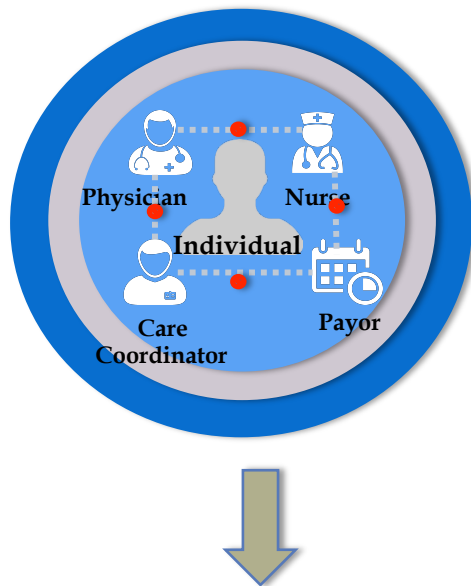


Lack of information among different stakeholders in the Healthcare Value chain



Problems arising due to lack of coordination:

- Frequent readmission
- Medication errors
- \$30bn wastage due to inefficient delivery
- \$190bn wastage due to excess admin cost
- Ever-increasing insurance premiums

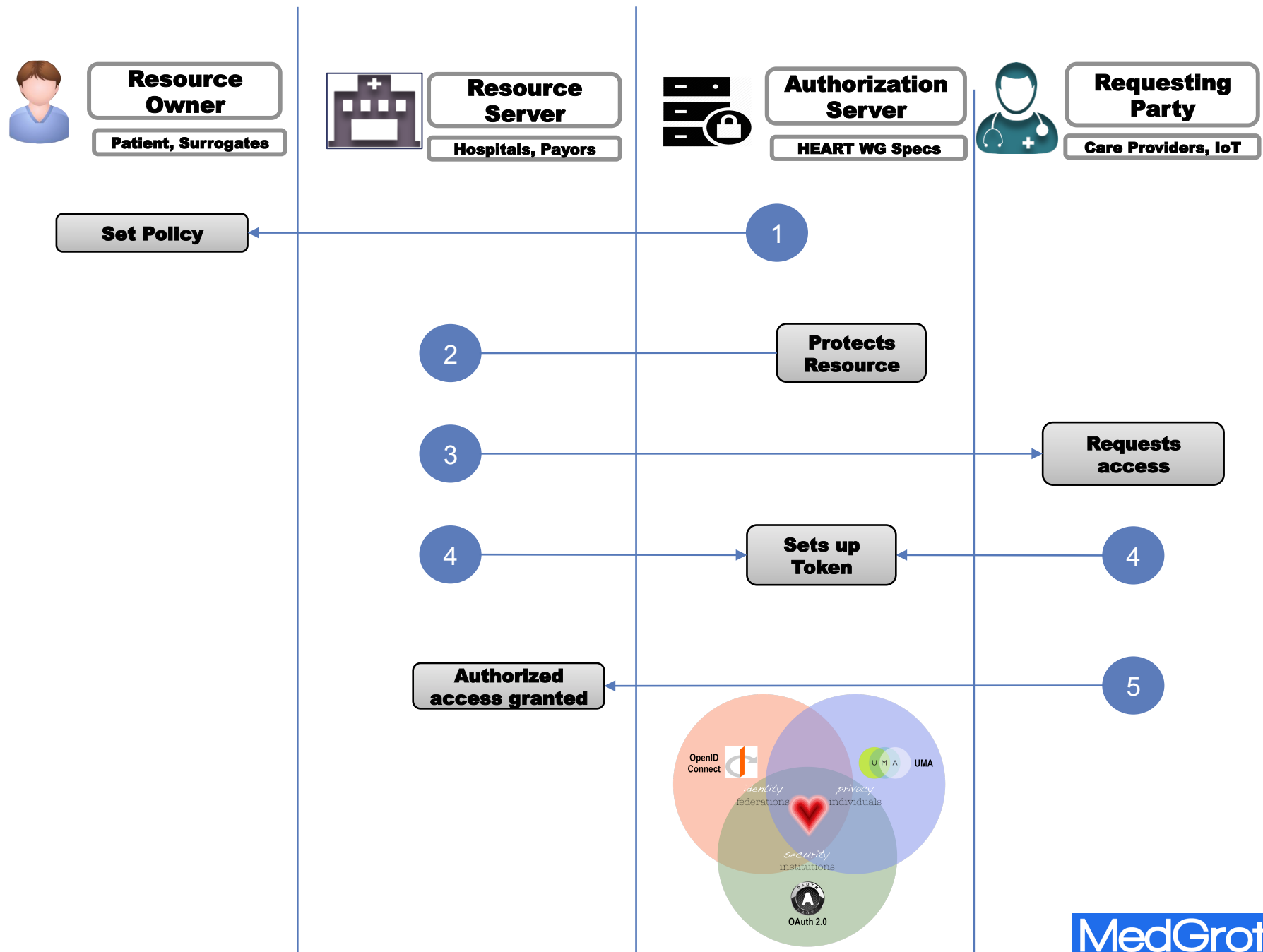
Market Segment	Goals for Using MedGrotto	Expected Benefit/ROI
Patients	<ul style="list-style-type: none"> ▪ Prevent redundant tests ▪ Maintain control of privacy & confidentiality ▪ Provide timely and appropriate access to relevant providers 	<ul style="list-style-type: none"> ▪ Higher satisfaction ▪ Better health ▪ Lower costs
Physicians	<ul style="list-style-type: none"> ▪ Manage patients as they traverse various care settings including the home ▪ Help patients stay motivated and connected between office visits. 	<ul style="list-style-type: none"> ▪ Augment EHR data and functionality; close information gaps and prevent network leakage ▪ Create new revenue streams from chronic care management and quality improvements
Hospitals	<ul style="list-style-type: none"> ▪ Prevent potential financial penalties due to early readmissions, reduce medical errors, improve efficiency ▪ Enable functionalities for accountable care/population health and clinical integration 	<ul style="list-style-type: none"> ▪ Avoid financial penalties by improving patient care ▪ Achieve higher patient satisfaction scores and improve competitive market position
Payors	<ul style="list-style-type: none"> ▪ Identify high cost members ▪ Drive value and manage financial risks by controlling unnecessary costs ▪ Help providers improve quality 	<ul style="list-style-type: none"> ▪ Better data for predictive analytics needed to drive population health programs ▪ Reduction of financial risk by targeting highest cost patient population

Poor Care Management Results in Lower Performance/Value-based Reimbursement

Source: Frost and Sullivan

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PROCESS FLOW - MACRO VIEW



FINANCIAL SLIDE

Revenue Model

Income Statement	2017	2018	2019
Revenue			
Total Patients Managed	300	10,000	150,000
Fees @ \$1 per mo./per pt.	\$43,200	\$1,440,000	\$21,600,000
Total Revenues	\$43,200	\$1,440,000	\$21,600,000
Operating Expenses			
Management	0	250,000	\$1,000,000
% of Revenue	0%	17%	5%
Sales/Marketing & Admin	\$20,000	\$200,000	\$3,000,000
% of Revenue	46%	14%	14%
Technology Development	\$200,000	\$500,000	\$3,000,000
% of Revenue	463%	35%	14%
EBIT	\$(176,800)	\$490,000	\$14,600,000
% Margin	(409%)	34%	32%
Taxes		\$147,000	\$4,380,000
Rate	0%	30%	30%
Net Income	\$(176,800)	\$343,000	\$10,220,000

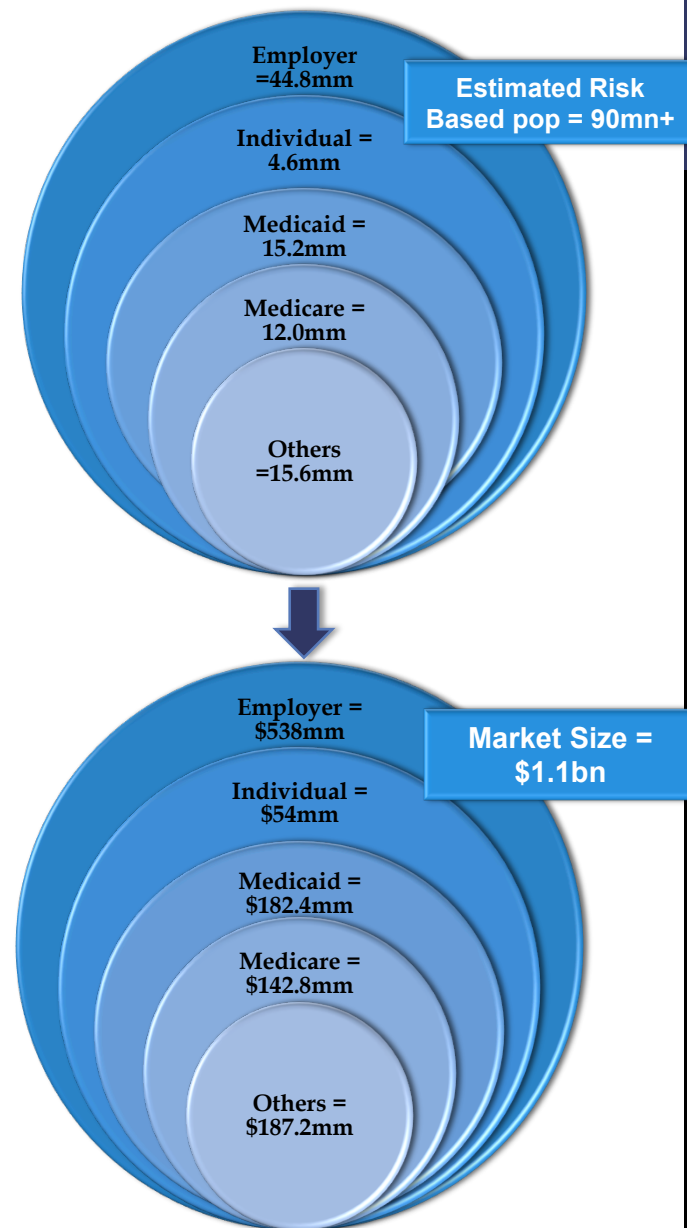
Expenses Allocation

Margins

Funders

Funder	Smart Seed Money	Street Cred
Mirza B Baig	\$75K + Tech expertise + Entrepreneurship	Co-founder of 3 successful startups; White House & Blue Chip Co experience incl CTO at a healthcare Inc
Dr Nusrat Baig	\$150K + Neurosurgeon + Medical Entrepreneurship	MD, PhD; 3 patents-in-review & owner of several healthcare ventures

Total Addressable Market



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Source: Kaiser Family Foundation, Leerink Swann estimates (11/15/13)
Note: Market size calculation based on PMPM of \$1

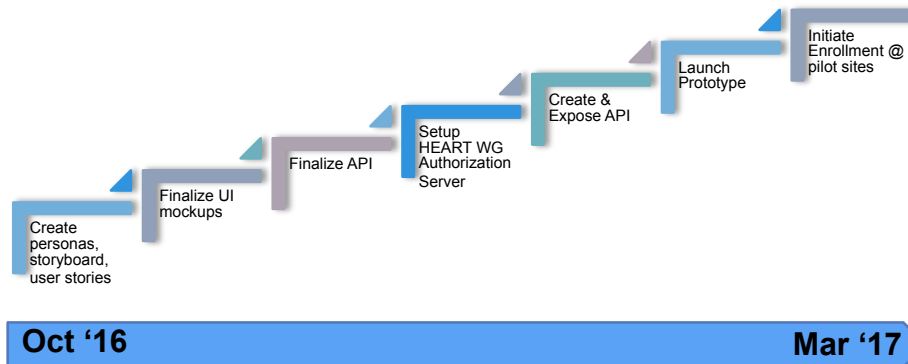
MedGrotto

RISKS & MITIGATION STRATEGIES

Risk Area	Description	Mitigation Strategy
Differentiation of Product	<ul style="list-style-type: none"> How does the feature set compare to that of competitive offerings? 	<ul style="list-style-type: none"> □ Detailed product review & review of feature roadmap
Scalability of Technology	<ul style="list-style-type: none"> How does the feature set map to requirements of different population segments, such as Medicaid, Duals, Medicare, Employer, Commercial, etc.? 	<ul style="list-style-type: none"> □ Technology evaluation conducted by ACP technology adviser
Breadth of Solution	<ul style="list-style-type: none"> Can the technology scale to support larger numbers of members & users? 	<ul style="list-style-type: none"> □ Introduce company to independent prospects to evaluate product capability
Competitive Landscape	<ul style="list-style-type: none"> What additional features & capabilities are going to be built into the solution going forward? 	<ul style="list-style-type: none"> □ Introduce company to potential channel partner to review solution set □ Speak with multiple industry participants to evaluate competitive positioning
Market Adoption of Information Coordination Solutions	<ul style="list-style-type: none"> Where is the industry vis-a-vis adoption of Information Coordination solutions? 	<ul style="list-style-type: none"> □ Speak with industry advisers at major consulting firms
Size of Addressable Market for Information Coordination Solutions	<ul style="list-style-type: none"> Successful adoption of technology requires change to workflows, processes and personnel which can be barriers to realizing benefits What segments of the patient population is this solution relevant for? 	<ul style="list-style-type: none"> □ Speak with independent contacts at Payors/Providers □ Consult with industry advisor at CMS

MILESTONES/KPI/ROLES

Timeline



Metrics

KPI	Unit	Success Criteria
Volume	Enrolled patients	50
Volume Efficacy	# of successful exchange of access invokes/revokes	100%
Accuracy	Access only the relevant and authorized data	100%
Efficiency	Specific and timely exchange of data by IoT without user intervention after initial setup	100%

Key Players

Key Individual/ Entity	Role	Capabilities
Mirza B Baig	Technology & Business Leadership	Co-founder of 3 successful startups; White House & Blue Chip Cos experience incl. CTO at a healthcare Inc.
Immanuel Raj	Technical Architect & Lead Developer	Talent extraordinaire in interoperability, security & architecture specializing in healthcare domain
NeuroCare Partners, TX	Requesting Party & Resource Server	Captive pool of patients under acute and post-acute care
Relief Express, TX	Requesting Party & Resource Server	Captive pool of patients under post-acute care, Rehab and Physical Therapy