

BIONOVELUS, INC. A Nevada Corporation

2017 2Q Report

For Quarter Ending June 30, 2017

This Report contains forward-looking statements which reflect the Company's current views with respect to future events and financial performance. All statements other than statements of historical facts contained in this annual report, including statements regarding our future financial position, business strategy, and plans and objectives of management for future operations, are forward-looking statements. The words "believe," "expect," "anticipate," "intend," "estimate," "forecast," "project," and similar expressions identify forward-looking statements. All statements other than statements of historical fact are statements that could be deemed forward-looking statements, including any statements of the plans, strategies, and objectives of management for future operations; any statements regarding future economic conditions or performance; any statements of belief; any statements regarding the validity of our intellectual property; and any statements of assumptions underlying any of the foregoing. Such forward-looking statements are subject to risks and uncertainties.

1) <u>The exact name of the issuer and its predecessor (if any)</u>

BioNovelus, Inc.

Firstin Wireless Technology, Inc. (until May 15, 2015)

Formerly Passionate Pet, Inc. (until January 31, 2013)

2) <u>The address of the issuer's principal executive offices</u>

275 N. Gateway Drive Suite 130 Phoenix, AZ 85034 Tel.: 1(888)924-6668 Website: <u>http://bionovelus.com</u>

IR Contact Anthony Parkinson BioNovelus Inc. 275 N. Gateway Drive Suite 130 Phoenix, AZ 85034 Tel.: 1(305)987-9107 Email : investor.relations@bionovelus.com

3) Securities Information

Trading Symbol: ONOV Exact title and class of securities outstanding: Common CUSIP: 09073X100 Par or Stated Value: \$0.001 Total shares of common stock authorized: 500,000,000 Total shares of common stock outstanding: 100,787,789 as of: June 30, 2017 Exact title and class of shares of preferred stock outstanding: Preferred CUSIP: None Par or Stated Value: \$0.001 Total shares of preferred stock authorized: 10,000,000 as of: Total shares of preferred stock outstanding: 10,000,000 as of:

as of: June 30, 2016 as of: June 30, 2017

Transfer Agent Natco

Nevada Agency and Transfer Company 50 West Liberty Street, suite 880 Reno, NV, 89501 Phone: 775-322-0626 Fax: 775-322-5623 Email: <u>tiffany@natco.org</u>

Natco is registered with the Securities and Exchange Commission as a transfer agent pursuant to Section 17A(c) of the Exchange Act.

No restrictions on the transfer of security other than the standard SEC restrictions.

No trading suspension orders issued by the SEC in the past 12 months.

List any stock split, stock dividend, recapitalization, merger, acquisition, spin-off, or reorganization either currently anticipated or that occurred within the past 12 months: None.

4) Issuance History

During the year 2015, the Company issued shares of common stock as described below: 70,000,000 shares of common stock pursuant to the acquisition agreement with BioNovelus, Inc.

During the first Quarter 2017, the Company issued shares of common stock as described below:

a) The Company has elected to compensate the following people in shares of common stock instead of cash for services or salaries:

Mark R. Johnson: 62, 831 shares for consulting (equivalent to \$9,466.86)

Information regarding equity compensation plans has been approved by the board of directors and majority shareholders.

b) Private Offerings:

These offerings were conducted under Rule 4(2) of Securities Act of 1933.

All shares issued contained a restrictive legend stating that the shares have not been registered under the Securities Act and this legend further set forth the restrictions on transferability and sale of the shares under the Securities Act.

Date	Name	Description	Amount	Cost of Services	Shares	Price per Share
		Restricted stock				
04/27/2017	Mark Johnson	purchase - Services		5,568.74	34,805	0.16
		Restricted stock				
04/27/2017	Oscar Armando Godoy	purchase	8,000.00		50,000	0.16
		Restricted stock				
04/27/2017	Colleen A Bauman Godoy	purchase	7,000.00		43,750	0.16
	The Ralph & Ria Godoy	Restricted stock				
05/18/2017	Revocable Family Trust	purchase	25,000.00		147,059	0.17
		Restricted stock				
05/18/2017	Mark Johnson	purchase - Services		2,289.37	15,651	0.17
		Restricted stock				
06/28/2017	Peggy Meents Delay	purchase	5,000.00		38,462	0.13
		Restricted stock				
06/29/2017	Mark R. Johnson	purchase - Services	0.00	1,608.75	12,375	0.13

5) Financial Statements

The Issuer is providing the following financial statements for the second quarter ending June 30, 2017 and financial footnotes, both of which have been filed with OTC Markets on August 14, 2017. These unaudited financial statements and financial notes are incorporated by reference herein.

- A. Balance sheet
- B. Statement of income
- C. Statement of cash flows
- D. Financial notes.

6) Describe the Issuer's Business, Products and Services

The Company operated a retail pet and supply store in Irvine, California which ran its operations and also sold retail premium pet food, supplies and service to the general public, through a wholly owned subsidiary. The Company decided to dispose of its operating business primarily because it had incurred significant operating losses in each of the last two years as the operations could not generate enough revenues to satisfy the significant rent and occupancy costs. On July 31, 2012, the former CEO, John Dunn entered into an agreement with the Company to sell 100% of his interest in the Company and assume the net assets and liabilities of the wholly owned subsidiary. As a result, the subsidiary together with its assets and liabilities were wholly owned by Mr. Dunn.

On January 23, 2013, the Company entered into a Share Exchange Agreement with the Firstin Wireless Technology, Inc., a corporation formed under the laws of Canada (Firstin Canada), and the shareholders of Firstin Canada. Under the terms of this agreement, Firstin Canada became the

wholly owned subsidiary of the Company. On April 22, 2015, the Company entered into an Amalgamation Agreement with BioNovelus, Inc., an Arizona corporation.

The following business description and discussion regarding products relates to the operations of BioNovelus, Inc.

A. Description of the issuer's business operations

BioNovelus, Inc. (US OTC Pink: ONOV)

BioNovelus is a Clean Tech company whose vision is to answer critical environmental problems and to replace harmful chemicals with eco-friendly and profitable technologies in respect to our planet. Its mission is to offer proprietary disruptive green technologies that are innovative, costeffective solutions for BioNovelus' customers, and partners, and benefit the shareholders and the planet at large.

There is an urgent need to keep ahead of both current and future pathogens, viruses and bacteria as well their resistant superbugs, and invasive species. Current products, many of which are toxic, while effective against many of these dangerous microbes, are corrosive, unstable, dangerous for transportation and for the environment, and cannot prevent re-infection. At BioNovelus, we passionately believe that "in this 21st Century it is time for harmful toxic chemicals to finally be replaced by new generations of eco-friendly, effective, and economical solutions to treat our water and our food."

Purpose of Technology

The purpose of the technology known as "CR-10" is to replace toxic chemicals such as chlorine, bleach, bromine and triazol. Its usable form is non-toxic, non-corrosive and odorless, and it is more effective than other water sanitizers (especially in high temperatures). Test results prove it to be lethal agent to many fungi, spores, bacteria, virus, and other pathogens. Various laboratories and universities have validated the formula.



Path to Commercialization

Our strategy is to have a Business to Business Model.We will offer distribution agreements to companies that are already serving the markets we target.

We will sell 'Exclusive Distribution' with sales minimums.

We will support these distributors with marketing material, and sales training.

Our Manufacturer is based in Europe, and we have a working agreement with this third party to provide us with product at fixed cost.

BioNovelus Inc. has opened in 2016 two subsidiaries in Central America in 2016: BioNovelus-Costa Rica SA, and BioNovelus-Guatemala SA.

We are in process of registering CR-10 as a disinfectant though the Ministry of Health in Costa-Rica in Guatemala, CR-10 Disinfectant is already registered. The process of registration as a biofungicide through the Ministry of Agriculture (in both countries) will follow.

B. The Company (originally "Passionate Pet Inc.") was incorporated in the State of Nevada in September 2010.

- c. The Issuer's primary SIC Code is 2879.
- D. The Issuer's fiscal year end date is December 31.
- E. The Company's principal products or services, and their markets:

The Market

CR-10, Biofungicide on a Mission to Save the Arabica Coffee



At present, BioNovelus is focused on putting CR-10 to market in Central America and Columbia by selling it to distributors and/or consumers of fungicide and pesticide products for the control of coffee leaf rust, and coffee bean and cocoa bean conservation. Our license agreement for the CR-10 product is limited to Mexico, Central America and Columbia markets.

The global Coffee market has more than \$175 billion in consumption value per year and generates tens of billions of

dollars in profits for investors, and millions of jobs in developed nations.

At BioNovelus, we are determined to help coffee growers keep the better tasting strain of the Arabica plant by fighting coffee rust through our "green" CR-10 instead of being forced to change to "hybrid" type plants.

Management strongly believes that our "green", biodegradable product is not only better for our environment but for people who enjoy the rich flavor that comes from Arabica coffee beans, whether organic or not, and for the people that work in the coffee industry at large.

Industry Overview

"Global biopesticides market was valued at USD 1.96 billion in 2015 and is expected to reach USD 4.17 billion by 2023, growing at a CAGR of 9.9% for the 2015-2023 period.

The major factors for the success of the biopesticides market are the increasing demand

for organic foods and growing environmental regulation on the usage of chemical pesticides. The usage of biopesticides can greatly decrease the use of conventional pesticides without affecting crop yields in the Integrated Crop Management (ICM) and Integrated Pest Management (IPM) programs. Other factors such as environment friendliness, toxicity of crop protection products, new product offerings, innovative production practices, increased availability, and advent of new pests are fueling the market for biopesticides, globally.

Biopesticides are safe as they have high host specificity and are biodegradable in nature, whereas traditional chemical pesticides often affect a broad range of pests as well as mammalian species and birds. They are required in low concentration to control insects. Moreover, biopesticides are required in very small quantities, thus offering lower exposure. In addition, they decompose quickly, leaving almost no harmful residue, and allowing field re-entry almost immediately after application. Thus, all the above-mentioned factors are expected to fuel the growth of this market globally.

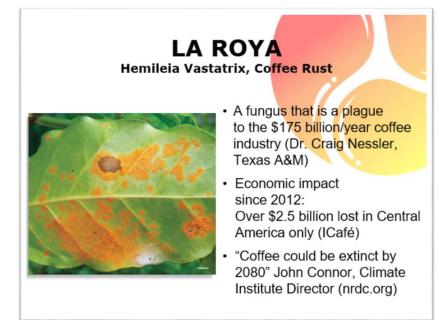
(...)

Stringent regulations for chemical based pesticides and increasing demand from organic products are boosting the demand for biopesticides." *Source: transparencymarketresearch.com/biopesticides-market.html*

Coffee Leaf Rust Control

The coffee industry is the second largest commodity market in the world to the oil industry (Source: Business Insider).

Since the late 19th century, the coffee industry has been plagued by Coffee Rust or "Roya" (Hemileia vastatrix) a devastating fungus that attacks the Arabica plant. Billions of dollars and hundreds of thousands of industry jobs have been lost throughout Central America since 2012 to this Coffee Rust epidemic. *(Source: ICafé 2016).*



The entire coffee belt from Indonesia to Africa, to Central and South America to Vietnam and Asia is seeking a remedy to this Coffee Rust epidemic.

Different than Competition

Our potential customers use the TRIAZOL family products out of desperation. They are toxic chemicals with a relative efficiency. So, farmers sometimes have to apply 4 to 12 applications per year.

The greatest advantage of CR-10 is that it works in 24 hours, and with only two to three applications, farmers don't have to wait 8 to 15 days to see the results, and they save on labor cost because of fewer applications.

Applied in proper dosages and subject to various other factors, we believe that CR-10 effects last longer, it is not toxic to humans at recommended dosage, and it is biodegradable.



COMPETITION	BioNovelus CR-10
Toxic chemicals: Triazol or copper based products	Environmentally friendly ingredients
NOT biodegradable	100% biodegradable
Visible results in 8-12 days	Visible results in 24-48 hours
4-12 applications needed	2-3 applications needed Coffee plant is saved.
oxic for Humans and Animals	Safe for Humans and Animals

COMPETITIVE ADVANTAGE



Country	Hectares of Coffee Plantations
Honduras	282,000 ha
Guatemala	276,500 ha
Costa Rica	93,800 ha
Nicaragua	126,200 ha
El Salvador	152,200 ha
México	680,000 ha
Colombia	980,000 ha
Total	2,591,200 ha

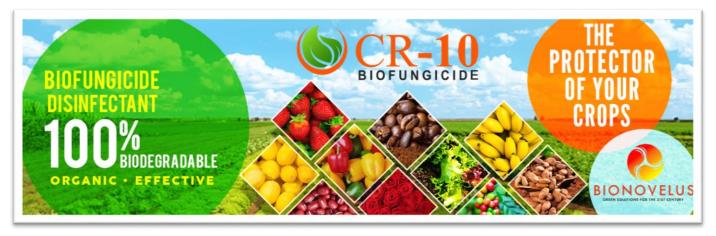
1 liter will treat 1 hectare. 3 Applications are recommended.

Urgent Need for a Solution

Coffee leaf rust is a real threat to the production of coffee.

In 2013, there was a major increase in Roya across 11 countries from Mexico to Peru. The disease became an epidemic and the resulting crop losses pushed coffee prices to an all-time high. The governments of Costa Rica, Nicaragua, and Guatemala have all declared a state of emergency due to the Roya economic impact. In 2015 and beginning of 2016, due to climate change, we see the magnitude of the epidemic. In Mexico and Central America coffee harvest have dropped their production between 30 to 80%.





CR-10 for Crop Protection and Other Target Markets

CR-10 is a proven, biodegradable, non-toxic solution that kills bacteria, fungi, and spores rapidly, safely, and effectively. It is a new generation of biofungicide with a unique mode of action. BioNovelus management believes that CR-10 has a broad range of uses in agricultural applications.

In addition to fighting fungal infections on crops, we also believe that CR-10 is well suited to protect flowers, fruits and vegetables,

grains and beans, after harvest to prevent mold and rot.

It increases the shelf life, and makes shipping easier with less returned items. It can then easily be removed by washing with water in preparation for consumption.

More than a business, BioNovelus strives to make a difference in people's lives, and make our planet a better and safer place to live.



Achievements in 2016:

- Signed Exclusive Distribution agreement with CR-10 manufacturer for Mexico, Central America and Colombia
- Received Positive laboratory tests on coffee rust (2015/2016)
- Monitored Positive tests in 12 coffee plantations in Guatemala and Costa-Rica
- Received Positive laboratory study on CR-10 toxicity level
- Created and registered BioNovelus Inc.'s first subsidiary company, BioNovelus-Costa Rica SA, based in San Jose, Costa Rica



- Created and registered BioNovelus Inc.'s second subsidiary company, BioNovelus-Guatemala SA, based in Guatemala City, Guatemala
- Signed Letter of Intention with distributor in Costa-Rica
- Created a team in Central America with two Sales Representative (managing each subsidiary), an Agronomist-Researcher specialized in organic product development, a local legal counsel and two local accountants
- Deposited files for registration of CR-10 in Guatemala (Ministry of Health, and Agriculture), Costa-Rica (Ministry of Health, and Agriculture), and USA (EPA)
- Passed the selection to be a resident of Center of Entrepreneurial Innovation (CEI), a prominent incubator specialized in biotech and bioscience companies in Phoenix (Resident since June 2016)
- Presented CR-10 for the first time to the coffee Industry at Sintercafé
- Initiated positive conversations with Starbucks to test CR-10 at their Costa-Rican research center/coffee farm, Hacienda Alsacia
- Obtained testing for CR-10 by the National Association of Costa Rican Coffee Growers, Icafé, and their Research department Cicafé in order to be recommended and promoted (after approval) by this organization
- Obtained testing for CR-10 by the National Association of Guatemalan Coffee Growers, Anacafé, in order to be recommended and promoted (after approval) by this organization
- Raised funding of \$300,000

Achievements - first Quarter of 2017:

• **AGRITADE 2017:** With ever increasing interest internationally in organic agriculture, BioNovelus' booth at Agritrade Expo and Conference which took place March 23 and 24 in Guatemala commanded a lot of attention during the two-day fair.

BioNovelus CEO and President, Jean Ekobo, who led the company's Central American delegation, was not surprised that interest in the company's new organic sanitizer, CR-10 Disinfectant, was very high.

"After many months of research and testing, we chose Agritrade as the place to debut our new green disinfectant," said Ekobo. "This is an exciting offspring of our organic CR-10 Biofungicide, already known for killing bacteria, fungi and spores rapidly, safely and effectively."

This new green product, CR-10 Disinfectant, opens up a brand-new market to BioNovelus. Management believes it is the solution to the growing demand for an organic sanitizer for postharvest agriculture.

Ekobo reports that CR-10 Disinfectant received a lot of interest from organic food providers at the Agritrade Expo. Although CR-10 Biofungicide is still in the testing process, interest came from many types of food producers — most of them shipping their produce to the US — including bananas, mangoes, baby carrots, baby zucchinis, tomatoes, green beans, and others.

- USAID Invitation: BioNovelus was invited by USAID to its event, AgBio Lab, in Guatemala in May 7-9, 2017. Feed the Future Partnering for Innovation, USAID, and Fintrac, gathered to the conference companies producing biological control agents looking to expand their access into Central America. "The conference will focus on market trends and analysis drawing from experience in food safety, climate smart agriculture, and end market buyers; access to investors seeking to invest in the future of biological solutions; and introductions to other strategic partners with technology innovations that can help growing businesses." (Source: Feed the Future Partnering for Innovation brochure)
- Coffee Rust Testing: CR-10 Biofungicide is leaving phase I testing (after the "Cupping" test is done), and entering Phase II testing of coffee rust with Anacafé, the Guatemalan Coffee Organization. (Tests with Icafé, the Costa Rican Coffee Organization are still in process.)
- ACA Partnership: BioNovelus has been approved to enter the STEP (Arizona's State Trade and Export Promotion) program from the Arizona Commerce Authority (ACA). It consists in a technical and financial assistance to small and medium-sized businesses. Export initiatives/activities are exclusively aimed at increasing exports and creating jobs. Besides the practical training workshops and seminars, this program offers Marketing and business development assistance, translation of marketing materials, trade missions, trade shows, International partner searches, and much more.

The first trade show that BioNovelus attended was ExpoMED in Mexico (in June 2017), a trade show specialized for the health industry. During this show, BioNovelus introduced its solution for health disinfection and sanitation.

• New Board Member and Chief Information Officer: We are pleased to announce the appointment of internationally recognized business and financial consultant Anthony J. Parkinson to our board of directors. Mr. Parkinson has a background in investment banking, corporate finance, corporate restructuring, M&A negotiations, and strategic business management.

His strong commitment to the environment as well as high tech with a health bent makes him a good addition to the Board. Mr. Parkinson stated, "I've spent a lot of the last decade peering into my crystal ball when it comes to where we need to guide the planet. BioNovelus has a lot to add to that conversation and I want to be certain that what they are saying gets heard."

Mr. Parkinson now serves asour Chief Information Officer.

• **EPA updates:** In its process of registering CR-10 through the EPA (Environmental Protection Agency), with the collaboration of Mr. John Fournier, in March 2017 BioNovelus received recommendations from the EPA on additional requirements needed to get the registration.

Achievements in this Second Quarter of 2017:

- CR-10 Registration: CR-10 Disinfectant, our disruptive and eco-friendly disinfectant, has been approved by the Ministerio de Salud Pública – Guatemala's ministry of health – for use as a disinfectant.
- **Testing for Crop Protection:** After registration in Guatemala, CR-10 has now entered a phase of testing with potential customers. For crop protection, testing on tomatoes, peppers, zucchinis, and coffee is in progress. Results of the phase I of Field Trials for tomatoes and peppers have been already received and positive.
- **Testing for Post-Harvest Protection:** in this Q2, we have entered a phase I testing for produce (such as zucchinis, green beans, etc.) to be packed for exportation.
- **ExpoMED:** Jean Ekobo participated to the trade show ExpoMED 2017 in Mexico City to explore the potential of its disinfectant, Eco Claro, for the Health arena in Mexico. We shared a booth under the umbrella of the Arizona Commerce Authority. We saw a huge interest from the medical space for Eco Claro, and are investigating the process of registration and distribution in Mexico for this product.
- **Distributor in Guatemala:** Due to Soluagro's decision to re-focus on its core business, and its realization that they might not be able to provide the amount of work expected to distribute BioNovelus' products, BioNovelus-Guatemala SA had to change its distributor from Soluagro SA to Agrinco SA. This unfortunate circumstance demanded to re-issue the distribution license from the Ministerio de Salud Pública (Guatemala's ministry of health), which created a delay in the operations. We expect the distributor license to be re-issued in August 2017, but there is no assurance this will occur.

Next Quarter Expectations:

- **Testing for Crop Protection:** In Q3 we should see the completion of phase II testing for Crop Protection; management believes the ending of the phase II testing will lead to sales, but there is no assurance this will occur.
- **Testing for Post-Harvest Protection:** we should see the completion of phases I and II testing for Post-Harvest; management believes the ending of the phase II testing will lead to sales, but there is no assurance this will occur.
- **CR-10 Workshops:** BioNovelus is organizing, in partnership with the Chamber of Commerce of Guatemala and AGEXPORT, international workshops to introduce CR-10 to the Guatemalan farmers, growers, food packers and exporters. These workshops have been held and will continue in the largest cities of Guatemala, in July, September and October 2017. The purpose of these workshops is to meet face-to-face with our target markets, and to present the results of CR-10 testing I order to generate interest and revenue.
- First World Coffee Producer Forum in Medellin, Colombia: Jean Ekobo attended this

first Forum from July 10-14 to meet key players in the coffee industry and introduce them to our organic solution to kill coffee leaf rust.

• Latino America Coffee Symposium: Jean Ekobo will attend this event in August in Honduras. (Honduras is the largest producer of coffee in Central America.)



7) <u>Description of the Issuer's Facilities</u>

The Company was selected to become a resident of the Center of Entrepreneurial Innovation (CEI), incubator in Phoenix, Arizona. The Company entered into a lease agreement for office space in the CEI on June 1, 2016 and expiring on May 31, 2018. The minimum monthly lease payments range from \$512 to \$548. Total rent expense for the year ended December 31, 2016 was \$3,344.

8) Officers, Directors, and Control persons

A. <u>Names of Officers, Directors, and Control Persons</u>. Jean Ekobo, President, CEO, CFO, Chairman of the Board Nathalie Fournier Ekobo, Marketing & Communications Director, Secretary, Board Member Marvin Clark, Treasurer, Board Member Anthony J. Parkinson, Board Member & Chief Information Officer

Mark Johnson stepped down from his CFO position. The Board of Directors of BioNovelus approved the Company's currently serving accounting firm, Moffitt & Company, PC, to handle all of the BioNovelus' financial and accounting duties and functions.

B. <u>Legal/Disciplinary History</u>. Please identify whether any of the foregoing persons have, in the last five years, been the subject of:

 A conviction in a criminal proceeding or named as a defendant in a pending criminal proceeding (excluding traffic violations and other minor offenses); None.

- The entry of an order, judgment, or decree, not subsequently reversed, suspended or vacated, by a court of competent jurisdiction that permanently or temporarily enjoined, barred, suspended or otherwise limited such person's involvement in any type of business, securities, commodities, or banking activities; None.
- A finding or judgment by a court of competent jurisdiction (in a civil action), the Securities and Exchange Commission, the Commodity Futures Trading Commission, or a state securities regulator of a violation of federal or state securities or commodities law, which finding or judgment has not been reversed, suspended, or vacated; or None.
- The entry of an order by a self-regulatory organization that permanently or temporarily barred suspended or otherwise limited such person's involvement in any type of business or securities activities.
 None.
- C. <u>Beneficial Shareholders</u>. Provide a list of the name, address and shareholdings or the percentage of shares owned by all persons beneficially owning more than ten percent (10%) of any class of the issuer's equity securities. If any of the beneficial shareholders are corporate shareholders, provide the name and address of the person(s) owning or controlling such corporate shareholders and the resident agents of the corporate shareholders.

Jean Ekobo: 38,820,000 common stocks (38.64%) Nathalie Fournier Ekobo: 23,400,000 common stocks (23.29%)

Jean Ekobo and Nathalie Fournier Ekobo c/o BioNovelus Inc. 275 N. Gateway Drive Suite 130 Phoenix, AZ 85034

9) Third Party Providers

<u>General Legal Counsel</u> Frederick F. Taylor 5030 E. Sunrise Dr. Phoenix AZ 85044 Tel: (480)626-0170 Email: <u>Fred.F.Taylor@gmail.com</u>

Accountant or Auditor Moffitt & Company 11811 North Tatum Blvd. Suite 2600 Phoenix, AZ 85028 Tel: (480)951-1416 Email: info@moffittandcompany.com Investor Relations Consultant Anthony Parkinson c/o BioNovelus Inc. 275 N. Gateway Drive Suite 130 Phoenix, AZ 85034 Tel: (305)987-9107 Email: investor.relations@bionovelus.com

<u>SEC Counsel:</u> Stephen Boatwright Kennedy and Gallagher PA 2575 East Camelback Road Phoenix, Arizona, 85016 Tel: 602-530-8000 Fax: 602-530-8500 Email: steve.boatwright@gknet.com

10) Issuer Certification

I, Jean Ekobo, certify that:

- 1. I have reviewed this Quarterly report of BioNovelus, Inc.;
- 2. Based on my knowledge, this disclosure statement does not contain any untrue statement of a material fact or omit to state a material fact necessary to make the statements made, in light of the circumstances under which such statements were made, not misleading with respect to the period covered by this disclosure statement; and
- 3. Based on my knowledge, the financial statements, and other financial information included or incorporated by reference in this disclosure statement, fairly present in all material respects the financial condition, results of operations and cash flows of the issuer as of, and for, the periods presented in this disclosure statement.

Date: Monday, August 14, 2017

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Jean Ekobo, President and CEO, BioNovelus, Inc.