Part 1: "Elevator" Introduction

Brief elevator pitch for your company HybridChart was designed and developed by Gregory Sanders, MD, a practicing, Harvard-trained, Board-Certified cardiologist. This SaaS provides a charge capture solution for physicians who round at multiple hospitals utilizing a PC or mobile device. HybridChart provides safeguards to ensure no charges are missed, and seamlessly integrates with billing software. As a comprehensive rounding solution, HybridChart offers cloud-based census management, so that the whole practice has clear visibility of all patients who are being cared for. Incorporated into this solution are secure messaging for HIPAA-compliant team collaboration, discharge management, and robust data collection. HybridChart has an easy, flexible workflow designed to accommodate the uniqueness of medical practices and different specialties. Our proprietary workflow can help identify high-risk patients, has been proven to reduce readmissions, and could have a potential impact on national healthcare costs. This software increases practice revenue, improves productivity, reduces readmission rates, and promotes a lean healthcare model. HybridChart is adaptable to the ever-changing needs of healthcare, and is positioned to be a necessary tool in the era of fee-for-performance.

Part 2: Market and Industry Analysis

How large is your market? What market segments are you going after and why? There are approximately 850,000 active physicians in the United States, half of whom perform services in hospitals as part of their practice. Our software is ideally suited to these 425,000 physicians, specifically those in group practices, and those who have privileges at multiple hospitals. The most attractive market segment is medium-sized practices (5-30 physicians), who provide services at 2 or more hospitals. These practices tend to be medical specialties, surgical specialties, and hospital-based physicians. This segment experiences the most difficulty with their current process, and therefore realize the most benefit (and most ROI) from our solution.

Is this market growing? How fast? The number of practices willing to adopt software solutions to help with the revenue cycle increases daily. Medical practices are more familiar with medical software given the push over the past 5 years to enforce EHR adoption. Younger physicians have more familiarity with information technology, and expect streamlined solutions. With the fee-for-performance model coming to US healthcare, medical practices will need easy and reliable ways to collect data. By 2019, most practicing physicians will require an electronic workflow solution, such as HybridChart, in order to avoid reimbursement penalties.

Who is in the market already? What is the nature of competition – direction, indirect, substitutes? There are competing products in the marketplace, such as Ingenious Med, MedAptus, MediMobile and PMDsoft. These products follow a similar model of charge capture, which is **distinct** from the unique **HybridChart workflow**. There is potential competition from EHR companies that have tools to help with charge capture (NextGen, eClinicalWorks). However, HybridChart offers a more robust solution, incorporating secure messaging, discharge management and flexible data collection – all of the tools needed to truly streamline the rounding process.

Part 3: Go-to-Market Plan

Who are (will be) your customers? Describe your engagement / discussions with them to date. Have you validated their needs? Prove they are buying (or will buy) your product from you. Our customers are physician rounders, practice administrators/managers, and billing and coding leaders. HybridChart has spoken with over 100 customers in 2016 actively listening to their needs, concerns, and requirements for a comprehensive charge capture solution. In turn, we have customized and adapted our tool to meet these needs. We currently have twenty-six clients across the US to include over 150 users, and are rapidly expanding. In addition to practices of 1-20 providers, we are currently negotiating with consortiums (groups of 200+) of medical providers.

Describe how you win customers today. Describe your future customer acquisition strategy. We provide an opportunity for clients to attend a demonstration weekly (4x/month) with a follow up sales call. Customers can elect to "Jump Right In" or participate in a pilot program. The Jump Right In program enables the client to immediately add the tool with customization for his/her individualized practice. The Pilot program allows the client to experience the basic features with a few of their providers to determine if the tool fits the needs of his/her practice. Our future strategies include targeting larger practices (30-75 providers) and medical consortiums (100-2000 providers). This model would allow us to onboard a high level of users and acquire excessive revenue quickly. One option with this model would be offering a white label opportunity for medical companies seeking to provide charge capture as part of their already-existing program.

How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any? Our intent is not to displace incumbents/competitors—we believe competition is healthy and makes us strive to perfect our product. Rather, we are focused on providing the most comprehensive and easy-to-use charge capture tool possible. This, we believe, will drive our sales and enable us to be successful in this marketplace. Our tool was designed and developed by a practicing physician, so it is naturally intuitive to providers. The data provided through the tool enables dynamic metric acquisition, and can be utilized for various reporting required by regulatory agencies. Many systems are looking for process improvement strategies to align with a leaner healthcare environment. HybridChart has successfully acquired multiple channel partners, including other software solution companies, Electronic Health Record

companies, and billing/coding agencies to name a few. We have found these partners to be very helpful and resourceful in mutually sharing and introducing prospective clients and networking on mutually beneficial initiatives.

Part 4: Technical Product Description and Plan

Briefly describe your product or service. HybridChart is a cloud-based application, easily accessed using a desktop or mobile device. Its simplified charge capture system enables purposeful rounding with census management, improves discharge planning, and diminishes lost charges. It can be easily integrated with existing billing software systems and allows for providers to access billing codes and diagnoses. It allows for secure, HIPAA-compliant messaging between team members, which promotes high-quality patient care.

Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?) Upon Cardiac Solutions's initial launch in 2010, $30,000 in missed hospital charges was recovered in their first month with HybridChart, and using our ChargeChecker function, they were able to capture an average of $4800 in missed hospital charges each month of this year.

Describe the remaining product development risks and your plans to overcome them. There are demands for customization and programming needs to stay ahead of the needs of clients (time). We will have a development team dedicated to interoperability projects.

Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors). HybridChart provides streamlined charge capture with interoperability and the ability to capture charges from a mobile device, census management in the cloud, discharge planning, secure messaging for collaboration, metric analytic tools for helping with decision-making during hospitalization as well as for data mining and reporting, custom diagnosis QuickLists to locate commonly-used specific billing codes, and Continuous Process Improvement Enhancers for a customized hospital rounding and charge capture system for different specialties.

Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?) We currently do not have any patents pending. Our trade secrets relate to our unique approach to the user interface and user experience with our software. This approach is based upon the proprietary knowledge of our physician founder relating to the workflow of practicing medical providers. Unlike most medical software - commonly designed by non-physicians - our solution provides a natural and intuitive experience for doctors.

Discussion of any non-IP barriers to entry for your market. Include what you have done to make it difficult for others to challenge you as well as what challenges you may face such as manufacturing arrangements, distribution contracts, partnerships, etc.? Interoperability is needed for the success of modern healthcare IT. The ability of software products to communicate with each other offers a more attractive solution, and facilitates physician adoption. We have taken a proactive approach to integrate with numerous entities, including electronic health records, virtual answering services, online call schedules and hospital census data feeds. New products entering the market will offer an inferior solution without such interoperability in place – a process which is quite time-intensive and labor-intensive.

Part 5: Risk vs. Talent Narrative

What risks has your team mitigated so far (business-related and technical as it relates to your business)? What are the next few major risk-reduction milestones? The ability to right size and scale the operating expenses based on our current and expected sales trend. We prepare monthly financials, including forecasting our operating cash requirements on a rolling 24-month basis. Our goal is to ensure we maintain 12-15 months of operating cash to mitigate any market trend changes. Going forward, we are going to need sufficient capital so that we can scale our anticipated explosive growth trend. Technically, we are continuously working to make the implementation process as painless and easy as possible for our customers. The ease in which we can demonstrate the implementation process will lead us on a faster and more efficient growth path.

Briefly list and describe your key team members. Gregory Sanders, MD- Founder and CEO; Larry White- CFO; Christian Burris- Director of Client Acquisitions and Business Development; Kisha Crofts- Director of Implementation and Product Development; Melissa Brown- Director of Projects and Communications; Stacey Schaefer- Director of Clinical Operations and Client Success

Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.? We will need to expand with a programmer, additional implementation specialists, and additional sales force.

Briefly list and describe your key advisors, and their contributions to date. Our primary advisor is Dan Tyre, one of the original founders of HubSpot, Inc., one of world's largest cloud based CRM systems. Dan is a veteran of numerous successful start-up technology ventures and is advising the company as it continues to grow and mature.