

CURIFI



from the Latin words for healthcare, “curis”, and job, “officium”

THE ONLINE MARKETPLACE FOR HEALTHCARE JOBS



Curifi aims to be the leading mobile and online platform for healthcare staffing services in the U.S.

Healthcare Staffing Problems

Expensive middlemen garner 30-40% of customer wages

Highly fragmented market with no dominant players

Needless duplication of extensive credentialing paperwork, license verification, etc.

Major physician shortages (131,000) by 2025

Curifi Platform Solutions

Low cost, highly efficient platform that returns wages to healthcare providers

Centralized database of jobs with advanced searchable criteria

Database of physician credentials that can be delivered to any employer in America (not just for Curifi jobs)

Efficiently Match labor supply with demand

PRODUCT EXPERIENCE



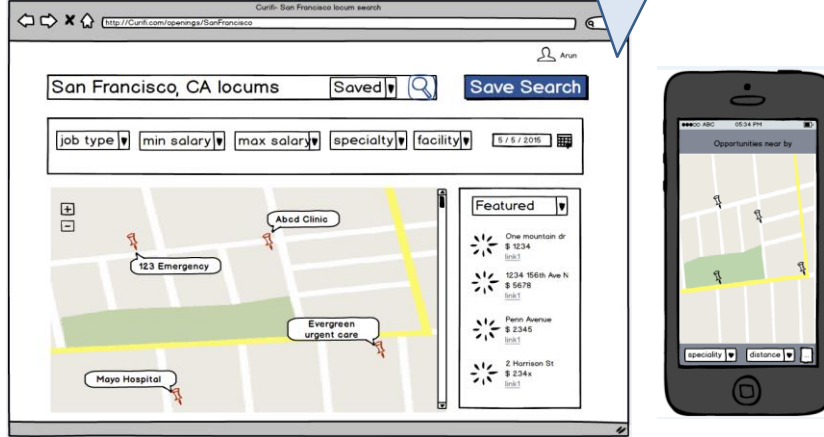
Simple, mobile interface for sign-up

Searching and filtering for jobs is easy

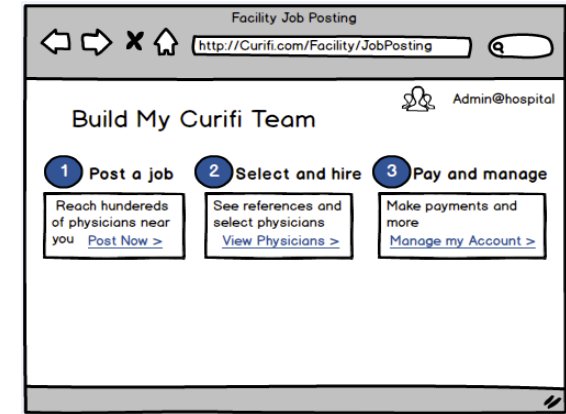
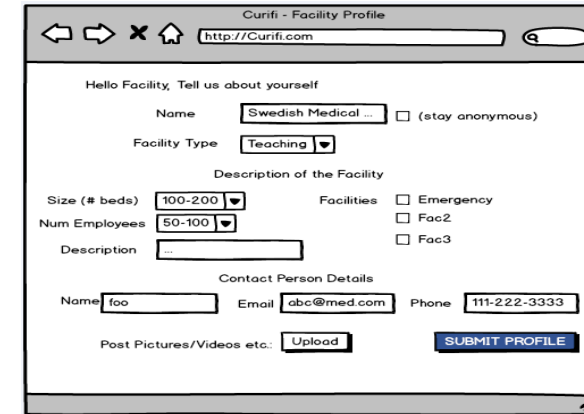
Portal to sign up and look for candidates

All hospital admin tasks in one place

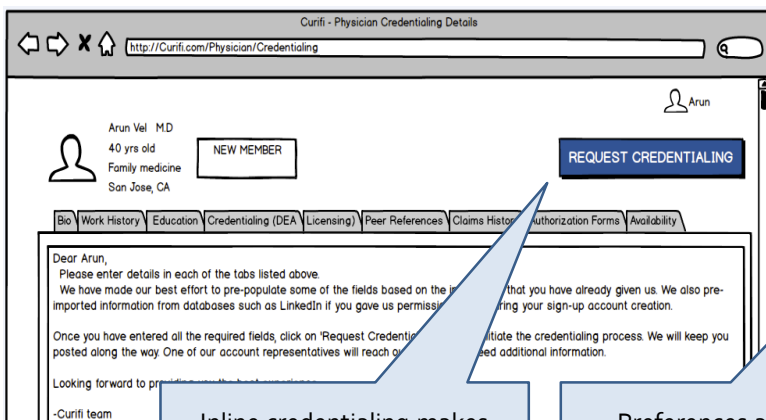
Physician View



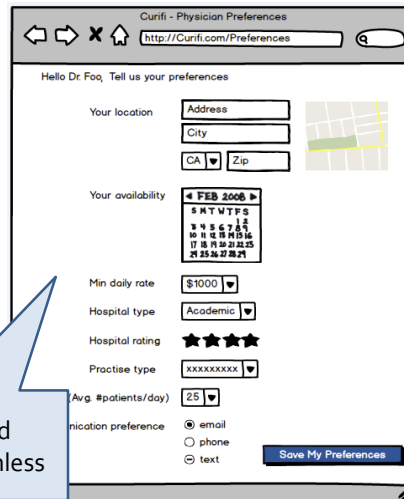
Facilities View



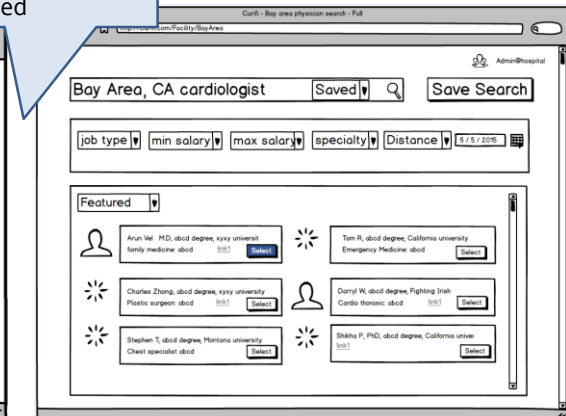
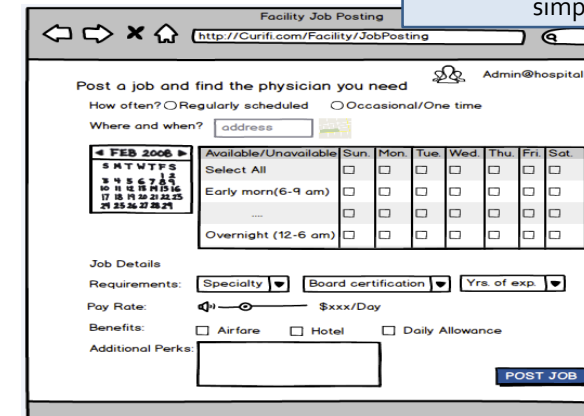
Posting jobs and hiring simplified



Inline credentialing makes application process painless



Preferences and scheduling is seamless



MARKET OPPORTUNITY



Locum Tenens (Temp. Staffing)

\$14.3 BILLION market in 2014

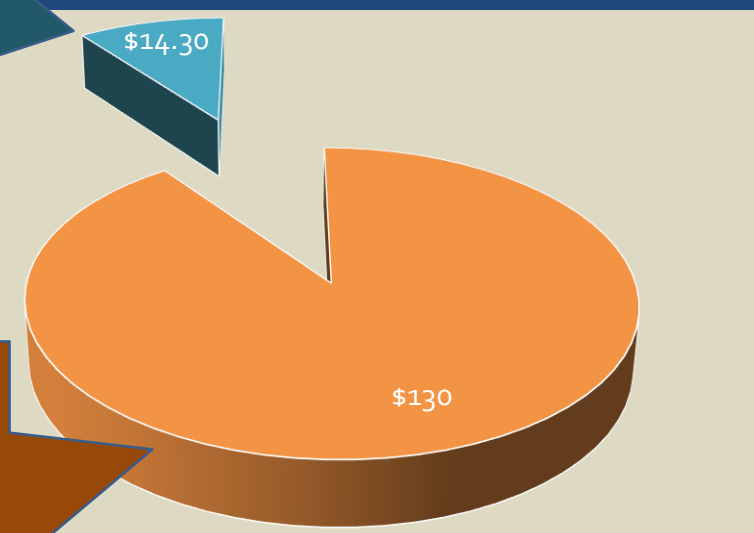
90% of healthcare facilities utilized temps in 2013

86% reported 'cost' as the biggest drawback to using locums

4,001 staffing companies listed in 2014

Top 4 players < 19% market share

Market Size (in \$Billions)



Permanent Staffing

\$130 BILLION market in 2014

691,000 physicians in the US

47% of all licensed physicians are 50 years and older, nearing retirement

Number of adults 65 or older will grow ~39% between 2010 and 2020, accelerating demand and cost of healthcare services

Competition: Old-school Staffing Companies

e.g.: AMN Healthcare (Single largest healthcare staffing company in the industry)

\$765 million in revenue in 2014

Holds 7.4% market share

Focus on Locums

Competition: Online Marketplaces

e.g.: Freelancephysician.com

San Diego focus with limited visibility outside of local market
Limited growth strategy

PhysicianCareer.com

Disparate presence in major markets
Poor search functions for physicians (built by recruiters)

THE CURIFI EXECUTIVE TEAM



Arun Villivalam (Team Lead) – Physician with 10+ years working with hospitals and Fortune 500 companies on applying technology to improve healthcare.



Nick Prieto – 12 years of experience in medical device sales working closely with hospitals across the country. Intimate knowledge of SF market.



Aravind Aluri – 10+ years at Microsoft working with star teams on enterprise software and cloud based solutions.



Shika Pappoe – Nephrologist in Southern California with a Masters in Public Health from Harvard. Understands the challenges of delivering healthcare in different markets.



Charlie Tseng – Plastic Surgeon at UCLA with strong ties to specialists and administrators at major academic centers across the nation.



Stephen Tahta – Cardiothoracic Surgeon and Chief Medical Officer at Medical Center in Montana. Directly involved in staffing in rural markets.



Tom Ronay – Military-trained Family Physician and former Medical Director at Presidio of Monterey. 10+ years of hiring and placing physicians.



Dan McDole – Anesthesiologist in New York City specializing in solving the challenges faced by Hospitals, Ambulatory Centers and Office Based Practices.



THE NEXT SIX MONTHS:

FINANCIAL PROJECTIONS

Income Statement

Sales Revenue	-
Cost of Goods Sold	1 161,500
Gross Margin	(161,500)
Sales & Marketing Expense	2 30,000
G&A Expense	-
Operating Income	(191,500)
Interest Expense	-
Tax Expense	-
Depreciation Expense	-
Net Income	(191,500)

Cost of Goods Sold

Domain Name Registration	500
Cloud Resource Rental (AWS/Azure)	3,000
UX/Interaction Design	25,000
Launching Site (to get signups)	5,000
Architecture, DB, APIs, Backend Design	100,000
Website Development/maintenance	25,000
iOS App Development/Maintenance	-
Android App Development/Maintenance	-
Equipment for testing	1,000
Software site licenses, dev tools	2,000
Total Product Cost	1 161,500

Sales & Marketing Expense

Graphic Design	2 30,000
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Revenue not expected for first 12 months of product development and implementation.

PRODUCT ROADMAP

Product Development

- UI/UX Interface
- Backend Development
- App Creation

Recruit Customers

- Create buzz in Academic Centers
- Begin enrollment
- Maintain credentials of customers for added 'stickiness'

Beta Testing with Facilities

- Listen to customers
- Improve service and flow
- Prepare for launch in NY & SF!