



COLLAGE. CARE

INVESTOR PRESENTATION

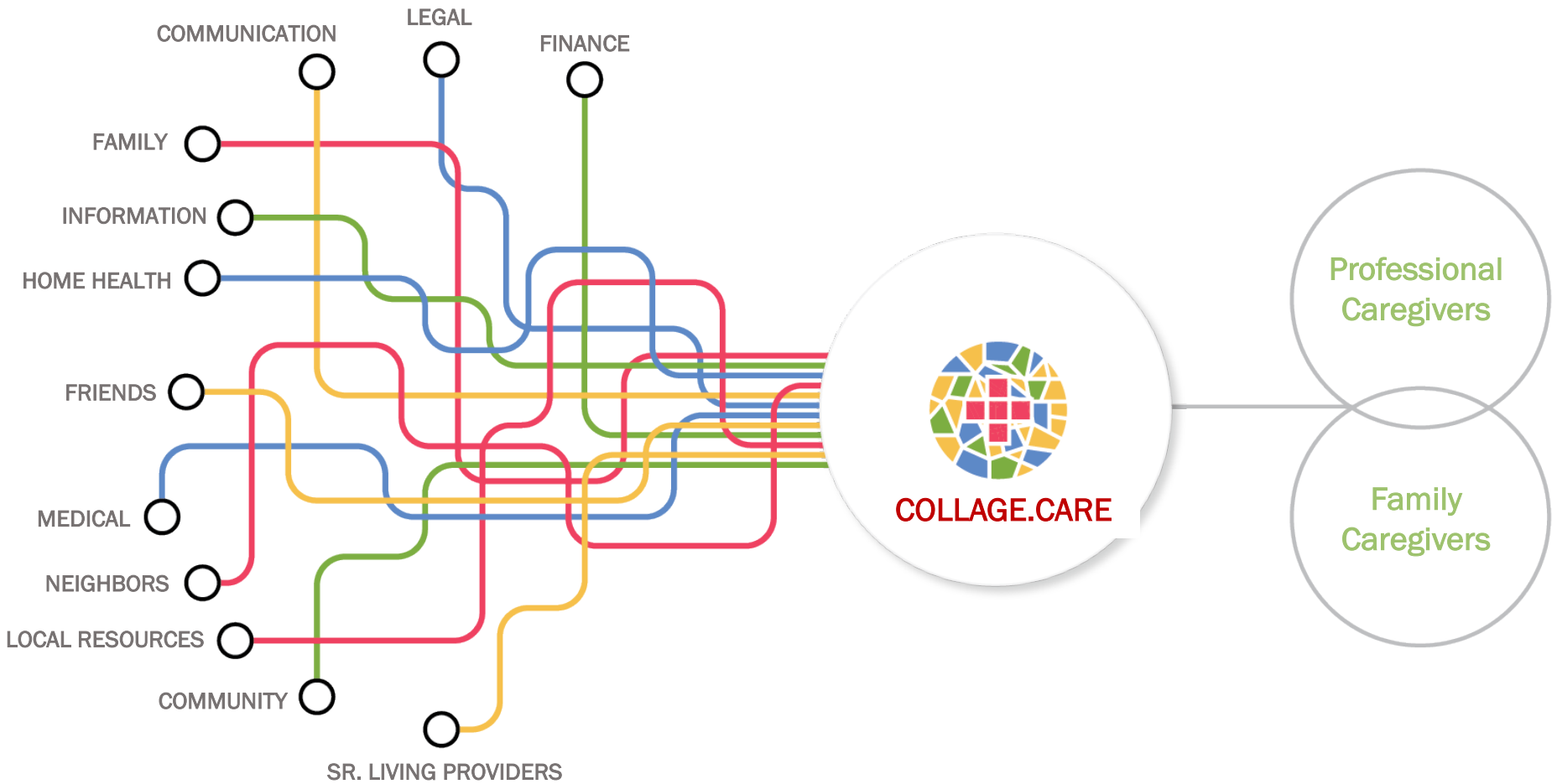
Nicole Christopher
DATE 2/27/17



What We Do



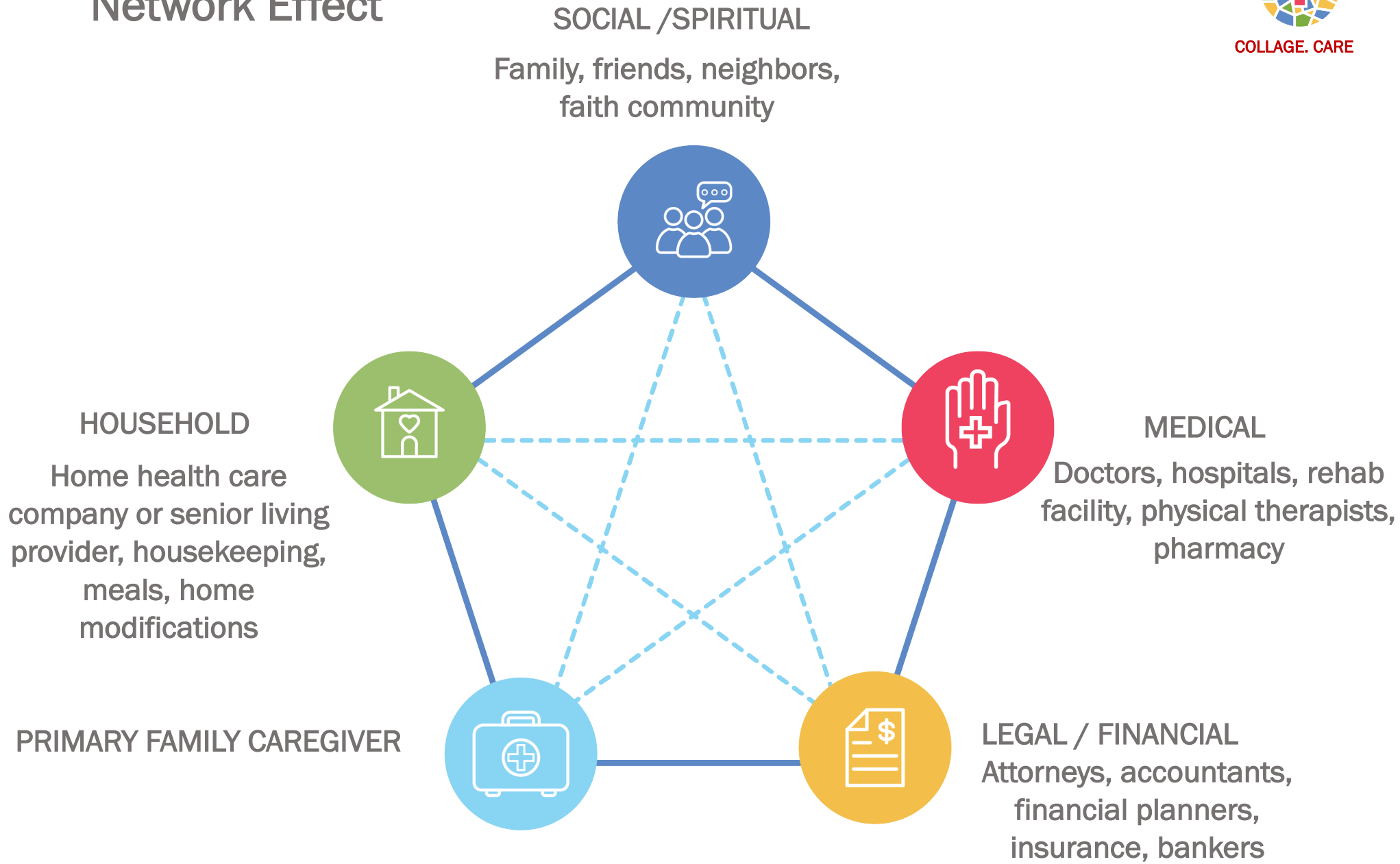
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Network Effect



Company Overview

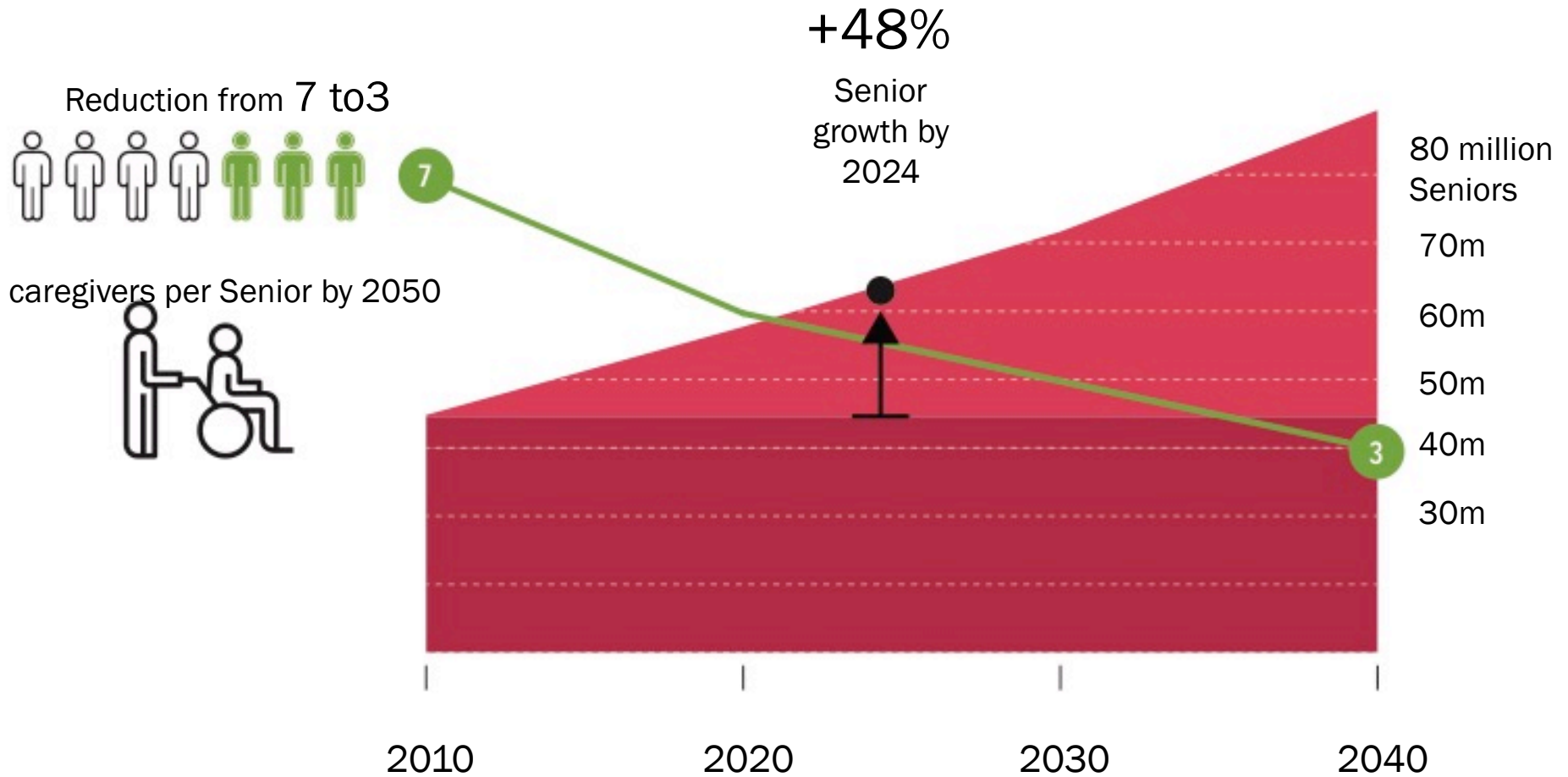


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PROBLEM	Fragmented care delivery & information yields high eldercare costs, readmissions and low workplace productivity
PRODUCT	Caregiver app on customizable platform
MARKET	40+ million U.S. family caregivers \$279B spend for caregiver innovation frontier
BUSINESS MODEL	B2B SaaS subscription renewing annually
STAGE	Working demo; detailed wireframes Ready to complete v.1 development & pilot



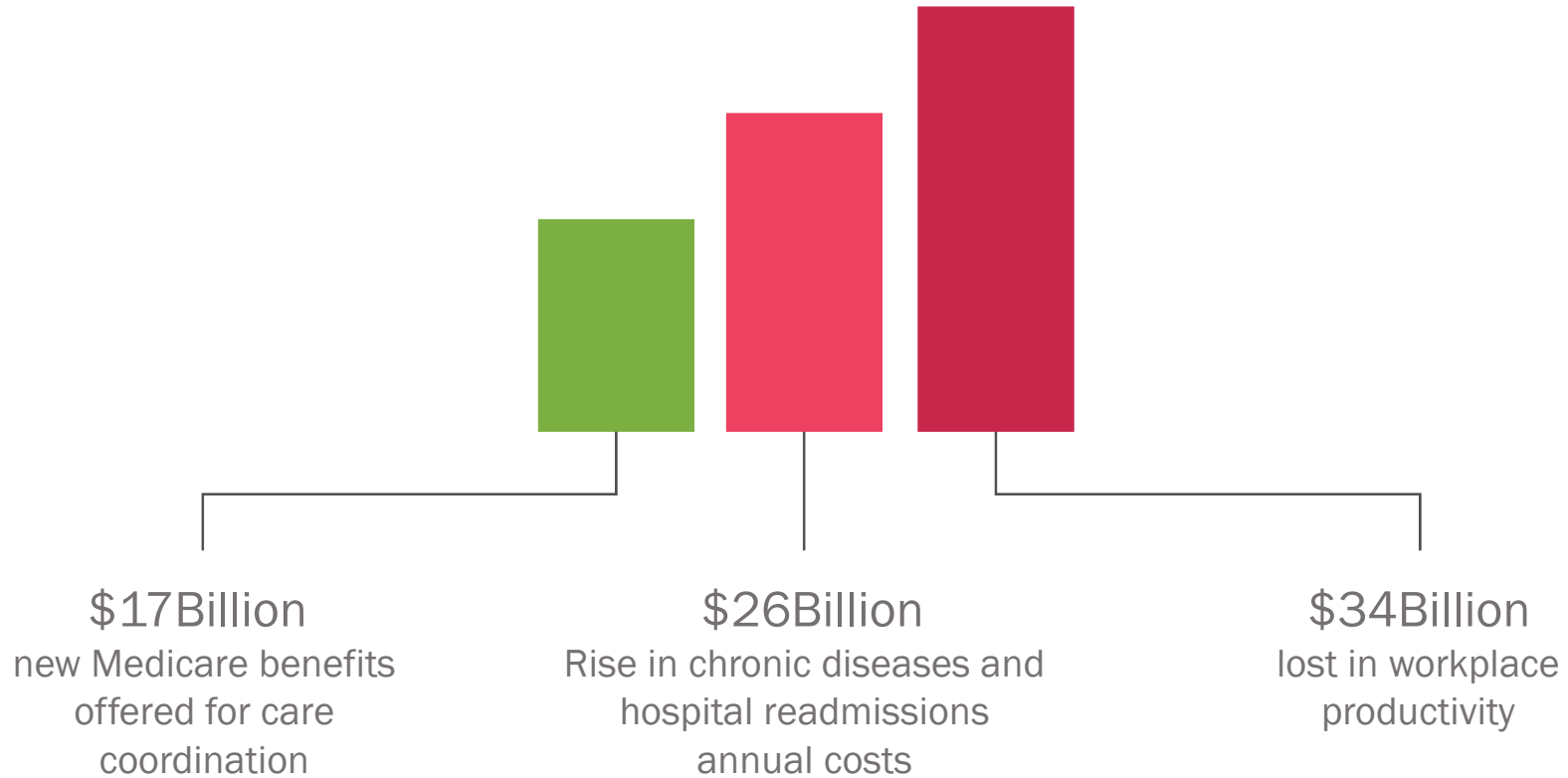
Elder Care Market Forces



The market is ripe for a Caregiver App



Elder Care Market Forces



Forces fuel demand for integrated care solutions





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Value Proposition

1

TRANSFORM THE FAMILY CAREGIVING EXPERIENCE

- Empower family caregivers and reduce confusion and stress
- Ensure care coordination and efficiency

- ✓ Seniors get higher quality care
- ✓ Family caregivers save time and frustration
- ✓ Providers gain efficiency

2

IMPROVE ACQUISITION AND CARE EFFICIENCIES FOR PROFESSIONAL CARE

- Lower customer acquisition and retention costs
- Improve engagement with family caregivers





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We Are LinkedIn Groups for Elder Care



ABC Health Care

200 Clients

x 1

= 200 Family Caregiver Contacts

x 8

= 1,600 Care Circle Contacts

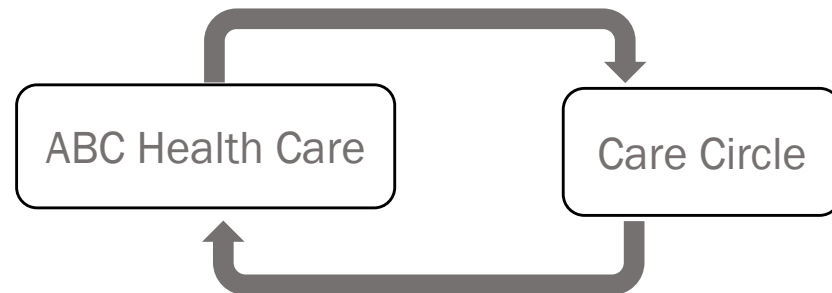
x 0.75

= 1,200
Family &
Friends

x 0.25

= 400
Professionals

Expanded
Network
with
Collage.Care



Network Effect Benefits for ABC HealthCare:

- Means of improved care coordination
- Source of new client referrals
- Brand awareness
- Targeted marketing opportunities
- Collect behavioral data



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Target Segments (Initial)

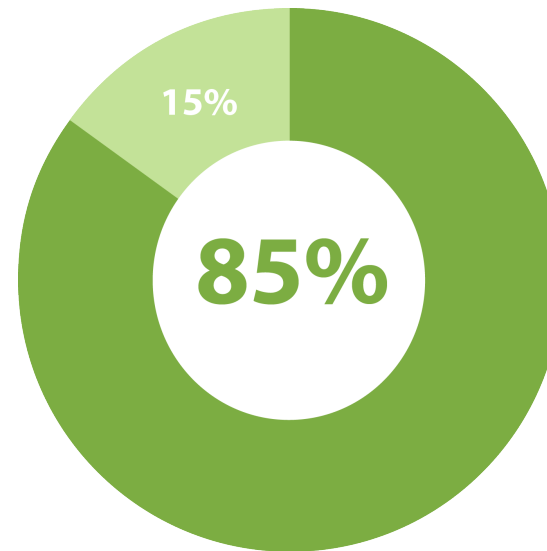


HOME HEALTH CARE & SENIOR LIVING PROVIDERS

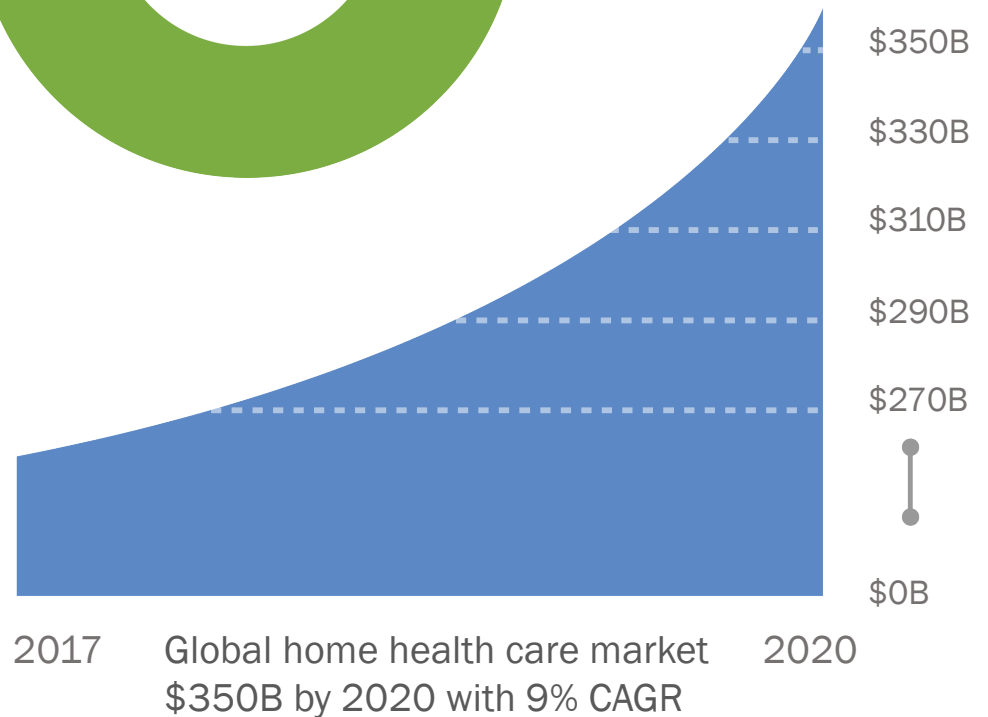
VALUE = collaborate with caregivers to supply quality care at lower

TARGET HHC CUSTOMERS = Right at Home, Visiting Angels, Comfort Keepers

TARGET SLP CUSTOMERS = HCR ManorCare, Episcopal Retirement Services



85% "age in place" while 15% in SLPs.





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Target Segments (Future)



HOSPITALS

VALUE = lower cost of readmissions; manage hospital-to-home transition; avoid cycle of ER visits and acute care

- \$17B of avoidable US hospital readmissions cost per Medicare
- Value of 50% reduction in avoidable readmits to a single hospital is between \$1.2M and \$1.6M per year

SIZE = 5,564 registered hospitals in US and 430 hospital systems

TARGET CUSTOMERS = Christ Hospital Health Network, Mercy Health, Trinity Health



EMPLOYERS

VALUE = minimize costly, disruptive accommodations and productivity losses for caregivers; reduce workers leaving to be caregivers

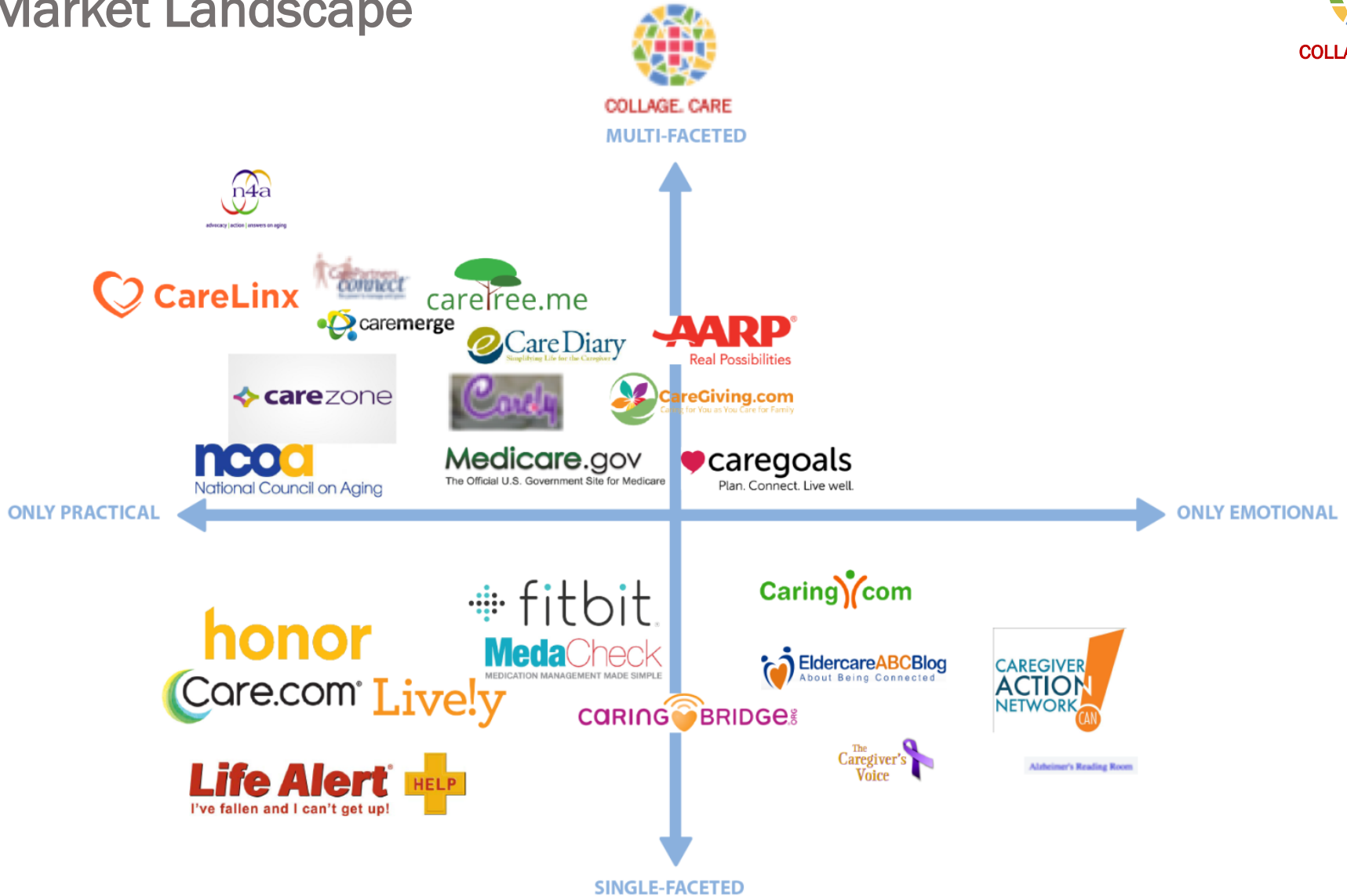
- MetLife reports US companies lose \$31B a year in productivity
- Employees with caregiver responsibilities cost 8% more; that's \$106M cost for firm with 12k employees

SIZE = Forbes reports 15% of the US workforce cares for older loved one

TARGET CUSTOMERS = P&G, GE, Deloitte, Fannie Mae



Market Landscape



Many players, but no comprehensive, integrated solution



Product Overview



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FIND

Guides family caregivers in locating the right local service providers for their needs



DISCUSS

Caregiver forums

LEARN

Created and curated content

CARE

Customize and streamline communications workflow across all parties: professional and family

Four functions that all caregivers use at some point in ever caregiving situation



Product Roadmap



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Functionality	What It Does	Roll Out Phase1 – For HH/SL	Roll out Phase 2 – For Hospitals and Physician Groups	Roll out Phase 3 – Employers and B2C
		Launch 6 mo. Post funding	Rolling launch starts 8 mo. Post funding	Launch 18 mo. Post funding
Discuss	All-in-one caregiver moderated forums			
Learn	Created and curated content			
Care MVP	Create care circles, Conversations, Task Manager, Document Vault			
Care (full)	Journal, Schedule, integrations with 3 rd party software			
Find	Non-captive resource matcher for 5 different subjects by Zip code, designed to help newcomers learn jargon and processes, provides reviews and checklists			



Competitive Advantages



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	Comprehensive Solution	Care Coordination (non-clinical)	Care Coordination (clinical)	Resource Matchers	Hospital Readmission software	Caregiver Information	Caregiver Social Support
Key Players	Collage.Care	CareZone, Caring Bridge, eCare Diary	Tyze, Care Merge, AthenaHealth	Honor, Care.com, CareLinx, A Place for Mom, Lotsa Helping Hands	Seamless MD, CareAtHand, Propeller Health	Fearless Caregiver, National Alliance for Caregiving, Medicare	Facebook forums, local support groups
<u>Attributes</u>							
Discussion Forums	Green						Green
Information (medical, caregiving, etc.)	Green	Green		Green	Green	Green	Green
Resource matcher	Green						
Captive resource matcher				Green			
Care coordination	Green	Green	Green	Green	Green		
Aggregated custom info for CGs	Green						
HIPAA	Green	Green	Green		Green		
Client branding (B2B white label)	Green						
Aggregate cohort behavioral data	Green		Green		Green		



Partner and Exit Possibilities



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Integrates with other software? (Y/N)	Yes		Yes		Yes		
Potential integration partner or direct competition?		Direct Competitor	Potential Integration Partner	Potential Integration Partner	Potential Integration Partner	Potential Integration Partner	Direct Competitor
Model	B2B enterprise/ B2C	B2C	B2B enterprise	B2C	B2B enterprise	Non-profit	Non-profit B2C
Market	HH, SLP, Med, B2C	HH	Med	HH	HH, Hospital	All	HH

Yes

Direct Competitor

Potential Integration Partner



Business Model



CUSTOMER

Sell to businesses

OFFERING

SaaS delivery of Caregiver App

Revenue

Annual subscriptions purchased for clients/employees
("account")

who are family caregivers

- \$30-\$40/month/account
- Each account enrolls 8 members in care circle





Go to Market Strategy

Direct sell to home health care franchisors and senior living providers with 50+ facilities

- Form early adopter program to entice first customers

Inside sales to franchisees

- Right at Home has >500 franchisees serving 10,000s seniors
- Altria Senior Living – 121 facilities across multiple states

Post commercial launch, develop partnerships with channels already serving hospitals and employers (future target segments)



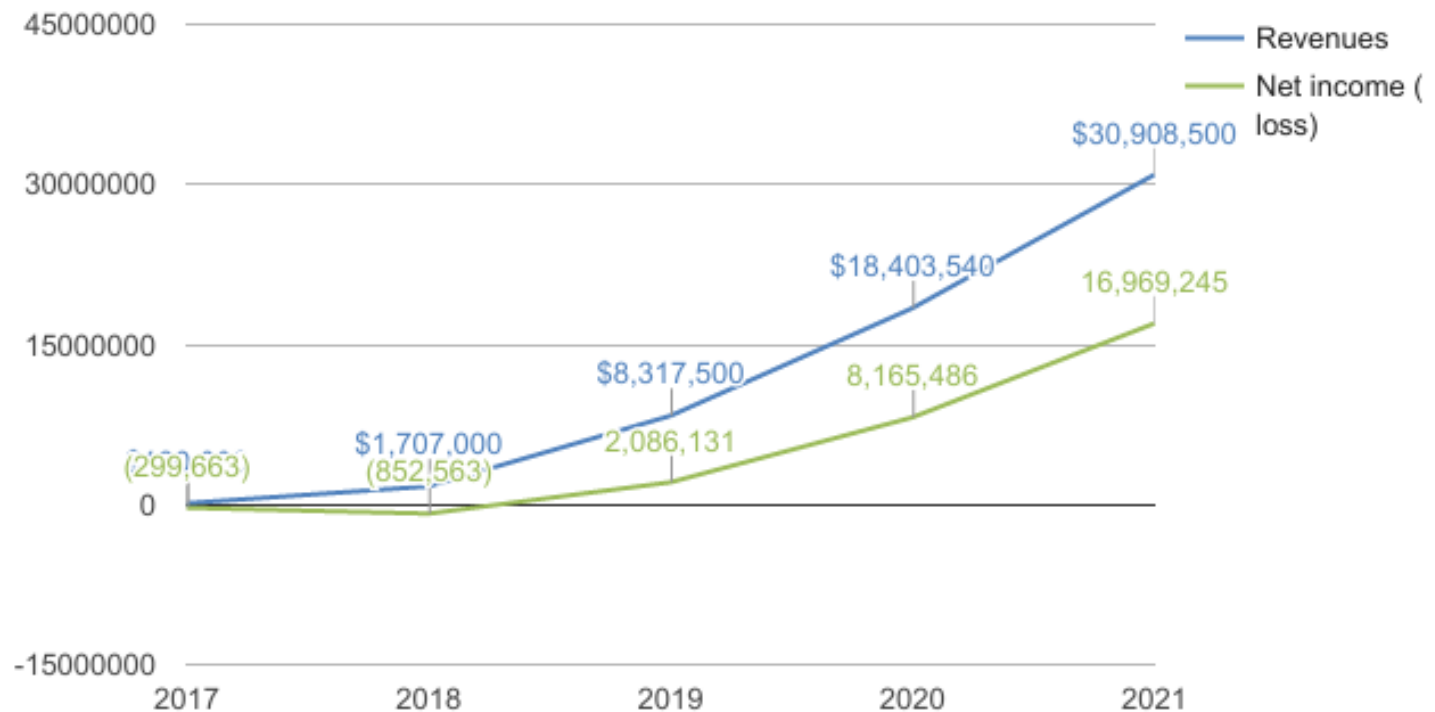
Financials



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FORECAST

	2017	2018	2019	2020	2021
Revenues	\$120,000	\$1,707,000	\$8,317,500	\$18,403,540	\$30,908,500
Total Expenses	\$409,663	\$2,326,763	\$5,207,994	\$8,424,829	\$11,213,730
Net income (loss)	(299,663)	(852,563)	2,086,131	8,165,486	16,969,245
% Profitability Net Earnings	-	-	25%	44%	55%





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Investment Opportunity

PREVIOUS FUNDING

- LLC founded 2013
- \$300k founder cash to date
- 40+ months sweat equity (\$350k+ value)

OFFERING

- Senior Secured Convertible Note
- Amount: \$1.2 million in \$500k, \$700k tranches
- Term: 24 months
- Warrant Coverage: 20%
- Valuation: \$2 million pre (Cap)

USE OF FUNDS

- | | |
|---|--------|
| • Staffing; VP Ops, Sales & Support Leads | \$500k |
| • Product Development | \$450k |
| • Marketing | \$120k |
| • Other OpEx | \$130k |





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Investment Milestones

TRANCHE 1 - \$500K

- Hire CIO/VP Operations
- Launch commercial v.1 (Learn Discuss, Care MVP)
- 3 to 6 pilot customers in home health care/senior living
- Generate \$120k revenue
- Develop >\$500k sales pipeline
- Expand in to hospital and employer markets
- Begin v.2 (Care) development; Define Find functionality
- Hire Customer Support Manager and Sales Manager

TRANCHE 2 - \$700K

- Expand pilot customers into >\$250k ARR
- Close new HHC/SVP sales >\$250k ARR
- Establish partnerships for entry in to hospitals and employers
- Complete v.2 (Care); Begin development of v.3 (Find)





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Team

NICOLE CHRISTOPHER, FOUNDER & CEO

- 15 years elder caregiver
- 10 years sales and product development, Ford & Cengage
- Co-founder specialty dental practice
- BA Northwestern University

ADAM BOTHWELL, VP OPERATIONS/CIO

- 16 years software development; Senior Architect at Krush, Lead Engineer at Great American Insurance, former Microsoft Consultant
- Experience spans from start-ups to Fortune 100
- Invented first commercial anti-spyware application
- BBA University of Cincinnati

SCORESBY INTERACTIVE, UI DEVELOPMENT

- Columbus-based firm whose clients include Cintas, Medical Mutual, P&G, United Healthcare
- Founded, 2001 by Dr. Kevin Scoresby





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Advisors

TOM STIERITZ

- 20+ years healthcare industry
- Currently Executive Director, Christ Hospital Health Network
- Previous executive roles with Enclara, Omnicare, Anthem
- BA University of Cincinnati, MBA Indiana Wesleyan

PATRICK HENSHAW

- Currently Director of Development, Cintrifuse
- Co-founder/COO Strap (healthcare wearables)
- Built 3 startups and exited successfully
- BA US Military Academy at West Point

DAN MEYER

- 20+ years executive experience scaling high-growth technology-based companies
- Board member Vernovis (Inc. 5000 company) and Ilesfay Technology (2014 sold to ADSK)
- Formerly CEO, Comet Solutions and executive roles with think3, SDRG, and Synopsys
- BA Princeton University, MBA Stanford University





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Summary

Collage.care is poised to dominate the longevity economy because

- ✓ Market is exploding
- ✓ Leveraging network effect to benefit all stakeholders
- ✓ If we own the platform, we will
 - Have big data
 - Own the audience
- ✓ Experienced team – we are passionate about this because we have felt the pain

“There are four types of people in the world - those who have been caregivers, those who are caregivers, those who will be caregivers, and those who will need caregivers- Rosalynn Carter





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