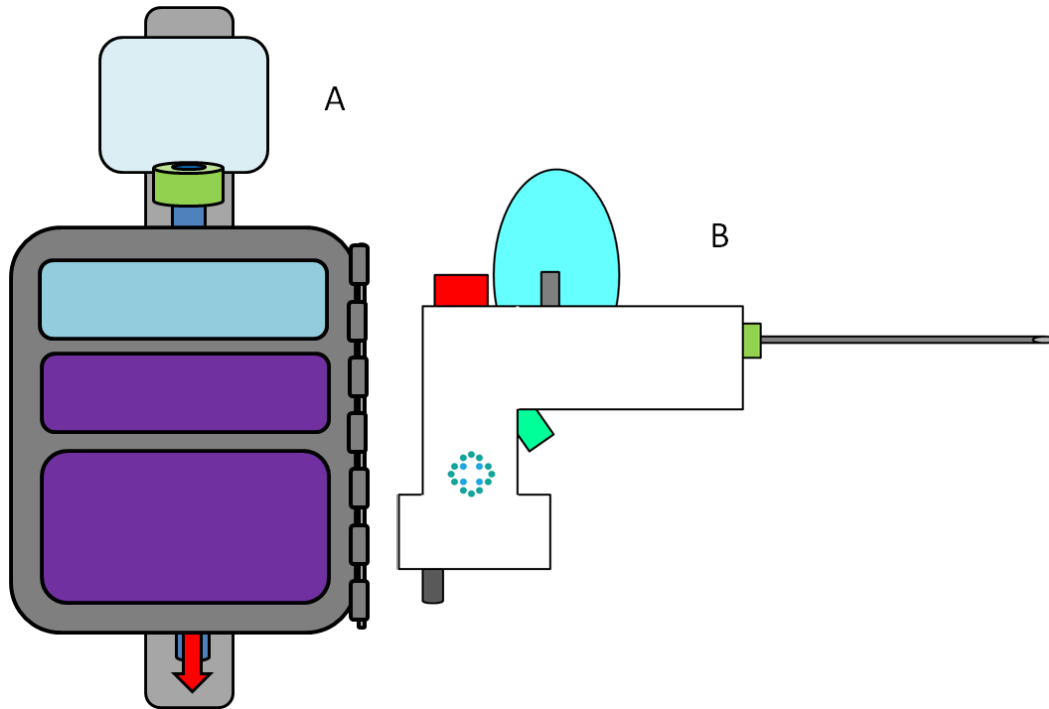


Figure 4. Conceptual images of two technological configurations of the chemotherapeutic potentiostat. A: Self-enclosed IV pole mount model, required IV pump and stand. B: self-contained handheld applicator, pump included. Patented designs.

Place

Innovative Potential is primarily identified through its relationships with government, industry, and academia. Innovative Potential does not require large physical infrastructure due to the nature of intellectual property development, and the company's ability to create partnerships with asset holding organizations like established factories. A scientific and educational online resource can be found at the following link:

www.theinnovativepotential.com

Partners

Innovative Potential is a business about collaboration, to this extent the company has worked closely with several government and not-for-profit organizations since its founding in 2016. To date Innovative Potential has created partnership agreements or participated in programs with several organizations, including:

- The United States of America (Washington, District of Columbia);
- Canada (Ottawa, Ontario);
- The TechAlliance (London, Ontario);
- The Northern Ontario Heritage Fund Corporation (Sault Ste. Marie, Ontario);
- Gowling WLG (Ottawa, Ontario);
- The Sault Ste. Marie Innovation Centre (Sault Ste. Marie, Ontario);
- The Sault Ste. Marie Economic Development Corporation (Sault Ste. Marie, Ontario);
- BDC (Sault Ste. Marie, Ontario);
- The Métis Nation of Ontario (Sault Ste. Marie, Ontario);
- The University of Guelph (Guelph, Ontario);

People

Jordache Boudreau, Owner and Founder

In demonstrating the company's proof-of-concept and feasibility for the artificial liver enzyme technology, Jordache attained his dual Master of Science Degree in analytical chemistry and toxicology from the University of Guelph's interdepartmental program.

Please see 5.2 Appendix II for the founder's *curriculum vitae*.

Price

The product was designed from the ground-up and the minimum viable commercial version of the device costs approximately \$345 to manufacture including overhead charges. There is an additional cost to the customer associated with shipping, taxes, and tariffs of approximately \$95 for a total of \$440. The estimated at-cost price with tax (13%) is \$497.20. With additional investment into manufacturing methods, the price per unit can be reduced by nearly 760% per unit (\$300) for an estimated at-cost price of \$45.31 per unit.

The Joey Phi model costs \$1100 to hand make.

For detailed information please see document: Boudreau J. (2020). *Prototyping Financial Reports I-V*. Innovative Potential.

Currently, it costs approximately \$600 - \$1100 CDN to construct a functioning prototype of the IV pole model (Figure 4-A). The price includes the creation of 3D drawings, custom printed 3D parts, and commercially available power supplies, IV poles, and medical tubing. This price does not reflect expected retail prices or set-backs.

The handheld version prototype (figure 4-B) can also be constructed for \$800 - \$2,000 CDN. The price includes the creation of 3D drawings, custom printed 3D parts, and commercially available power supplies, micro pumps, and electrical components. This price does not reflect expected retail prices.

It is expected that manufacturing prices will decrease per unit as economies of scale become relevant. Expected retail price for the IV pole model is \$5000 for the base unit and \$50 for the disposable reactor and tubing. The handheld device can retail for \$5000, it is unknown if there will be a disposable component for the handheld device.

Promotion

Innovative Potential has just entered the market with a minimally viable research model product; however, due to the niche market is not currently engaging in mass-audience promotions or strategies instead opting for targeted audiences. Due to the highly emotional character involved in cancer and end of life healthcare, the maturing state of its technology, and the regulated marketplace end-game, Innovative Potential uses its resources to build upon its previous records of success creating thoroughly researched and easily executable project objectives, involving government officials, academic researchers, and industry representatives.

Innovative Potential has already begun to investigate promotion through the use of at-home broadcasting software such as Youtube and Twitch to develop educational content for mature audiences. Prototypical content has already been developed and is awaiting professionalization.

Physical Evidence

Innovative Potential has several documents and materials in its library to solicit or promote avenues for development. Major publications suitable for distribution can be found in Chapter Six: References.

Chapter Four: Finances

4.1 Start-up Phase Cash Flow and Valuation (2017-2019)

Because Innovative Potential is an appreciating asset class oligopoly it does not behave as a revenue-based business, it is the exception to the rule and behaves more like a state asset or essential service provider. The majority of liquidity obtained by Innovative Potential is derived from Government program participation and is obtained as grant dollars, not as revenue dollars. To use revenue as a metric of success is the wrong model, *prima facie*.

The following tables (tables 2-4) overview Innovative Potential's asset development strategy and program use during its foundation phases from January 2017 (Table 2) to January 2019 (Table 3), and prospectively to May 2019 (Table 4). By May 2019, all currently existing contracts and obligations with partners were concluded.

Date	1-Jan-18
Capitol Assets	\$ 42,500.00
Library	\$ 35,000.00
Provisional Patent	\$ 7,500.00
Liquid Assets	\$ 38,350.00
Cash	\$ 15,000.00
MNO - BDO	\$ 11,850.00
SSMIC - PSP	\$ 1,500.00
SSMIC - FSAP	\$ 5,000.00
SSMEDC - SC II	\$ 5,000.00
Expenses	\$(17,100.00)
Debt	\$ -
SSMIC - PSP	\$ (150.00)
SSMIC - FSAP	\$ (750.00)
Shareholder Loan	\$(15,000.00)
Insurance	\$ (1,200.00)
Net	\$ 21,250.00
Valuation	\$ 63,750.00

Date	1-Jan-19
Capitol Assets	\$ 64,316.13
Library	\$ 45,000.00
Provisional Patent	\$ 7,500.00
PCT Patent	\$ 10,204.00
Prototype	\$ 1,612.13
Liquid Assets	\$ 14,728.00
Cash	\$ 500.00
NOHFC - NIP	\$ 14,228.00
Expenses	\$(7,958.07)
Debt	\$ -
Prototype	\$ (806.07)
PCT Patent	\$ (5,102.00)
Shareholder Loan	\$ -
Taxes	\$ (750.00)
Insurance	\$ (1,300.00)
Net	\$ 6,769.94
Valuation	\$ 71,086.07

Date	1-May-19
Capitol Assets	\$ 69,616.13
Library	\$ 45,000.00
Provisional Patent	\$ 7,500.00
PCT Patent	\$ 10,204.00
US/CA Patent	\$ 5,300.00
Prototype	\$ 1,612.13
Liquid Assets	\$ 4,700.03
Cash	\$ 1,677.10
NOHFC - NIP	\$ 3,022.93
Expenses	\$(4,700.00)
Debt	\$ -
US/CA Patent	\$ (2,650.00)
Shareholder Loan	\$ -
Taxes	\$ (750.00)
Insurance	\$ (1,300.00)
Net	\$ 0.03
Valuation	\$ 69,616.16

4.2 COVID Cash Flow and Valuation

Covid-19 has seen a dramatic change in the landscape of government supported businesses, and Innovative Potential has fared reasonably well (Table 5). In table 5 below, the company has incorporated several new asset class products into its 2019-2020 development schedule and has entered the online domains through the introduction of its website, and its first electrochemical product, the *Joey*.

The change in valuation metrics from tables 2-4 to table 5 includes the incorporation of promissory wages owed in service to the development of the company and its assets. These valuations are required and used for monetary exchanges upon sale of the company or its individuated assets.

Table 5. Innovative Potential Lifetime Financial Valuation – 2016-2021

Category	Amount (CDN)
Grants	\$ 38,077.50
IRAP - PSP	\$ 1,500.00
IRAP - SFAP	\$ 5,000.00
SSMEDC-SC	\$ 5,000.00
MNO-CTA	\$ 11,850.00
NOHFC - NIP	\$ 14,227.50
NOA - B&P	\$ 500.00
Investments	\$ 240,427.90
Education	\$ 240,427.90
Assets	\$ 1,909,575.00
E-Library	\$ 55,000.00
Remote Office	\$ 5,000.00
Prior Art Intellectual Property	\$ 240,427.90
Provisional Patent	\$ 32,000.00
PCT Patent	\$ 141,920.00
Patent Pending (Canada/USA)	\$ 1,229,677.30
Prototype I/II	\$ 142,389.80
Audiobook	\$ 14,960.00
Teaching Tools	\$ 35,000.00
Website	\$ 13,200.00
Debts	\$ (445,800.00)
Wages	\$ (384,800.00)
Shareholder loans	\$ (35,000.00)
Shareholder loans	\$ (16,000.00)
Shareholder loans	\$ (10,000.00)
Total Balance	\$ 1,742,280.40
Total Value	\$ 2,633,880.40

4.3: Patent Market Valuation

With the issuance of the Canadian patent in August 2021, and the issuance of the U.S. patent in December 2021 Innovative Potential's development phase is considered complete; while there will always be new developments, what is considered as start-up work is finished. Below is the valuation logic for the patents, which have been valued together conservatively at approximately \$1.46 billion dollars depending on the value of the quality adjusted life year variable and the value of the national currency used.

A patent is a legally enforced guarantee from the issuing federal government to exclude others from participation for a specific product, set of products, or processes for the duration of 20 years. The content of each patent is unique, and the scope of each patent is definitively defined, thus making valuation non-conforming by definition. The nature of the variables underlying these calculations are described at length in Boudreau 2012.

In order to evaluate the market created, and thus the investment need opportunity, Innovative Potential uses combined national cancer statistics of Canada and the United States. Approximately 1,886 people die per day of cancer within Canada and the United States, with approximately 15,000,000 people per year having some form of the disease (*i.e.*, post-diagnosis). The technique is designed for use with poor health conditions, and for the sake of estimation, the 1,886 deaths by cancer per day estimation will be used in calculations as the most conservative estimator. As living patients, health complications and recovery rates will change the technique's applicability to the 15,000,000 people with the disease per year.

Because the chemotherapeutic potentiostat is mechanistically new, and a surgical technology for intratumour injection, it is anticipated to apply to at least 1,800 cancer patients per day regardless of specific cancer origin or stage. It is also expected that the chemotherapeutic potentiostat is able to be used on average 1.5-2 times per cancer patient during the course of their lifetime. Therefore, it is expected that the most conservative estimate possible is that at least 1,800 procedures will be performed per day with this device or approximately 4.38% of all cancer cases per year, this value is actually significantly greater in reality. It is expected that at minimum, the chemotherapeutic potentiostat will be used in 657,000 procedures per year.

So, if approximately 657,000 procedures are performed per year using a chemotherapeutic potentiostat for the next 16 years, then 10,512,000 procedures will have been performed over the remaining duration of the patent circa. 2022. With approximately 6,900 hospitals in Canada and the U.S., performing 657,000 procedures using the chemotherapeutic potentiostat, approximately 95 procedures per hospital per year will be performed, or 0.26 each day, or 1 procedure every 4 days per hospital.

As a planetary first, the devices belonging to Innovative Potential are un-patentable outside of the U.S. and Canada, as the invention has been declared through the Patent Cooperation Treaty and a set of academic publications. Other nations may construct, sell and use their own facsimile devices, but will be excluded from importation into the U.S. and Canada without paying Innovative Potential until 2038, or the next 16 years. Sadly, due to poor academic institutional governance, no commercial financing options, illiquid lenders and disinterested venture capitalists, approximately 108,000 people have died since the both patents were issued in December 2021; 2,628,000 people have died due to cancer within the U.S. and Canada since the preliminary patents were filed in 2017; and, 8,541,00 since the apparatus was invented in 2009. Without proper financing, 13,140,000 untreated people will die from cancer by 2038, within the patent's temporal and geographical jurisdictions.

Approximately 1,000 people die from cancer globally each hour.

There are approximately 224,720 total operating rooms in the United States, and 1,243 operating rooms in Canada for a total of 225,963. If a chemotherapeutic potentiostat is produced at cost for \$45 (CDN) after scalar manufacturing investments, and 1.5 units are purchased per operating suite within Innovative Potential's patents' geography, then the market floor is \$15,252,502.50 (CDN) in unit production costs. Purchasers will want approximately 1.5 units or more per operating room to keep in serviceable rotation, there are cleaning times for reusability. The \$15,252,502.50 (CDN) estimate is for a model made from reusable plastics, and ignores repurchasing of components or models made from disposable or biodegradable plastics. These costs do not include manufactory creation costs such as real estate, tool-and-dye manufacture, engineering, legal, regulatory, scientific, biological, or other expenses.

Please see 5.2: Patent References.

Please see 5.3: Technical References.

To monetarily value the patent is to put a value on the lives of cancer patients in their time of most need, this was already done in the creation of the technology itself. However, a technology is deemed cost-effective and adoptable if the procedure is less than \$50,000 (CDN) per quality adjusted life year, an industrial standard value that incorporates the cost of performing a surgical or medical procedure.

So, if 1,800 procedures are performed per day at a cost of \$50,000 each, then the absolute most conservative patent valuation is \$90,000,000 per day for 16 years, or \$1,455,252,502.5 until 2038. This is the market value of using the chemotherapeutic potentiostat, it does not include material goods, or services.

4.4 Patent Market Capitalization Strategy

Below is Innovative Potential's *Wheel of Profit* study guide (Figure 5). It is a cyclical guide that intuitively expresses points of expected revenue intake based on the expertise that is contained within Innovative Potential's patented system. Each identified segment is representative of a phenomenon, process, or event that occurs during a patent's monetization lifecycle, each color is indicative of a paired concept. Each segment in the wheel is directly represented by a larger body of knowledge, industry, and professional expertise. Figure 5 is a tool used to identify needs and solutions to those needs via it's paired color concept. The *Wheel of Profit* is synonymously paired with the *Wheel of Asset Creation*, a similar guide used to create products and assets.

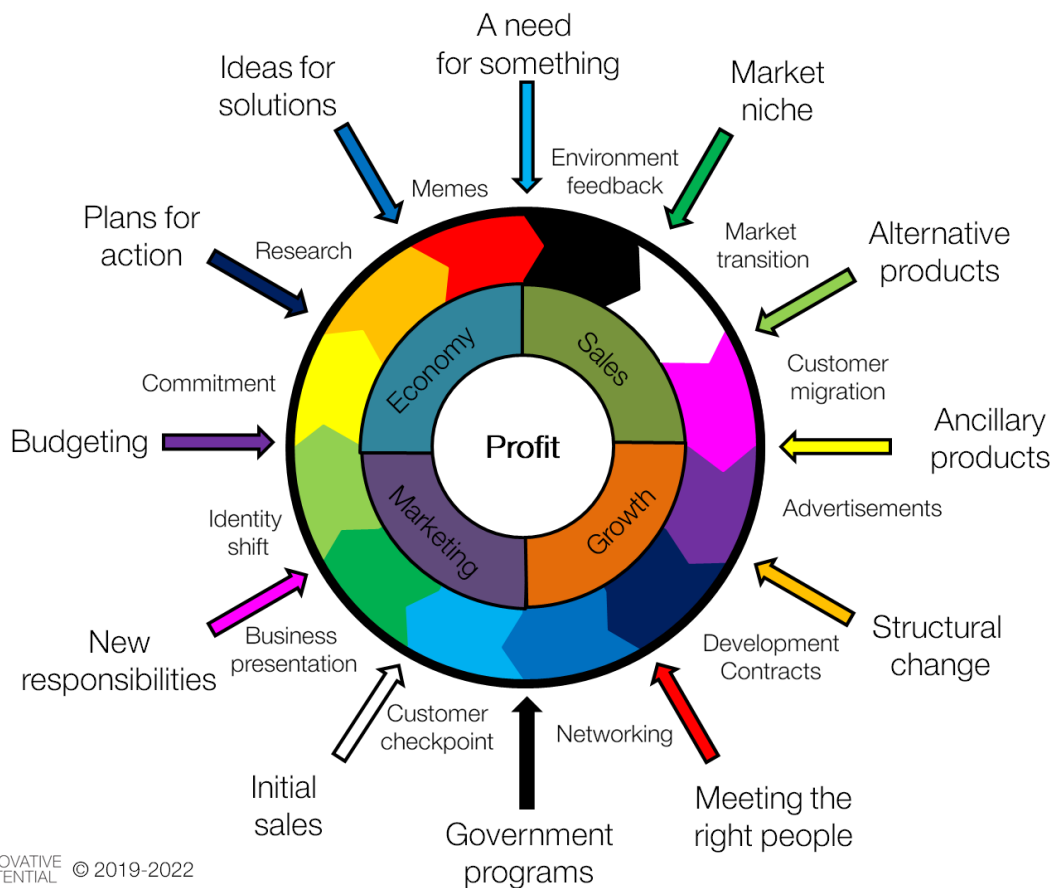


Figure 5. *The Wheel of Profit* by Innovative Potential. A generalized comprehensive color-coded guide for intuitively identifying cash capture opportunities across industrial scales, processes, and time.



For example, in the Sales Quarter - Market Niche (Figure 5), standard money-exchange identification terms apply, Innovative Potential has several patented products that occupy multiple market niches contained within its exclusive and patented market place. Starting at *A need for something*, the quarters of the wheel identify concepts decreasing in individuality or increasing in scale or volume, with *Sales* being the most individually focused, and *Economy* being the most populous. For Innovative Potential's customers, *A need for something* is a cancer cure; for Innovative Potential, it's cash flow.

Please see 5.2: Patent References.

Please see 5.3: Technical References.

4.5 Patent Market Capitalization Budget

Table 6. Operating Capital Required

Project Cost Category	Amount
Internship Application Wages	\$ 37,000.00
NOHFC Internship	\$ 7,000.00
Business Housing	\$ 500,000.00
Computers/Office Equipment	\$ 10,000.00
Metis Internship	\$ 7,000.00
Vial Adapter Wages	\$ 35,000.00
Vial Adapter Testing	\$ 15,000.00
Vial Adapter Tooling and Mold Production	\$ 20,000.00
Joey Wages	\$ 65,000.00
Joey Engineering	\$ 30,000.00
Joey Electrical engineering	\$ 35,000.00
Limited Liability Corporation(s) Creation (U.S.)	\$ 65,000.00
Joey Chemical Calibration	\$ 100,000.00
Lab Equipment	\$ 1,000,000.00
Joey in vivo work	\$ 1,000,000.00
Joey Clinical trial	\$ 1,000,000.00
Joey Machine and Tooling	\$ 30,000.00
Cancer Biology Wheel Educational Videos	\$ 45,000.00
Health Literacy Fridge Magnet promotion/sales	\$ 60,000.00
Website	\$ 65,000.00
Subtotal	\$ 4,126,000.00
Taxes	\$ 618,900.00
Shipping and Handling	\$ 61,890.00
Total	\$ 4,806,790.00

Chapter Five: References

5.1 Company References

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- Boudreau J. August 17, 2018. *Electrochemical Reactor*. Patent Cooperation Treaty application. Application No. PCT/CA2018/050974.
- Innovative Potential Inc. August 10, 2017. *Electrolytic reactor*. Canadian Patent application. Application No. 2,975,724.

5.3 Technical References

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- Boudreau J. (2010). *Theoretical framework and consideration of P450-catalyzed metabolites as ex situ generated chemotherapeutics*. Proposal defense, Department of Chemistry, University of Guelph.

Chapter Six: Appendices

6.1 Appendix I – *Curriculum Vitae*, Jordache Boudreau (*circa.* 2025)

M. Jordache Boudreau, M.Sc., BSc.

Email: innovative.potential.website@gmail.com

Curriculum Vitae

Overview

I invented a field of chemotherapy out of a cancer drug using a battery and pencil lead, then patented it in Canada and the U.S.. This *curriculum vitae* is in two (2) parts: public career, and career at Innovative Potential.

Career in the Public

Formalized Education

2016 - 2016 – Workplace Readiness Program, Métis Nation of Ontario.

2014 - 2015 – Internship, Ecology and Soil Science, Algoma University.

2012 - 2013 – Scientific Manuscript Publication, Sabbatical, University of Guelph.

2010 - 2012 – Master of Science, Analytical Chemistry and Toxicology, University of Guelph.

2009 - 2010 – Internship, Environmental and Analytical Chemistry, University of Guelph.

2004 - 2008 – Bachelor of Science, Biomedical Toxicology, University of Guelph.

2000 - 2004 – Ontario Secondary School Diploma, St. Basil Secondary School.

Career Positions

2016 - Present – Founder, Owner and CEO, Innovative Potential Incorporated, Sault Ste. Marie, ON.

2016 - 2016 – Labor Assistant, New North Greenhouses, Sault Ste. Marie, ON.

2016 - 2016 – Workplace Readiness Program, Métis Nation of Ontario, Sault Ste. Marie, ON.

2016 - 2016 – Technical Specialist, AT&T, Sutherland Global Services, Sault Ste.

Marie, ON.

2015 - 2016 – Agricultural Research Assistant, Rural Agricultural Innovation Network, Sault Ste. Marie Innovation Centre, Sault Ste. Marie, ON.

2014 - 2015 – Research Associate, Soil Science and Ecology Laboratory, Algoma University, Sault Ste. Marie, ON.

2014 – 2014 – Program Coach, Amazing Selling Machine, Archon Media, Sault Ste. Marie, ON.

2013 – 2013 – Writer/Reporter, Sault This Week, Sun Media Corporation, Sault Ste. Marie, ON.

2010 - 2012 – Research Associate, Electroanalytical Chemistry Laboratory, University of Guelph, Guelph, ON.

2011 - 2012 – Chemistry Learning Centre Teachers Assistant (CHEM*1040/50), Chemistry Learning Centre, Department of Chemistry, University of Guelph, Guelph, ON.

2010 - 2011 – Chemistry Laboratory Instructor (CHEM*1040/50), Department of Chemistry, University of Guelph, Guelph, ON.

2009 - 2010 – Research Assistant, Electroanalytical Laboratory, University of Guelph, Guelph, ON.

2007 - 2007 – Forest Fire Technician/Education Clerk, Aviation and Forest Fire Management Branch, Ontario Ministry of the Environment and Climate Change, Sault Ste, Marie, ON.

2005 - 2005 – Outbound Sales Representative, NCO Telecommunications, Sault Ste. Marie, ON.

2004 - 2004 – Dishwasher, Giovanni's Family Restaurant, Sault Ste. Marie, ON.

2002 - 2003 – Beta Tester, *Play Online*® (POL) and *Final Fantasy*® XI Online North American Play Station 2® Pre-Market Launch, Square Enix Company Limited, Tokyo, Tokyo Metropolis, Japan.

Volunteering

- 2020 – 2020 – Plastics, the Environment, and the Biomedical Industry, Biology Internship I, BOIL 3456 - Internship, Algoma University, Sault Ste. Marie, Ontario.
- 2020 – 2020 – Cronus Zen Beta Test, Collective Minds Gaming Co., Blue Ridge Electronics LLC, Penn Laird, VA.
- 2019 – 2021 – Sault Ste. Marie Regional Conservation Authority Source (Drinking Water) Protection Committee, Sault Ste. Marie, Ontario.
- 2007 – 2007 – Coordinator, Campus Relay For Life, University of Guelph, Canadian Cancer Society, Guelph, Ontario.
- 2005 – 2007 – Girls Biomedical Sciences Tutor, Guelph, Ontario.
- 2000 – 2005 – Job Shadowing (President), Rev. Dr. Daniel Zorzi, St. Michael's College School and OHL Hockey Team, Toronto, Ontario.
- 2002 – 2003 – Volunteer, Plumber Memorial Hospital, Sault Ste, Marie, ON.
- 2001 – 2002 – Volunteer, FJ Davey Home, Sault Ste. Marie, ON.
- 1995 – 1999 – Job Shadowing (Pastor), Rev. Dr. Daniel Zorzi, Our Lady of the Assumption Parish, Windsor, Ontario.
- 1994 – 2000 – Alter Server, St. Veronica's Parish, Sault Ste. Marie, ON.

Scientific Peer-Reviewed Publications

- Boudreau J, Vilorio-Petit A, Bunce N. (2013). Electrochemical activation of chemotherapeutic prodrugs that mimic P450-catalyzed oxidation: proof-of-concept for a focal approach to chemical cancer treatment. *Can. J. Chem.*. 91 (10): 960-967.
- Boudreau J. (2012). Electrochemical generation of reactive species and their application as chemotherapeutics. University of Guelph. (Thesis).
- Boudreau J, Bejan D, Bunce N. (2010). Competition between electrochemical advanced oxidation and electrochemical hypochlorination of acetaminophen at boron-doped diamond and ruthenium dioxide based anodes. *Can. J. Chem.*. 88 (5): 418-425.

- Boudreau J, Bejan D, Li S, Bunce N. (2010). Competition between electrochemical advanced oxidation and electrochemical hypochlorination of sulfamethoxazole at a boron-doped diamond anode. *Ind. Eng. Chem. Res.* 49 (6): 2537–2542.
- Topics in Toxicology. (2008). A Toxicological Assessment of Five Metals with Implications in Canadian Mining. Copper, edited by Jordache Boudreau. Guelph, ON, Canada. University of Guelph. x + 136 pp.

Other Publications

- Boudreau J. (2015). *Confronting Climate Change and Seasonal Variability*. Rural Agri-Innovation Network, Sault Ste. Marie Innovation Centre, Sault Ste. Marie, ON.
- Boudreau J. (2015). *Keyline Subsoiling: What, Why, and How*. Rural Agri-Innovation Network, Sault Ste. Marie Innovation Centre, Sault Ste. Marie, ON.
- Boudreau J. (2015). *The Importance of Herd Breeding and Genetics*. Rural Agri-Innovation Network, Sault Ste. Marie Innovation Centre, Sault Ste. Marie, ON.
- Boudreau J. (2015). *Soil Health and its Importance to your Farm*. Rural Agri-Innovation Network, Sault Ste. Marie Innovation Centre, Sault Ste. Marie, ON.
- Boudreau J. (2015). *Extending your Grazing Season*. Rural Agri-Innovation Network, Sault Ste. Marie Innovation Centre, Sault Ste. Marie, ON.
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- Boudreau J. (2013). *Bushplane Centre strives for status as top museum*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *Bright days ahead for casino, more grim for young*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *Museum's new board seeks funding*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.

- Boudreau J. (2013). *Province to help pay cost of hiring recent grads*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *No date set for Essar/MOE hearing*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *City probes feasibility of Hub Trail connections*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *MNR won't close trails off Red Pine*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *Essar misses court date over MOE charges*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *JP criticizes lack of progress in Essar Steel case*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *MNR, cyclists co-operate on Red Pine plan*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2013). *Essar blames MOE for glitch in paperwork*. Sault This Week, Sun Media, Postmedia Network, Sault Ste. Marie, ON.
- Boudreau J. (2007). *Forest Fire Prediction System (Structured Query Language Computer Program)*. Ontario Aviation and Forest Fire Management Branch, Ontario Ministry of the Environment, Sault Ste. Marie, ON.

Presentations

- Sanderson L, Boudreau J. (2014). *Controlling Invasive Species in Ontario Harwood Forests*. Ontario Vegetation Managers General Meeting. Orillia, Ontario.
- Boudreau J. (2012). *Electrochemical generation of reactive species and their application as chemotherapeutics*. Thesis defense; Department of Chemistry, University of Guelph.
- Boudreau J. (2011). *Design and application of enzyme electrode probes*. Electrochemistry; Department of Chemistry, University of Guelph.
- Boudreau J. (2011). *Cyclin E, Nicotine, and their role in lung tumorigenesis*. Cancer Biology; Department of Biomedical Sciences, University of Guelph.

- Boudreau J. (2010). *Cyanide and You*. Advanced Principles of Toxicology; Department of Chemistry, University of Guelph.
- Boudreau J. (2010). *Theoretical framework and consideration of P450-catalyzed metabolites as ex situ generated chemotherapeutics*. Proposal defense, Department of Chemistry, University of Guelph.
- Boudreau J. (2009). *The role of chloride ions in electrochemical advanced oxidation processes during the treatment of pharmaceutically challenged industrial wastewaters*. Canadian Chemistry Society Annual General Meeting, Toronto, Canada.
- Boudreau J. (2008). *Prevention of Alcoholic Liver Disease by Kupfer Cell and CYP 2E1 inhibition*. Biomedical Toxicology; Department of Biomedical Sciences, University of Guelph.

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- Koyama A, Pietrangelo O, Sanderson L, Antunes P. (2017). An empirical investigation of the possibility of adaptability of arbuscular mycorrhizal fungi to new hosts. *Mycorrhiza*. 27: 553-563.

------(2016-Present)-----

Career at Innovative Potential

Innovative Potential Experience

2024 – Present – Chemotherapeutic Galvanostat/Potentiostat Technical Operator.

2024 – Present – Chemotherapeutic Galvanostat/Potentiostat Fabrication Specialist.

2023 – Present – Printed Circuit Board Designer and Fabrication Specialist.

2023 – Present – 3D Model Designer and Fabrication Specialist.

2023 – Present – Electronic Circuit Designer and Fabrication Specialist.

2022 – Present – Corporate Constitutional Author.

2022 – Present – Canadian and U.S. Corporate Tax Return Specialist.
2022 – Present – Canadian and U.S. Patent, and Corporate Intellectual Property Licensee.
2022 – 2022 – U.S. Limited Liability Company Founder.
2021 – Present – Corporate Designer for Patented International Oligopoly.
2021 – Present – Patented American and Canadian Inventor.
2020 – Present – Educational Liaison.
2020 – 2021 – Remote Work and Remote Volunteer Coordinator.
2020 – 2022 – COVID Specialist.
2019 – Present – Educational Tool Developer.
2018 – Present – 3D Model Designer and Robotic Fabrication Specialist.
2018 – Present – Website Designer and Developer.
2017 – Present – Prototype Designer, Fabricator, and Tester.
2017 – Present – Intellectual Property Strategist and Developer.
2017 – Present – Patent Authorship and Patent Strategist.
2016 – Present – Financial Management and Financial Diversification Specialist.
2016 – Present – Grant Author and Awarded Grant Manager.
2016 – Present – Corporation Finance Specialist.
2016 – Present – Purchaser.
2016 – Present – Technical Report Writer.
2016 – Present – Founder, All Knowable Positions.

Website Publications

- Boudreau J, Innovative Potential Inc. (2018-Present). *Innovative Potential Incorporated Corporate Website*. <www.theinnovativepotential.com>

Patent Publications

- Boudreau J, Innovative Potential Inc. (2021). *Electrochemical Reactor for Generating Active Compounds from Precursors*. Canadian Patent. No. CA 3035406.

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- Boudreau J, Innovative Potential Inc. (2019). *Electrochemical Reactor for Generating Active Compounds from Precursors*. United States of America Patent application. Application No. 16/329,715.
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Awarded Grant Publications

- Boudreau J. (2017). Chemotherapeutic Potentiostat Patent Project. *Northern Ontario Heritage Fund Corporation - Northern Innovation Program*. Northern Ontario Heritage Fund Corporation. Sault Ste. Marie, ON.
- Boudreau J. (2017). Securing Intellectual Property (provisional patent) for the Development of a Chemotherapeutic Potentiostat. *Industrial Research Assistance Program - Small Firm Assistance Program, Sault Ste. Marie Innovation Centre*. Sault Ste. Marie, ON.
- Boudreau J. (2017). Securing Intellectual Property Consultation for the Development of an Electroactivated Chemotherapy (EAC) Device. *Industrial Research Assistance Program - Professional Services Program, Sault Ste. Marie Innovation Centre*. Sault Ste. Marie, ON.
- Boudreau J. (2017). Innovative Potential Incorporated. Self-Employment Program I and II. *Métis Nation Ontario*. Sault Ste. Marie, ON.
- Boudreau J. (2017). Innovative Potential Incorporated. Starter Company II. *Sault Ste. Marie Economic Development Corporation*. Sault Ste. Marie, ON.

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- Boudreau J. (2018). *Innovative Potential Incorporated*. Northern Ontario Angels Investor Meeting and Pitch Night. Sault Ste. Marie, ON.

Innovative Potential Publications

- Boudreau J. (2024). Prototyping Financial Report. *Innovative Financial*. Innovative Potential.
- Boudreau J. (2024). Prototyping Financial Report II. *Innovative Financial*. Innovative Potential.
- Boudreau J. (2024). Prototyping Financial Report III. *Innovative Financial*. Innovative Potential.
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- Boudreau J. (2023). Achievement Rank Title System. *Dreamcatchers Recruitment & Data Acquisition*. Innovative Potential.
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- Boudreau J. (2023). Owner Job Titles and Descriptions. *Dreamcatchers Recruitment & Data Acquisition*. Innovative Potential.
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