

Company Background

- InHealth Medical Services - 10+ year old profitable health coaching company
 - 60 contractors/employees nationwide
 - Provides health coaching services to employers and physician groups
 - Operates health coach training academy accredited by Board of Health and Wellness Coaches
 - Services multiple verticals: obesity, sleep medicine, diabetes, tobacco cessation

New Venture: CoachLink

- Recently launched tech arm focused on AI health coaching
- Goal: Create first “board certified” AI health coach
- Target: Organizations needing behavioral/lifestyle change support
- Integration Model:
 - Stripe-like plug-in architecture for behavior change and coaching
 - API-first approach to integrate with existing systems
 - Initial integration with Practice Better EMR

MVP Requirements & Timeline

- Phase 1 (Current Focus):
 - Chatbot proof-of-concept integrated with Practice Better
 - Core features: patient onboarding, engagement, session management
 - Robust reporting dashboard for KPI tracking
 - Timeline target: 4-6 weeks estimated development time
 - Budget: Initial funding from cofounders (keeping costs minimal)

Growth Strategy & Next Steps

- Immediate Funding:
 - Applying for SBIR government grant in September
 - Have proposal documentation prepared
- Future Funding:
 - Planning seed round of \$2-4M after MVP
 - Multiple potential investors already lined up (previous InHealth investors)
 - 4-5 letters of intent from potential customers secured
- Long-term Vision:
 - Expand into standalone application

- Develop multiple AI coaching verticals
- Create comprehensive tech stack for health coaching ecosystem