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## **STARTUP SPOTLIGHTS MOLD AS ESSENTIAL CARE ISSUE**

VENTURE OPPORTUNITY FOR QUALIFIED INVESTORS

**[ MINNEAPOLIS, 27 March 2023 ]** — Cranganore Inc announces its market-development and investor-positioning mandate with MycoLab USA, Inc., a US-based startup operating under the GOT MOLD? brand.

“We believe that health-related startups now stand out from the crowd,” according to Douglas Johnson, Managing Director at Cranganore. “Company risk, in many cases, is both transparent and manageable, while the pace of revenue growth is unrestrained by economic uncertainty.”

GOT MOLD? offers a professional-grade test kit for those consumers who are unwilling or unable to spend \$1,000 or more to hire a qualified mold inspector as a first step in mold detection. Conventional wisdom typically drives consumers to buy cheap, "junk science" test kits, often found in US hardware stores. In contrast, the technology-based GOT MOLD? device—which uses spore traps for sampling—is both doctor-recommended and scientifically-superior. Test samples are analyzed by one of America's premier environmental microbiology labs through an exclusive partnership.

The company evolved from the founder's experience performing thousands of mold inspections over the last two decades. Leveraging those insights, the healthy-home venture is now a scalable, direct-to-consumer platform. Revenue expectations are robust, based on existing sales.

The US-based startup is led by Jason Earle, a seasoned entrepreneur who built the firm on the back of his own personal experience as a severely-asthmatic child. “I became obsessed with mold, but more specifically, how the buildings we live and work in affect our health.”

Earle continues, "Our experience in this industry helps us to identify multiple revenue streams, in addition to the initial sale. With the support of qualified investors, we have the flexibility to explore subscription-based detection services and allergy-relief products. There may be a brick-and-mortar component to our future with pharmacies that have national reach."

One feature of the GOT MOLD? business is that it tracks fulfillment through its own cloud-based management software, rather than outsourcing that function to third-party distributors. The seamless approach from sales-to-results reinforces brand loyalty, while providing the company with enterprise analytics.

A challenge in the mold industry is overcoming common myths. So called "black mold," for instance, has been falsely portrayed by the media as a priority for treatment. Studies have consistently shown that significant indoor mold growth of *any kind* is a health challenge. GOT MOLD? is allied with senior medical professionals and prominent academicians, using education and information as essential marketing tools.

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## **ABOUT THIS CLIENT**

MycoLab USA, Inc. is a Nevada-based corporation with fulfillment and laboratory operations spread across the United States. At this time, the firm has no international exposure.

To arrange an interview with Jason Earle, founder of the GOT MOLD? brand, on the state of the mold-detection and mold-remediation industry, contact Katerina Svoboda, Public Relations Manager, Cranganore Inc, at [mycolab@cranganore.vc](mailto:mycolab@cranganore.vc)

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