

EXECUTIVE SUMMARY

"We firmly believe this system will transform healthcare delivery."

— Chief Executive Officer
Beta Healthcare System

CORPORATE INFORMATION

Industry: Enterprise software
Product: Behavior-changing performance feedback networks
Sales: Pre-revenue

TRACTION TO DATE

- 2 successful beta releases
- Strong pipeline
- \$750k investment by founders
- 2 signed referral agreements with channel partners
- 2 major consulting firms interested in becoming OEM partners

LEADERSHIP TEAM

Julie M. Smith, Ph.D.
Chief Executive Officer
Global pioneer in behavior-powered execution; serial entrepreneur with two successful exits

Joe Cellucci, M.S.
President and EVP of Technology
Serial entrepreneur; three successful exits, most recent 19x revenue for comparable firm

Lori Ludwig, Ph.D.
Chief Performance Architect
Award-winning behavioral systems expert with 20+ years of cases

Tom Donaldson, M.A.
Chief Product Strategist
Behavior domain expert and lead developer of AOL's search engine

FUNDING STRATEGY

Funding Stage Seed Stage
Capital Raising \$1.5M SAFE Note, \$7.5 M valuation cap
Runway 12 months
Use of Funds:

- Complete remaining feature set for healthcare
- Install at 1 strategic client
- Secure an additional client partner and a channel partner

MISSION

We are on a mission to improve healthcare delivery by creating realtime, behavior-changing performance feedback networks.

PROBLEM

Feedback loops are broken in healthcare. Patient survey feedback is too general, delayed and impersonal to help healthcare workers know what to do differently. Leader-led "employee rounding" doesn't reliably change the behaviors of care teams and staff. These tools frustrate everyone because they take time, cost money, and result in no sustainable improvements.

The healthcare industry cannot improve safety, quality, and experience without fixing fundamental performance feedback loops.

SOLUTION

Our enterprise SaaS platform, Ally Assist, connects patients, care teams, staff, and leaders at the right times in the care process to easily give and get individualized, actionable feedback to improve care in realtime. The feedback focuses allies on consistently doing those critical few Vital Behaviors proven to improve healthcare delivery and clinical outcomes.

MARKET

Our initial target market segments are standalone clinic settings and visit-based care in the US where our beta product can be immediately implemented and scaled. (The TAM for US healthcare is \$5.5B; the SAM for clinics is \$2.0B.)

BUSINESS MODEL

- Recurring subscription model: SaaS monthly fee starting at \$9 per associate and \$115 per leader; volume discounts available
- Scale achieved through channel partnerships and "white labelling" for OEM partners
- Profit margins = 53% by year 5

COMPETITORS

Our competitors are established healthcare firms offering surveys, feedback "rounding" software, training, and consulting (e.g., Press Ganey, Studer Group). Their solutions rarely create sustainable behavior change at scale or reliable improvements in clinical outcomes and patient experience.

COMPETITIVE ADVANTAGE

We have proprietary behavior-changing algorithms, Vital Behavior Starter Sets, crowdsourcing module to quickly align users on Vital Behaviors, personalized Performance Ally Networks, commercially proven behavior-powered execution process, and 25 years of cases.

CUSTOMER ACQUISITION

Conduct free pilots with strategic client partners. (Acquisition cost = \$25k.) Develop channel partners to acquire and service clients. Build the brand through publications, cases, and conference presentations.

REVENUE PROJECTIONS

2022	2023	2024	2025	2026
\$10k	\$825k	\$6.2M	\$22.3M	\$42.4M

Valuation target: 10-15x revenue