The Health XCEL platform is a subscription service; either subsidized by the government on behalf of health care institutions or paid by the private entity or both. We plan on licensing it out on a "per seat" basis with volume discounts and site licenses for large institutions. Instead of the IT overhead hospitals usually have to incur, they buy seat licenses from us and are immediately up and running with all the latest software updates and features.

The revenue model was created with modest figures. We are assuming a very slow adoption rate, as this way of doing business is very new. The key is to receive government approval and also preferably grants around e-health and as we begin to attract hospitals, revenue will increase exponentially. Large health care institutions are therefore our main target market. We already have a team of business developers who have direct access to the CEO of Healthcare Corporation of America. We’d want to pitch a partnership with them and have their flagship hospital in Nashville be our “proof of concept store”.

We will be operating at a loss for 3 years but expect to break even at year 4 and be profitable at year 5. Most of our initial funds (initial investments, grants and income) will be used for marketing and sales for years 1, 2 and 3. The remained will be spent on staff augmentation and cloud computing. We expect to reinvest all our proceeds until year 5. At that time, we will be able to pay dividends to our investors.