

Mavis

Seed Fundraising Deck

June 2019

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MAVIS
C A R E D F O R

High Level Summary

- ❖ **Mavis is a healthcare company that provides quality of life at end of life to patients and families**
- ❖ Mavis has a strong core team with a diverse range of business and healthcare experience
- ❖ Mavis is raising \$4M to dominate **an initial core market**, scale the company and deliver our vision

My grandmother - a case study

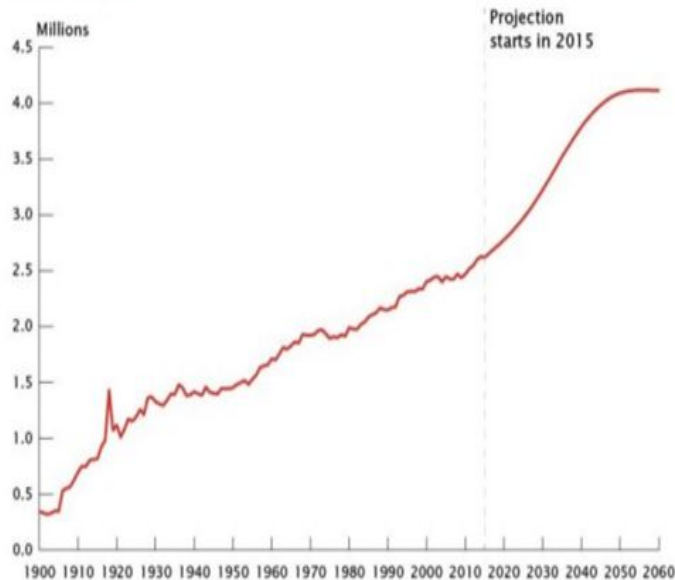
- ❖ Her alzheimer's developed over six months
- ❖ Limited information my father or I could access
- ❖ Unclear roadmap or what to expect
- ❖ Lived alone in Australia, forcing two monthly flights
- ❖ No eyes on the ground, worry if she fell or died
- ❖ Father spent a lot of time talking to specialists
- ❖ Didn't want to leave her house, refused healthcare service
- ❖ After she passed we wondered if that was the best quality of life for her, it certainly wasn't the best experience for us



Death is increasing sharply in America

Our story is repeated countless times per day.

Deaths by Year



Note: The bump in 1918 is attributable to the influenza pandemic.

Source: Centers for Disease Control and Prevention, National Center for Health Statistics (1900-2014) and U.S. Census Bureau, 2014 National Population Projections (2015-2060).

- ❖ **3,000,000** people will pass in the USA in 2019
- ❖ This number is increasing by **80,000-100,000** per year
- ❖ In five years, **3.4M** will pass annually
- ❖ In five years **6.8M** people will be in their final two years of life



The hidden costs of end-of-life

Families spend an enormous amount of time, emotional energy, and money without any guarantee of quality of life.

Family Average	Physical Hours	Emotional Hours	Financial	Total Costs
	120 Hours researching and navigating	60 Hours lost to emotion and family dynamics	\$12,000 Family and patient out of pocket expenses	\$16,000 Total hidden cost

“The journey is an emotional roller coaster for families, especially for those with higher levels of dysfunction.... Emotions and family history cloud judgement and decision making, adding to the chaos.”

Barbara Wogh, RN, BSN,
iRNPA

The heart of Mavis: End of life concierges

A wedding planner for end of life

Localize and personalize trust with Concierge-Advocates



We sell peace of mind, expertise, and ownership



Mavis: Concierges, Centralization, and Continuum

Standardized care with personalized service, brand name trust, and operational efficiencies.

Centralize and scale knowledge with tech, specialists, and HQ support for our advocates



Source and manage third party services, applying quality and price pressure as we scale.



❖ Specialists



❖ Health systems



❖ Non-healthcare services







Our service is productized and then individualized

Mavis supports families and patients across the aging spectrum

	Deep Aging	Medical Downturn	Passing Imminent	Aftermath	All Stages
Key Services	Downsizing House management End of life care options	Discharge coordination Patient advocacy Vendor sourcing / management	Death Doula services Crisis management Family transition	Coordinate ceremonies Legal assistance Adjustment to “new normal”	Patient visits Create care plans Caregiver / family support End of life education Family coordination and communication
Client Entry	10%	30%	50%	10%	
Timing	2-3 Years	3-6 Months	2-3 Months	0-1 Year	



Mavis customer profiles and service usage

	Nancy	Paula	Craig	Darlene
The Mental State	Curious	Softly land the plane	At a crossroads	In a dark place
Concierge Support	1.5 hours	20 hours	35 hours	50 hours
Initial Customer Mix	60%	26%	10%	4%
				



Mavis Initial Market

- ❖ Big and rapidly growing
- ❖ The first stage of multiple and related markets
- ❖ Competitor and market problems that are the business opportunity



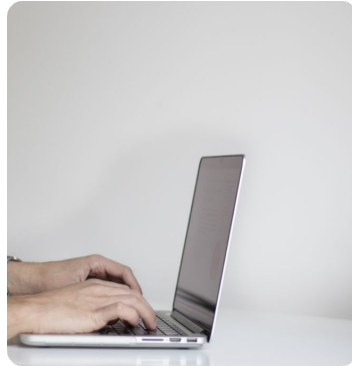
Mavis's initial markets are \$4B

We unlock large and parallel markets totalling \$20B after three years of operations.



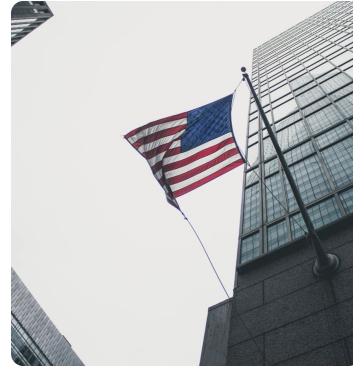
\$1.5B

In home packages



\$0.5B

Digital support and
information



\$2.0B





Medicare advantage
and insurance

\$20B:

Health systems,
county health,
hospice,
and related
products

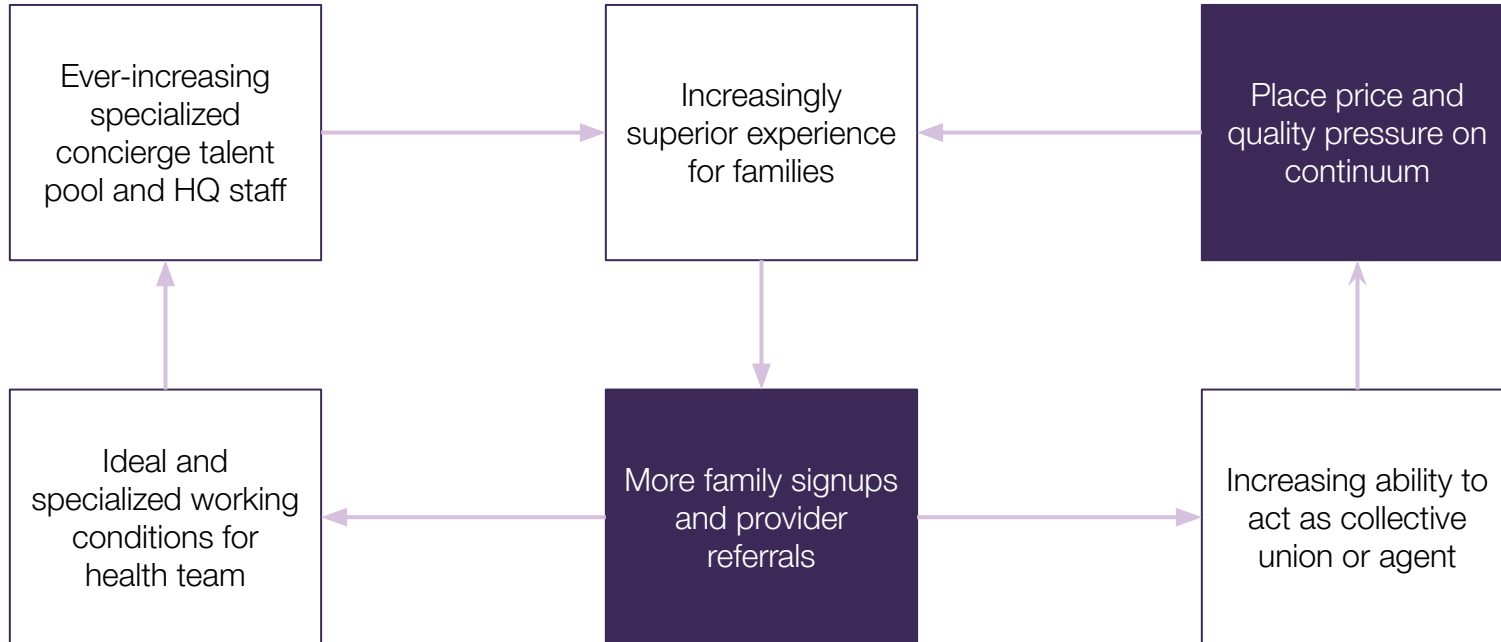
Customer Economics

Mavis generates revenue from day one and quickly moves to stratified services and GM+CAC profitability

				
Scale Lifetime Value	\$199	\$1800	\$3800	\$6800
Scale Acquisition Costs	\$50	\$800	\$800	\$800
Customer Mix	60%	26%	10%	4%
Scale Gross Margin	24%	26%	40%	52%



Deathcare a winner take all market with flywheel network effects



Mavis founding team. Experience. Skill

The Mavis team will inaugurate, rapidly scale and operate a business that will generate explosive growth.

	Mavis Role	Experience	History
Conrad McKinnon	Founder	10+ Years	Honor, Zumper, LD Micro
Mary Alden Goulart	Client Services	30+ Years	Executive Director: Live Oak
Hope Horton	Nursing	20+ Years	Director of Nursing, RN
David Olsen	Operations and Sales	35+ Years	SVP Tyco, SVP DirecTV, CRO Honor



Advisors

Richard McKinnon
Kelsey Mellard

Knowledge Unlock

Strategy and Communications
Payer Systems

Experience

Chairman RWC Capital
CEO Sitka, Chair Health Datapalooza, CMS



Our team is trusted to provide the service

The Mavis team has operated as independent concierges to families for years. Clients already love us.

“



For a family working through a difficult transition, **Mary** is a life saver. She guided our family with both intelligence and gentleness, even during the most difficult period, and she never wavered [...]. **I couldn't recommend her more highly.**

Michael P. Wilson, PhD, MPH
National Director - BlueGreen Alliance

“

Hope has been priceless in helping us navigate our way through the medical system. She understands the medical issues as well as the medical system issues [...]. **We couldn't do this without her.**



Den Satake, Portfolio Manager - Teleos
Management



Mavis is raising \$4,000,000

Mavis is raising focused initial capital to scale our service, build our customer base, and immediately set in place the people, processes, and systems to expand to multiple subsequent markets.

Service:

- ❖ Provide a mature, professional, and personal service from day one
- ❖ Hire the necessary engineering, healthcare, and support team

Business:

- ❖ Iterate fast around multiple customer acquisition channels
- ❖ Rapidly build scale
- ❖ Subsidize our service to reveal customer demand



Mavis roadmap

Major milestone. No later than 12 months:

- ❖ **Positioning:** Mavis 'mini-brand' emerging
- ❖ **Revenue:** 20% m.o.m growth. 1.2m annualised
- ❖ **Clients:** 40 packages, 20 digital, Medicare Advantage pilot negotiations
- ❖ **People:** 4 engineers, 4 care team, 4 business team
- ❖ **Process and systems:** Software, training program, and market playbook in place.



Mavis outcomes

Outcomes and Deliverables	Baseline	Better	Best
Trusted point of entry for people at end of life	x	x	x
Regional scaled concierge networks	x	x	x
Insurance lock-in	x	x	x
Enter and scale successfully in multiple parallel markets		x	x
Tech enabled high operating margins			x
Winner take all moat advantage			x
Revenue	250M	700M	2B+
Seed Return	30x	100x	Massive



Remember

Today, Tomorrow. Sometime soon

To someone you know

Mavis will matter more than anything else in your life



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