

# UNSTOPPABLE TREND REPORT

HOW TO TAP INTO  
A \$17 BILLION TREND  
FOR JUST \$1.00 A SHARE





# Unstoppable Trend Report:

## *How to Tap into a \$17 Billion Trend for Just \$1.00 a Share*

Dear *Total Wealth* Investor,

When I first focused on this trend 11 years ago, I was so excited I immediately reached out to my contacts at think tanks like the Santa Fe Institute, RAND, and DARPA.

Was the potential here as big as I thought? I asked. Or was it just wishful thinking?

Each one of the scientists I spoke with – some of the smartest people I know – gave me more or less the same answer. And it came down to the one word that's music to my ears when it comes to future profit potential...

This trend, they told me, is "inevitable."

Nothing can stop it or even slow it down. Not a weak economy, the Fed, the IMF, China, another financial crisis, clueless politicians... not even war breaking out in Eastern Europe or the Middle East.

Now, it's finally ready for "prime time" – and for your investment dollars.

By my calculations, \$17 billion will be spent in this space in the next 36 months. That means you're in the perfect position TODAY to be among the very first investors to identify it and get a piece of it for yourself. A big piece.

I'm going to lay it all out there for you in just a moment, including the number one investment target I've uncovered. What this tiny company is

doing is jaw-dropping, and it's a very fast-moving opportunity – which means that those who delay are going to miss it.

In my capacity as Chief Investment Strategist at Money Map Press, I've helped more than a million investors around the world navigate some of the most complicated financial markets in history. And, in the process, I've shared hundreds of trading recommendations with my readers that have helped them make many millions of dollars and build their own “Total Wealth.”

Now it's your turn.

As is the case with all great things – hitting home runs, shooting below par, running a marathon, making your fortune – everything starts with the basics. Get those right and everything else falls into place.

And the first “basic” is to identify the trends.

Right now there are just six unstoppable global trends that every serious investor needs to be in on. Each of them is worth trillions of dollars. Everything else is a waste of your time and money.

Over the years I've become well known as a straight-shooter – you just don't have the kind of reach we do at Money Map Press otherwise – so let me say as clearly as I know how... I do not believe a single dollar in the U.S. economy will be made outside of these trends in the near future. Put another way, you will be able to look back years from now and trace almost every dollar that will be made in the markets for the rest of your investing lifetime to one of these six primary trends.

Once you know what these trends are and how to identify the best investment opportunities within each, your ability to make money increases exponentially, as I've proven to so many of my readers time and again over the years.

In the weeks ahead I'll be sharing my take on what each of these six trends is, why they matter, how much profit potential there is, and, of course, specific recommendations that will help you get in on them, well ahead of the crowd. I'll also be highlighting the trading tactics and the risk management tools you'll need to build your fortune. In short, I want to give you everything you need to build “Total Wealth” and make sure you keep it.

So let's get started with the first one – a trend so compelling that I believe it will spur a 1,518% gain over the next five years for the little company that's at the forefront (I'll show you my numbers in a moment).

It's no secret that high tech is hot; the growth is simply mind boggling.

Ericsson CEO Hans Vestberg estimates there will be 50 billion interconnected devices on the planet by 2020 – not just smartphones and tablets, but watches, clothing, refrigerators, wheelchairs, and more. That's roughly seven smart devices for every person alive today.

But here's the thing everyone's missing...

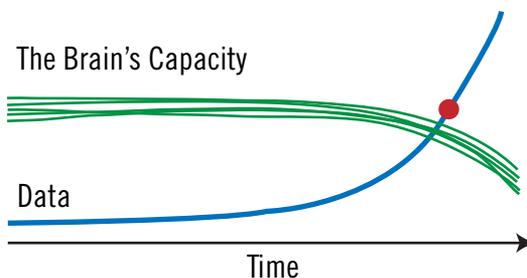
*All the computing power in the world won't mean diddly squat if we, ourselves, can't keep up with the data and learn to harness it in ways that were the domain of science fiction only a few short years ago.*

That's why **Human Augmentation** is our first unstoppable global profit trend.

## This Chart Reveals Some of the Highest Profit Potential I've Ever Seen

It's a very simple chart – just two lines – but it's based on thousands of data points I've been tracking over the years. And it clearly outlines what I believe is one of the greatest investing opportunities of your lifetime and mine.

Take a look.



The upward-sloping curve in **blue** is the number of data points the human brain has to process every day: emails, text messages, names, numbers, relationships, news, instructions... That's increasing at an exponential rate.

Yet, human capacity to absorb, process, and use data hasn't really changed, as you can see in **green**. What's more, studies (like those from Sweden's KTH Royal Institute of Technology) show that it *decreases* with this flood of distracting data... and that sets up our entry point.

My research suggests we're at the **red** dot right now.

What this means is that we've just burst through the point at which our brain capacity is overtaken by the sheer volume of data we have to deal with on a daily basis. It's not that we aren't trying. It's just that for the first time in human history, we are running up against finite limits related to our brains' capacity to process information at a time when devices intended to make our lives fuller are taking over.

This is really a continuum of sorts. First there was simply the technology. Then came the data and the devices needed to handle it. Ultimately, there will be seamless integration, and the way forward is via the creation of tools, devices, and sensors that give us the ability to overcome the limitations inherent to our own human form, especially when it comes to medical technology, for reasons that will be clear in a minute.

But in order to realize the potential everybody hopes is out there, we're going to have to see a series of breakthroughs that impact how, why, and by what means we access and control the data around us.

Devices, ironically enough, are the easy part.

Getting them to work with the human brain is the limiting factor.

There is a growing body of new science dealing with what's called "cognitive overload." Loosely defined, it's the state of mind that comes from multi-tasking, data congestion, and limitations inherent to our brains... all of which result in new forms of stress, reduced attention spans, and significantly reduced performance.

Some of that is based on the sheer amount of data we create. Some of that is based on data that affects us or that we need to function. Some of it is being created by devices intended to compensate for our physical limitations.

## Cognitive Overload

The world is creating 2.5 quintillion bytes of data every day. That's 2,500,000,000,000,000,000,000 bytes, by the way. Estimates suggest that 90% of all the data on the planet today was created within the last two years alone.

In the time it takes you to read this sentence, more than 22 million emails will be sent around the world...

Twitter users will send an average of 100,000 tweets per minute...

Google receives two million search requests...

Facebook users post 684,478 pieces of content with every tick of the big hand.

If all those numbers make your head spin, you're not alone. Indeed, that very symptom points to a trend that's so huge, it's the basis for perhaps the most bullish investing opportunity out there right now: human augmentation.

So why are we now running up against our limits? Scientists believe it's because the brain's hierarchy is such that we can only hold a certain amount of data at once in our conscious working memory. Our neurons are simply overwhelmed. And if you're injured, have suffered a stroke, or have a degenerative disease, you may not be able to hold any data in working memory at all.

This is a huge problem.

And the cost is tremendous.

UCI Infomatics Professor Gloria Mark says that a single distraction – email, text, call, video – can sidetrack a worker for 25 minutes before he recovers and gets back on task. The cost is nearly \$1 trillion in lost productivity a year in the United States all by itself, according to the IT research and consulting firm BaseX, which notes this is probably conservative.

But does it spell the end of human progress?

Heck no.

It just means somebody is going to figure out how to increase our brain capacity. And I can almost guarantee you that the company that does so will revolutionize human life and allow far-sighted investors to increase their money by a factor of 10.

## Human Augmentation Is the Answer

I'm talking about stuff that increases brainpower, data recall, and access to already archived memories to a point that's well in excess of our natural prowess. Things that make our brains and bodies do stuff we either can't (because of injury) or won't (because they're beyond our capabilities).

We'll respond more quickly than we have before, and with more complete information, understanding, and perspective by tapping into our own minds and bodies.

This is way beyond being hooked up to the Internet... it's more like being hooked directly *in* to it.

Within our lifetimes, we're going to see hiring decisions based on who has the faster chip or the better CPU implanted. And that's just the start. We could see entire beings controlled by electronic hookups à la *Avatar*. Or, perhaps the *Terminator*.

If this leaves you feeling a bit unsettled, I don't blame you. Speaking bluntly, I don't know whether to be terrified or giddy. The possibility of having my body "hacked" while I sleep is more than a little unsettling.

But from an investing standpoint, I do know that this is absolutely the kind of thing you don't want to miss. Make no mistake: Human augmentation will create another round of millionaires, and I want you to be among them.

The groundwork for human augmentation is being laid right now. Like I said, if you wait, you're going to miss it.

- Industry experts expect *more than one billion active augmented reality users by 2020 – a mere four years from now.*
- ABI Research projects *that the compound annual growth rate for the human augmentation systems market will be nearly 41% a year from 2010 to 2020.*
- Based on my own projections, this is going to be *a \$17 billion market within the next 36 months – up from just \$670 million in 2013.* What's more, it's got one of the highest profit potentials of anything I've ever encountered.

Year	Market Size
2013	\$670,000,000
2014	\$1,536,000,000
2015	\$2,402,000,000
2016	\$3,268,000,000
2017	\$4,134,000,000
2018	\$5,000,000,000
<b>Total Through 2018</b>	<b>\$17,010,000,000</b>

Keith's Projections

No matter how many times I review the data or I rearrange the puzzle, this is THE trend of the next decade, and companies that are going to be mainstream 10 years from now are still largely under the radar – which means you want to make your move now, like a surfer does to catch the perfect wave.

If that doesn't make sense, check out the HypeCycle Map on the next page.

Within 10 years, human augmentation will become as ubiquitous as personal computer technology is today.

## The Best Way to Invest Today

Right now there is no “pure play” on human brain augmentation. The companies doing the most promising work in this area are either private or being privatized as part of defense initiatives. So regular investors cannot buy them. No wonder I haven't seen even one analyst cover this trend.

But that's actually a good thing.

It means we have a serious “first mover” advantage.

If you really want to make the big bucks and get ahead of the curve, you're going to need to step further up the food chain.

To me that means investing in companies that are directly involved in bridging the gap between our bodies and the inherent limits we all face.

One such company is **Synaptics Inc.** (NasdaqGS:SYNA). It's a leader in “custom designed user interface solutions” for mobile devices. In plain English, it makes the stuff – like touchscreens and retinal and fingerprint recognition technology – that enables our smart devices to do what we want them to do by smoothing our interaction with them. I recommended the company in 2014 to my *Money Map Report* subscribers, and the stock returned 51.52% in four weeks after my recommendation (versus the S&P 500 which clocked in at 3.20% over the same time frame). The stock, incidentally, is still a great buy. If you're not invested, check it out.

And see my “Watch List” for this trend at the end of the report for more on Synaptics and the other companies I'm tracking.

But here's my favorite way for you to invest right now...

## Let's “Back Into” the Trend with the Leader in Body Augmentation

**Ekso Bionics Holdings Inc.** (OTC:EKSO), founded in 2005 and headquartered in Richmond, Calif., makes robotic exoskeletons that augment the capabilities of the human body. It was recently named the “Leading Healthcare Robotics Company” by Robotics Business Review.

# Why Now is the Ideal Time to Invest in Human Augmentation

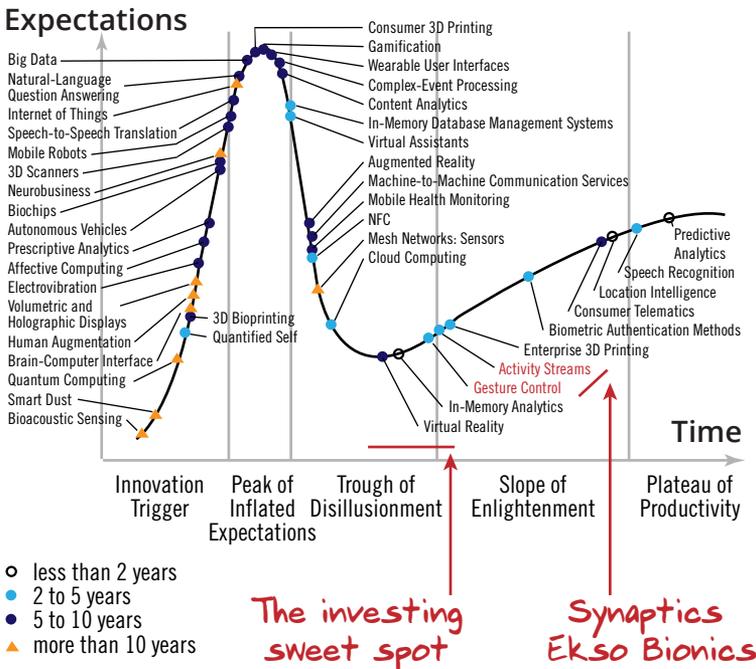
We're targeting the human augmentation trend very early in its cycle. But how do we know it's ripe for investment?

Let me show you.

This is something called the HypeCycle Map from Gartner, Inc. It tracks emerging technologies against social receptivity.

You'll notice the sweet spot is at the bottom of the "trough of disillusionment" – where we are NOW. That's because this is the point at which new technology goes from being the figment of some very active imaginations – and the subject of social outrage and fear – to being viable investments.

## Hype Cycle for Emerging Technologies, 2013



Source: Gartner August 2013

The sweet spot for the human augmentation trend includes companies with virtual reality, in-memory analytics, gesture control, and activity streams. Ekso Bionics fits, and so does Synaptics.

If you back up to the left, you'll notice that mobile health, machine to machine, and augmented reality are next in line. That puts them probably 12 months out, depending on the IPO market and what is not gobbled up by the defense department or private firms in the interim. Even farther to the left are opportunities in complex event processing, in-memory database management, and virtual assistants – all of which are areas into which these companies I've just named will move as those areas, in turn, move through the HypeCycle maturation. As part of the selection process for each recommendation, we reviewed strategic planning documents and presentations for signs that they intend to back into these areas as expected.

So Ekso is a logical choice to capture the markets long before others even see the direction, let alone the value associated with it in stock prices.

But again, don't delay. In order to catch the biggest gains, you're going to have to move now... long before the mainstream media and millions of other investors catch on and well before the companies we're following move onto the "plateau of productivity."

Practically speaking, they help people who can't otherwise walk – because of catastrophic injuries, neurological problems, strokes, or other muscular problems – regain mobility and independence. They also enhance able-bodied people (like soldiers) with additional strength, endurance, and efficiency.

This is, of course, a form of human augmentation – beginning with the body itself.

Now here's where it ties back to the \$17 billion *brain* augmentation trend.

While the company is designing devices that can be loosely considered wearable robotics, they have a head start in figuring out the interfaces needed to handle the massive amounts of data needed for human brain augmentation. That's because in order to make next-generation bionics, scientists will have to make machines communicate

with the brains and, if necessary, augment our brains themselves via high-fidelity, bio-compatible sensors.

I asked Ekso CEO Nathan Harding about this, and his answer spoke volumes about where the industry is headed. He noted that this is really the most exciting aspect of robotics today because “rethinking physical limitations is what will make rapid progress possible.”

Like I do, Harding and his team see a future where machines – robots by any other name – complement the human form via the seamless integration of muscles, neurons, and brain tissue without performance degradation.

## Ekso's Body Augmentation Products

### The HULC (Human Universal Load Carriage)

- Lightweight, made of titanium and aluminum
- Lightens load for soldiers and reduces injuries from carrying
- Developed with Lockheed Martin



### The EKSO™ Suit

- User shifts weight to activate sensors, which cues the suit to take steps
- Battery-powered motors drive the legs
- Allows people with lower extremity weakness or paralysis to stand and walk



Images (and cover image) courtesy of Ekso Bionics Holdings Inc.

In other words, an investment with Ekso puts you right at the center of a solution that bridges the currently un-crossable divide between human augmentation and cognitive overload with skeletal robotics.

Initially formed around an exoskeleton designed to help a soldier carry 200 pounds using only five watts of energy, the company licensed the HULC (which is short for Human Universal Load Carrier) to Lockheed Martin in 2009.

The company is understandably excited about the market potential, which is estimated to be \$3 billion alone for just the U.S. military... pretty phenomenal for a company with a market cap of just \$100 million!

Company	Ticker	Market Cap	Current Price (Q3/2015)	52-Week Range
<b>AUGMENTED DECISION-MAKING</b>				
Infinity Augmented Reality Inc.	ALSO	\$4.42M	\$0.04	\$0.03-\$0.20
Vuzix Corp.	VUZI	\$120.58M	\$6.16	\$3.05-\$7.60
3VR Security Inc.	Private	Private	Private	N/A
<b>BETTER DEVICE INTERACTIVITY</b>				
Synaptics Inc.	SYNA	\$3.26B	\$89.84	\$58.22-\$102.50
Intuitive Surgical Inc.	ISRG	\$19.45B	\$520.60	\$447.16-\$564.31
Titan Medical Inc.	TITXF	\$84.31M	\$0.84	\$0.76-\$1.75
<b>DEVICE MAKERS</b>				
Apple Inc.	AAPL	\$661.49B	\$118.53	\$92.00-\$134.52
Microsoft Corp.	MSFT	\$435.50B	\$54.53	\$39.72-\$54.98
QUALCOMM Inc.	QCOM	\$73.13B	\$48.67	\$47.52-\$75.72

Ekso is also working on TALOS (Tactical Assault Light Operator Suit) with the United States Special Operations Command, and secured its third contract for TALOS with the U.S. military in May 2015. If you've never heard of it, this is a project that is very close to a real life "Iron Man." Tony Stark would love it.

Obviously there are a lot of companies doing work in this area. What makes Ekso stand out is that the company is coming at this from the human side of the equation.

It's one thing to simply build a powered suit or a robotic arm. But it's quite another to create an external skeleton that can be strapped on in five minutes over a user's existing clothing and respond to unconstrained human behavior.

For that, you've got to re-envision how the mind and body work together like Ekso is doing. Getting over the brain's limitations is very clearly going to be accomplished by companies that get over the body's limitations first.

Over the years, I've seen plenty of companies that have this vision, but when you really pull apart what they're doing, more often than not they're vaporwave. Ekso, on the other hand, *already* has several exoskeleton models on the market for healthcare and rehab. This is not "pie in the sky" some-day stuff. It's happening right now, and my visit to their headquarters was simply the most inspirational due diligence trip I've ever made to any company in any industry in the 30+ years I've been analyzing companies. But that's a story I'll share with you in a few weeks' time.

Many people suffering from paralysis (whether from spinal cord injury, traumatic brain injury, paraplegia, stroke, MS, cerebral palsy, or anything else) can benefit. Ekso has the only "suit" that can rehabilitate post stroke, by the way, and that's a significant advantage given that the stroke market is at least five times the size of the spinal cord injury market.

(On a personal note, I can really identify with what Ekso's doing. You see, I badly damaged my neck in 1998 in a freak martial arts accident shortly after our oldest son was born. I crushed C1-2 and C4, C5, and C6 and came within foot-pound of pressure of being a quadriplegic. It was

scary as all hell and more than a little frustrating to experience partial paralysis and be immobilized for nearly six months in a neck brace. If you know anybody who's unable to walk or who suffered a stroke or other catastrophic injury, I bet you can indentify with Ekso's mission, too.)

There's something else to consider.

One of the primary problems with Obamacare and our aging population is that the cost of care is skyrocketing at a time when there are not enough medical devices and personnel to go around. Ekso is tapping into a market that can actually lower overall medical care costs AND speed recovery, too.

Down the line, Ekso envisions bringing their suits to the industrial market – think construction, mining, and emergency response teams – where enhanced strength, endurance, and coordination are needed.

I think that's a great idea because human-robot teams will enhance productivity, leverage intelligence and dexterity, and improve global competitiveness. And I envision these developments ultimately leading to a wave of "in-shoring" meaning that jobs will flock back to areas where robotics provides an edge. That's not insignificant when you consider that more than 70% of U.S. net exports are related to manufacturing worth approximately 14% of U.S. GDP.

Even more tantalizing is Ekso's foray into the booming global construction business with its new industrial exoskeleton, nicknamed "The Works." The unpowered skeletal frame uses counterweights and carbon fiber harness technology to allow workers to lift heavy tools and machinery as if they weighed nothing at all. This is huge because with the global construction industry set to increase to \$10.3 trillion by 2020, Ekso's technology could be a disruption worth tens of billions of dollars in a field that loses \$50 billion in economic output thanks to workers' injuries on the job.

"The Works" is set for release in early 2016, and could be a much bigger deal for Ekso's topline than even analysts like Ladenburg Thalmann's Jeffrey Cohen, who called Ekso a "jewel" thanks to the construction suit's potential, fully realize.

From an investing standpoint, there are a few more things that stand out when it comes to Ekso's technological edge.

First, the company has more than 150 international patents and 40 U.S. patents filed – 12 of which have been granted. These are broadly inclusive of the military, medical, commercial, and consumer markets rather than singularly focused. So Ekso has a huge, defensible “first mover” advantage of its own.

Second, by linking with the U.S. military, the company is leveraging defense dollars while retaining control of the intellectual property. What this means is that the company gains all the knowledge it needs to then translate the work it's doing for the military into civilian applications that can easily, quickly, and profitably be brought to market. So far, it's received more than \$35 million in research grants from the Department of Defense and has built key partnerships with SOCOM – the United States Special Operations Command – that ensure it is absolutely on the front lines when it comes to mission-critical product development in a zero-error environment.

### **My Projections for Ekso Shares**

- EKSO is able to capture 25% market share, resulting in \$450 million of revenue
- Assume a 11.6% profit margin (the average of its industry: Medical Instruments and Supplies)
- Therefore the company would achieve (from the medical devices segment alone) net income of \$52.20 million
- Assuming no additional share dilution there would be 78.61 million shares outstanding
- Therefore, earnings of \$0.66 per share
- PE ratio of 32.9 (based on industry average)
- Therefore, a potential share price of \$21.85 by 2020, which represents a 1,518% gain from today's price (or an average gain of 100.58% annually)

Third, on the medical devices side, the company's products are already listed with the U.S. FDA, and have the valuable CE mark in Europe, which means that more than 17,700 registered hospitals in both regions can use their devices. That's an important distinction versus the competition because the healthcare and rehabilitation markets are already far more mature than the much more publicly divisive military markets. To put things into perspective, more than 650,000 people a year suffer from strokes in the United States alone. That speaks to a massive in-patient market for stroke rehabilitation – and that market will only continue to grow as the elderly demographic in the world's population continues to grow.

Between in-care and out-care patients, WinterGreen Research, a tech market research company, sees this segment growing at 528% a year, from \$55 million to \$1.8 billion by 2020. Assuming that Ekso maintains its healthy market share and its competitive advantage, that translates into top line revenue of \$540 million a year - and that's from *just* the medical devices segment.

Throw in several windfall military projects and royalties, and I can easily envision a surge of several billion dollars a year in top line revenues down the road.

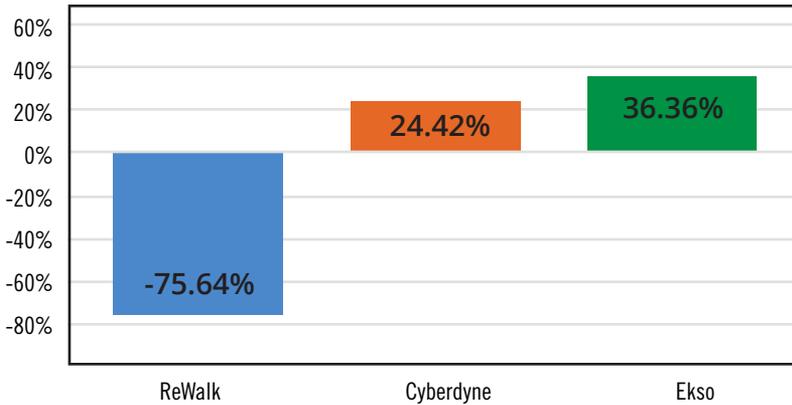
Right now (November 30, 2015), the stock is trading at around \$1.35 a share. I believe it's dirt cheap, given the potential.

By 2020, I expect Ekso stock to be priced at \$21.14 a share, representing a 2,114% gain from here. (See the sidebar above for my calculations.)

## **Now Let's Talk Tactics and Risk Management – The Other Part of My Total Wealth Strategy**

The company has \$11.24 million in cash on hand as of November 2015. That's an extremely important buffer for the company's management that allows the company to stay right on the course that most recently led to revenue soaring 84% in Ekso's Q3/2015 earnings report. So I'm not particularly worried about seeing the company do anything stupid in its growing phase.

## Returns as of 11/30/2015



Source: Money Map Press

Growing pains are inevitable for small-cap companies like Ekso, especially in fields as experimental as human augmentation. But as you can see below, management has done a superb job of diffusing potential crises and maintaining investors' and analysts' confidence as it unveils new earnings reports, patents, and technologies. The difference is especially clear when you contrast Ekso's performance with that of its rivals, ReWalk Ltd. and Cyberdyne, since I first recommended Ekso to Total Wealth readers in October 2014:

And while I expect all of Ekso's progress I've just described to you to continue driving its outperformance of its competitors, there's no denying that the stock is volatile. So a few investing tactics are in order.

I want you to keep your risk in check with the proper position sizing and a hold strategy.

Here's what to do:

1. Buy a 50% position in **Ekso Bionics Holdings Inc. (OTC:EKSO)** today at market. Then plan on adding the second half of the position if the stock trades down to \$1.00. By staging another order at \$1.00, you're lining up with the warrant price thresholds and potentially picking up shares at the same price as insiders.

2. *Position sizing: Allocate no more than 2% of your overall capital to the position so that you keep risk to manageable levels.*
3. *Plan on using a 24-month calendar stop. Hold for 24 months, and then re-evaluate. That way you're giving the markets time to catch up with the company's potential.*

We'll be following Ekso and the human augmentation story in the months ahead. As I noted, there's a "continuum" at work here, so this is but the first of a series of investment recommendations in a trend I expect to follow for the rest of my investing lifetime.

I'll also highlight each of the trillion-dollar global trends, the tactics we'll use to trade them, and my recommendations for building Total Wealth.

So stay tuned.

I'm glad you're here!

Best regards for great investing,



Keith Fitz-Gerald  
Chief Investment Strategist, *Total Wealth*

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