CONFIDENTIAL

PRIVATE PLACEMENT MEMORANDUM

Memorandum No. _____

DOCBOOKING
(MEDOCTOR TELEHEALTH LTD.)

475'000 SHARES OF COMMON STOCK
US$ 2.10 per Share

April 25th, 2020

This investment is speculative and involves a high degree of risk. Prospective investors should carefully examine the section of this memorandum entitled "Risk Factors" for a discussion of some of the significant risks in this investment.

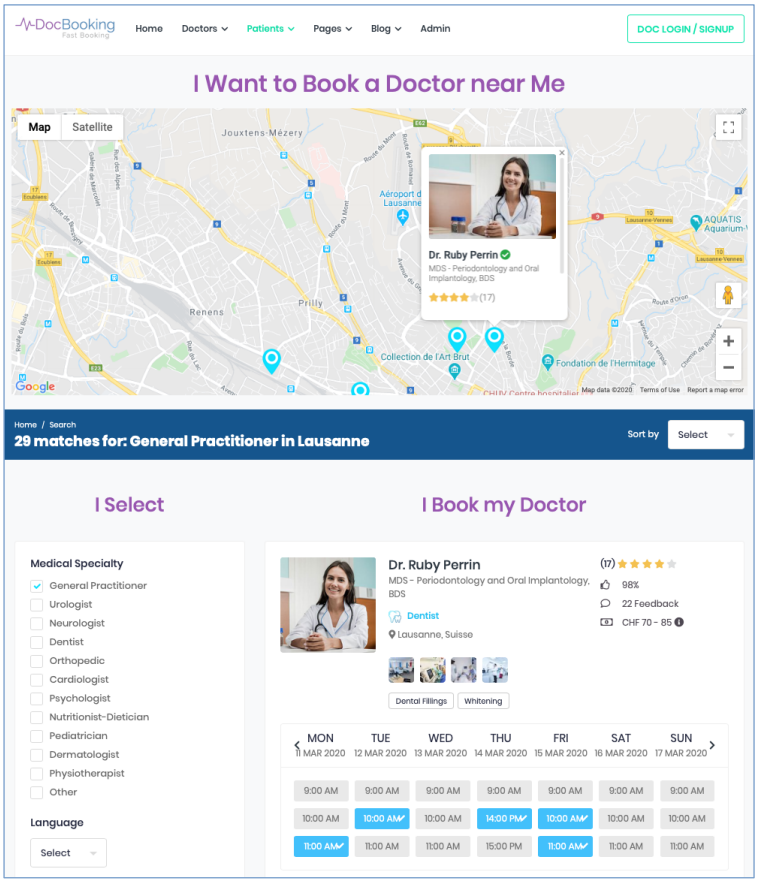
	Total Price to Investors	Discounts and Commissions	Proceeds to Issuer
Per Share	US$ 2.10	US$ 0.168	US$ 1.932
Total Offering	US$ 997'500	US$ 79'800	US$ 917'700

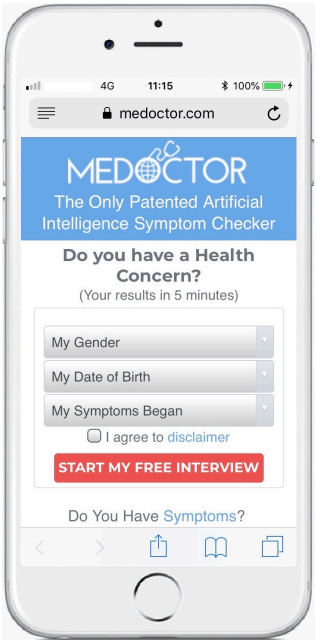
The Company has agreed to pay a commission of 8% of the total proceeds received in this offering to certain placement agents, financing organisers and transfer agents outside of the existing partners and entities involved in the Company as compensation for their services in locating investors and assisting in completing this offering.

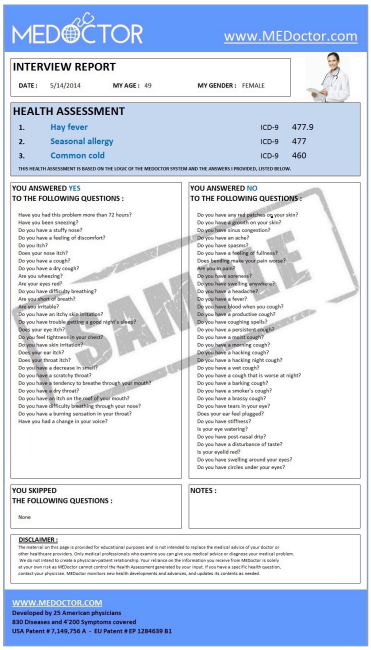
No securities regulatory agency has reviewed or approved this private placement memorandum or confirmed the adequacy or accuracy of the any of the information contained herein. Any representation to the contrary is a criminal offense.

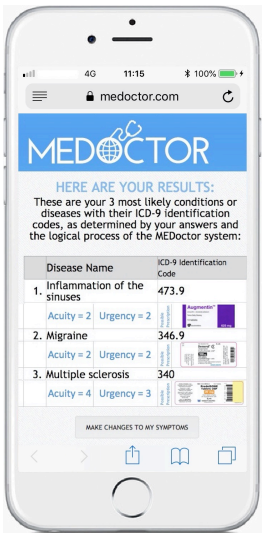
The shares have not been registered under the US Securities Act of 1933 or qualified or registered under the laws of any state or other jurisdiction in reliance upon the exemption to the registration requirements under Regulation S of the Securities and Exchange Commission. The shares are not US securities.

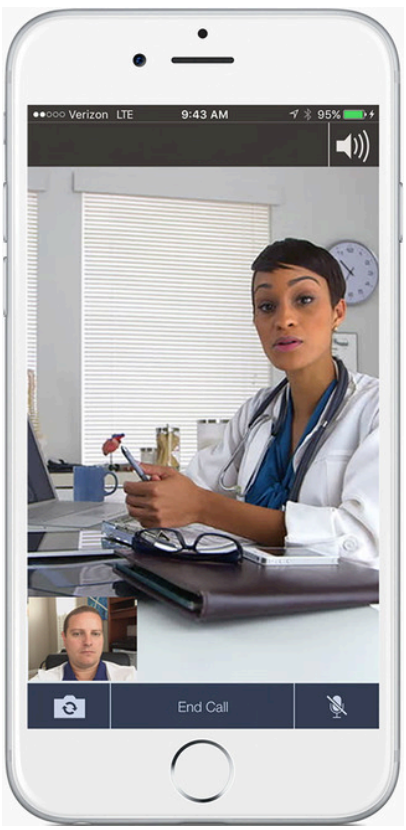
This Memorandum does not constitute an offer to sell securities in any jurisdiction, or a solicitation offers to purchase the shares, in any jurisdiction where such an offer would be unlawful.


DocBooking
Home
Doctors
Patients
Pages
Blog
Admin
DOC LOGIN / SIGNUP
I Want to Book a Doctor near Me
Map
Satellite
Dr. Ruby Perrin
MDS - Periodontology and Oral Implantology, BDS
(17)
Home / Search
29 matches for: General Practitioner in Lausanne
Sort by
Select
I Select
I Book my Doctor
Medical Specialty
General Practitioner
Urologist
Neurologist
Dentist
Orthopedic
Cardiologist
Psychologist
Nutritionist-Dietician
Pediatrician
Dermatologist
Physiotherapist
Other
Language
Select
Dr. Ruby Perrin
MDS - Periodontology and Oral Implantology, BDS
Dentist
Lausanne, Suisse
98%
22 Feedback
CHF 70 - 85
Dental Fillings
Whitening
MON 11 MAR 2020
TUE 12 MAR 2020
WED 13 MAR 2020
THU 14 MAR 2020
FRI 15 MAR 2020
SAT 16 MAR 2020
SUN 17 MAR 2020


medoctor.com
MEDOCTOR
The Only Patented Artificial Intelligence Symptom Checker
Do you have a Health Concern?
(Your results in 5 minutes)
My Gender
My Date of Birth
My Symptoms Began
I agree to disclaimer
START MY FREE INTERVIEW
Do You Have Symptoms?


MEDOCTOR
www.MEDoctor.com
INTERVIEW REPORT
HEALTH ASSESSMENT
1. Hay fever ICD-9 477.9
2. Seasonal allergy ICD-9 477
3. Common cold ICD-9 460
YOU ANSWERED YES TO THE FOLLOWING QUESTIONS :
YOU ANSWERED NO TO THE FOLLOWING QUESTIONS :
YOU SKIPPED THE FOLLOWING QUESTIONS :
NOTES :
DISCLAIMER :
WWW.MEDOCTOR.COM
Developed by 25 American physicians
830 Diseases and 4'200 Symptoms covered
USA Patent # 7,149,756 A - EU Patent # EP 1284639 B1


medoctor.com
MEDOCTOR
HERE ARE YOUR RESULTS:
These are your 3 most likely conditions or diseases with their ICD-9 identification codes, as determined by your answers and the logical process of the MEDoctor system:
Disease Name
ICD-9 Identification Code
1. Inflammation of the sinuses 473.9
Acuity = 2 Urgency = 2
2. Migraine 346.9
Acuity = 2 Urgency = 2
3. Multiple sclerosis 340
Acuity = 4 Urgency = 3
MAKE CHANGES TO MY SYMPTOMS


Verizon LTE
9:43 AM
95%
End Call


MEDOCTOR
Disease Name
ICD-9 Identification Code
1. Inflammation of the sinuses 473.9
2. Migraine 346.9
3. Multiple sclerosis 340
Other Drugs to Treat your Symptoms
1. Pain Tylenol
2. Sore throat Vicks NyQuil
3. Nausea Zofran
4. Fatigue Modafinil
5. Dizziness Dramamine

Table of Contents

Why we Exist and what Problems we Solve

Today in Primary Healthcare delivery, there are several problems, which are expressed differently in several countries, but nevertheless present :

- The average waiting time to see a General Practitioner or Family Doctor is 17 days.

- The average distance to see him/her is 8.6 miles / 13.8 km.

- The patients hesitate to go and consult when the distance is above 20 miles / 32 km.

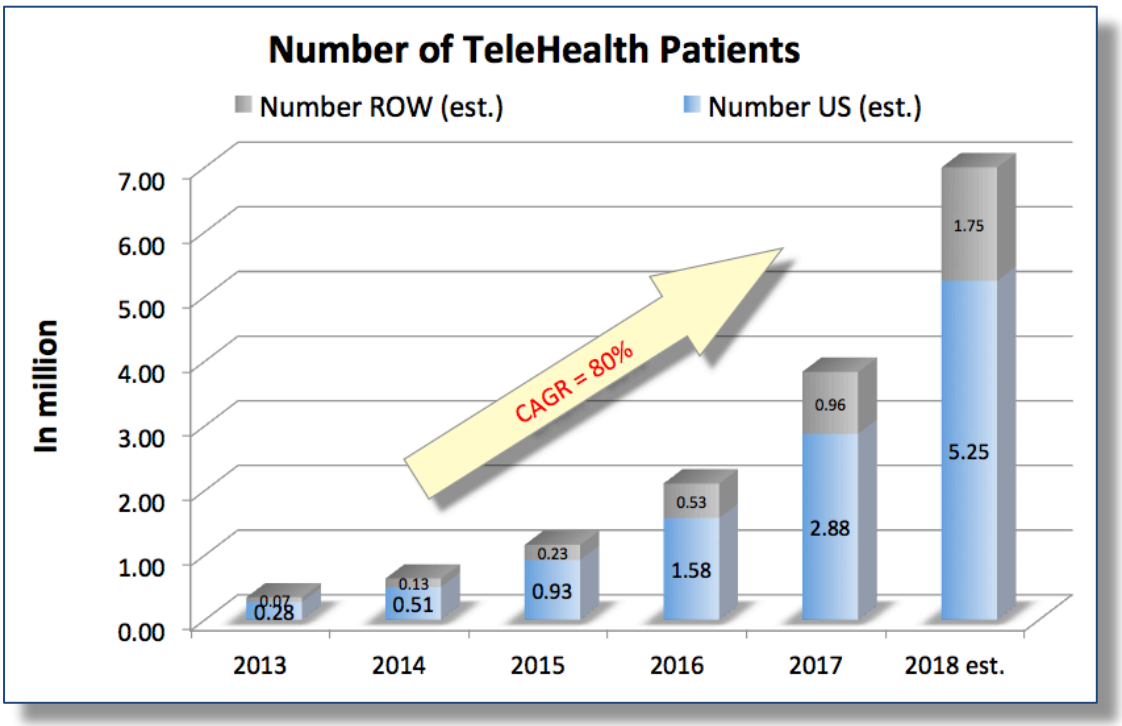
- The proportion of patients taking their car is 88%.

- The average round trip (travel, waiting, visit and return) takes 2.2 hours.

- The average cost is 119 US$.

- The availability of the GP is usually only at office hours.

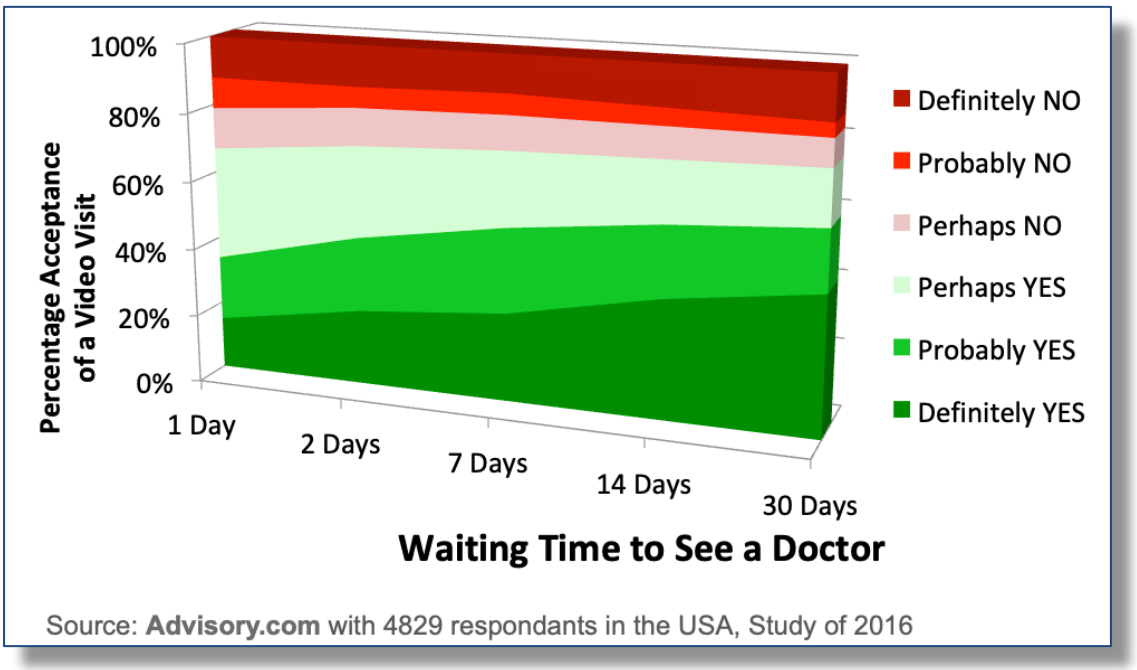
Can we not do better ? Yes, we can. TeleHealth (a.k.a. Telemedicine) solves most of these problems. That is why this new market is grow at a very high rate (near 80% per annum).



TeleHealth solves many of these problems in the following way:

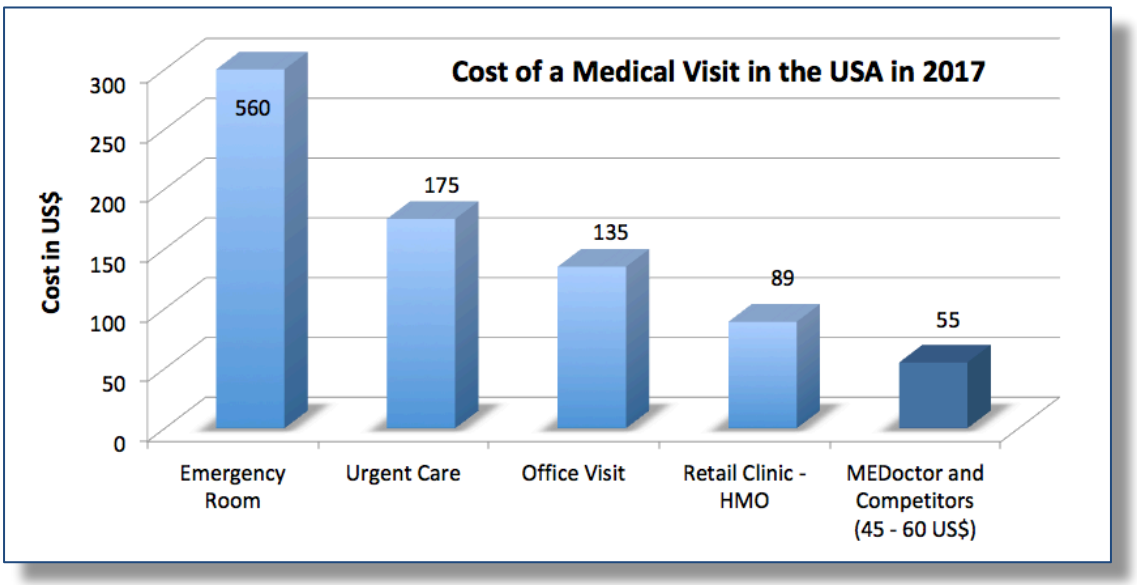
TeleHealth is immediately available (no 17-day waiting time), no distance to travel and no car to take, a much shorter time to completion of a medical visit and a doctor available at all times. The market of telehealth in the USA is growing, as the above chart indicates. The total market potential for telehealth in the USA alone should be of 400 million visits per year. This represents 33% of all medical visits in the USA, which are estimated to be at 1.2 billion per annum.

In addition, looking at the acceptance of the concept of an virtual medical visit (video or phone) in the USA, we have the following chart.



The conclusion is that people generally accept the idea of speaking online with a doctor, by video (smartphone, PC) or by phone. This acceptance is “waiting time” dependent. Once asked the contextual question of their waiting duration before speaking to a doctor, the patient is mildly positive to speak to a doctor by video for short periods of waiting (1 to 7 days). But if his waiting time exceeds a reasonable number of days, the patient is increasingly willing to use telehealth, where a good 50% of patients are “definitely YES” or “probably YES” going to use telemedicine.

Beyond the advantages of practicality, one other main component emerges from telehealth. And that is the cost to the patient of a telehealth visit. Here below are illustrated the different charges applied in average in the US for the different types of healthcare visits.



Telehealth visits are the cheapest, with an average market price for a virtual visit in the USA of 55 US$. A telehealth visit does not compare to an emergency room visit or an urgent care visit, but it does compare to an office visit or a HMO visit. This distinctive advantage lends credence to the telehealth visits, with a result of a strong adoption curve.

One purpose of DocBooking is to contribute to solve the previously mentioned problems. DocBooking can bring a portion of healthcare for free (just the AI diagnosis), while making many services and products more affordable.

Our purpose, our cause and our belief are that want to challenge the status quo in healthcare, where we let the patient take charge of his health destiny. With telehealth solutions, provided amongst others by our artificial intelligence, DocBooking will allow the patient to take his own informed decisions for better and cheaper healthcare outcomes.

Going forward, DocBooking's vision is,

"IMMEDIATE DOCTOR'S ATTENTION"

How we solve the Identified Problems

Replacing the current system of paper documentation is essential. The vision of DocBooking is to remain web-based from the diagnosis of a disease and then to accompany the patient the whole way through their healthcare journey.

Fortunately, we have developed a great technology, an artificial intelligence, allowing the patients to discover by themselves the likely diseases they might have. All this is captured on the Web directly by the patient and for free.

All this is Web-based. And it starts upstream of the first doctor. An upward trend has clearly emerged over the years:
In 1998, less than 30% of US adults "ever looked online for health information".
In 2007, that number has increased to approximately more than 70%.
In 2016, it increased to 88%.
This behavior helps support the premise that Web-based technology continues to grow as an integral part of the patient participation in the healthcare delivery system.

Here is the patient's path:

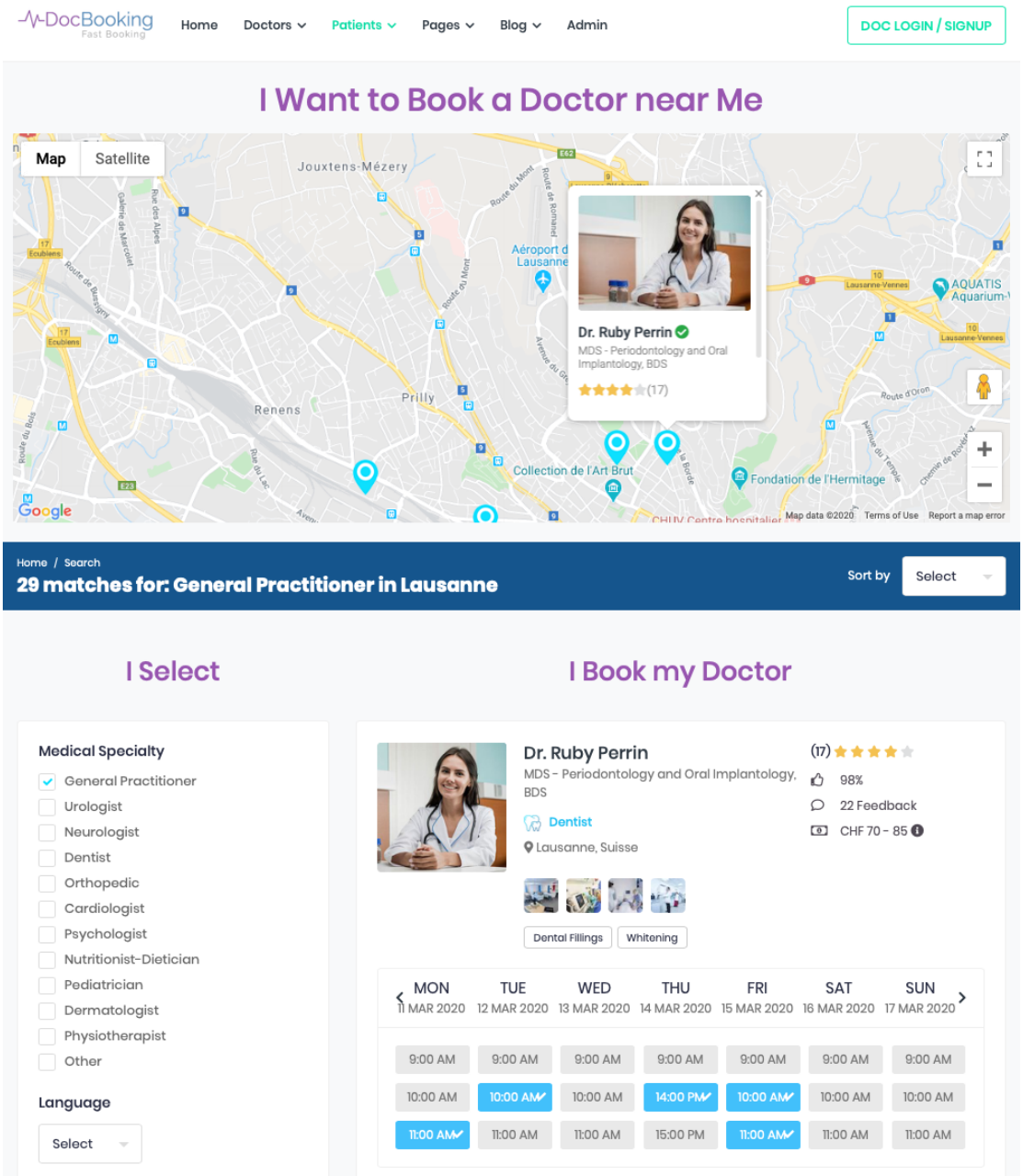
A. DocBooking advertises via banner ads in targeted areas. There the patient in need of care will be able to run DocBooking's free AI diagnosis.
B. The patient first receives a DDx (differential diagnosis) report produced by the AI (free).
C. The patient has the option to speak online by video with a doctor if he/she decides to (at an affordable price).
D. The patient can purchase a prescribed or over the counter medication online (at discounted prices).
E. The patient stores everything in their Web-based blockchain personal health record (free).
F. Thereafter, the patient can re-enter DocBooking from any point they choose. This may be via a new AI diagnosis, via their Blockchain personal health record, via a telehealth visit or via the DocBooking pharmacy (see below).

DocBooking wants to provide its services to any patient worldwide. Everyone deserves proper healthcare, including in developing countries and in remote areas, where healthcare in not easily accessible.

Here is what we have Developed to Solve the Problems

Description of Main Product

DocBooking is in process of developing a booking system, which is illustrated below. A such booking system allows a patient to see the schedule of several doctors in his vicinity, to pick the needed health specialty and then to book the chosen date and time of the patients choosing.



The doctors and several other healthcare professionals are the paying customers. They will purchase a monthly subscription, whose price ranges around 150 US$ per month. The properties and advantages for the doctor, but also for the patient. These advantages will be listed below in the marketing section.

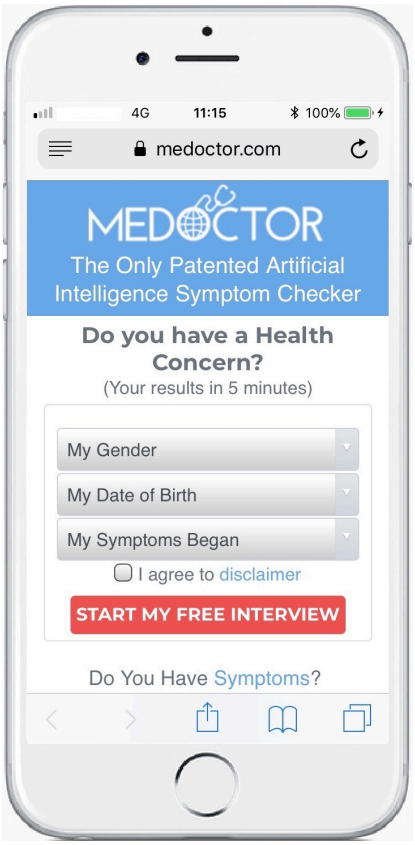
We are looking to provide the first Website with all the appropriate Ux / Ui features, to attract doctors and patients, but also to retain them with a lot of value-added features.

Description of Secondary Product

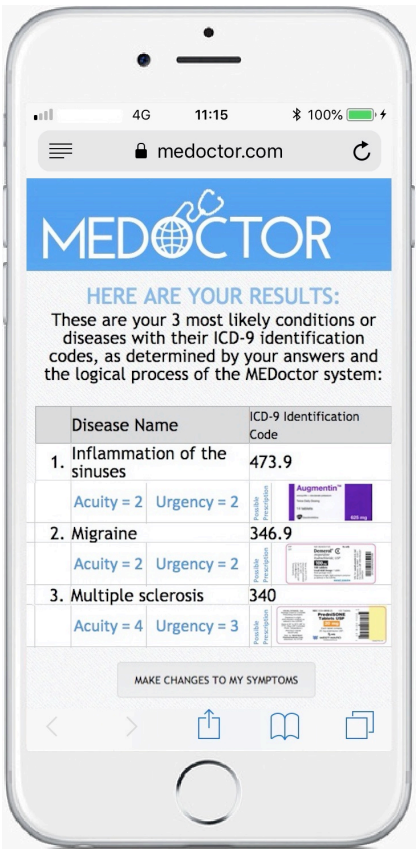
DocBooking's majority owned subsidiary, MEDoctor Inc., a Delaware company, has developed an artificial intelligence for diagnosis (which is free for worldwide usage). Based on the company's proprietary 27,560 case study, the MEDoctor AI includes 898 diseases and conditions covering over 99 % of visits primary care physicians.

This secondary product can be accessed from the www.docbooking.ch Website, but also directly at www.MEDoctor.com. Both Website are built to be very user-friendly and responsive. They are optimised for a smartphone or tablet or PC / Mac. It allows patients initiate a diagnosis (DDx), helping them to make the appropriate decision regarding their ailment. They can also obtain a diagnosis for another person. It is accessible 24/7/365 worldwide.

At the beginning of the AI Interview



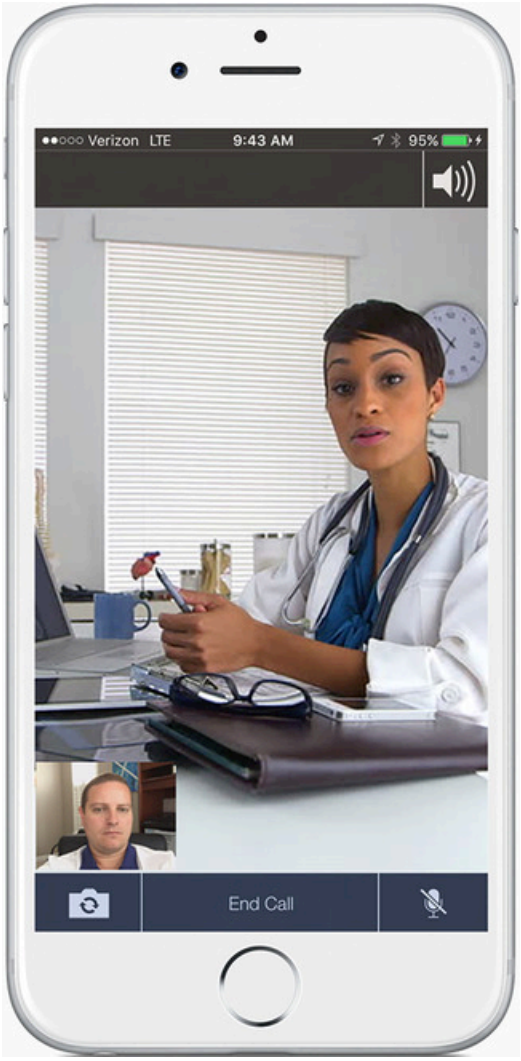
After 20 to 60 questions
(4 to 7 minutes)



Via the DocBooking Website, in some cases, the doctor might request that the patient always or sometimes

One of the immediate choices offered to the patient is to speak with a physician via his / her smartphone. In DocBooking's network, online doctors, by video can advise the patient, without the patient needing wait days for a consultation or to commute, while still receiving advice from a licensed healthcare professional. He may also receive a prescription and a treatment, if needed.

The Video Interview with the Doctor



To see a doctor the traditional way, the average patient care time is of 2 hours 25 minutes. This includes travel (18 minutes in average), waiting time, visit / treatment time and return time. Just the mean waiting room time to see a physician is 47.4 minutes.

With DocBooking, this process is reduced to 6 minutes in average for the AI and 11 minutes in average for the telehealth visit with the doctor. The entire process in done in 20 minutes or so. In some cases this saving of time can be critical for example: a heart attack occurence.

The Doctor's Interface

On the other side of the telehealth visit, the doctor has his own console (here above), which displays before him, allowing for a quicker and more accurate diagnosis than other telehealth firms. His console includes the full disclosure of the patient's questions and answers (on the left) and the likely diseases and pertaining medication. Thereby, he does not need to run the interview by restarting a full Q & A process from the beginning. The doctor can just read off of the work produced by the patient a few minutes earlier. He can then seek further precisions from the patient and spend more quality time with him.

The HD video capability is also quite important for the doctor. This allows for a more accurate determination of certain visual symptoms and signs, such as skin, tongue, eyes, etc.

DocBooking's approach to telehealth is quite competitive, thanks to these features. It increases the throughput of patients. It also offers a better legal protection for the doctor in case of potential medical errors, as all data is stored and retrievable.

With most, if not all, competitors of DocBooking, the doctor's interface is limited to a video capability. Those doctors are usually not accompanied or assisted by an AI at all. Yet, it is possible that a few of these competitors will develop their own AI in the future.

Once all is done, all the patient's data gets stored into his blockchain personal health record (BPHR). This service is free. It serves to store all the patient's data, but also to

store the patient's prescriptions and outcomes, in order, amongst others, to avoid counterfeit drugs. One of the big obstacles facing competing health record storage providers is HIPPA compliance. DocBooking has from the beginning been built with complete compliance to these regulations.

The opportunity is also given to the patient to purchase his pharmaceutical products at discounted prices on the DocBooking pharmacy, which is immediately made available to him.

The purpose of DocBooking is to solve several of these problems, first by using artificial intelligence, but also by keeping everything immediately accessible on the Web at all times. DocBooking is bringing to any patient worldwide a portion of healthcare for free and reduce the cost of many services and products, while remaining a profitable business.

Descriptive Documents

An in-depth company presentation on a pdf is available at:
https://www.docbooking.ch/docbookingpresentation.pdf

A video is also available at:
https://youtu.be/PZBKDU97zCA

Other financial documents may be made available upon request.

Summary

DocBooking's blockchain personal health record (BPHR) is central to the whole DocBooking strategy. Therefore, we are paying high attention to its construction, its maintenance and its growth. The following graph shows the importance of DocBooking's PHR:

Once the BlockChain PHR is created for the patient, he / she can, easily and at all times, get access to the DocBooking diagnosis AI, to the Online Doctor in the DocBooking Network or to DocBooking's Online Pharmacy.

DocBooking's blockchain personal health record (BPHR) is at all times in full control of the patient. The patient can add elements to the BPHR. But the patient can also at all times delete the entire record, if he / she wishes to.

DocBooking's blockchain personal health record (BPHR) is also very useful for DocBooking to encourage the patient at any given time to use the other DocBooking's services.

The Competitive Landscape and Use Cases

DocBooking has several competitors in the different sectors. But none of those competitors are present in all the sectors of activity of DocBooking. These competitors serve as evidence of viable and profitable business models for DocBooking. We will call these “use cases” to stick with the industry terminology. These competitors are in 4 sectors:

a. Booking
b. Diagnosis
c. Health Records on Blockchain
d. Online Doctors (TeleHealth)
e. Online Pharmacies

We will go step by step through these essential competitors, who all serve as use cases.

In the Booking sector

In the field of booking online doctors, we have the following companies providing services in some :

Zocdoc in the US
https://www.zocdoc.com/

Doctolib in France
https://www.doctolib.fr

PushDoctor in the UK
https://www.pushdoctor.co.uk

OneDoc in Switzerland
https://www.onedoc.ch

Yet, these companies do pure booking at this stage and do not show having additional secondary products attached to them.

In the AI Diagnosis sector

One can find several competitors to DocBooking’s MEDoctor AI for narrowing the search down to a few diseases. Firstly, here is a list for the US:

WebMD
https://symptoms.webmd.com/

Mayo Clinic
https://www.mayoclinic.org/symptom-checker/select-symptom/itt-20009075

Isabel Healthcare
https://www.isabelhealthcare.com/

Healthline
https://www.healthline.com/symptom-checker

EverydayHealth
https://www.everydayhealth.com/symptom-checker/

The following competitors are outside the US:

AdaHealth in Germany
https://www.ada.com

BabylonHealth in the UK
https://www.babylonhealth.com

Yet, none of these companies has a patent on their system (more on that later) Neither do they use a proper artificial intelligence algorithm. They often use a fixed questions arborescence, which acts more like a tool to confirm a disease one already has and of which one knows the symptoms.

All these services are free of charge, the same as MEDoctor's AI. These competitors all derive their business from secondary health services through their Website, such as referrals.

In the BlockChain Health Record sector

All these competitors are looking to grab a market share in the field of paid medical records. Have a paying health record, either in cash or in cryptocurrencies, generates revenue for these electronic medical record (EHR) companies. A cost to the patient per patient per month (which can vary a lot), for maintaining a patient record seems to be the market price today in the USA.

Patientory
https://patientory.com/
Nice videos. Lots of Twitter marketing.
Raised 7.2 million US$ via tokens.
https://medium.com/@patientory/patientorys-initial-coin-offering-nets-7-2-million-3c7543fdbc68

AmChart
https://amchart.io/
We don't know about money raised.
Seem to have no product yet.
Video available.

MedicalChain
https://medicalchain.com/en/
We don't know who pays for the record.
https://icobench.com/ico/medicalchain
Seem to have raised a bunch of money.
We don't know how the PHR is built.
Marketing? Don't know how.
These guys seem to be the best in the field for now.

TrustedHealth
https://www.trustedhealth.com/
Seem to have not yet built the product.
Just raising money now.
https://trustedhealth.io/

Healthureum
https://www.healthureum.io/
It seems that a first portion of their money has been raised via a pre-sale.
Several videos are available.

MedRec
https://medrec.media.mit.edu/
Seems to a big academic job.
Super heavy, in my opinion and unfit for widespread blockchain success.
Project started 3 years ago and they are nowhere today.

DocBooking has a free personal health record. DocBooking can afford to keep it free for the patient, given that DocBooking generates its revenues from other sources, such as the online doctor visits and the pharmaceutical products. DocBooking's team believes that no patients should be paying for their health record. But this seems not to be the choice of some of its competitors described above.

DocBooking does not know what the customer acquisition costs are today for its competitors in the personal health record sector. These are estimated at 50 to 80 US$ per new patient account, by experience, having been in that field in the past. By comparison, the customer acquisition cost at DocBooking for 1 blockchain personal health record is 1.00 US$ in average. This is a very strong leading edge. Details will be provided in a following chapter.

In the Doctors-by-Video sector (TeleHealth Patients)

In the field of doctor online doctors, also called telehealth or telemedicine, we have the following companies providing services:

American Well
https://www.americanwell.com/

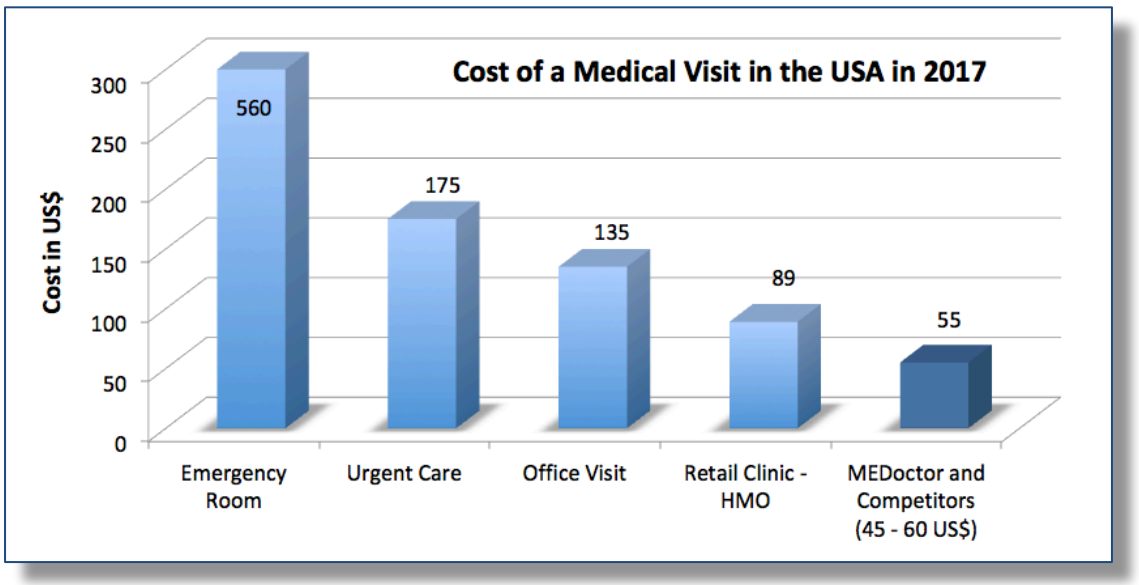
Doctor-On-Demand
https://www.doctorondemand.com/

Teladoc
https://www.teladoc.com/

MD Live
https://www.mdlive.com/

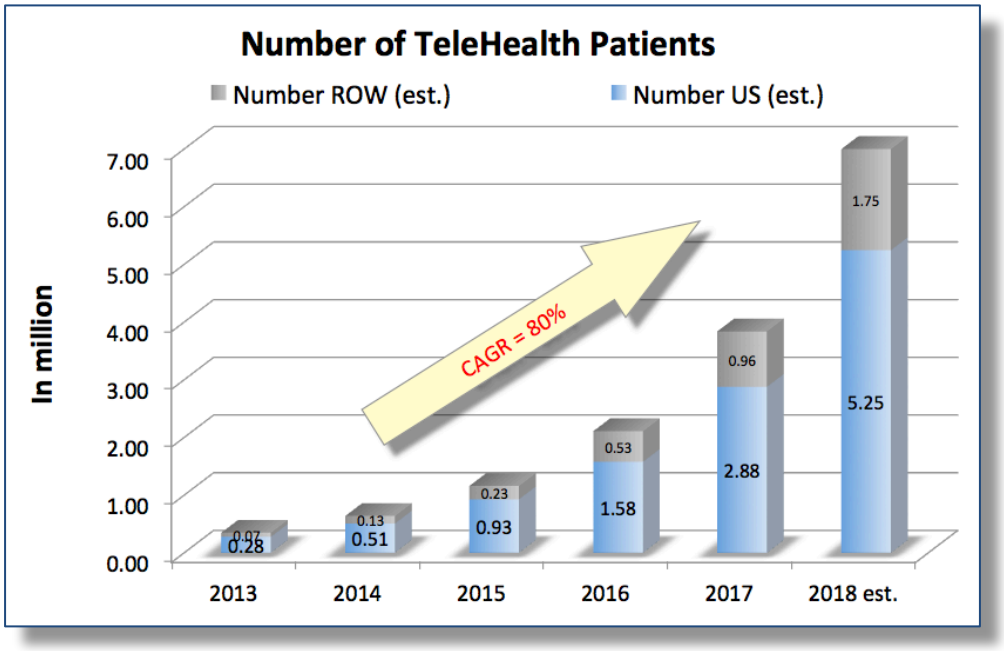
HealthTap
https://www.healthtap.com/

All these companies are telehealth providers. They have several corporate clients to date. They all charge 45 to 60 US$ per patient telehealth visit. Here is an example of the differences in prices.



Prices in other countries are: UK 25 £ (but just for a booking without delay), India 900 rupees. We are exploring other geographical areas.

The market of telehealth patients is interesting nevertheless, given that it is growing at roughly 80% CAGR per annum in number of visits. It is estimated that 7 million such visits will have occurred worldwide in 2018, essentially provided by the companies above, of which over 5 million visits in the USA alone. So, we are not inventing a new business. But we are improving on an existing one and want to jump on this bandwagon and take advantage of this continuous 80% compounded annual growth rate in number of visits.



Yet, none of these companies has the capability of providing the following interface to their online doctors. This is a strong competitive advantage.

Only DocBooking can do it, where all this patient data is collected by the patient, upstream of the doctor and then provided to him. This is the unmatched advantage of DocBooking.
In the picture above is the interface on the doctor's side, when speaking to the patient. The online doctor receives the patient's symptoms, already recorded by the patient beforehand. He receives the diseases, and also the possibilities of medication.

The doctor can then validate a disease, write a prescription, write a sick note or write simply communicate a treatment to the patient.

From there, the patient can chose to buy his medication through our online pharmacy or not. Our DocBooking pharmacy will issue discounts to incite patients to purchase through our online pharmacy.

In the Online Pharmacy field

There are multitudes of online pharmacies. Some are large and some are smaller. The main names are:

CVS
www.cvs.com

Walgreens
www.walgreens.com
www.drugstore.com

Direct Rx
www.directrx.com

FamilyMeds
www.familymeds.com

These pharmacies are definitely competitors. DocBooking's advantage remains in the fact that the patient has his medical record with DocBooking, allowing for the displaying of medication possibilities to the patient and the doctor. This substantially reduces the marketing costs to access the patient and deliver his pharmaceutical products.

Also, when the doctor prescribes medication to a patient, the prescription happens online and the patient can then order the drug immediately from the DocBooking Pharmacy. But DocBooking has the advantage to be able to issue discounts immediately to the patient, to encourage him to purchase the product through the DocBooking Pharmacy.

We are not very different from other online pharmacies. Yet, we drive business to our own pharmacy through targeted discounts.

In the USA, opioid over-dosing has become a major issue. DocBooking will be working with our pharmaceutical vendors to monitor usage trends and prescriptions written to help diminish this problem.

Last, but not least, one of DocBooking's goals is to fight counterfeit drugs. Often, patients run the risk of purchasing counterfeit drugs, when ordering online.

DocBooking's online pharmacy has a policy of zero fake drugs going through its network.

Additional Competitive Advantages

The Patents:
The law firm of Foley and Lardner, the largest healthcare law firm in the USA, was engaged to prepare a PCT patent application for the company's proprietary technology. The preliminary international patent application was filed in May 2006 after some initial work was performed. On December 12, 2006 the company received patent #7,149,756 from the US Patent and Trademark Office. The patent number from the European Patent Office (EPO) is #EP 1284639 B1 and was issued in July 2008.

The title of the company's patent is:
"**System and Method for Determining the Probable Existence of Disease**".

Besides the company's patents, copyrights have also been indicated on the company's website and other property, where appropriate. MEDoctor, Inc., owns all intellectual property the parent company. Assignments of Technology and Confidentiality Agreements have been obtained from all employees and independent contractors who have worked on the company's system.

Symptom checkers requiring users to "plug in" symptoms may be inaccurate or incomplete and costly systems, like Watson, may not be cost-effective, because they require use by medical professionals. The MEDoctor System is completely different, because, using advanced mathematics, our system creates the symptom questions from our vast symptoms database. MEDoctor patients only answer "Yes / No" to our brief symptom questions. MEDoctor saves the physician's time by using the patient's time in advance.

The Cost of Replication of MEDoctor's Artificial intelligence:
As MEDoctor was recently developing its artificial intelligence, the budget has been laid out as if the company had built the entire technology from the beginning. The cost to build our AI technology, including the related patents, would have been 23,000,000 USD approximately. Here, below, a table illustrates this budget.

			12 months	30 months	
Personnel	headcount	ann. salary			
Managers, incl. AI Specialists	8	200'000	1'600'000	4'000'000	
Medical Staff	20	150'000	3'000'000	7'500'000	
Programmers	15	80'000	1'200'000	3'000'000	**14'500'000**
Overhead		add. costs			
Managers		35%	560'000	1'400'000	
Medical Staff		35%	1'050'000	2'625'000	
Programmers		35%	420'000	1'050'000	**5'075'000**
Office					
Telecommunications	per employee per year	2'500	107'500	268'750	
Rent	per employee per year	4'500	193'500	483'750	
Other	per employee per year	1'200	51'600	129'000	**881'500**
Transportation					
Travel	per employee per year	4'000	172'000	430'000	**430'000**
Technology & Legal					
PCs, Servers, Networks	per employee per year	4'000	172'000	430'000	
Software and Databases			150'000	375'000	
Legal & Patents			300'000	750'000	**1'555'000**
Medical Libraries			300'000		**500'000**
Translations			100'000		**200'000**
					23'141'500

MEDoctor, thanks to a few shortcuts in the process and thanks to the experience previously gathered by its managers who all have previously operated in similar AI environments, the actual cost for the technology has been brought down to 3.2 million USD, plus a large portion paid in equity to the inventors. Nevertheless, a competitor, willing to build the same technology, will spend a considerable time and financial efforts at replicating the technology.

Marketing and Current Progress

The Company has conducted several marketing tests, in order to get patients to book doctors online. We have conducted several marketing tests in several directions to that respect. This exercise is only possible, when a company has a finished product, or at least a minimum viable product (MVP). This also defines DocBooking as a company and not just as project, to the contrary of 90% of all competitors. The marketing tests done by our marketing team show very promising results as shown below. Yet, we continue our Ui / Ux efforts to continuously improve on the traffic, the product and its acceptance.

Converting Patients to book online for a Doctor

The present marketing developments are quite well advanced. At this stage, we have already conducted several tests on Google Ads to generate traffic.
The results are the following in Switzerland. If we spend 1'000 US$ in Google Ads, we manage to :

- generate a click and a visitor for 0.32 US$.
- achieve an "engagement rate" of 16.5% (rate of people actually booking for a visit)

Therefore, we generate a booking by a patient for a marketing cost of 1.94 US$ (calculated : 1000 / (1000 / 0.32 * 0.165) = 1.94 US$). This number is our Customer Acquisition Cost (CAC) today.

We believe that the same numbers and ratios can be achieved in any future market or region we plan to enter.

Converting Doctors to use DocBooking

We are also developing the doctors to become members of DocBooking. The doctors, even if they are a bit slow at embracing a new system, generally like a booking system, which can help them in fill out every blank square in their schedule. For this, we are working on 3 avenues:

- direct marketing to reach doctors, where we make phone calls and visit the doctor personally
- health care professionals speak to other healthcare professionals
- the patient speaks to the doctor about DocBooking

We believe that the same numbers and ratios can be achieved in any future market or region we plan to enter.

Getting Patients to use the MEDoctor technology

We do essentially Google Adwords to generate traffic to www.docbooking.ch Website and therefore to use the MEDoctor technology.

On the Website, the patient has a second choice, which is to start an interview. Thereby, the conversion rate (the percentage of patients) of patients starting the interview is quite high. For 100 potential patients coming to the Website, essentially via smartphone, 8 to 13 of them actually initiate an AI interview. And then, between 6 and 9 of them actually complete an interview, in spite of the 30 to 50 questions asked during the process.

Yet, the main goal of the Website (and future Websites) will be to book patients. The MEDoctor technology is there, as an annex to the booking business, in order to creating returning customers. This leading edge over other booking Websites will be there to compete against competitors. We

believe it is a good added value for the patients. But it also allows us to build the patients personal health record, another capability of keeping the patients faithful to DocBooking.

Our marketing method, via Google Adwords, is quite efficient for that purpose. This makes it the cheapest blockchain personal health record one can find on the Web today. The meaning of this number is of high importance. It allows to build out 1'000'000 DocBooking BlockChain Personal Health Records for the humble sum of barely 1 US$ each.

With our ongoing efforts to improve Ui / Ux, we are convinced to be able to reduce this Customer Acquisition Cost (CAC) to near 1.60 US$ and set ourselves out of reach from our competitors. DocBooking's blockchain personal health record (BPHR) is also very useful for the company to encourage the patient at any given time to use the other DocBooking services.

Converting Patients to speak to a Doctor by Video

We are also elaborating a plan to offer our doctors the possibility to speak to patients by video. This function is particularly thought after by doctors, in particular in the present events of a pandemic, where the doctor reduces his exposure. A specialised marketing plan is being set up in that regard, where the doctor receives the patient's symptoms in advance and can determine if such patient has an infectious disease, even before the first patient's visit.

Converting Patients to buy in our Online Pharmacy

Now is the time for the doctor to prescribe to the patient one or several pharmaceutical products, at the end of the visit. The patient will receive his prescription in pdf format to his email address and at the same time have it stored in his blockchain personal health record. The patient has the choice to purchase his medication at the nearest pharmacy or to purchase it at an online pharmacy.

We have a plan of providing the service to the patient of purchasing his medication via an online pharmacy. Nevertheless, such services will be subcontracted to a partner online pharmacy, as they are the masters of such logistics. We intend to receive a few commissions on the products sold, but not to enter such business in itself. The core business of our company is to remain a service company, and not to have to deal with physical goods.

Integrating the Marketing Efforts of Booking, AI, Online Doctors and Pharmacy

Unlike our competitors who all are spending to generate sales, each one in his field, we are benefitting at our Company of a strong cross-selling advantage.

Indeed, DocBooking needs to generate a strong sales effort only once, for the patients first telehealth visit and first purchase on the online pharmacy. But once made a member of Docbooking's community, via his AI diagnosis and via his blockchain personal health record, he will be easier to convince to stay within the community, where an online doctor is always present and his pharmacy is at his disposal 24 / 7 / 365.

DocBooking believes that its cross-selling capabilities and its blockchain personal health record will be paramount for this competitive edge.

The Team

The Management Team

The people behind DocBooking are the following:

Sean Kelly
CEO
Geneva, Switzerland

George Kelly
Chief Marketing Officer
Fort Myers, FL, USA

Mourad Redjah
Smart Chain Technology
Paris, France

Bernard Jordan
CEO - Switzerland
Lausanne, Switzerland

Sean Kelly

54, serial entrepreneur and investor, he is a big advocate of blockchain and cryptocurrencies. He has worked for LODH, the well known Swiss Bank, Bank SCS Alliance, Rothschild's and SG Warburg. Graduated from University of Geneva, he has operated successfully as analyst, salesman and fund manager for various institutional funds and has been a columnist for the financial press and a radio host. Sean became involved in his first startups as of 2001.

George Kelly

76, Georges has over 40 years of international sales and marketing in several fields. Started and ran two companies successfully. Experienced in precious metals and real estate development. Currently involved in building residential projects in USA and laying the groundwork for introducing our telehealth product to the North American market.

Mourad Rejah

33, Mourad has always had a strong interest in new technology, which led him to follow a career as a developer for many years. He has excellent skills in servers administration, analysis and prevention of security vulnerabilities, with successful experiences in companies such as ST Microelectronics and GFI Informatique. His strong interest in cryptocurrencies started as early as 2011 since when he's been an avid trader and holder. Here are his words about our project: "Our entire team's objective is to bring good vibes to the crypto world, to change the 'only profits' policy of most exchanges, to bring neutrality again, and most importantly, to replace the decentralisation at the center of attention.

Bernard Jordan

52, Bernard Jordan, medical doctor in sport medicine and also consultant for health related fields, had a wide experience in managing and leading projects. He has worked for important groups in Switzerland and France. He has lead successful projects for implanting, restructuring and accompanying numerous medical institutions. He is also consultant for several startups in the biotechnology and E-Health. His experience in consulting is more than 15 years.

The Advisors

We are also hiring a good team of advisors, which is growing constantly. We are looking to have advisors in all parts of the world. This is indeed important to us, as our product and system is usable in any country in the world. The advisors we have today in our team are listed below. Also keep in mind that this list is growing constantly and is subject to regular updates.

Paul McCauley
REIT ICO & Tokenisation Expert
London,UK

Mikael Tigran Kayanian
Gcrypt Corporation Ltd.
London, UK

Nicola Matarese
Continent Mu Projects
Luzern, Switzerland

Jonathan Farrugia
Startups Founder, M&A, Strategy Advisor
Geneva, Switzerland

Ahmad Dewanto
Gravitas Holdings (Pte) Ltd.
Java, Indonesia

Talia East
ICOMax.io
Berlin, Germany

Sahil Dubb
CodeHouser
Chandigarh & Sydney

Octavio Padilla
World Education Blockchain Association
Mexico City, Mexico

Dipankar Bose
STO & ICO Strategy Consultant
UAE

The Artificial Intelligence Team

The Artificial Intelligence Team has a proven track record of raising several million US Dollars for MEDoctor's Artificial Intelligence (the above mentioned 3.2 million US$), making the product operational and patented.

Charles Kelly
Strategist
Jacksonville, FL, USA

Rick Kozlenko
SBS Food Group
San Francisco, CA, USA

Peter Emblad
MD, Kaiser Permanente
San Francisco, CA, USA

Paul Auerbach
MD, FACEP
Stanford University Medical Center
Stanford, CA, USA

Yunkap Kwankam
PhD, Former Director E-Health
World Health Organization (WHO)
Geneva, Switzerland

Jeff Miller
Miller Communications
New York, NY, USA

Risks in the Investment

An investment in the Company poses a variety of risks. Principal among these risks are the following:

We have a limited operating history and no history of earnings

We are a company in its start-up phase with no history of operations, revenues or profits. You therefore cannot refer to the historic performance of this company in evaluating your investment. Instead, you will be required to assume that we will carry out our business plan in order to be successful and to realize a return on your investment. This is by no means assured, and if we fail to perform as expected, you may lose the entire amount of your investment.

We have not obtained any customers as of this date

A key aspect to the successful implementation of our business plan will be to sign licensing contracts, with manufacturers. To date we have not entered into agreements with any such organizations to use our services. If we are not able to enter agreements with those organizations, or the terms under which they may be willing to use our services are less favorable than those we presently expect, our financial results and business prospects could be substantially adversely affected.

We are not certain consumers will accept our products

Although we believe that our services will be appealing to consumers, we are not certain that there will be broad acceptance of our services by the public because we have not offered them publicly as of this time. In addition, we may be unable to market our services to the public, if we are unable to assemble an experienced sales team to properly market our product. A failure to achieve sales penetration to consumers could seriously harm our program and potentially reduce our ongoing revenues as customers may decide to change their purchasing behaviors.

We may be unable to protect our proprietary rights

Much of our business plan is dependent upon our ability to market our products as a unique service featuring proprietary technology and broad recognition of our name. Although we have one registered patent, we cannot be certain that we will ultimately obtain patent coverage for all countries. If we do not obtain a patent for a given country, we may find it impossible to stop competitors from creating competing services with ours, thereby reducing our revenues for this given country. In addition, we may find it necessary to incur substantial expenses in prosecuting infringers of our patent, if granted and our trademarks, which would divert time and resources from conducting our business and adversely affect us financially.

None of our management team has extensive experience in the booking industry

No person in our management team has any experience in operating a business in the booking industry. This industry is subject to a large number of specialized rules and lobbying, and we may be at a competitive disadvantage in attempting to conduct a business in this industry without persons with broad familiarity with the booking industry. We intend to recruit senior

management who has experience in this industry, but there can be no assurance that we will be able to retain qualified persons for this purpose.

We may not be able to manage growth

As we begin to establish full business operations, we are going to be required to add substantial staff and resources quickly and effectively. Because we could be expanding extremely rapidly, this expansion could strain our resources and make it impossible for us to execute our business plan properly.

A difficult regulatory environment may make it hard for us to conduct our business operations. The providing of booking for doctors and healthcare professionals is heavily regulated in numerous jurisdictions. These regulations take a variety of forms in different countries. This could cause us to incur substantial expenses in complying with these regulations.

For example, our program may be difficult to market in certain countries. Although we do not intend to operate that service where it would otherwise be prohibited, it is possible that unexpected changes in the regulations of various countries could force us to cease doing business in those countries or incur substantial expenses for the privilege of continuing to operate as a business in those jurisdictions.

We face threats from technological problems

As our products are mainly technology products, which depend substantially upon the availability of high quality personnel. Our operations are vulnerable to the staffing, and repeated failures in hiring the qualified staff may cause a reduction in consumer acceptance of our products, which could adversely affect our business.

We face a number of competitors and we may not have the resources to compete with them adequately

There are a few companies in the targeted jurisdictions who are presently active at doing booking for doctors and healthcare professionals. These businesses compete with us directly and indirectly for users, advertisers, strategic partners and affiliates. As we have discussed, we believe that we can distinguish our services from those of the competition. Nonetheless, our competitors in many cases have substantially greater financial resources and more established sales and marketing channels than we do, which could put us at a significant disadvantage.

Furthermore, it is possible that these competitors could expand their product offerings to more directly compete with us, which is a distinct possibility if we begin to obtain broad market recognition for our services. Strong competition may force us to reduce prices, significantly increase our marketing expenditures and could harm our profit margins or increase our losses.

There is no minimum offering amount, and we may need to raise additional funds if we do not receive the maximum financing

There is no minimum amount of financing we are required to obtain in this offering, nor is there any escrow into which the proceeds from the financing are to be placed until a certain minimum amount of financing is raised. We will have full access to all funds invested upon the receipt of subscriptions for the shares. It is possible that we may raise significantly less than the maximum

amount of financing we are seeking in this offering. If this occurs, we may need to curtail our proposed expansion substantially and/or raise additional capital. As of this time, we have not made arrangements to raise additional financing and do not know whether we could obtain that financing or, if we were to do so, what form or under what terms such financing would be given. As an investor, you face the risk that your investment will be adversely affected by the fact that we may not be able to fully implement our business plan or that we must obtain financing on less favorable terms if we do not receive the maximum amount of financing.

You will be subject to immediate and substantial dilution of your investment

In our start-up phase, we issued shares to our founding shareholders, consultants and early round investors. In today's financing, we are raising funds at a price of US$ 2.10 per share. Investors will be requested in the further rounds to purchase shares at a price superior to US$ 2.10 per share for a much larger funding. This is a substantial increase over previous rounds of financing. The investor will realize a very substantial and immediate dilution on the value of your investment.

We have broad discretion on how we use the proceeds, and we may not use them in the manner described in this memorandum

We fully intend to use the proceeds of this offering for the purposes listed in this memorandum. However, management may, in its discretion use the proceeds for other purposes if it deems, in its judgment, that such use is in the best interests of the corporation. In view of the broad discretion management has with respect to the proceeds of this offering, you should be aware that those funds may be used for purposes other than those which are described in this memorandum.

Investment Details & Offering

Issuer
The company is legally called MEDoctor Telehealth Ltd. at the date of this document. We have considered renaming it into DocBooking, but this isn't effective yet. It is legally a UK Company.

The company's headquarters are at the following address:

MEDoctor Telehealth Ltd.
35/37 Ludgate Hill
London EC4M 7JN
England
Company Number 11882833

The company's operating center is still to be chosen in Switzerland. A temporary mailing address is proposed at:

c/o Fiduciaire Vital Fid SA
4, place de la Gare
1020 Renens

Share Structure
The company's capital is composed of 8'507'800 shares with a par value each of 0.01 US$. There is only one category of shares, all voting.

Offering
By the present document, the company is proposing to raise its capital by 475'000 shares additional.

Purchaser Eligibility
Each purchaser:

- (a) if in the United States, or a U.S. Person (as defined in Regulation S under U.S. Securities Act of 1933, as amended (the "***Securities Act***")), must be a verified "accredited investor" (as defined in Regulation D under the Securities Act) or

- (b) if outside of the United States, must be a non-U.S. Person who is not purchasing for the account or benefit of a U.S. Person (as defined under Regulation S under the Securities Act) and who is eligible to purchase and hold Tokens under the applicable laws of the purchaser's jurisdiction. In the United States, the Offering is being conducted pursuant to Rule 506(c) of Regulation D under the Securities Act.

Price per Share
US$ 2.10

Form of Payment and Currency
Accepted currencies for the investment are US$, GBP, EURO or CHF. The value of the purchase price shall be deemed US$, even if the purchaser pays

another currency. The "**Applicable Exchange Rate**" means the exchange rate as applicable, sourced from the exchange rate applied by the recipient bank, or such other reputable reporting service as determined by the Company in its sole discretion, on the day of the effectiveness of the investment.

Use of Proceeds
The Company expects that a substantial amount of the proceeds of the Offering will be used to progress the development of the Company's on-line business infrastructure, with the remaining amount used for general corporate purposes. The Use of Proceeds are described in the Annexes. The Use of Proceeds may change during the course of the developments. Thus, the Annexes are not legally binding and my change from time to time.

Distribution of Dividends
No distribution of dividends is planned to the shareholders. In the future, when a regular profit is achieved, and when a regular dividend is voted by the General Assembly of Shareholders, then only may a distribution be performed.

Voting Rights
The Tokens shall have one voting right each.

Liquidation Rights
Subject to applicable law, the holders of the present offered shares will have no preferred liquidation rights in the event of the bankruptcy or liquidation of the Company.

Incentive Shares
50'000 shares are planned to be issued by contract to one senior management person in the company. These shares will be issued to compensate him for his services from February 1st and should last for 24 months. There are no other shares issued for any other compensation at the date of this agreement. The Company plans to impose appropriate vesting schedules for Incentive Tokens issued in this manner. The Company will comply with applicable securities laws regarding the Incentive Tokens issued to service providers.

Escrow Conditions
The escrow conditions are the following:

a. Escrow costs are to the charge of the corporation.
b. Escrow account does not yield any interest to the investor.
c. Once the shares are delivered to the subscribers, the funds from escrow will go a bank account held by the Company.

The proceeds from the present investment are placed in escrow. Escrow account details are as follows:

Fiduciaire Vital Fid SA
contact@jflconsult.ch
4, place de la Gare

1020 Renens

Escrow Account in CHF

Bank:	Banque Raiffeisen d'Assens
Beneficiary:	Vital Fid SA
IBAN:	CH78 8080 8009 3932 2659 7
BIC:	RAIFCH22414

Closing Date of Private Placement
The Closing Date of the present private placement is Jun 30th, 2020.

Present Shareholdings

There are presently 8’507’800 shares of common stock outstanding. The following is a list of all shareholders who individually own more than 3% of the outstanding shares, or if they are present or previous members of the management.

Name	Number of Shares	Percentage Held
Sean Kelly	2’760’390	32.45%
George Kelly	2’084’890	25.24%
Charles Kelly	1’050'000	12.71%
Derek Kelly	500'000	6.05%
Armand Schmitt Family	379’000	4.59%
Frances Gonzales	110'000	1.33%
Jeffrey Aguilera	100'000	1.21%
Jeffrey Miller	100'000	1.21%
John Griffith	100'000	1.21%
Keith Rauseo	100'000	1.21%
Other	1’223’520	11.81%
Shares Currently Outstanding	**8’507’800**	**100.00%**
Shares Issued in Present Offering	**475'000**	
Shares Outstanding After Offering	**8’982’800**	

Subscription Agreement

I(we) acknowledge that I(we) have received the Private Placement Memorandum, dated April 25th, 2020, describing the offer by DocBooking - MEDoctor TeleHealth Ltd. (the "Company") of up to 475'000 shares of common stock (the "Shares") at a price of 2.10 US$ per share. I (we) hereby subscribe to purchase from the Company the number of Shares set forth below:

Share Price = _____ **US$**

Number of Shares = _____

Total Investment = _____ **US$**

In connection with the subscription to purchase the Shares, by signing the following subscription agreement, I (we) hereby acknowledge that the following is true and correct.

1. I (we) understand the escrow conditions of the above mentioned private placement agreement.

2. I agree that the Company may accept, reject or only partially accept my (our) subscription for any reason in its sole discretion.

3. I (we) understand that the below mentioned fiduciary acts solely as the escrow agent for the Company and bares no liability on the success of the private placement offer, and I (we) understand that, should the shares loose part or all of its value, I (we) cannot hold the fiduciary responsible in any way.

PURCHASER

Name: _____

Address: _____

_____

Signature: _____

Date: _____

SUBSCRIPTION INSTRUCTIONS

Fiduciaire Vital Fid SA
contact@jflconsult.ch
4, place de la Gare
1020 Renens

Escrow Account in CHF

Bank:	Banque Raiffeisen d'Assens
Beneficiary:	Vital Fid SA
IBAN:	CH78 8080 8009 3932 2659 7
BIC:	RAIFCH22414

TO SEND SUBSCRIPTION AGREEMENT

Please send page 33 and 34 of this subscription agreement by regular mail or e-mail in pdf format or jpg image to the Company.

DocBooking - MEDoctor Telehealth
c/o Fiduciaire Vital Fid SA
4, place de la Gare
1020 Renens-Lausanne, Switzerland
docbooking.switzerland@gmail.com

TO BE COMPLETED BY THE COMPANY

Accepted and agreed to by DocBooking - MEDoctor Telehealth Ltd.:

By: _____

Title: _____

Date: _____

Annex A

Use of Funds

The use of proceeds of the anticipated capital raised is the following. This allocation of funds is non-binding to the above agreement and may be modified by the sole decision of the Directors of the Company.

20’000 US$	Finalizing the Present Website - 5’000 US$ for the Basic Functions - 10’000 US$ for Add-Ons
200’000 US$	Marketing Expense for Development of Doctors as Clients - 160’000 US$ Salaries - 40’000 US$ Travel and Expenses
600’000 US$	Marketing and Sales - 60’000 US$ for Help Center - 540’000 US$ for Online Ads
100’200 US$	Reserves
79’800 US$	Commissions for Money Raising
==========	==========
997’500 US$	Total