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Research Report Brief Overview for

Power3 Medical Products, Inc.

Fast Facts:



BUY RECOMMENDATION

Ticker:

PWRM.OB (Over The Counter Bulletin Board)

Business Address:

Power3 Medical Products, Inc. 3400 Research Forest Drive, The Woodlands, TX 77381 Office: 281 466-1600 Fax: 281 466-1481

Mailing Address:

Power3 Medical Products, Inc. 3400 Research Forest Drive The Woodlands, TX 77381

Company Website:

www.power3medical.com

Industry:

Research Services
Development Stage Company

Market Cap:

57.42M

Shares Outstanding:

410.16M

Float:

296.44

POWER3 MEDICAL PRODUCTS, INC. (OTC BB: PWRM.OB)

Last Trade:	0.14	Day's Range:	0.13 – 0.14
Trade Time:	2:07pm ET	52 wk Range:	0.01 – 0.22
Change:	0.0050 (3.70%)	Volume:	1,584,020
Prev Close:	0.14	Avg Vol (3m)	4,091,840
Open:	0.14	Market Cap:	57.42M
Bid:	0.1380 x 5000	P/E (ttm)	N/A
Ask:	0.14 x 5000	EPS (ttm)	-0.05
1 y Target Est:	3.14	Div & Yield:	N/A (N/A)

Summary as of 12/31/09

(Source: [Yahoo! Finance](#))

Company Overview

Power3 Medical Products, Inc. (PWRM.OB) has been a development stage company since May 2004, with their primary business activities focused on the development of their intellectual property assets in the area of diagnoses for breast cancer, ALS, Alzheimer's disease and Parkinson's disease.

In September 2008, Steven B. Rash, the company's then Chief Executive Officer and Chairman of the Board, resigned from all of his positions. Ira L. Goldknopf, their sole remaining director and Chief Scientific Officer, was appointed as President and Interim Chairman of the Board. Helen R. Park (who has since been appointed as a Director) was appointed Interim Chief Executive Officer. Under the direction of their restructured management team, the company implemented a new strategy focusing on commercialization of our intellectual property assets, with less emphasis on research and development. In connection with the company's new focus, and in an effort to preserve cash and reduce operating costs, Power3 Medical Products, Inc. reduced their amount of space occupied and implemented a reduction in their number of employees.

Prior to May 2004, the company was engaged in product development, sales, distribution and services for the healthcare industry. Then it transitioned to being a development stage company on May 18, 2004, when it completed the acquisition of certain intellectual property assets from Advanced Bio/Chem, Inc. it began focusing on

research and development relating to those assets. On September 12, 2003, the company completed a one-for-fifty reverse stock split and changed its name from Surgical Safety Products, Inc. to Power3 Medical Products, Inc.

Today, their scientific team is on the leading edge of the proteomics industry through their discovery of protein footprints, pathways, and mechanisms of disease. These discoveries are being used to develop screening and diagnostic tests for the early detection and treatment of disease. The protein biomarkers, drug targets, and diagnostic tests are targeted toward markets with critical unmet needs in areas such as breast cancer, neurodegenerative disease and drug resistance in cancer. The Company is in a strong competitive position with over 190 identified biomarkers and a state-of-the-art proteomics laboratory.



2D gel image analysis

The company's BC-SeraPro™ blood serum test not only shows great promise in diagnosing breast cancer in individuals, but perhaps more importantly, it brings a not too distant future, a reality in which women will no longer have to experience uncomfortable mammograms, whose results very often give false negatives/positives for breast cancer. The test is also important because, today, by the time breast cancer is detected, it has already been present for six years.



Simultaneous 2D gel Electrophoresis

The Company's current IP portfolio offers potential revenue sources in the following areas:

- IP licensing to diagnostic companies engaged in the development of early detection/screening tests
- IP licensing to pharmaceutical companies engaged in drug targeting
- Biomarker Sales
- Exclusive Laboratory Analysis Agreements



All of these business operations have the potential to generate significant and stable revenues in the form of royalties, licensing fees, milestone payments and marketing agreements.

Power3 Medical Products, Inc., has completed its Phase I Clinical Trials for Alzheimer's and Parkinson's disease blood diagnostic tests with better than expected results and have already launched the Phase II clinical trials for both of these diseases. In fact, the company has tests and biomarkers that are in the process of validation in their Phase II clinical trials.

Because of the downturn in the economy, like most companies, Power3 Medical was forced (as mentioned above) to reduce the size of the company for space and were smart enough to shift it's pipeline positioning and put most of their resources into tests which in the U.S. alone presents the company and it's partners a screening opportunity worth billions and **there are no other current blood based test available for early stage diagnosis or monitoring of therapies in development.** (Source: [NIMH](#), [Alzheimer's Association](#))

Providing Power3 Medical Products, Inc., continues to strive for a leading position in its market and expands its footprint into the various sectors that require blood diagnostic tests combined with the demands for early stage diagnosis. Power3 Medical Products, Inc. (PWRM.OB) is potentially a lucrative investment opportunity for risk-adverse investors.

We estimate their long term target price to be \$1.00 per share, as well as an estimated medium target price of \$.50 and a short term target price of \$.25. (PWRM.OB)

Short Term Target Price:	\$.25
Medium Term Target Price:	\$.50
Long Term Target Price:	\$1.00

Power3 Medical Products, Inc. has a joint-venture agreement with NeoGenomics. In the area of neurodegenerative diseases and breast cancer, PWRM has completed research and clinical validation studies involving more than 1,500 patient samples. PWRM uses biostatistical analysis to monitor appropriate panels of biomarkers for diagnostic sensitivity and specificity for disease, normal and disease controls. By testing patient body fluids and tissues, including blood serum (for breast cancer and neurodegenerative diseases), and bone marrow aspirates (for leukemia patients), the Company has discovered protein biomarker patterns in more than 1,500 patient samples that cover a range of diseases.

Mission Statement

Power3 Medical Products, Inc. strives to become the premier biotechnology company specializing in the commercialization of proteomics IP for the diagnosis and treatment of disease by using cutting edge technologies, world class quality procedures and superior research methodologies. The Company will be guided in all of its dealings with its customers, partners, shareholders, associates and investors by the philosophy of best practices.

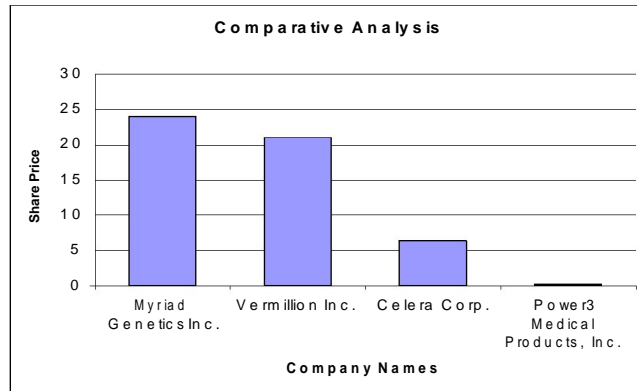
Investment Highlights

Power3 Medical Products, Inc. announced in late August that it has made significant advances in the technology for its BC-SeraPro serum protein-based blood test for diagnosis of early stage breast cancer, as disclosed in recent filings of three pending US utility patent applications. As disclosed in the patent applications, the company has identified a group of 22 blood serum proteins with abnormal concentrations in women with breast cancer.

In early September Power3 Medical Products, Inc. announced the advance on-line publication of a clinical research paper entitled "Abnormal Serum Concentrations of Proteins in Parkinson's Disease" in the scientific journal Biochemical and Biophysical Research Communications.

Using the Company's BC-SeraPro platform, PWRM used these protein biomarkers to distinguish women with breast cancer from those with benign abnormal breast conditions and with normal breasts with sensitivities and specificities in the 80%-90% range, in retrospective banked and prospective newly drawn samples from patients and controls. The biomarkers also distinguish between women with purely invasive primary breast cancer and women who also have ductal carcinoma in situ, which is often missed in mammograms. In addition, following the "Principals of Omic Medicine" that Dr. Goldknopf promoted at the international scientific meetings in the US and China, the company has disclosed methods for making biomarker specific antibodies for development of a user friendly commercial test for breast cancer.

Source: <http://www.power3medical.com/investor/investorrelations.aspx?level=1>



Source: <http://stockcharts.com> **Biotech & Drug Median \$17.08** Source: Thomson Financial

Power3 Medical's BC-SeraPro is for the detection of breast cancer at its earliest stages, often years before detection by mammogram.

Early detection of breast cancer

We are reiterating our **BUY** rating for Power3 Medical Products, Inc. (PWRM.OB) with a target range of:

- \$.25 Short Term**
- \$.50 Medium Term**
- \$1.00 Long Term**

NuroPro Blood Test is Power3's diagnostic tool for the early detection of Neurodegenerative diseases

In addition to being encouraged by their management's active participation in the industry and generating awareness for its products, Power3 has begun confidential discussions with a flagship Chinese Biotechnology Company.

Power3 Medical Products, Inc., is intending to establish a major global presence.

Financial Overview

The company currently has minimal operating revenues from product sales and they continue to experience net operating losses. After all, Power3 Medical Products, Inc. (PWRM.OB) is a development company and as such, it does not have a continuous revenue stream. None the less, they are actively pursuing third party licensing agreements, collaboration agreements, distribution agreements and similar business arrangements in order to establish an adequate revenue base utilizing their capabilities in disease diagnosis based on protein and biomarker identification, and drug resistance in the areas of cancers, neurodegenerative and neuromuscular diseases. Power3 Medical Products, Inc. has undertaken clinical validation studies to demonstrate the diagnostic capabilities of their

technologies. However, there can be no assurances as to when revenue-generating agreements will result in continuous revenue streams. We do believe that the commercialization of its discoveries will generate sizable revenues for the company moving forward.

Their goal over the next several months is to complete Phase II of the company's testing of their Alzheimer's and Parkinson's disease clinical trials with Transgenomic, Inc. Power3 Medical Products, Inc. hopes to commercialize these tests in the first quarter of 2010, of which there can be no assurance.

None-the-less, once Power3 demonstrates their disease diagnostic products and have their products commercialized, the company will generate adequate revenues.

Management Team

Helen R. Park, M.S., CEO

Helen R. Park, CEO, Board of Directors, Power3 Medical Products, Inc. (09, 2009-present) is a serial entrepreneur, with 40 plus years in Science and Bio Technology business management. She founded Advanced Bio/Chem in 2000, and served as Chief Executive Officer and Chairman of the Board, through June 2004. Ms. Park is founder and CEO of Bronco Technology Inc., a contracting and consulting firm for bio-technology companies. Ms. Park has served as president and on various professional boards. She has an M.S. in Biochemistry from Baylor College of Medicine.

Ira L. Goldknopf, Ph.D., Director, Chief Scientific Officer

Dr. Goldknopf has over 30 years of proteomic experience. He is a well recognized pioneer and leader in Proteomics, having produced, the first isolation, identification and sequencing of a new protein spot on a 2D gel. He also discovered ubiquitin conjugation of proteins, which laid the groundwork for the 2000 Lasker award. He was cofounder of ProteEx in 2000 and prior to that was founding CEO of UbiquiTex Technologies, and cofounder and VP of R&D of FlowGenix Corporation. His experience also includes Manager GMP, QC/QA, and analytical operations, GAF/ISP and Triplex Pharmaceuticals. He spent 10 years on the faculty of Baylor College of Medicine and a sabbatical year at the Medical Nobel Institute, Karolinska Institute, Stockholm, Sweden. He is the author of more than 70 publications and also serves on the Scientific Advisory Board of the Company.

John Ginzler, B.S., MBA., Chief Financial Officer

On April 29, 2009, Mr. John P. Ginzler was named Chief Financial Officer of Power 3 Medical Products, Inc. Mr. Ginzler brings nearly 20 years of experience in the medical industry to Power 3. Previously, Mr. Ginzler served as Vice President, Finance of Critical Care Systems, Inc. since 2006. Prior to 2006, Mr. Ginzler served as Director of Accounting for Critical Care Systems. Mr. Ginzler has an MBA in Entrepreneurship, Cum Laude, from Babson College and a BS in Accounting, Summa Cum Laude, from Northeastern University.

Historical Press Release Headlines

Tuesday Dec 1, 2009

[Power3's Goldknopf Presents at International Molecular Diagnostic Meeting in Beijing](#)

Monday Nov 30, 2009

[Beacon Equity Issues Analyst Blog Review for Power3 Medical Products Inc.](#)

Wednesday Nov 18, 2009

[Is Power3 Medical \(OTCBB: PWRM\) the Next "Vermillion Dollar Baby?"](#)

Friday Sept 18, 2009

[Emerging Stock Report Initiates Independent Research Coverage On Power3 Medical Products, Inc.](#)

Thursday Sept 17, 2009

[Power3 Medical Products, Inc. Headlines Session at International Molecular Diagnostic Meeting in China](#)

Tuesday Sept 15, 2009

[Power3 Medical Products Inc. CEO Interview: Helen R. Park](#)

Wednesday Sept 2, 2009

[Transgenomic and Power3 Medical Report Identification of Abnormal Serum Proteins in Parkinson's Disease](#)

Thursday Aug 20, 2009

[Power3 Medical Products, Inc. Files for 3 Patents On Blood Test for Diagnosis of Early Stage Breast Cancer](#)

Brief Company Summary

Power3 Medical Products, Inc. (OTCBB: PWRM) is a leading bio-medical company engaged in the commercialization of neurodegenerative disease and cancer biomarkers, pathways, and mechanisms of diseases through the development of diagnostic tests and drug targets. Power3's patent-pending technologies are being used to develop screening and diagnostic tests for the early detection and prognosis of disease, identify protein biomarkers, and drug targets. Diagnostic tests are targeted toward markets with critical unmet needs in areas including neurodegenerative disease (NuroPro®) and breast cancer (BC-SeraPro™). Power3 expects to complete phase II clinical validation trials of its blood serum diagnostics for Alzheimer's disease (NuroPro-AD) and Parkinson's disease (NuroPro-PD) and for breast cancer in 2010, followed by filings with the FDA. Power3 operates a state-of-the-art CLIA certified laboratory in The Woodlands (Houston), Texas. Power3 continues to evolve and enhance its IP portfolio, employing sensitive and specific combinations of biomarkers it has discovered from a broad range of diseases as the basis of highly selective blood-based tests for ALS, Alzheimer's, and Parkinson's diseases, and breast cancer.

Short Term Target Price:	\$.25
Medium Term Target Price:	\$.50
Long Term Target Price:	\$1.00

In addition to Power3 Medical Products, Inc. plans to commercialize its products, which is an important factor for investors when it comes to minimizing risk in investing in any biotech company, their presence of a strong and capable managing team and the ownership of its innovative IP technology make this company worth watching. In short, this sleeping giant (PWRM.OB) has been very productive and is about to be awoken.

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