

A blue parallelogram and a light green parallelogram are positioned in the top-left corner of the slide. The background of the entire slide is dark blue with diagonal lines of varying shades.

Distil



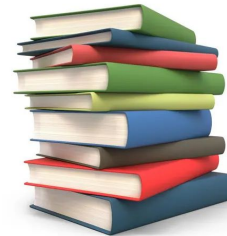


Our Mission

**Making health information readily available for
everyone**

Problems

- Personal Care Doctors are expensive and not always available on an urgent basis
- Pharma-centric misdiagnosis are frustrating, time consuming, and detrimental
- There is no concise hub to find relevant medical information



The Solution

- No cost access to real people's experiences and general medical information to ease future doctor visits and worries
- Gain second opinions from people with similar health conditions and demographics
- Concise hub with easy to search medical information



Business Model



- Partner with hospitals, clinics, and medical professionals



- Subscription model for an enhanced version



- Fundraising

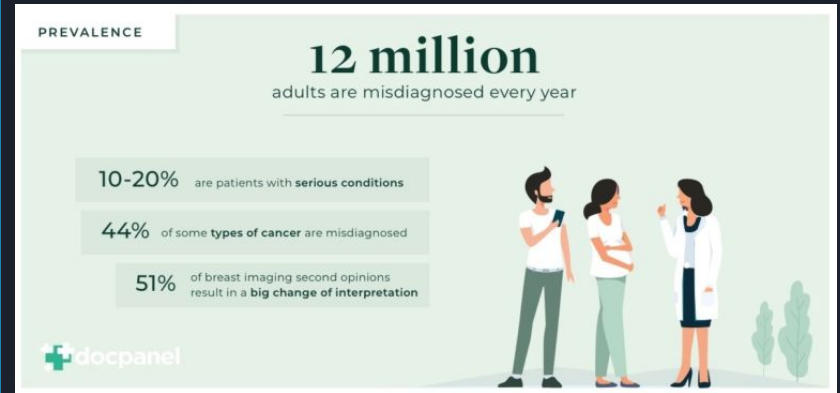
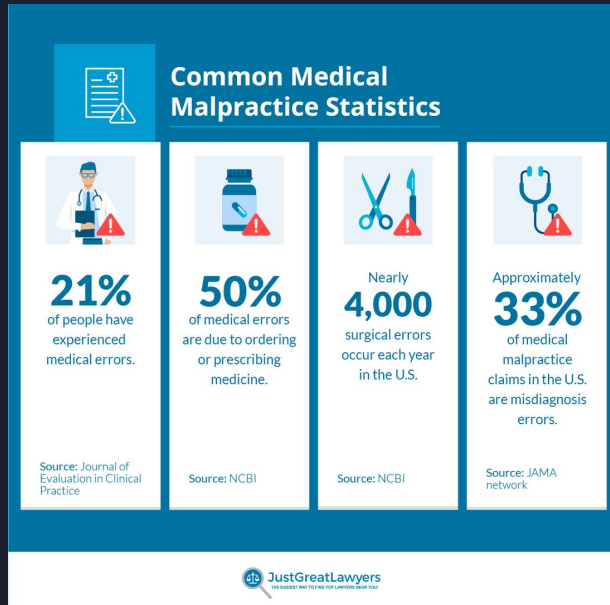


Target Audience

- People who want to better their health
- People who have trouble affording healthcare



The Market



- Subscription: \$120/Year * 800 people = \$96,000/Year
- Donation: \$2,000/Year

Competitive advantage



- Opensource

- Ease of Use



- Information in one place

- Community





Competition

Examine.com

WebMD[®]



Drugs.com
Know more. Be sure.



Competition

	Distill	Examine.com	WebMD	Drugs.com
Open Source	X			
Easy UI	X	X		
Screenings	X			
Informative	X	X	X	X
Users' Input	X			

Marketing and Sales



- Events
- Email marketing
- Social media
- Ads

The Team



Jina Hwang

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Pres of the Korean Coding
Club



Kendrew Christanto

CS Student at UCR

The Team



Amina Penafiel

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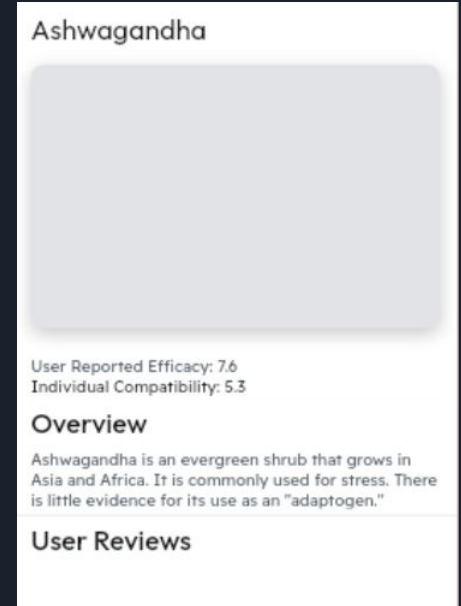
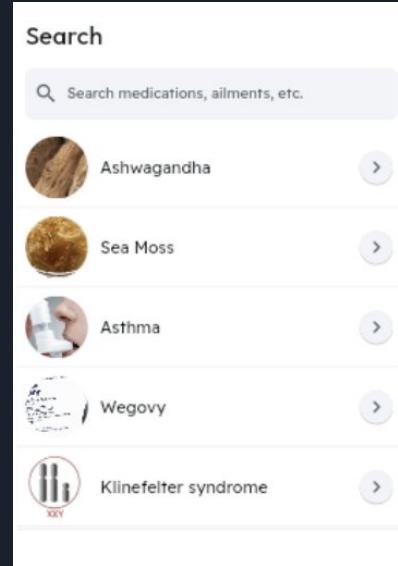
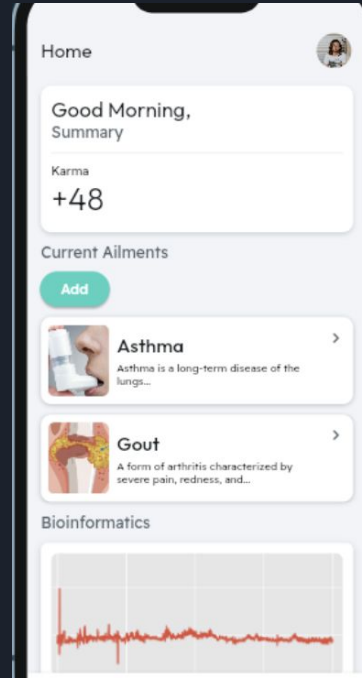
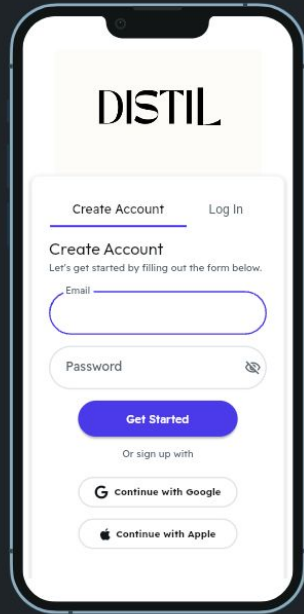
CS Student at UCR

Financials

Unit Assumptions	
Platform Expenses (Annual)	
Marketing (year 1)	\$25,000
Initial Development	\$10,000
Web Hosting	\$2,400
Software Maintenance	\$120,000
Year 1 (Initial Scale)	
Monthly Active Users	10K
Average Revenue Per User Monthly	\$0.25
Premium Subscription	
Annual Subscription Cost	\$120
Annual Revenue	\$96,000
In-Platform Advertising	
Individual Advertisement	Null
Monthly Revenue	\$2,500
Annual Revenue	\$30,000
Donations	
Individual Donation	Null
Annual Revenue	\$2,000
Annual Revenue	\$128,000
Cost Of Goods Sold	\$157,400
Gross Profit	-\$29,400
Gross Margin	-22.97%
Net Profit	-\$186,800
Net Margin	-145.94%

Unit Assumptions		YEAR 3
Platform Expenses (Annual)		
Marketing (year 3)		\$52,910
Development		\$10,000
Web Hosting		\$2,400
Software Maintenance		\$252,000
Year 3 (Expansion Scale)		
Monthly Active Users		40K
Average Revenue Per User Monthly		\$0.35
Premium Subscription		
Annual Subscription Cost		\$120
Annual Revenue		\$384,000
In-Platform Advertising		
Individual Advertisement		Null
Monthly Revenue		\$6,250
Annual Revenue		\$75,000
Donations		
Individual Donation		Null
Annual Revenue		\$10,000
Annual Revenue		\$481,000
Cost Of Goods Sold		\$317,310
Gross Profit		\$163,690
Gross Margin		34.03%
Net Profit		-\$153,620
Net Margin		-31.94%

Current Status





The ask

\$400K

- To hire legal counsel and financial
- Start up expenses
- Host the website
- Marketing



“Find the essence of your well-being”

The information is in your hands. We're here to ease
your search to improve your health. We are open to
all.