



Bringing Professional Nursing Care Home

Quebec's Healthcare System is at a Breaking Point



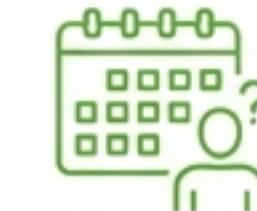
1.5 Million

Quebecers lack a family doctor



5+ Hours

Median ER wait time,
the worst in Canada



862 Days

Average wait to get a family doctor in Montreal



Only 48% of Canadians are satisfied with their healthcare access



500,000 Canadians left ERs without being seen in 2024



1 in 7 ER visits could be effectively managed by nurses in a community setting

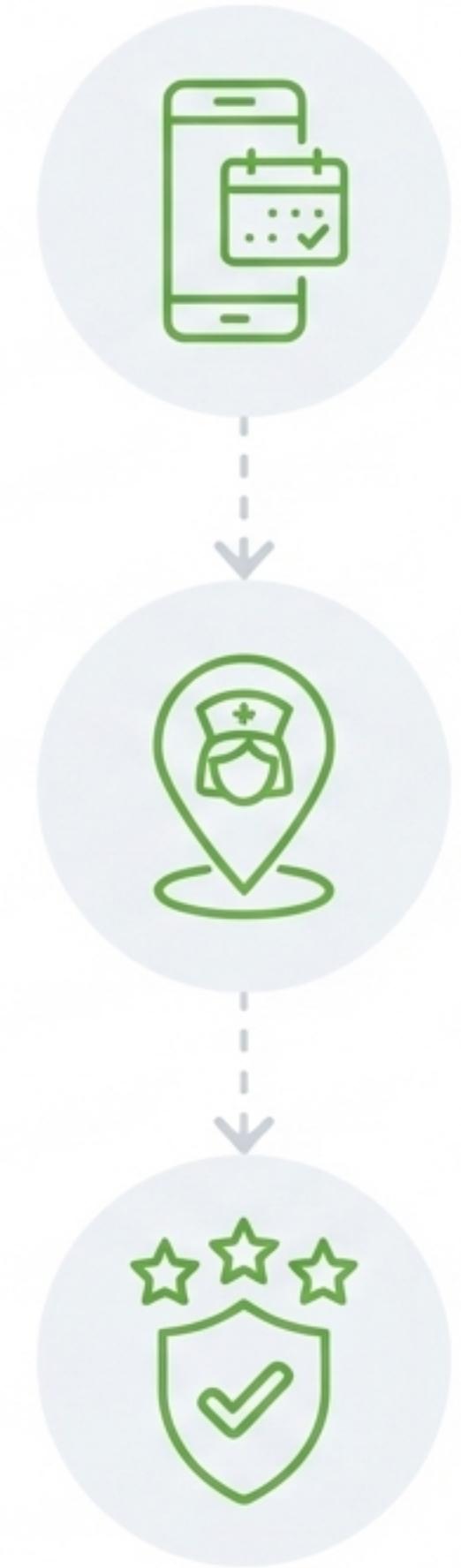
The system is failing patients who need routine and preventative care the most.

The Solution is On-Demand, In-Home Nursing Care.

MobiSoins is a mobile platform connecting licensed nurses with patients for care at home, work, or in the community. The “Uber Nurse” for Quebec.

Key Differentiators

- True On-Demand Booking (vs. 48hr+ wait for competitors)
- Transparent, Upfront Pricing (\$50-\$200 per service)
- French-First Mobile Experience



1. Book

Patient requests a service via the mobile app.

2. Track

Patient tracks the nurse's arrival in real-time.

3. Review

Patient pays and reviews the service seamlessly.

A Mobile Clinic Offering Comprehensive Nursing Services



In-Home Nursing Care

- Blood draws, injections, wound care, dressing changes, post-surgical follow-ups, chronic disease management.



Health Screening & Prevention

- Blood pressure, glucose, and cholesterol testing. Preventive checkups like Healthy Aging and Heart Health assessments.



Vaccination & Travel Health

- Routine and travel vaccinations for individuals, families, and corporations.



Community Health & Education

- Preventive workshops on nutrition, diabetes, mental health, and more.

A \$5 Billion+ Serviceable Market in Quebec Alone.

Canadian Market Context

Total Home Healthcare Market:

\$22B

Projected to grow to

\$35B by 2030
(8.11% CAGR)

Quebec Market Opportunity

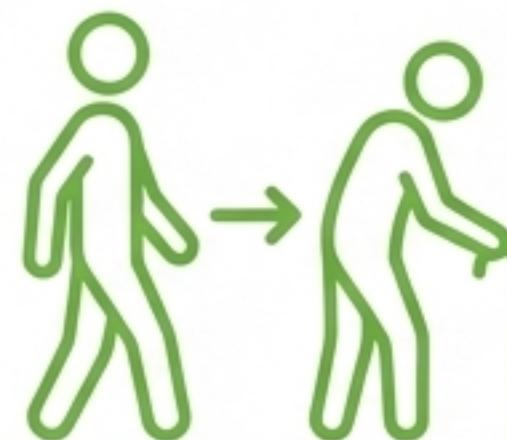
Serviceable Market:

~\$5 Billion

Initial Target Market (Montreal metro):

\$600-800M

Demographic Tailwinds



Aging Population

1.75M Quebec seniors, 91% live at home.
22.5% of Canadians will be 65+ by 2030.



Chronic Conditions

46% of adults have at least one chronic condition requiring ongoing care.



Preference Shift

84% of Canadians prefer aging at home.

Strong Unit Economics and a Diversified Revenue Model.

Revenue Streams



B2C (Patients)

20% commission on all services booked through the platform.
(Projected 60% of Year 3 revenue).



B2B (Corporate)

Contracts for workplace health programs, vaccination campaigns, etc. (\$1K - \$2.5K per contract).
(Projected 30%).



Community (Partnerships)

Grants and service contracts with CLSCs, municipalities, and NGOs. (Projected 10%).

Powerful Unit Economics

Average Service Price:	\$85
MobiSoins Platform Fee:	\$17
Patient Acquisition Cost (CAC):	\$60
Lifetime Value (LTV):	\$800 - \$1,200

LTV:CAC Ratio

13:1

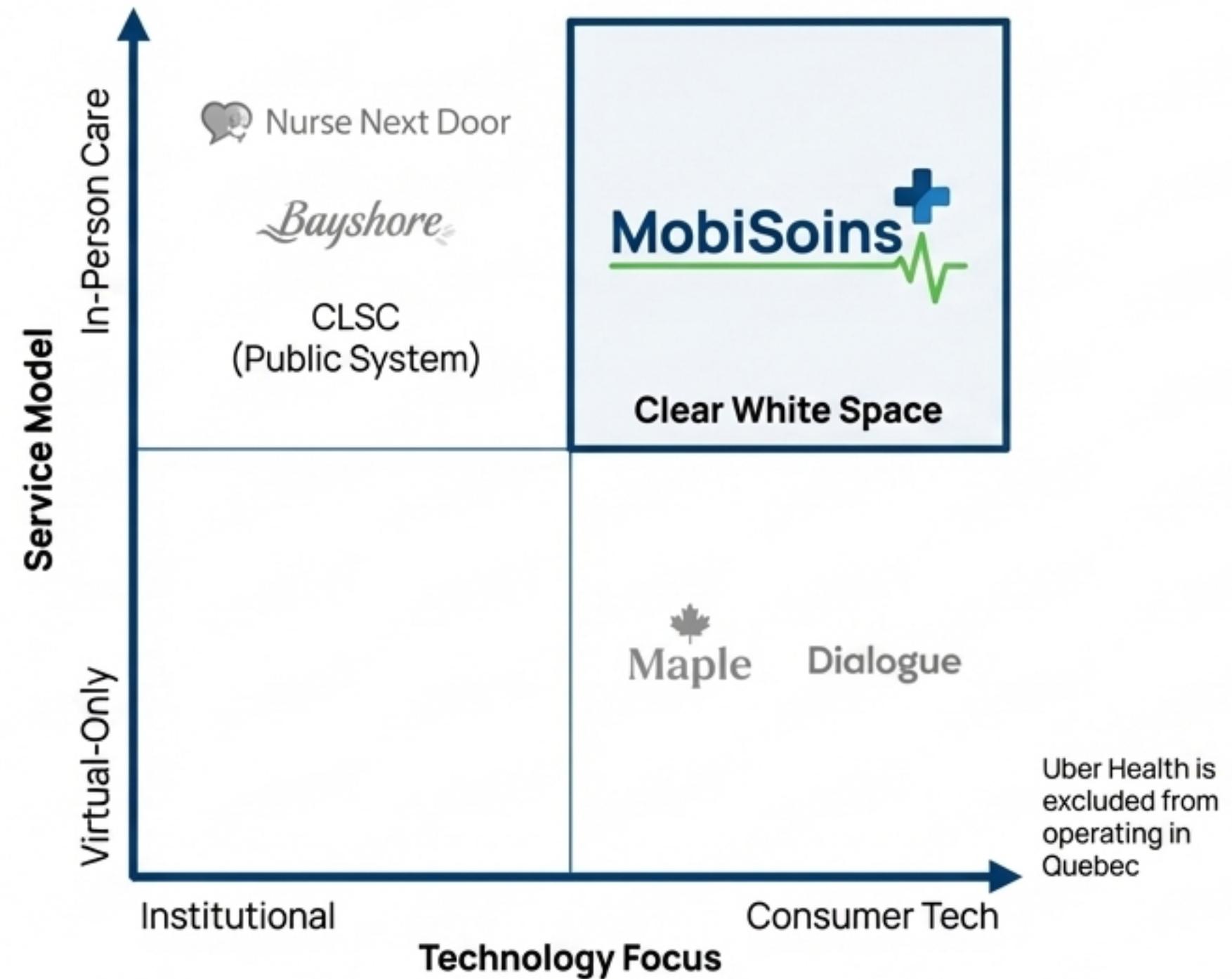


Value Proposition for Nurses

Nurses Earn **\$50-65/hr**, a significant increase over the typical \$30-40/hr in hospital settings.

A First Mover in a Competitive Vacuum

Quebec Competitive Landscape



Our Defensible Moats

- First Mover Advantage:** Capturing the market with the first on-demand, tech-enabled platform
- Network Effects:** Each new patient adds value for nurses, and each new nurse improves availability for patients
- Regulatory Expertise:** Deep knowledge of Quebec's specific rules (Law 25, OIIQ scope of practice)
- Clinical Partnerships:** Established supply chains with **VaxPro** (vaccines) and **Biron** (labs) create operational barriers to entry
- Brand Trust:** Building a trusted consumer healthcare brand takes years

A Phased Go-to-Market Strategy Focused on Montreal.

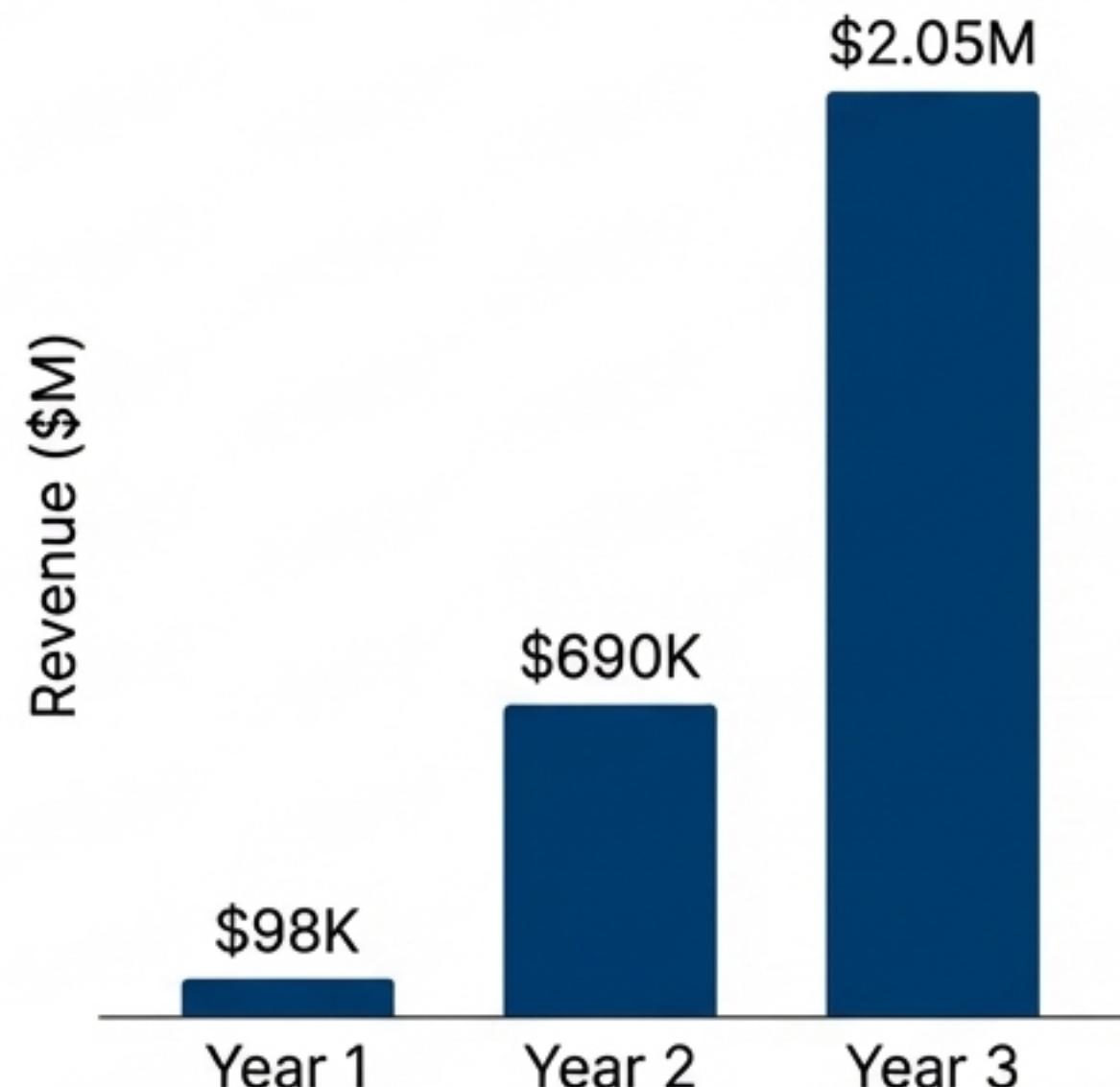


Path to \$2M in Revenue and 60% Margins by Year 3.

Key Financial Projections

Metric	Year 1	Year 2	Year 3
Active Nurses	50	200	500
Monthly Bookings	400	2,500	8,000
Revenue	\$98K	\$690K	\$2.05M
Net Profit / (Loss)	(Break-even M10-12)	+\$331K	+\$1.2M
Net Margin	-	41%	60%

Revenue Growth



Built on a Foundation of Regulatory and Clinical Compliance

Quebec Regulatory Compliance

-  **OIIQ Licensing:** All nurses are verified against the professional order's registry.
-  **Law 25 (Privacy):** Full Privacy Impact Assessment (PIA) planned; AWS Canada hosting for data residency.
-  **Worker Classification:** Clear framework for independent contractor status.
-  **Insurance:** Platform liability coverage complements nurses' mandatory CNPS insurance.

Clinical Supply Chain & Quality Assurance

-  **Vaccine Management:** Partnership with **VaxPro** ensures proper cold chain, storage, and traceability protocols.
-  **Lab Analysis:** Affiliation with **Biron Health Group** and **Dynacare** for professional specimen collection and testing.
-  **Medical Directives:** All relevant services operate under protocols signed by a physician or nurse practitioner.

The Perfect Fusion of Clinical Expertise and Technical Excellence



Astrid Ngondo Kenge - CEO

16 years as a Registered Nurse in Quebec. Master's in Public Health. Deep OIIQ relationships and immediate access to a nurse network.

Moïse Kenge - CTO

CTO at Kyeto Logistics. Carleton Computer Science graduate. Certified in cybersecurity, full-stack development.



Josué Kenge - CDO

Former Microsoft Engineer. Carleton Computer Science graduate. Expertise in mobile development (Flutter) and data infrastructure.

Gercia Pierre - Clinical & Community Director

Registered Nurse with extensive community health experience. Manages clinical quality, staff training, and compliance.



Why Now? A Perfect Storm of Opportunity.

Healthcare Crisis: The system's breaking point creates unprecedented demand for alternatives.



Team is Ready: The ideal clinical and technical team is assembled and can build the MVP in 12 weeks.



Competitive Vacuum: A rare, empty market with no direct tech-enabled competitor in Quebec.



Regulatory Tailwinds: Recent laws empowering autonomous Nurse Practitioners expand service capabilities.



Demographic Inevitability: An aging population requires more accessible, in-home care.



Post-COVID Behavior: Patients now expect and prefer care delivered at home.



*This first-mover advantage is available for the next 12-18 months.
If we don't build this, someone else will.*

Seeking \$300,000 to Bring Healthcare Home

The Ask

Amount: CAD **\$300,000** Pre-Seed

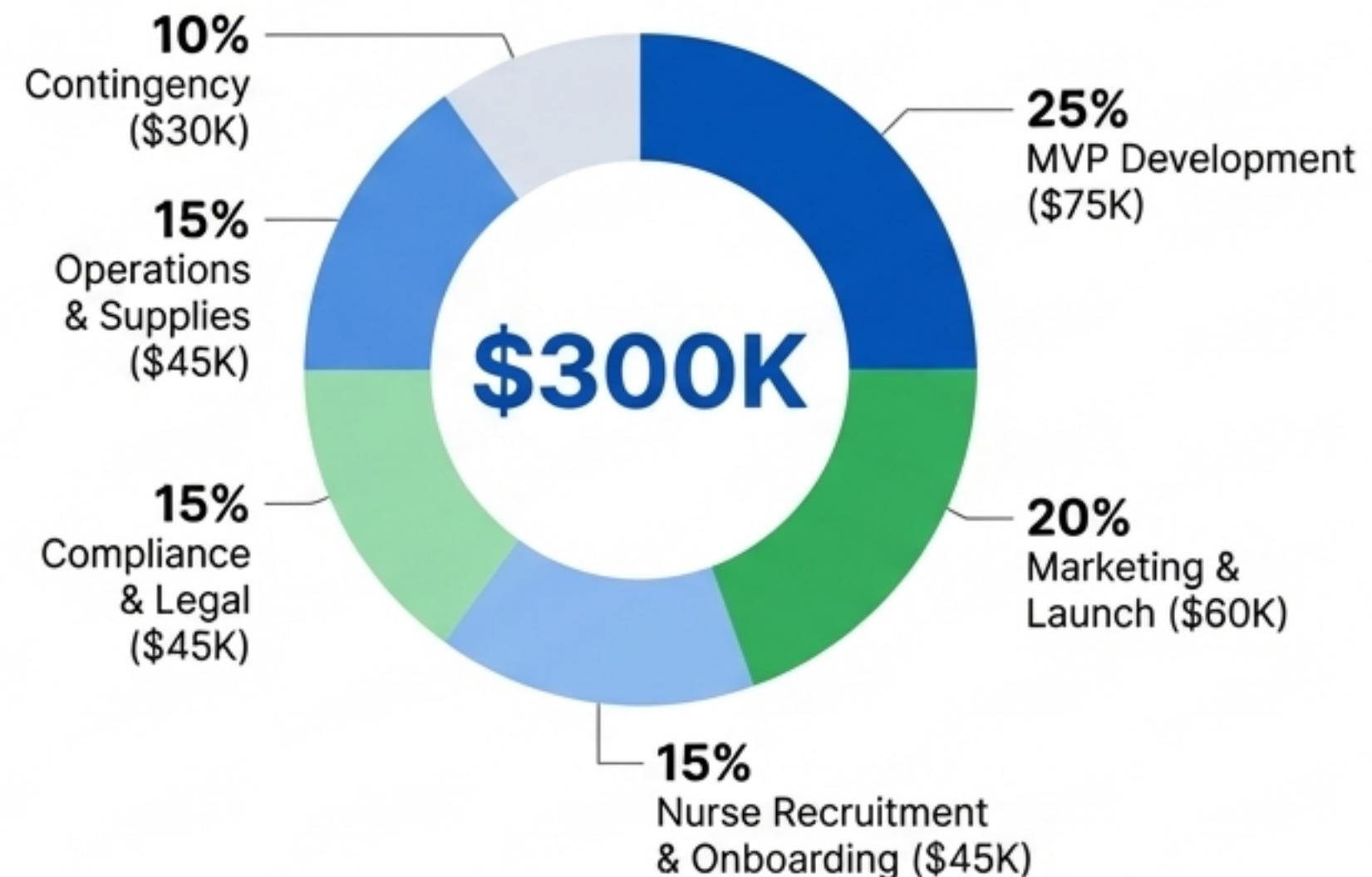
Valuation: **\$2.5M** post-money (12% dilution)

Runway: **18 months**

Key Milestones to Series A (by Month 18)

- 200+ Active Nurses
- 2,000+ Monthly Bookings
- \$30K+ Monthly Recurring Revenue (MRR)
- 10 Signed Corporate Contracts
- Achieve Break-Even or Near Break-Even

Use of Funds





Investment Highlights

- **Massive, Underserved Market:** \$5B+ Quebec market with 8%+ CAGR.
- **Zero Direct Competition:** A true first-mover in on-demand nursing.
- **Exceptional Unit Economics:** 13:1 LTV:CAC ratio and 60% net margins at scale.
- **World-Class Team:** Proven clinical leadership paired with ex-Microsoft engineering talent.
- **Capital Efficient:** \$300K investment provides an 18-month runway to Series A readiness.
- **Profound Social Impact:** Reduce ER burden and empower aging at home for millions.

Let's bring healthcare home to 1.5 million Quebecers who desperately need it.