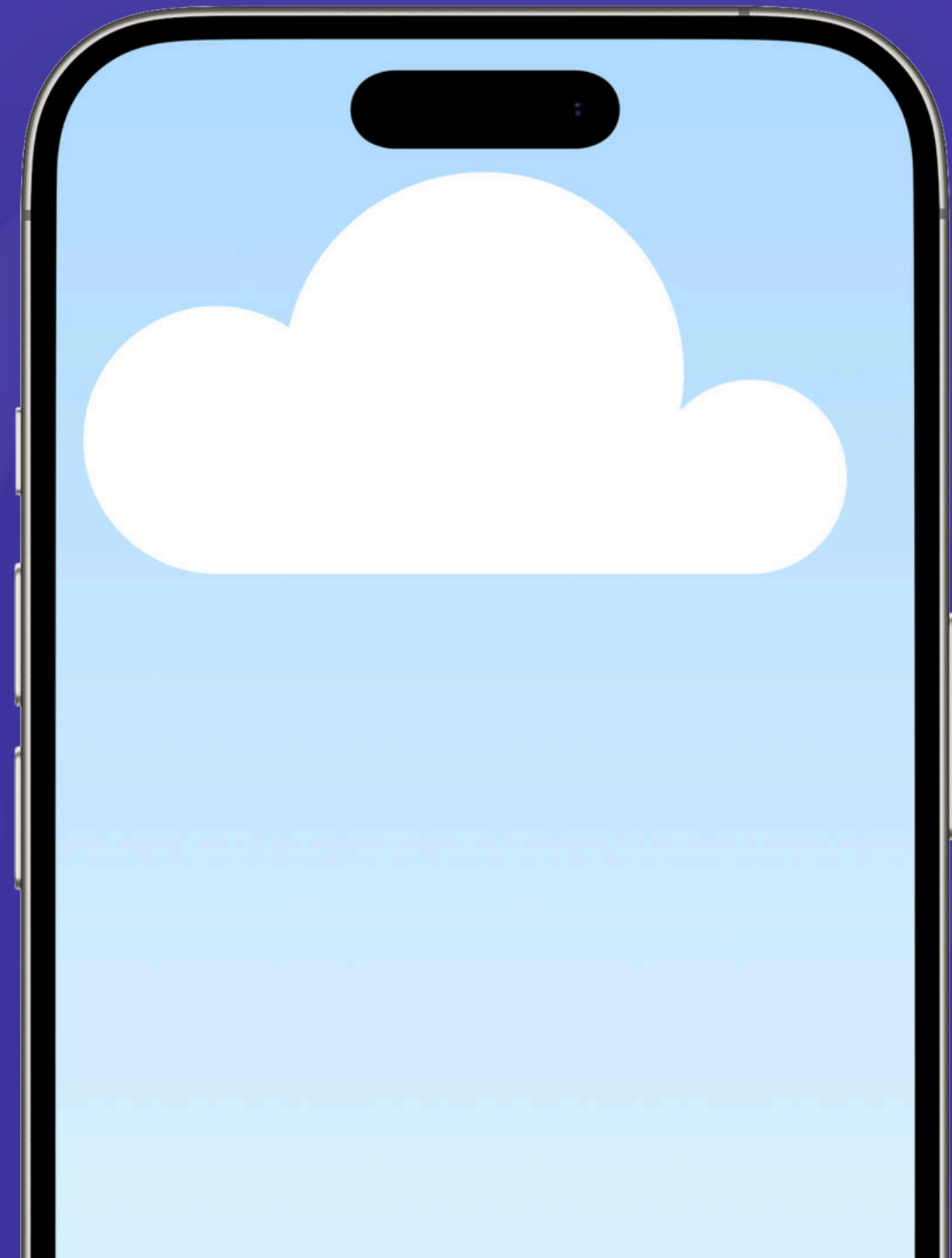


# Enabling Access to Your Personalized Health Data

Own your health



# The Problem

[COMPANY LOGO]



There is no **single, user-friendly** platform for Individuals to truly own and control their health information.

01

## Data is Siloed

Individual health information is trapped in proprietary systems that don't talk to each other.

02

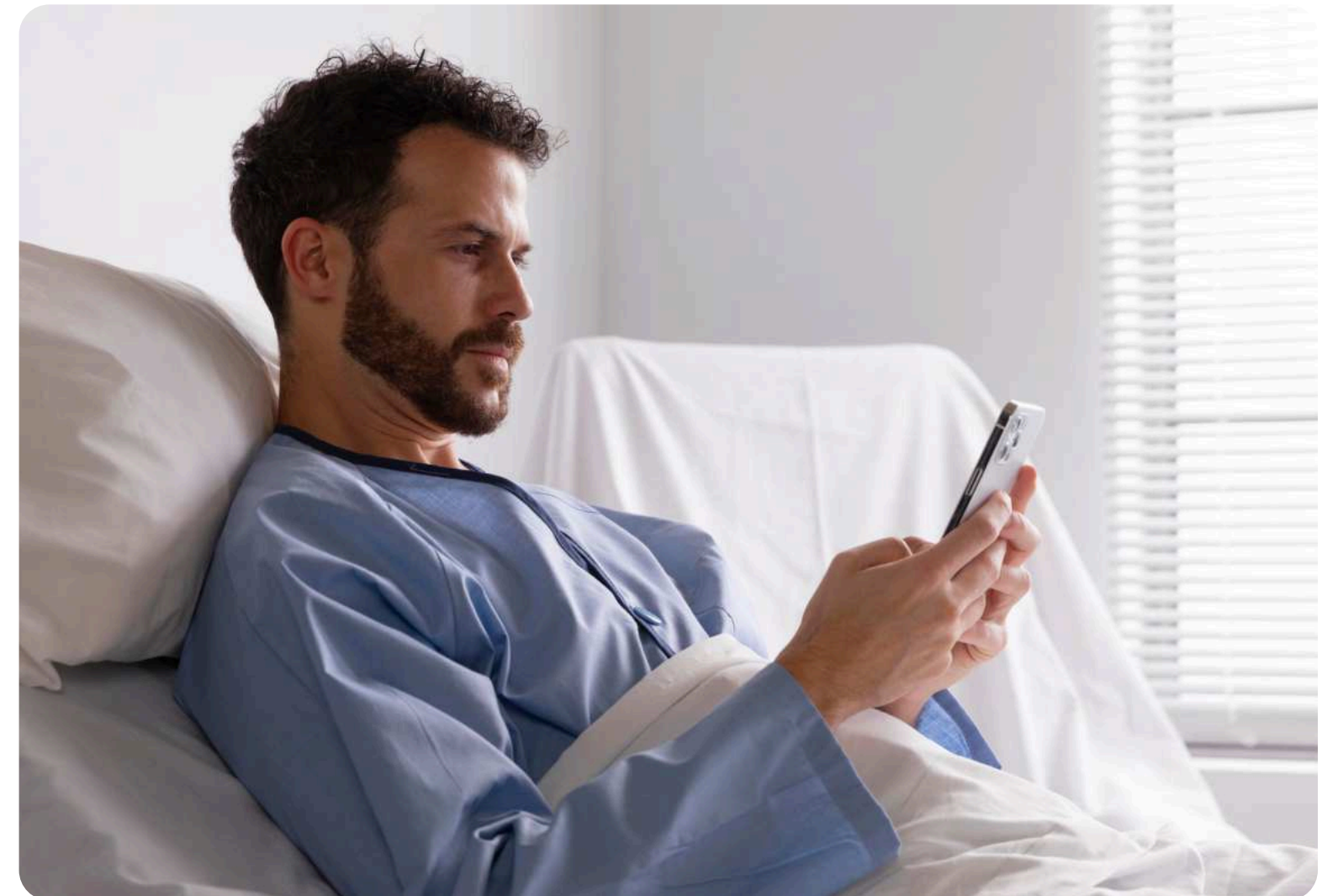
## Lack of Actionable Insights

Individuals lack personalized insights from their health data to improve their well-being.

03

## Non User-Centric

Existing platforms prioritize clinical workflows and insurance billing over individual usability.



# Our Solution

[COMPANY LOGO]

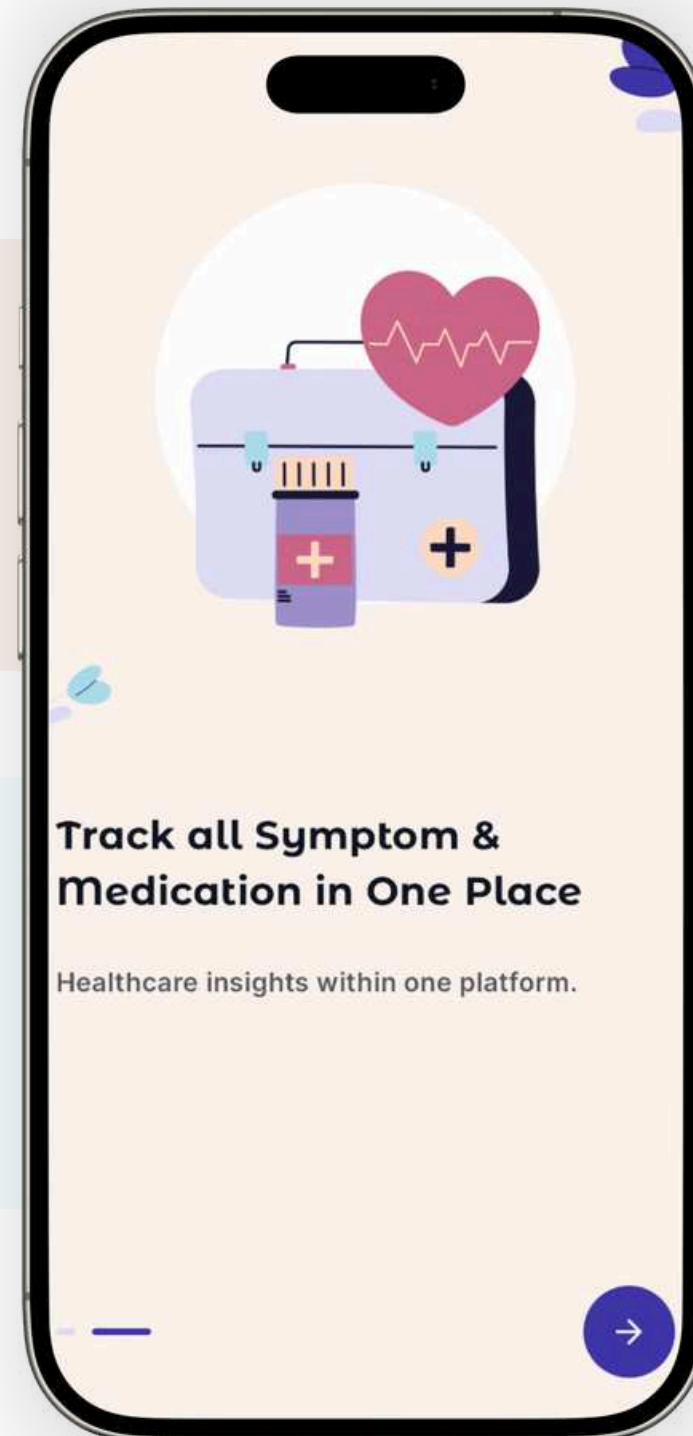
[COMPANY]: A single, secure platform that makes health data accessible, organized, and actionable for all Individuals.

## On-Demand Access:

Unifies data from the user, wearables, EHRs, and more into an on-demand, user-friendly interface.

## Complete Health Picture:

Creates a dynamic, continuously updated health profile for longitudinal insights.



## Secure & Private:

Employs advanced security protocols and regular audits to protect privacy and enable secure sharing.

## Actionable Insights:

Leverages predictive analytics to generate personalized health recommendations.

# Why Now

[COMPANY LOGO]



**\$30B**

The lack of healthcare data interoperability costs the U.S. health system **over \$30 billion annually.**



Up to **80%**

of medical information provided by healthcare practitioners is forgotten immediately.



**80%**

of Americans say that access to their complete health record is **important or very important.** However, **63%** of those **DO NOT** have their medical history.

Sources: [himss.org](http://himss.org), [thecardiologyadvisor.com](http://thecardiologyadvisor.com), [harmonyhit.com](http://harmonyhit.com),

# Founder-Market Fit

My personal experience with a misdiagnosis due to fragmented medical records fueled my passion to solve this problem. I understand the frustration and anxiety caused by inaccessible data, and I'm dedicated to empowering others to avoid similar situations.

My background in epidemiology, postdoctoral research at Columbia and Harvard, and 170+ peer-reviewed publications give me a deep understanding of health data and the critical need for a solution like [COMPANY].

As a 'born bulldozer with a 500-lbs brain,' as some have called me, I'm driven to tackle complex challenges. I recognized the outdated reliance on faxed medical records and knew I could leverage my expertise to create a better, more modern solution.

[COMPANY LOGO]



# Traction

[COMPANY LOGO]



**100%**

Beta Tester Conversion



**5,000**

Organic Social Media Followers



**80%**

of Surveyed Users are Very Excited  
or Excited about an app like  
[COMPANY]



**100%**

Usability User Testing Success Rate



**Strategic Partnerships**

Early discussions with Merck, Eli Lilly,  
Walmart, Blue Cross Blue Shield,  
North Carolina Medicaid, & Pfizer

# Key Features

[COMPANY LOGO]



### Universal Data Integration

Integrates health data from manual inputs, wearables, and other sources.



### Data Sharing

Share data selectively with full control over access levels.



### Interactive Timeline

Chronological view of health data to track trends and key events.



### Scheduling & Real-Time Chat

Book appointments, get reminders, and chat with providers in real time.



### Smart Search & Filtering

Quickly locate health data using filters by type, date, or keyword.



### Clinical Trial Matching

Connects users to relevant clinical trials based on health data.



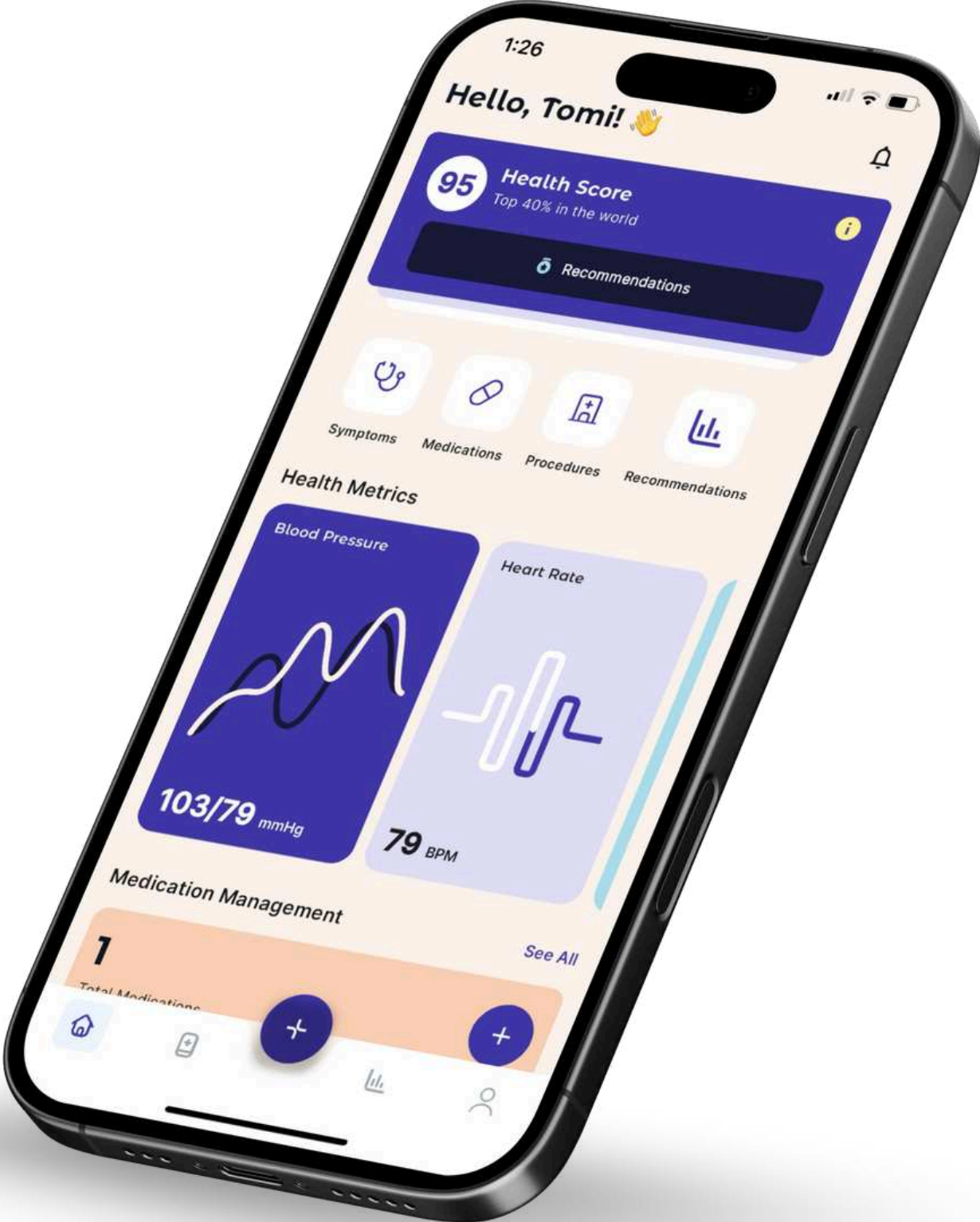
### Personalized Health Recommendations

Provides tailored advice on lifestyle, screenings, and risks.



### Vaccine Tracking

Tracks and documents vaccinations based on CDC and WHO guidelines for user.



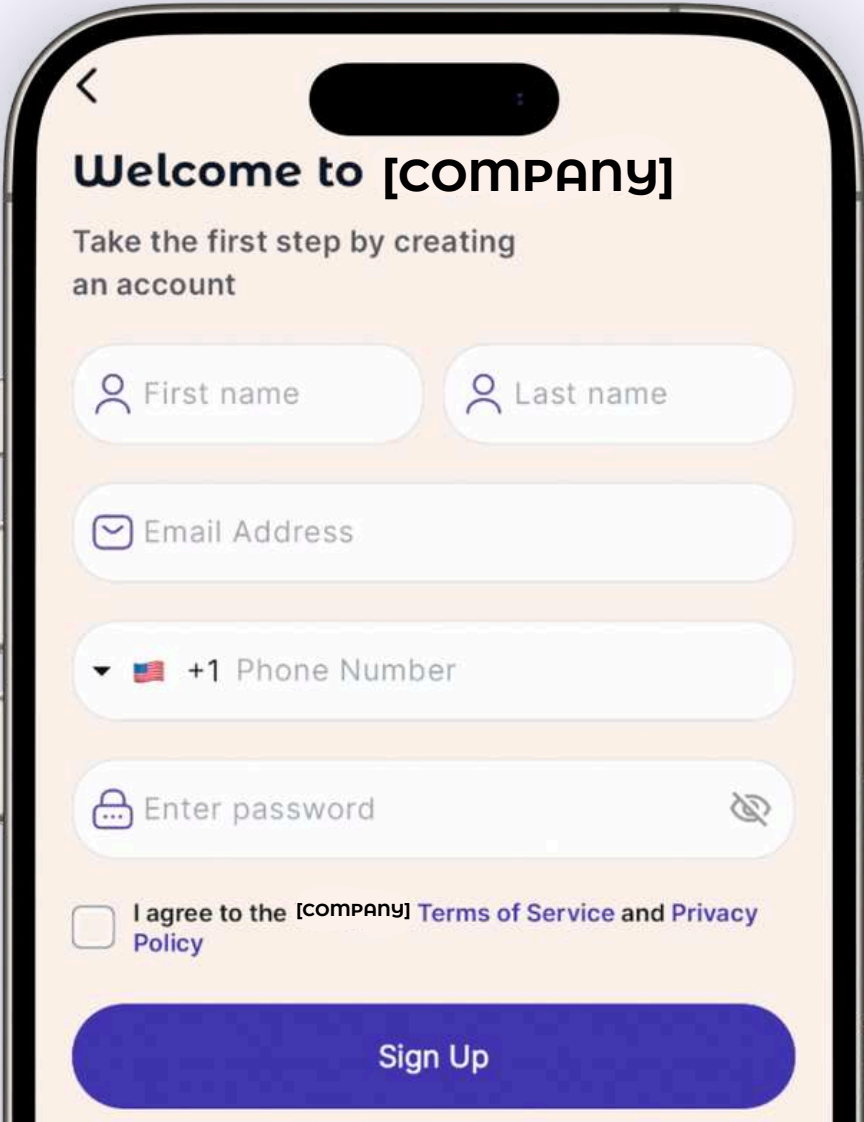
# How It Works

[COMPANY LOGO]

1

## Download & Verify

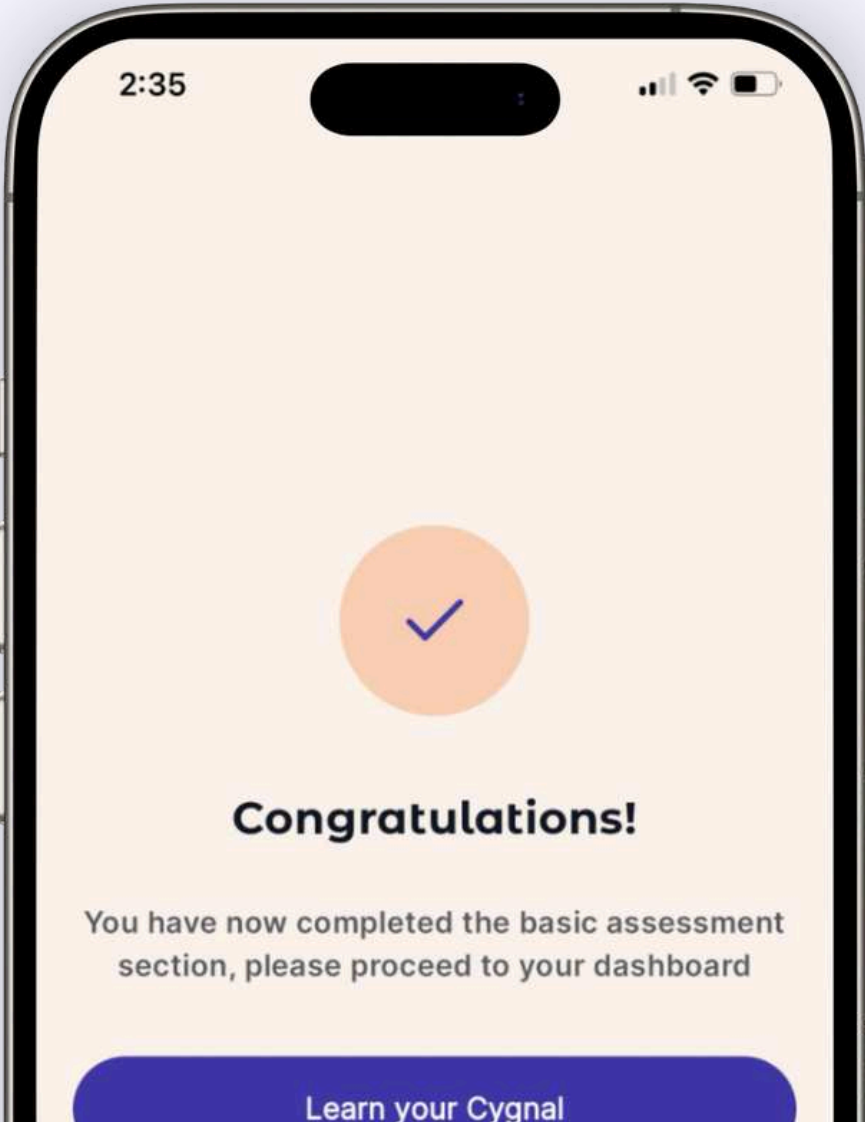
Install the [COMPANY] app and quickly verify your identity for secure access.



2

## Baseline Profile

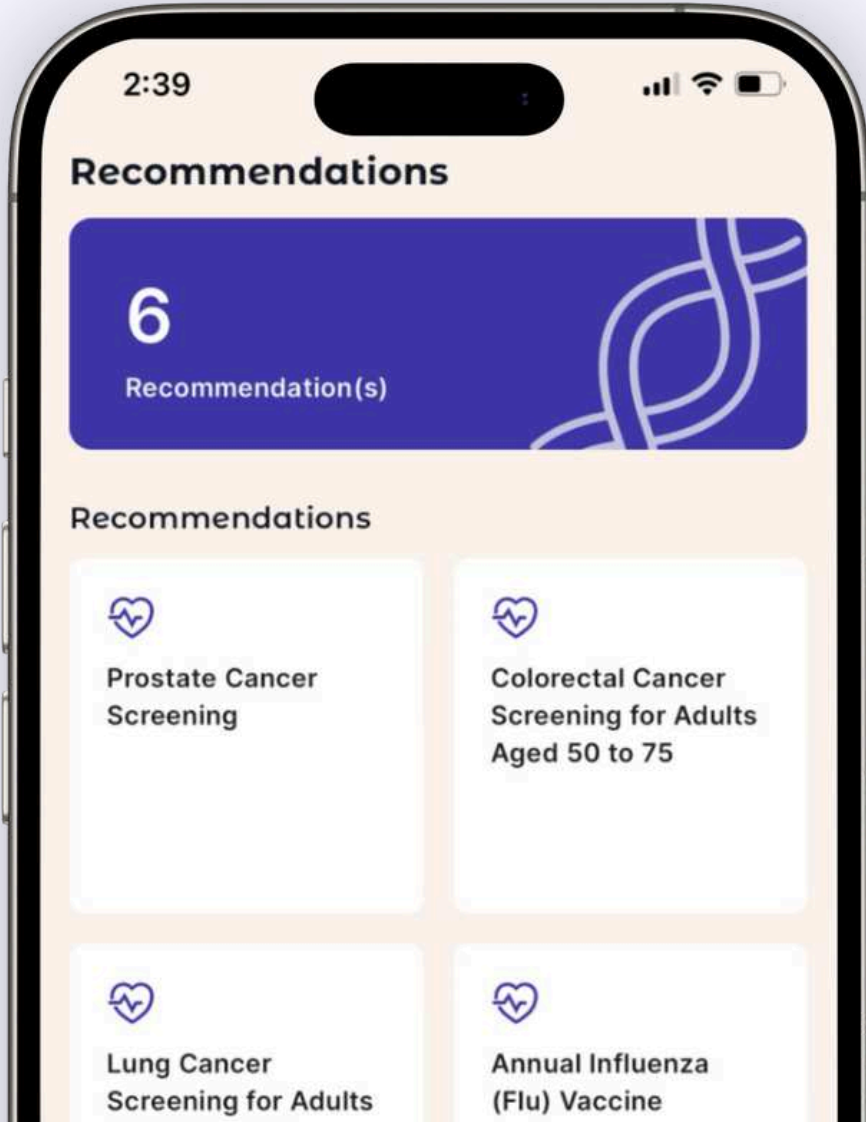
Answer a few quick questions to establish your baseline health profile. (3 minutes)



3

## Personalized Insights

Receive immediate age- and gender-specific health recommendations.



# Market Opportunity

[COMPANY LOGO]

TAM (Global Market)

**\$154.1B**

The Global mHealth apps market size is expected to be \$154.1B by 2034 (CAGR = 15.2%)

SAM (U.S. Market)

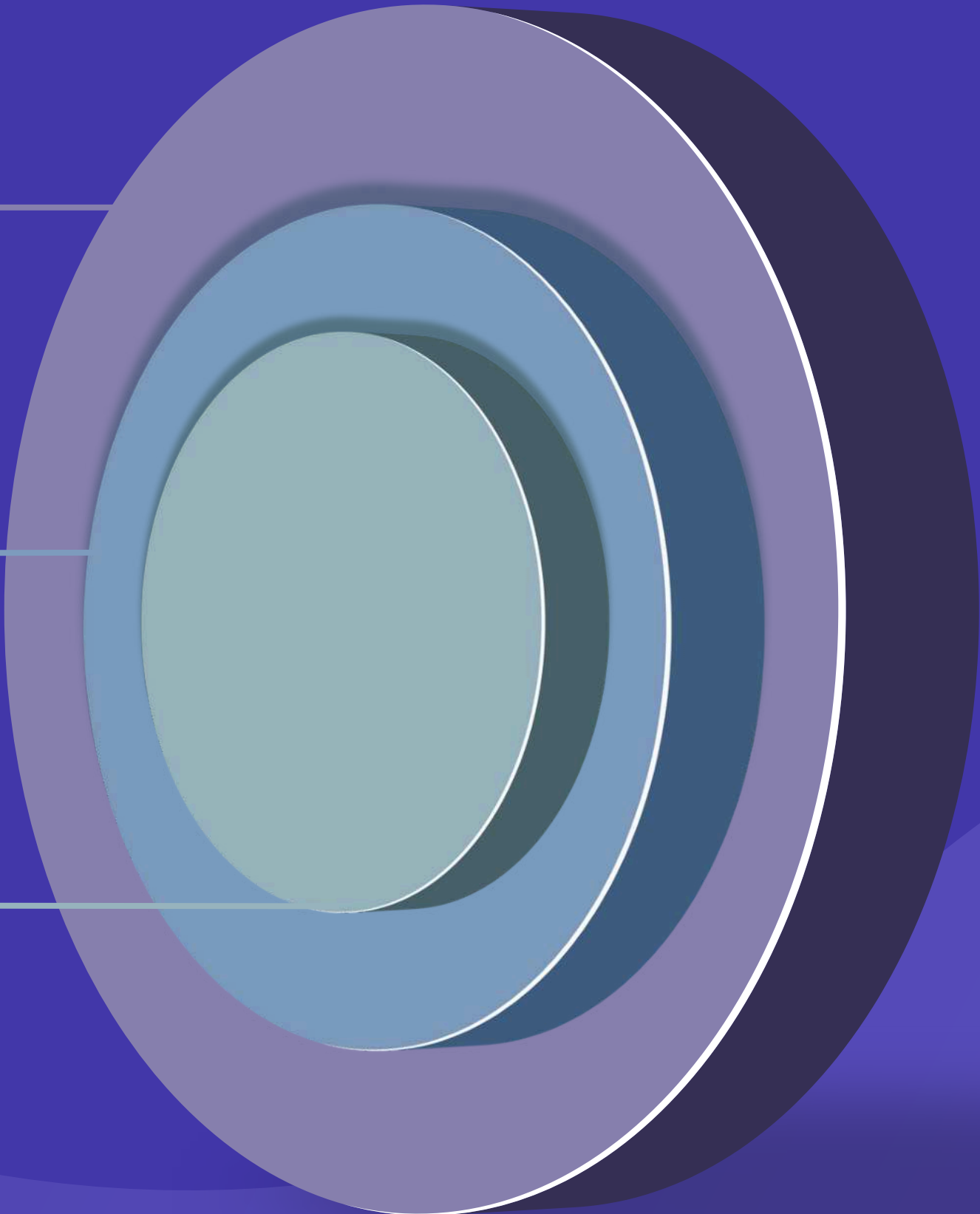
**\$51.8B**

The U.S. mHealth apps market size is expected to be \$51.8B by 2034 (CAGR = 15.3%)

SOM (Market Penetration Rate)

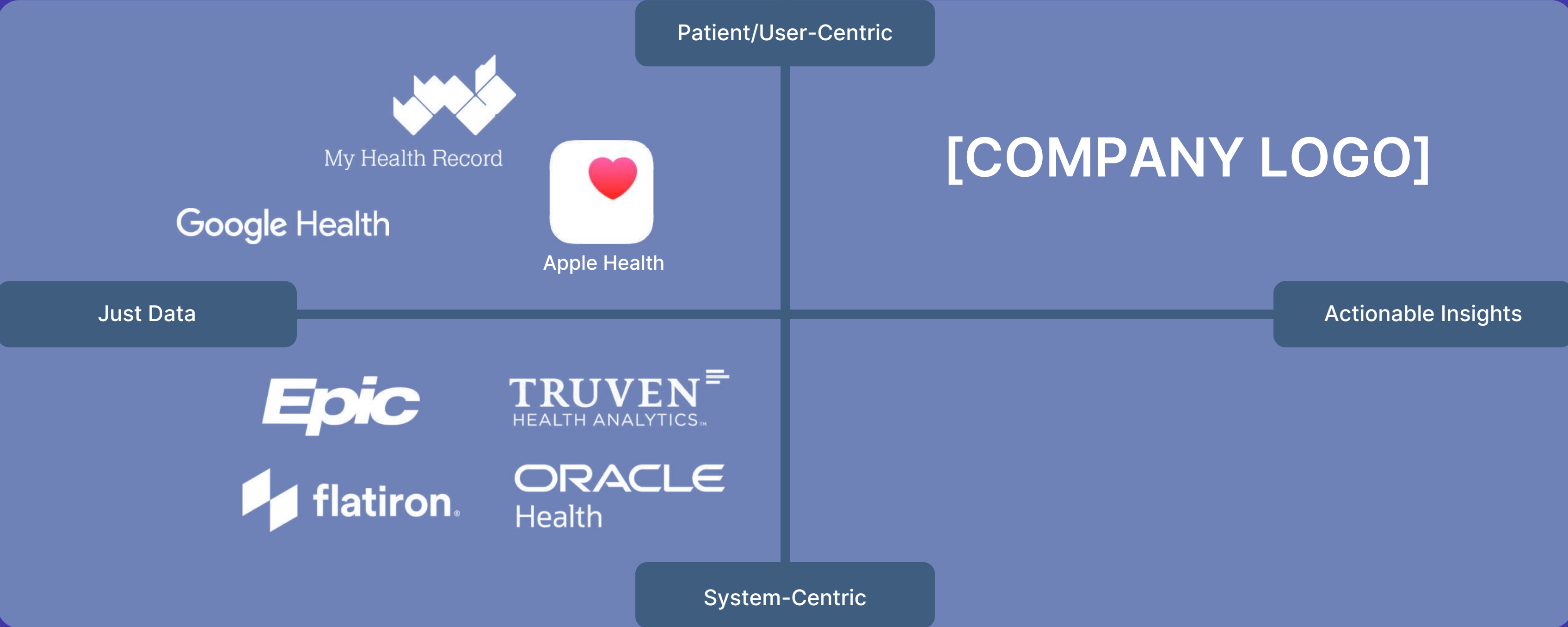
**\$259m**

Assuming a 0.5% market share given the competition, we estimate our SOM to be \$259M.



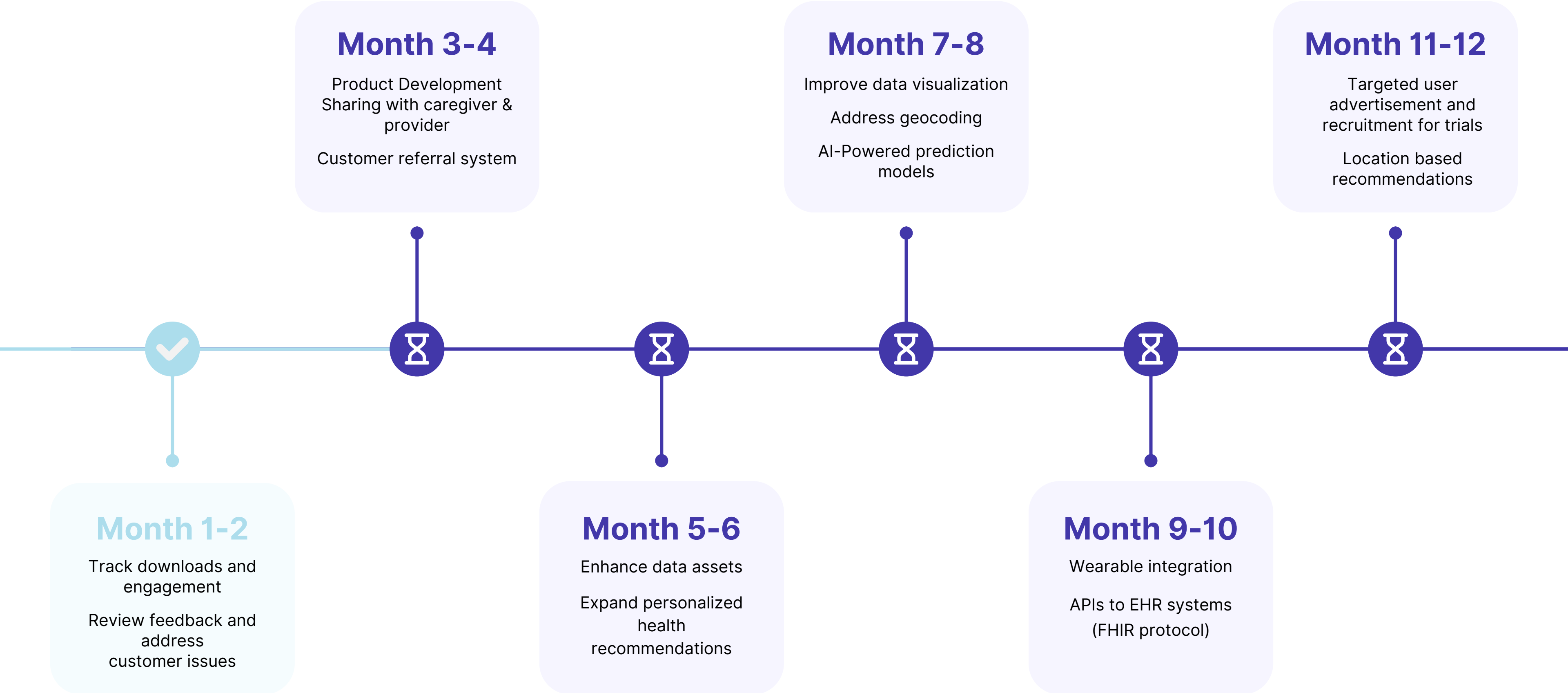
# Competition and Competitive Advantage

[COMPANY LOGO]



# Go-to-Market Strategy

[COMPANY LOGO]



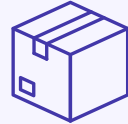
# Business Model

## B2C & B2B

Business-to-Consumer

Business-to-Business

[COMPANY LOGO]



### Basic

\$0 (FREE)



### Premium

\$15 per Month or \$150 Annually



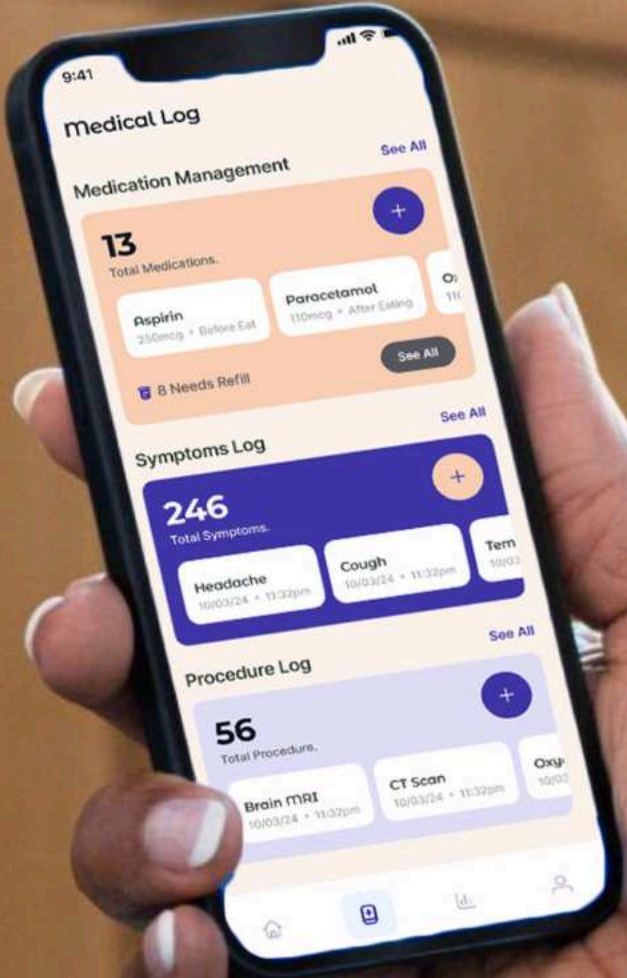
### Sponsorships

\$8,000 per Partner Annually



### Clinical Trials

\$350 per Trial



# Ask & Financials

[COMPANY LOGO]

Ask

**\$500,000**

Valuation

**\$5,900,000**

Runway

**Infinite**

Uses of Funds

- Product Dev.: 50%
- Business Dev.: 26%
- S&M: 20%
- Legal: 4%



## 2027 Targets

- Total Active B2C Users: 9.5K
- Clinical Trials: 3.3K
- Corporate Sponsor/Partners: 8
- Revenues: \$1.4M
- Gross Profit: \$1.3M
- Net Profit: \$775K
- Cash Balance: \$1M

# Team

[COMPANY LOGO]



**[NAME]**  
[POSITION]

- [BIO]



**[NAME]**  
[POSITION]



**[NAME]**  
[POSITION]



**[NAME]**  
[POSITION]



**[NAME]**  
[POSITION]

The future of personalized health  
is in our hands

Contact Us!

 [EMAIL ADDRESS]

 [WEBSITE]

 [PHONE NUMBER]

