

WinterGreen Research, INC.

Covid-19 Testing: Now is the Time: Power Point

Pandemic is Killing People: Major Disruption for the World



Picture by Susan Eustis

Value of Testing for Covid-19

Abbott Labs Has 5 Minute Covid-19 Test

US Covid-19 Testing Equipment Market Description,

Number of Tests Day, Tests per Week Capability,

Time to Administer

Governor Cuomo Emerges as the Greatest

Serological Testing to See Who Has Immunity and Can Avoid Quarantine

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WinterGreen Research, Inc.

Lexington, Massachusetts

www.wintergreenresearch.com

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CHECK OUT THESE COMPANIES MENTIONED

Abbott Labs
Abbott Labs M2000
Thermo Fisher
CDC
bioMérieux
Danaher / Cepheid

Danaher / IDT
LabCorp
Quest Diagnostics
Roche
SunSure Biotech

OPKO / BioReference
Laboratories
Hologic
Mammoth
Other - 260 Companies

Next Generation Covid-19 Testing Permits Movement Back to Life

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22 PAGES

2020

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Covid-19 - The Way Forward: Testing

Testing and Covid-19

The following comments are epidemiological givens. What have we learned since biblical times? It is that we can control an epidemic if we are thoughtful and have good leadership. What have we learned since the middle ages? It is that through quarantine and testing we can control disease spread. Science has given us more tools than iron hammers, it has given us testing for a virus.

Testing is needed to know whether or not a person has coronavirus.

Testing is needed to know whether any person around an infected person has a coronavirus.

To stop Covid-19 extensive testing is needed, in combination with continued shelter in place and selected quarantine response.

PCR testing for Covid-19 works. PCR and molecular diagnostic tests are used to identify the virus that causes COVID-19. This is the type of test, along with molecular diagnostics, being used in the US to verify the presence of covid-19 disease caused by the coronavirus. Countries that have used coronavirus testing in a thoughtful manner had much better success in controlling covid-19 than has the US.

The US got into this pandemic because of lack of testing and failure to face up to a bad situation early on. The only way out of the bad situation is through extensive, frequent, and long-term testing. In the US there is a serious pandemic raging out of control in many regions. In order to deal with the pandemic in the US, we need better, and more testing.

The pandemic brings a much higher death rate in the US than some other countries that have more testing. The higher death rate is due to a lack of PCR testing and lack of quarantine. Social distancing is not enough. The virus is airborne and can spread to someone who is more than 6 feet away.

Testing needs to be used in combination with isolation of those infected or who lack immunity and have been exposed. Only by knowing who has immunity – through testing- can be begin to get people back to work.

The virus can cause no symptoms and still spread — something not initially known. This makes it difficult to understand. It seems to be spread through the air and droplets from infected people. It seems to spread very easily from person to person. The pathogen is carried on tiny respiratory droplets that move through the air and fall eventually. The droplets come from a cough or sneeze. The virus may be transmitted by touching a contaminated surface and then touching the face.

WinterGreen Research, INC.

About The Principal Author

Susan Eustis, President of WinterGreen Research, is a senior analyst. Ms. Eustis is a graduate of Barnard College. Ms. Eustis was named Top Woman CEO in 2012 by Who's Who Worldwide. She was named Top Woman Market Research Analyst in 2012, 2013, 2014, 2015, 2016, 2018, 2019, and 2020. She has been twice featured on the cover of the Women of Distinction magazine. She was cited in a recent Time Magazine article and major media articles on Youth Sports market growth. She was also featured in recent Wall Street Journal, New York Times, HBO, and London Times articles. Bloomberg and Barron's have had several quotes regarding cyber currencies and blockchain recently. She is chairman of the GBA (Global Blockchain Association) election committee developing election equipment standards, and has led some panels for that organization lately, most recently in the US Capital Administration room.

Susan Eustis has had an enduring interest in next-generation technology. After inventing the first electronic voting machine, she and a partner Ellen Curtiss who was a chartered financial analyst, started the company WinterGreen Research. Many next-generation products and markets were identified in the studies produced and sold by the company. In all, to date, 865 major market studies have been produced. Susan and Ellen together wrote a study on cardiac monitors that was the foundation of the patient monitor market and resulted in hospitals forming intensive care units. Without a way to monitor very ill patients, there was no ICU.

Susan wrote the first Internet study in 1995, predicting 100 million users within 5 years, and because the telecommunications companies that bought the study, including Siemens and many others, invested in that market, the prediction came true. Early on in the development of the cell phone market when fellow analysts were predicting 6% penetration tops in Europe and 3% penetration tops in the US, Susan predicted 95% penetration in 5 years, which was what happened. It helps senior executives in a large company to have an independent research study methodically lay out the path to a new market.

Many of the WinterGreen Research studies have been groundbreaking. The air medical transport study commissioned by Terry Schrier was carried to the financial community and resulted in the formation of the Air Methods company and the commencement of the air medical transport industry. The predictions of market growth held true and permitted the formation of a new industry. A series of studies of middleware messaging that was \$3 million market initially, tracked the market to \$21 billion and growing. The series of studies laid out market opportunity and market strategy.

A new set of studies on utility-scale energy storage platforms and Global Renewable Energy: 100% breaks ground in a new way. Disruption to the oil and gas industry represent a complete replacement of existing assets. Laying out the opportunities and the strategies for formation of next-generation utility scale energy platform markets is done in the context of demand from virtually everyone in the world for clean energy. In this case, energy storage platforms replace fuel from the ground. This level of complete disruption of the largest industry in the world economy is unprecedented. The opportunity in front of participants in the oil and gas industry and for existing battery companies is to embrace the next generation energy storage technology now that it represents an asset, not a boat anchor. Companies that embrace the next generation utility scale energy storage will supplant the existing coal, oil, and gas industry as it goes the way of buggy whips.

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WinterGreen Research, INC.

Susie Eustis, PhD

Materials Scientist, 21 Published papers, one paper with 7,000 citations

EDUCATION:

Ph. D. Georgia Institute of Technology (Georgia Tech), Physical Chemistry, Specialization in nanoscience and nanotechnology, August 2006 GPA: 3.65

B. S. Rochester Institute of Technology (RIT) with Highest Honors, Chemistry (American Chemical Society Certified) May 2000 GPA: 3.8

RESEARCH POSITIONS HELD (see publications)

Member of Board of Directors WinterGreen Research, Inc. 1997-present

Directed Vapor technologies International, 2008-Present, Research Scientist, Directed vapor deposition dramatically reduces the trade-off between performance and cost and opens the way to cost-effective production of more sophisticated coatings.

National Institute of Standards and Technology (NIST), National Research Council (NRC) Post-doctoral Associate 2006-2008, researched optical and structural properties of zinc oxide nanowires for applications such as optical components
Ph. D. research with Dr. M.A. El-Sayed (Georgia Tech) 2002-2006, focused on synthesis and optical properties of gold and silver nanoparticles of different shapes

Ph. D. research with Dr. L.A. Lyon (Georgia Tech) 2000-2002, focused on assembly of soft colloidal nanoparticles

Teaching Assistant for quantitative analysis lab 2001 and advanced analytical chemistry lab 2002

Eastman Kodak Company, 2000 research intern, fluorescence spectroscopy of polymer film surfaces

Teaching Assistant for undeclared science seminar (RIT) 1999-2000

Participated in REU at CERN (NSF sponsored undergraduate research experience) Summer 1999 in Geneva, Switzerland

B. S. research with Dr. A. Langner (RIT) on the thermal and kinetic analysis of poly(ethylene glycol); mechanical and optical properties of PEN 1998-1999

B. S. research with Dr. L. Tubbs (RIT) and Dr. D. Mathiason (RIT) on the analysis and applications of chemical decomposition data to determine correlations 1998

OTHER POSITIONS

Member of Board of Directors WinterGreen Research, Inc. 1997-present

Research Associate for WinterGreen Research, Inc. 1992-present

Technical consultant for fields such as nanotechnology and fuel cells

Co-author of forthcoming book "After Florida and the Netherlands are Underwater, It Is Too Late" descriptions of strategies to increase current use of renewable energy

WinterGreen Research is an independent market research firm.

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