

Executive Summary

- **LifeCycle**'s fleet of “ambucycles” – motorcycles outfitted with life saving and stabilizing equipment – can reach any point in a major US city in 3 minutes or less
- Ambucycle concept has been proven successfully via United Hatzalah in Israel
- **LifeCycle**'s system can save lives and tens of millions of dollars annually per city for insurance companies
- Seeking to raise standing capital to acquire an existing ambulance company and build out ambucycle network

Ambulance Market Overview

Large Market Opportunity

US ambulance market in 2014 was a \$14.9 billion dollar industry ⁽¹⁾; opportunity to drive consolidation in fragmented market

Strong Projected Growth

An aging population, tighter gov't budgets and strong Medicare/Medicaid funding will lead to private market growth of 4.4% ⁽¹⁾

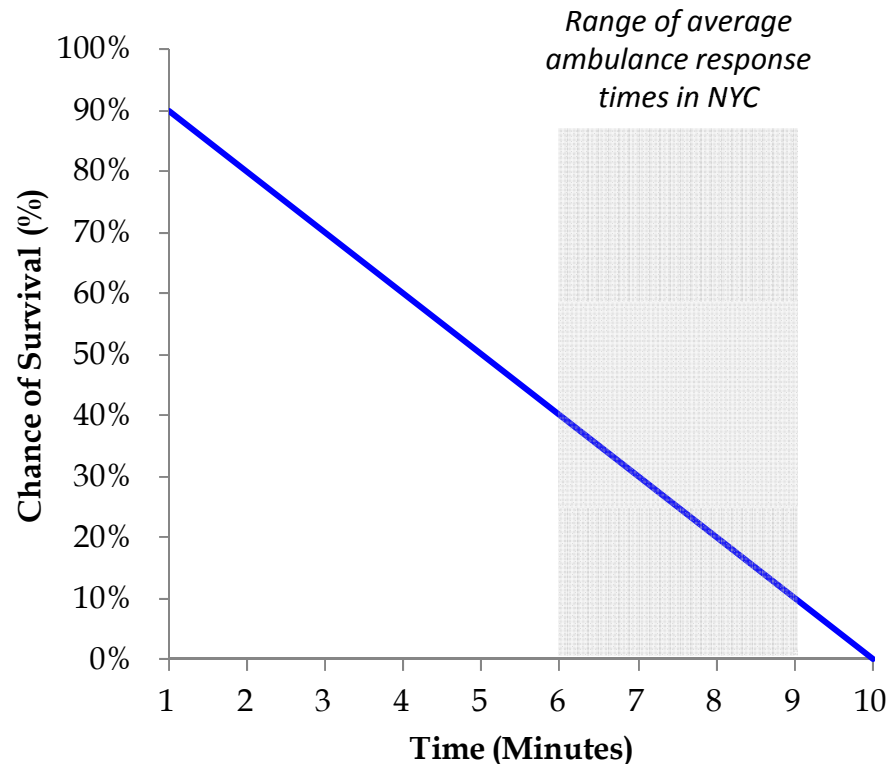
Inefficient System

Ambulance response times average 6-9 min; companies incentivized to unnecessarily (and expensively) transport patients to hospital

(1) "IBISWorld Industry Report 62191: Ambulance Services in the US", Turk, Nov. 2014

Traditional Ambulances are Inefficient

Each Minute that Elapses After Cardiac Arrests Lowers Survival Odds by 7-10% ⁽¹⁾



Ambulance Companies have Misaligned Incentives which Drive Up Insurer Costs

70% ⁽²⁾

Percentage of EMS calls where an ambulance was unnecessarily dispatched

200K ⁽³⁾

EMS calls per annum in Miami, FL where an ambulance was unnecessarily dispatched

\$55M

Potential annual insurance savings in Miami, FL territory alone

(1) American Heart Association.

(2) "What Happens When You Call 911," Tom Gudmestad.

(3) City of Miami Annual Police Report, 2012.

The Solution: **LifeCycle**

LifeCycle will implement a fleet of “ambucycles” -- motorcycles equipped with life-saving and stabilizing equipment

Siren to alert nearby motorists of emergency responder

Storage compartment for equipment such as a defibrillator, cardiac monitor, ventilation devices, IVs, trauma / first-aid kit, stethoscope, drugs for pain relief, oxygen bottles, etc

Decals / adspace to potentially brand similar to the CitiBikes concept in NYC

250 CC Joymax Ambucycle based on current model used successfully by United Hatzalah in Israel

GPS device to track location and quickly deploy to nearby patients

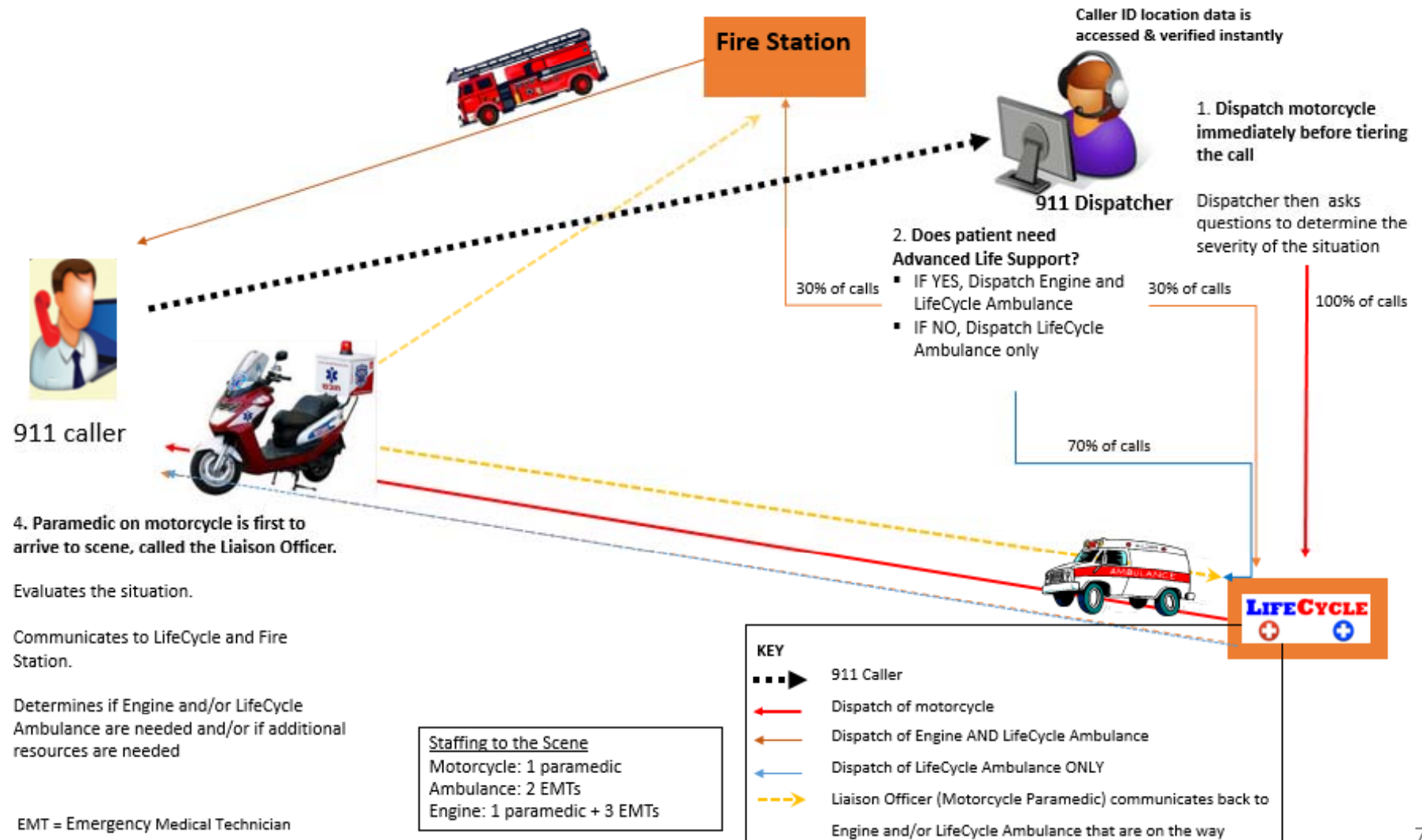


LifeCycle vs. Traditional Ambulance

	LifeCycle Fleet	Traditional Ambulance
Mobility	Motorcycle capable of maneuvering heavy traffic	Bulky vehicles with low mobility
Dispatch	Fluid dispatch; decentralized	Generally fixed; caller must answer series of questions
Cost	Cheap, fuel efficient & low maintenance	Expensive & high maintenance
Incentive	Stabilize patient, triage patient	Transport to hospital to collect payment
Ability to Transport	No	Yes
Avg Time of Response	<3 minutes	6-9 minutes



How It Works



Go-To Market Strategy

Ambucycles have been implemented successfully in the US but were ultimately terminated due to budgetary constraints. The industry is highly fragmented and contending with a patchwork of federal, state and local regulations

1

Acquire Existing Ambulance Company: EMS is a local, relationship-based business; fast-tracks development

2

Introduce Ambucycle Concept: Augment service offering to include ambucycle network

3

Prove Concept to Payers: Operate and collect data over two year period to prove savings and improved outcomes

4

Expand Into Other Territories: Leverage success and leaner cost structure to expand organically or via acquisition

Financial Projections *(Assuming No Triage Value)*

Financial Projections: Miami, FL Municipality

	\$	Rationale
Annual EMS Calls	768,010	<-- Based on Annual Report
% of Relevant Emergencies	34.6%	<-- Implied from NYC Statistics
Annual EMS Calls	265,525	
Market Penetration	75.0%	<-- Conservative Buffer
Addressed Responses	199,144	
Fee per Response	\$200.00	<-- Based on conversations with industry experts

Revenue (\$MM) \$39.8

Less: Annual Rider Costs	(6.0)	<-- Assumes 15mph speed, 3 min response time and \$20/hr
Less: Treatment Costs	(10.0)	<-- Assumes \$50/addressed response
Less: Call Center	(0.7)	<-- Based on publicly available EMS call center data
Less: Contingency	(1.7)	<-- Conservative Buffer(10% of OpEx)

EBITDA (\$MM) \$21.6

Build Multiple	0.4x
Capital Costs	\$8.0

Memo: Capital Cost Breakdown

Ambucycle Costs	\$1.4	<-- Assumes 43 ambucycles and \$33K per ambucycle per United Hatzalah
Training Costs	0.1	<-- Assumes \$1,250 per training
Infrastructure & Training	5.0	<-- Based on high level conversations with ambulance companies
Buffer	1.5	<-- Conservative Buffer(100% of ambucycle and training costs)

Total Capital Costs (\$MM) \$8.0

Experienced Management Team



**Neil
Assur**

Neil is a data scientist and corporate strategist. He most recently worked as an analyst for Liberty Mutual Insurance. He also founded an NGO, which focuses on improving educational outcomes for students in need.



**Sudipta
Bandyopadhyay**

Sudipta is a serial entrepreneur who has founded five startups over the past five years. He graduated from Yale University in 2008 with a B.S. in Economics and Biology.



**Sean
Clifford**

Sean is a public affairs strategist. Prior to Wharton, Sean spent seven years at a DC start-up helping disruptive companies overcome political and regulatory challenges.



**Isabel
Ramberg**

Isabel is a venture investor and recently worked for the VC team at the International Finance Corporation and previously was at J.P.Morgan. She founded an accelerator for youth in Delhi, India.



**Jonathan
Sockol**

Jonathan is a private equity investor. Previously, he was an associate at Lindsay Goldberg, and prior to that, he worked at Merrill Lynch as an Investment Banking Analyst. He holds a B.S. in economics from the Wharton School.

Summary

- **LifeCycle**'s fleet of ambucycles save lives and provide tangible cost savings to insurance companies
- Seeking to raise standing capital to acquire an existing ambulance company and build out ambucycle network
 - **Initial Investment:** \$500,000 to cover search costs & mgmt team
 - **Follow-on Investment:** \$20 - \$100mm (acquisition & ambucycle)
 - **Timing:** 6-12 months
 - **Investment Vehicle:** common equity with mgmt promote
 - **Other Covenants:** ROFR on future expansion funding