

# ABC

## Company Profile:

www.ABC-Company.co  
Industry: Internet/Social Health  
Employees: 15  
Founded: 2012

## Contact:

John Doe  
[JDoe@ABC-Company.co](mailto:JDoe@ABC-Company.co)  
w. 732.000.0000  
c. 908.000.0000

## Financial Information:

Funding Stage: Early  
Capital Seeking: \$750,000  
Use of Proceeds: Sales & Marketing Activities

## Technology:

Completed social network including membership levels, marketing/advertising engine and medical data retrieval for 70M users. Encryption in place and database records for 1.2 million US doctors which updates monthly.

## Management:

John Doe, CEO  
Ian Don, COO  
Peter Klein, CIO

## Investors:

Founder, Friends & Family

Contact Details: John A Doe (e) [JDoe@ABC-Company.co](mailto:JDoe@ABC-Company.co) (p) 732.000.0000

**Business Summary:** ABC Company is the only social network platform using big-data to automatically connect newly diagnosed patients directly with those who've been through the same diagnosis, tests, and treatments, and procedures. ABC Company crowdsources health information to determine what path will likely result in the best outcomes and what costs will be associated with that recovery plan. Facts, outcomes, and social support, delivered direct to the newly diagnosed patients.

**Customer Problem:** According to the CDC almost 1 out of every 2 adults had at least 1 chronic illness. According to PEW Internet research, in a September 2012 survey 72% of internet users searched online for health information. Currently, no platform exists that can match these searchers with peers by providers they have seen, medication they have been prescribed, treatment administered, or a combination of criteria. No current platform can determine reported best outcomes from "downstream" patients who have been through or are managing the same condition.

**Target Market:** Our target market consists of health information searchers (72% of internet users) that have accessible electronic health records. Currently, ABC Company is capable of being utilized by 100 Million people in the United States with more coming as the county continues its moves towards electronic health information.

**Marketing Strategy:** ABC Company has a four part approach to marketing of the platform which include: (1) direct internet approach consisting of backlinks, bloggers, keyword campaigns, SEO, newsletters, banners, and press releases (2) print media approach including awards for care providers displayed in waiting rooms. (3) alliances with insurers, and providers with lives under management. (4) TV campaigns to increase public awareness.

**Business Model:** ABC Company is free for all patients but charges a monthly fee to care providers for membership. In exchange for the membership, care providers receive marketing and advertising capabilities along with preferred inclusion. No other outlet allows them the chance to be included in conversations occurring around a condition and geographically targeted to their specifications. These members also have access to practice analytics including; demographics, competitive intelligence, practice feedback and comparative billing information.

**Competitors:** Current sources of online health information include, WebMD, Everyday Health, and iVillage.com. These sources could be considered encyclopedic and do not include: automatic PHI retrieval, automatic member matching, patient ratings by diagnosis for physicians, treatments, medications or the ability to search best outcomes based on your health information. ABC Company contains the encyclopedic content of the competitors plus the more advanced functionality and crowdsourcing.

**Strategic Barriers to Entry:** ABC Company is establishing market partnerships to leverage existing market channels, accelerate market adoption and fortify its market position. Patent and copyright applications will be filed to protect core technology once complete.

Projected Financials	Year 1	Year 2	Year 3
Revenues	\$1,299,000	\$10,992,164	\$28,193,410
Expenditures	\$1,052,375	\$2,115,745	\$2,951,846
Net	\$246,625	\$8,876,419	\$25,241,564