**EXECUTIVE SUMMARY**

Docfully is a healthcare service that uses software in the form of telemedicine and in-home care nurses to connect the homebound and disabled elderly with health professionals in the comfort and safety of their home, with the added benefit of reduced cost.The telehealth industry is rapidly growing with companies all trying to get a piece of a $3.5 trillion industry. Telemedicine is predicted to become a $1.9 billion industry by 2018, and the Census Bureau reported that many of the 78.6 million baby-boomers in 2006 will turn 70 in 2020. I chose this industry because of my education in biology, as well as being a former EMT and a licensed CNA working with patients with cerebral palsy and behavioral issues. Coming from the midwest to California was an eye opener for how healthcare is handled in different parts of the country. In Chicago most of the elderly and disabled are cared for in nursing homes and assisted living facilities, while in California the elderly and disabled are granted the ability to stay home for care and be in a better environment for healing. There is a great disparity between how elderly care is handled in Chicago and across the country compared to culture of healthcare I observed here in California.

To build Docfully I will need funding in the amount of $250,000.00 to start the process. The $250,000.00 will be spent as follows: $100,000.00 towards the marketing budget, quoted by The Bloc based in New York. $70,000.00 towards two software developers (one front end and one black end). And the remaining $80,000.00 towards product development (certifications, AWS, HIPPA security, etc).

**BUSINESS DESCRIPTION**

My company Docfully is developing a remote clinical healthcare service utilizing integrated technologies such as our website and mobile apps. My solution will be aimed at helping the disabled and elderly secure required medical service from qualified health professionals, without being required to leave their home. It will provide patients in need (the user) with the capability to secure affordable healthcare services and to monitor and control their health. This will enable the elderly and low-income patient to have alternatives and supplemental medical services to whatever their current level of healthcare is through the US healthcare system.

**Industry Background**

Telemedicine is a form of software which transports medical information electronically. Telemedicine also known as e-health or telehealth has been around for years as a delivery method of health related services and information via telecommunication technologies. Telemedicine uses these same telecommunication and informational technologies to provide remote clinical health care. Telemedicine helps eliminate distance barriers and can improve access to medical services that may not be consistently available in remote rural communities. Docfully represents a new innovation in telemedicine by delivering the following services:

* Provides scheduled and on demand clinical health services from health professionals for non-urgent cases. By signing up patients to a subscription we will have a certified nursing assistant or medical assistant arrive at the patient’s home twice a month to start the examination process and connect the patient to a nurse practitioner or physician assistant through our video system.
* Collects data that’s been gathered and stored for the benefit of the patient for their use to make better health decisions. It also to explain the data in a way the patient can understand it, and helps them make informed decisions about their health practices. Each patient will have a dashboard of their vital signs, an explanation of these numbers, and the examination that just occurred by the health professional in simple language. We will then provide recommendations to the patient with preventative actions to manage their health.
* Provides the patient’s primary healthcare provider essential information and data on a consistent basis to track their progress and make better decisions on the direction of health practices for the patient. With the approval of the patient we will release the gathered data with our suggestions on how to manage their illness. Through our health professionals, as well as a machine learning platform, we are developing for the patient primary care physician to help make better decisions on the patient’s health direction (with a disclaimer posted with each connection).

**Business History**

I incorporated Docfully on November 16th, 2015 and made it a C corporation. I made it a C-Corp so I can give shares for fundraising purposes and as an incentive to recruit engineers. I became involved at inception, and the company’s identity was developed a year ago. Docfully is currently being further developed as we build a team and solidify an executive team.

**Plan Objectives**

My immediate plans are as follows:

1. Find a cofounder or chief technical officer who has a web development background, or a business degree with sales experience to help build the company and website.
2. Build the Docfully prototype website that will have a Hi-Def video system integrated into a dashboard for data collection and analysis.
3. Recruit health professionals (doctors, nurse practitioners, psychologists, and physician assistants) through marketing attempts, networking events, and meetups. As well as warm introductions from trusted associates.
4. Research the telemedicine market for baby boomers and their children as well as insurance companies, doctor offices, nursing homes, senior care facilities, and assisted living facilities.

The purpose of this business plan is to narrate my plan of action to build this company in the next five years. Also, to help the reader understand the vision and direction that Docfully would like to go. This will help to explain how we will design and operate the company for growth. This plan can also be my voice to help recruit talent and fundraise, and to help me start in the right direction by looking at each piece of the company to help it grow.

**PRODUCT/SERVICE**

We offer our users the ability to take control of their health by providing a system that uses technology through telemedicine and machine learning as well as a certified nurse assistant, a physician assistant, or a nurse practitioner in the patient’s home. We will provide examinations for the homebound elderly or wheelchair bound disabled from the comfort of their home. Extensive information from a health professional on common chronic illnesses will be provided as well.

**General & Background Information**

Docfully will provide patients, via website requests, urgent care services through a nurse practitioner or physician assistant/certified nursing assistant duo that will provide information about health issues. They’ll give simple answers to questions patients might inquire about in a language they can understand, and will give people a choice in how they will approach their health and lifestyle. The website will give the patient their generated and collected data, which helps them in their pursuit to live a healthier lifestyle. This in turn holds our philosophy of the betterment of the public through information.

**Research**

Finding healthcare advisors to help tackle the greatest problems in the healthcare system through advisors and board members. Assembling a team of healthcare IT engineers and healthcare professionals to develop the website and grow the business. Recruiting professionals in different areas of healthcare, as well as professionals in different areas of technology and business development to contribute their knowledge to the site. Gathering people who are experienced in sales and marketing for our target audience to attract more leads for our service.

**Design**

Today’s healthcare system has parts to it that is not for the betterment of the public, but to make money off the public. We want to create a platform that gives the public the ability to improve and control their access to health care. What sets us apart from other telemedicine websites is that we will connect our patients with two health professionals instead of one. We will have a health professional deliver a hands on approach to examining a patient while another professional helps in the observation of the examination. It will be done via teleconferencing, this method helps the patient in two ways:

1. It gives the patient comfort in the knowing that a person they can touch and talk to is helping them manage their chronic illness.
2. Having two medical professionals taking part in the examination can give two different perspectives in the decision making process of delivering care to the patient.

We’ll utilize social media to let our users share their experience with our system, and get the information they need for the betterment of their health. The overall design of the website is being worked on now.

**Development**

The product is being developed now, and I’m working on the MVP to validate the market as well. The goal is 10% growth per month for the first five months to test the beta version of the prototype. After six months I want to test version one with customers. In March of 2017, we will start the production of the prototype to be tested, and then it will be launched in August 2017.

**MARKET ANALYSIS**

There are 40 million Americans age 65+ in the United States. In 2012 Forbes magazine calculated that the US healthcare system had an expenditure of **$3 trillion**. It is estimated that this number has grown to $3.5 trillion. The US telemedicine industry was estimated around $240 million in 2013, but will grow to $1.9 billion by 2018. The CDC”s most recent report states that there are 15,700 nursing homes and 12,200 home health agencies. These two establishments will have a share of the 40 million Americans 65 and older, and 48.9 million Americans with a disability. We will begin our focus on customer development and research to discover my target audience. I want to go in a different direction than my competitors and the US healthcare system to gain brand recognition and loyalty.

**Target Market**

Docfully’s target market on the consumer side will be the 65+ baby boomer generation and the disabled. Focusing on the family caretaker of this generation or the children of baby boomers as a payer will be our main focus, but we won’t neglect that Baby-boomer who takes care of themselves in their home is also a possible payer . On the business side we will target doctor’s offices, insurance companies, senior care facilities, nursing homes and home healthcare facilities as payers for the service.Our early adopters will start in San Diego with high middle income families. People with chronic diseases or disorders that seek support and answers to questions they might have on medical treatment and prescription drug interactions is our target demographic. These individuals who need help managing and coping with their particular ailment will benefit the most from this service. The US Census Bureau reported in 2006 that there were 78.6 million baby boomers, and by 2020 many in that population will turn 70. By 2030, about 20% of the nation’s population will be 65 or older, compared to 13% today.

**Size & Trends**

The US census estimates the land area of San diego in square miles at 4,206.63, and the population in San Diego county in 2014 at 3,263,431. The number of non-farm establishments in 2012 was 77,326. There were 15,642 nursing facilities in the US in 2010 (85 in San Diego alone), according to Kaiser Family Foundation. According to the Dept of Health and Human Services of the 78 million Baby-boomers who are heading toward retirement, roughly 70% (about 54 million) will need some sort of long term care. With close to 13 million of those needing a stay of longer than 3 years in a skilled nursing facility. With an occupancy rate of 89% leaving fewer than 300,000 beds available across the country. How will these 13 million people find a way to these vacant beds? As of the 1st quarter of 2016 the company has generated 4 subscription sales to date, and generated over $800 in revenue. But over the summer of 2016 we had a 75% churn rate. The company was still developing last year, so those sales and revenue numbers can’t be compared to this year. We want to grow a minimum of 10% per month to test the market, and grow our customer base to test the prototype and officially launch in August 2017. After 8 months of sales and growth and launching the website we want to maintain a 30% growth rate for the rest of the year and work to achieve 100 patients using our service. We are aiming to generate sales month over month and collect data from the customer we serve for the remainder of the year . In 2017 we want to double sales from this year and achieve 700 patients by June 2017 where we should be cashflow positive, and have market growth each year thereafter of at least 30%.

**Competition**

Our direct competitors will be other telemedicine companies such as: Teladoc, American Well, Doctors on Demand, Heal, Pager, Medicast, Dose, Go2Nurse, MD Live, TouchCare, Spruce Health, PingMD, Sherpaa Health, Maven Clinic, Health Tap, and Better. Our top three competitors are Doctors on Demand , Pager, and Teladoc. This is a very crowded space, but I believe that through the right marketing and branding, as well as great customer service and the right channels we can dominate the market share in this area.

Our competitors are highly profitable but are flawed in the total care of patients. By not having human interactions they lack the ability to get a 360 degree view of the patient and see possible cues that signal a pending episode that can occur. And those competitors that do use a doctor for human interactions are either too high priced for the majority of the public to hire a specialist for concierge medical service, or they just offer the technology without the human touch. In a list of top healthcare systems around the world, the US didn’t make the top ten.

We are trying to create a great social impact by leveraging how people receive healthcare. Through innovative technology with an emphasis on preventative steps we can reduce the amount of money spent on healthcare services throughout the country. We will help collect and distribute data about everything you take into your body. By gathering a list of prescription drugs the patient is taking along with nutritional habits, we can collect, store, and analyze the data to see if there are any changes that can be made that will greatly affect treatment options. This will give me a small advantage over my competitors. Also, because my competitors lack the ability to create a great experience for the user at an affordable price. This is where I will capitalize on their mistakes, by not having more than one person looking at a patient they miss the opportunity to collaborate with another professional and get a different view of the patient. Be it at the ground floor or 50,000 feet above different perspective views will be better overall for the patient.

The healthcare industry has hundreds of apps targeting the consumer, as well as dozens of urgent care facilities across California. Some hospitals are creating their own telemedicine services that their patients can access for free, such as Kaiser, but you still have to go into the hospital to use their system to access them.

**Other Factors**

The healthcare market can be influenced in different ways:

1. Healthcare is personal. The user must connect with their doctor and other healthcare professionals for their personal improvement. If we can cut down the friction of this meeting we will improve that patient's life and the healthcare system.
2. We will grant access to the patient’s medical records. Since their is a move to have all medical records digitized this cuts down on redundancy as well as makes every patient’s file transparent.
3. Patients seek answers to questions about their particular illness. By using our service the patient can find a professional who can answer those questions. Connecting two health professionals to patients makes it advantageous, and making those connections increases healthcare savings.
4. The social media aspect. If it’s not fun, interesting, or informative no one will want to use it. Social media can be called a fad but it is a big part of what drives American business. We will capitalize on this by having features to connect with Facebook and Twitter so that patients can connect with friends and family to discuss their health.

**Market Share**

We own less than 1% of the $1.9 billion predicted value of the telemedicine industry. But we are working towards being a significant player in this space, and as a milestone reach 1% of market share.

**MARKETING**

We will design Docfully to help the people who need healthcare the most in this country: the elderly and disabled. We will also increase usage of our website by marketing to people who are looking for answers to particular illness questions. The retiring baby boomer generation or “The Graying of America,” will have questions and concerns about their health. We will target this generation as well as Generation X, because those are the children of baby-boomers, and are most likely the primary caretakers of them. Those that are in the process of getting treatment for an illness or about to go through a treatment cycle recommended by a doctor will have questions. We also want to find out what patients are telling their health professional, but aren’t getting treated for. By having meet-ups, informationals, webinars, and surveys we want to take that same audience and find out their questions and concerns, and connect them with our health professionals to get better customer service. This will help build our brand and online community.

**Strategy/Tactics**

For the holiday season we wanted to get our name out and build revenue for the company, so we created Doc Boxes. This is a subscription box service that will offer more natural remedies to chronic illnesses.These natural supplements will consist of teas and herbal medications to manage chronic illness without the fear of side effects. This will be in conjunction with the Docfully medical service as a way to monitor the effects of taking Doc Boxes to improve or manage the patient’s illness. We started Doc Box December 1st, 2016, and will run this campaign until after the first quarter of 2017, depending on the success of the product. To help market Doc Box we are utilizing Cratejoy, an online box marketplace, and Groupon to advertise our products. Along with Doc Boxes we will hold information sessions. We wanted to first start at local libraries to tell the public about Docfully and Doc Boxes, and get feedback from the public about our products. By holding these information sessions we hope to get people to try our products so they can see the benefits of our system. If this doesn’t generate revenue or customer confidence to try our products, we will adjust the price point of the products to attract customers. We also have a landing page to attract potential clients, it will need to be optimized periodically to get better traction*.*

**Pricing**

Docfully currently has two products. Prices are subject to change depending on what the market dictates as a good price. For Doc Boxes there’s a monthly subscription box service starting at $54.99 per month. If a customer signs up for a 3, 6, or 12 month package, they will receive a discount on the total price. If a consumer signs up for our healthcare service, they have the option of two different price points: a pre-examination only preliminary test at $50, or $100 per month for two pre-exams. For the full service with a entry level health professional and a nurse practitioner/physician assistant performing full examinations we offer $100 per exam, or $200 a month. A business signing up for the service can do so at the full service price at $250 a month with weekly monitoring and data reports. The annual subscription can be added to the company’s benefits package for their employees. Both products would be a cash based subscription service so we would maintain monthly cash flow. As we gain traction with our health service we will consider taking insurance as payment for our services.

**Advertising & Promotion**

In November 2015 we created two landing pages on Weebly and Unbounce to see which would attract more customers and leads. After launching both pages we tracked them month over month with minimal modification to see which of the two had more unique visitors. After a year of monitoring, Weebly was deemed the better choice to continue advertising our products going into 2017, and Docfully.net as our source of information. This will be on every business card and pamphlet we distribute. We also started an Instagram and Facebook page to utilize social media to attract our target demographic and drive interests to our landing page and products. We also started a Go Fund Me campaign to raise awareness of the company and to raise funds for marketing and product development.

**OPERATIONS (zoning, permits, location, faculty)**

Previously our base of operations was located at my residence in north county San Diego. With our acceptance into the Entrepreneurs in Residence program located in the Nest Cowork offices near downtown San Diego, we now have a workstation where we can set up our office operations and headquarters. Through this workspace we have access to different offices for meetings, and WiFi for product development and computer programming. Because it’s located in an area near the airport it can be easily found, and it’s in a community that supports local business. It’s located in a residential area where there are apartments, condos, a doctor’s office, and a senior care facility nearby that is ideal for the industry and markets we are targeting. For this location zoning permits or construction licenses aren’t needed.

**Present & Future Suitability**

While we are still building the prototype and seeking funding, the work space we are using while in the EIR program fits our needs. Our need for more office space isn’t a priority, because one of Docfully’s products is a software system that’s based on healthcare service. Once we acquire funding and grow our team we will examine if the work space fits our needs, or if will we need a bigger space to handle operations. Once we grow in sales and gain traction, we will need to hire more engineers to improve the product. By that time we will need to move operations to a bigger office space. At this time we have received a scholarship through Cyberhive to have operations at Nest Cowork.

**Materials & Equipment**

No materials are needed to handle operations of Docfully. Equipment needed to run operations for Docfully are already in my possession. I have a single Macbook, IPad, IPhone, and various pre-examination equipment to do the service. As we grow, the equipment needed to perform pre-examinations would have to increase with each new medical hire, and each engineer will need to supply their own device to work on the prototype. The piece of technical equipment we would supply our medical hires would be a Tablet for examinations.

**Labor**

As of the December 2016 Docfully has not hired any employees

**Positions and Numbers**

Docfully will be divided into three departments: management, medical, and technical. As of December 2016 we have no employees in either department. Moving forward into 2017 we want to employee two engineers (part-time) in the technical class (one front-end and one back-end), as well as our firstst medical employee as a certified nurse assistant or medical assistant for the medical class. We will bring on the medical class employee only after we launch, and give them a base of $11/hour. When we launch we will subcontract out our PA’s and NP’s and negotiate proper compensation for services rendered. We are looking to pay $50 per examination but will see what the majority of the health professionals and the market says, as well as offer equity to our (part-time) medical director to oversea our physicians assistants and nurse practitioners.

**Training and Skills**

Our first employees will be in the technical department as part time software engineers or computer programmers. They will not have on the job training. To test if they have the necessary skill set to work on the prototype we will give them a small project with a two week deadline to see if they deliver on time and on budget. For our medical department all new hires must be CNA or MA certified and licensed in the state, we will require proof of both. Their knowledge and skill set will be tested, and they’ll be put on a 30 day probationary period to show competency of the job required. All PA’s and NP’s must be licensed to practice medicine in the state of California.

**Availability and Future Plans**

To gain our first employees for the technical department we will rely on warm introductions and referrals from colleagues. We will also market to recent graduates of coding school like Origin Code Academy in downtown San Diego. For our medical department, we will advertise on Craigslist and seek referrals from our health professionals. Both approaches to gain employees, if accomplished, will help towards gaining more referrals from employees to scale the company. The changes I will make if need be will consist of:

1. Potentially subcontracting my CNA’s and MA’s, or bringing them on as employees.
2. Giving the medical director a salary and equity, just equity in the company, or subcontracting them like my PA’s and NP’s.

**Special Considerations**

All health professionals are required to have state licenses and to have worked at least six months to a year in the field. No special considerations.

**Distribution**

For Docfully health services we do not require any raw materials for our product. For Doc Boxes we do require products from different suppliers of natural medicinal treatments of chronic disease. In the beginning, we will receive our materials through mail order so that we can package and ship the final product ourselves. As Doc boxes orders grow we will hire a fulfillment service to handle the packaging of the product. Customers will receive the Doc Box products through the mail. For our healthcare service, customers will receive our product through the website. For the time being, the method we are using to service our clients is satisfactory until we acquire a larger customer base. As we acquire more customers we will need to upgrade to a more robust platform to handle the traffic. When we launch the first version in May 2017, we will see the how the website handles the traffic.

**Daily Operations**

I am still working on operations on a daily basis. The operations happen now on a per person to person basis. We have one client who has scheduled check ups twice a month, and one client who is seen once a month. Our Docfully visit is as follows: once we drive to the client’s home we first check how they have been feeling since the last examination, as well as reaching out via a bi-weekly phone call. We then proceed to take vital signs and check any areas before the examination that was specifically mentioned by the previous examiners notes. After we complete the pre examination we ask if the patient is ready for their full examination. If yes, we proceed to connect the patient with the physician assistant or nurse practitioner over our secure video-conference feed. After the examination the patient will terminate the live feed by hanging up the call and proceed to answer a survey about the performance of the PA or NP and the nurse assistant**.**

**Quality Control**

For Doc Boxes we will handle the packaging ourselves to maintain quality control. For our health services we ask for feedback of by having each patient fill out a survey right after their examination.

**Cost Control**

We will negotiate deals for Doc Boxes pricing to help distribute their products, but will not negotiate in terms that we will act as a wholesale distributor. For Docfully health services we will control the cost by delaying the hiring of our first medical employee as long as possible. Since our biggest cost could be our payroll, we can hold the line on prices by negotiating pay with our PA’s, NP’s and doctors, all the while keeping the minimum wage for the CNA’s with small increases in pay for performance**.** As we search for product market fit for our service we will adjust the prices accordingly so that it stays affordable for our consumer target, but also to pay for operations of the service for our customers.

**ORGANIZATION & MANAGEMENT**

**Organization**

Docfully as an organization is a C-corporation that was incorporated November 15 2015, in LA County. For now our executive team of Founder, CEO, President, and Treasurer will be filled by Jacques Stroud until we find appropriate individuals to fill these roles.

**Legal Agreements**

Docfully as a company doesn’t posses any patents, copyrights, or licenses.

**Equity Considerations**

Docfully is working towards gaining funding in a seed round for product development, marketing, and hiring of a sales and engineering team. Docfully is willing to give up shares in a seed round between 10 - 15% in the form of a convertible note in exchange for $250,000.00 in startup capital. The investor must be willing to consider investing in our Series A round after 18 months, and be willing to mentor and make connections in the healthcare industry to help build the company. Only one organization has outstanding shares of Docfully at present time. The Founder’s Institute is the only entity that owns 3.5 % of the company. They received these shares for helping develop the company from the idea stage to where we are now entering the EIR program.

**Management Structure (personnel and professional consultants)**

Today our management structure consists of Jacques Stroud (Founder, CEO, President). No other key personnel are involved with the company at this time except various advisors. No major investor has more than 5% of the company, but “The Founders Institute” does own 3.5% of the company for helping at the idea stage. No relative of any owner/partner/corporate official/major owns 5% or more of the company. Also, no family members or special trainer individuals work for the company. Our special consultants consist of:

Banker: Bank of America

Accountant: None

Attorney: Adam Shipley, Sheppard Mullin, 12275 El Camino Real, San Diego, 619-338-6662

Insurance: Llyod’s of London

There are no other professionals that we contract with.

**Goals**

My goal as the founder of “Docfully” is to be the best and biggest digital healthcare company in the US, making over 100 million in revenue per year. We want to have over 50% of market share in our industry, and receive a billion dollar valuation by the time we reach our Series C round of funding. We want to innovate the healthcare industry just like Uber, SpaceX and Tesla innovated the taxi, automotive, and space exploration industry. The healthcare industry is a $3.5 trillion industry and is in great need of innovation. Many companies are working hard to capture a majority share of the market. In the telemedicine industry their are many competitors, but I know with the system at Docfully we want to implement, we will be the difference maker in the industry. We will do this by not just offering software or an expensive concierge doctor, but a combination of both which will be a better experience for each patient we serve. These are my long term goals, but my short term goals are:

1. For my first year, to survive being in business which I’ve accomplished and made revenue with a few patients trying my service as an MVP.
2. For my 2nd year, to launch a working prototype, develop an executive team, and recruit engineers to work on the prototype before asking for funding. To pay for the development of the platform and build a working prototype of the website I need to make a significant deal with a senior care facility, doctor’s office, nursing home, or assisted living facility. I won’t be able to generate enough capital fast enough by going after consumers only, so I must work on selling my service to one of those options. Once the prototype is built and launched I can use the site to attract more talent and possibly a cofounder for the company. My short term goals are achievable in my 2nd year of incorporation if i’m able to execute the business plan I set forth.
3. In 5 years we want to be in a position to offer accessible and affordable healthcare to everyone in the US by having the ability to take all types of insurance. We want to have downloaded 1 billion vital sign to the cloud, and have close to 1 million patients using our service.

To achieve these short term goals we must tackle each goal in a particular order. To be able to launch the website in spring 2017 we need to generate capital or gain funding to start development to launch in April or May. After making sales and gaining traction for the six months we are in the EIR program the hopeful outcome is 50 - 100 patients using the Docfully platform. At that point, we will start our search for seed funding to further product development, marketing, and talent recruitment for the remainder of 2017 and the following years of business. The goal for the end of my second year is to be cash flow positive, which we should hit when we gain 600 patients. After five years of continual growth of the company the end result of this will be to IPO.

**Risk Management**

The only possible items that can come up that will stop me from achieving these goals are lack of proof of concept, lack of sales, unable to get the prototype built or recruit talent. The only thing that could happen to keep me from being successful in business is **giving up**. To make sure the rate of our hitting milestones in business is high we will work with advisors who are familiar with being in a startup, or in the healthcare space for direction and ideas. As well as making relevant connections for partnerships and sales leads to grow the company.

**Contingencies**

If things aren’t going exactly as planned we can pivot the business into a remote nursing service, or sell my client list to a competitor. A that point a decision will be made if we aren’t cash flow positive after our 18 month run rate. We will then pivot to the previous ideas or shut down.

**Insurance**

Docfully Inc is insured under a $3,000,000.00 insurance policy through Llyods of London/Beazley for one year that covers:Business Liability, Product Liability, and Workers’ Compensation.

**FINANCIALS**

Docfully has been been active for just over a year and our financial statements should reflect this.

**Income Statement**

For 2016 Docfully collected $810.00 in revenue and spent it on travelling expenses, equipment, company name, and upkeep of both landing pages for the year. As we continue to increase sales the financials will be further developed.

**Balance Sheet**

Docully at this time has no assets of value and the only liability is the upkeep of the landing page..

**Accounts Payable**

No debts need to be paid for the first year.

**Accounts Receivable**

No businesses have an outstanding debt that’s owed to Docfully for services rendered for 2016.

**Projections**

After completion of the EIR program and we gain funding we can continue to make connections and partner with health organizations. By the summer of 2017 we can have 100 patients using the platform, and be cash flow positive by the end of 2017 with 600 patients if allowed to grow organically.

**Assumptions**

With the election over and Donald Trump as our President Elect, we will try to position ourselves to take advantage of the new tax laws put into effect. Also with the change in Obamacare we will set ourselves up as a healthcare option for those who will be displaced by this change. As the minimum wage increases over the next year, we will hire accordingly as to not go over a certain amount for cash burn per month due to payroll; however, our overall costs will increase due to the growth of the company.

**Principles**

Docfully has been active for a year working on the MVP, and hasn’t had significant growth. Because of this there aren’t any significant numbers for our financial statements. We came up with the answers for each category of our financials through the testing of our idea with one client, and feedback from those who tried the service. We want to have sustained growth over the next five years and achieve the hockey stick in our revenue model. To do this we must grow at least 10% per month, but keep expenses low. One of our biggest expenses during this time will be hiring, so delaying the hiring process for as long as possible is a must. This will help us be competitive and not burn through our funding. When we do hire, we must recruit top talent with culture fit. If they are talented but aren’t fitting in with the company culture we must fire fast and replace talent.

**Funding**

We are seeking $250,000.000 in seed funding for product development, marketing, and the building of the sales, technical, and medical teams. We are willing to offer 10-15% in the form of a convertible note for an 18 month run rate. The investor must be willing to consider investing in our Series A round after 18 months, and be willing to mentor and make connections in the healthcare industry to help build the company. After our Series A round our initial seed investor can then sell their shares at a higher evaluation or continue to invest in the company through later rounds with their same percentage until we seek an exit through an IPO. The company itself has no collateral, but I ,Jacques Stroud, have for collateral a 2001 Toyota Avalon valued at $2,000 and a comic book collection valued at close to $10,000.

**Uses**

$100,000 was a quote that came for The Bloc for a one year campaign. $70,000 to recruit 2 engineers part time (one front-end and one back - end) to improve the platform, and $80,000 for developmental cost for the website (certifications, security, hosting services, domain maintenance, etc)

SUMMARY

We at Docfully are looking to change the way healthcare is being done in America, and possibly the world. We want to make the patient first in the development of this platform, and ultimately serve anyone, no matter the illness or ailment. Because medical information is the new currency for hackers, client information is kept confidential and under HIPPA compliance and will be one of our major concerns as well develop this company. We will never share the patient’s information with outside agencies or persons.

**APPENDIX**

**P**lease include samples of products, ads, reviews, etc.