

## Part 1: "Elevator" Introduction

### **Brief elevator pitch for your company**

PHR Plus is a software platform that powers population health programs and puts individuals in control over their health and medical information. Our software connects the disparate elements of an individual's health and medical profile into one easy to use web-based software and mobile app. PHR Plus sells to employers and insurers to power their health and wellness program from our integrated software platform.

## Part 2: Market and Industry Analysis

### **How large is your market? What market segments are you going after and why?**

We are addressing the employer and insurer health and wellness market. This is a \$6 billion annual market size. We are addressing this market because our solution provides employers and insurers with quantifiable results and personalized health engagement for their individuals. Employers and insurers are investing heavily into health and wellness and current programs have no way of tracking population level health metrics.

### **Is this market growing? How fast?**

This market has doubled in the last five years. Fortune 500 employers are spending up to \$700 per employee per year on wellness, up from \$350 in 2011. Employers and insurers of all sizes are investing in health and wellness programs. Life insurance is even showing great momentum in wellness, our first enterprise account is a life insurer.

### **Who is in the market already? What is the nature of competition – direction, indirect, substitutes?**

There are several wellness software platforms on the market, but these are substitutes to PHR Plus and not direct competitors. Companies such as Vitality, Redbrick Health, and Virgin Pulse use data from wearables to power corporate walking challenges. PHR Plus is compatible with almost every wearable on the market and we have a steps challenge and reward component, but we go far beyond that. Enterprise accounts prefer PHR Plus because we provide them with de-identified population level analytics. This enables them to quantify their wellness efforts and provide added resources to segments of their population that need more assistance with their health

## 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 health insurers, life insurers, employers, and even minute clinic/pharmacies. ANZ Life Insurance from Australia is our first enterprise account, they are rolling this out to 10,000+ individuals in 2017. We are in negotiations with 2 health insurers, numerous employers, and several minute clinic/pharmacies. We have proven a willingness to pay and have over \$200K in contracts secured for 2017. We anticipate \$2MM+ in revenue this year and have over \$6.5MM in potential revenue from sales qualified leads within our pipeline.

### **Describe how you win customers today. Describe your future customer acquisition strategy.**

We have acquired customers by attending trade shows, Kyle Anderson our founder has done presentations at conferences, and we have attended networking events. Our head of sales, Gary Rurup has brought in dozens of sales leads. We will continue with these strategies, but are developing scalable customer acquisition strategies through our partner program and we have been signing up resellers and referral partners for 2017. We are developing a scalable outbound sales strategy and are utilizing Hubspot and working with experts such as Dan Tyre and Radiant Marketing to develop an inbound sales/marketing strategy.

### **How will you displace any incumbents/competitors? How are you better/different than your competitors? What's your channel/partnership strategy, if any?**

We will displace incumbents because our cost is lower and we provide more value to our customers. Most wellness platforms only focus on getting users to be taking steps and they don't provide any health value beyond that. We sell direct to consumer through pharmacies and minute clinics, we also have referral partners such as 23andMe and iHealth with millions of users. Our channel strategy in enterprise sales is with resellers such as the world's largest re-insurance company.

## Part 4: Technical Product Description and Plan

### **Briefly describe your product or service.**

PHR Plus is HIPAA compliant software platform that allows users to create a medical profile and sync information from their patient portals, labs systems, and over 300+ health and fitness devices such as Fitbit, Jawbone, iHealth blood pressure monitors, body weight scales, glucometers so all of their medical information is in one secure location. Our system allows individuals to share their important medical information whenever they need. It also provides personalized health engagement based on medical conditions and the data from their various devices.

We power corporate health challenges using wearables, and we have a rewards platform so enterprise accounts can incentivize healthy behaviors. PHR Plus provides our enterprise customers with a robust data analytics tool that is HIPAA compliant, we provide real-time de-identified data from the users wearables and health apps. Our enterprise accounts can segment parts of their population and can then send nudges, encouragements, or deliver content to their users at the key moment based on the user's habits and real-time biometric data.

**Technology Validation. (What evidence can you present that your product works as advertised? Future validation plans?)**

We have a multi-national life insurer (ANZ Life Insurance) willing to write a \$200K+ check to provide this to their user base. Companies such as 23andMe, iHealth, Jawbone and many others are partnering with PHR Plus to jointly address this market. Our future validation plans seek to prove that PHR Plus (and our partners) will lower our customer's healthcare spending and improve health metrics for our customer's populations.

**Describe the remaining product development risks and your plans to overcome them.**

Our software is in the market and being used by paying customers. We have ongoing product development for future versions and are adding new features. We are hiring more developers, engineers, and customer support staff in Q1 of 2017.

**Describe your product's advantages (features, for example) for end-users vs. substitute solutions (not just direct competitors).**

PHR Plus brings together all of the disparate parts of an end user's health and medical information into one comprehensive and easy to use software platform. Syncing data from over 60% of the patient portals in the US, syncing data from over 300 health and fitness devices, syncing data from major lab systems, the ability to pull health data from other sources such as pharmacies, and powering health challenges for users. A close friend and executive at Google X calls PHR Plus "Google Health 4.0"

**Describe your company's current intellectual property status and plans for the future.**

PHR Plus has a utility patent filed within the US that covers our software's ability to aggregate health and medical data from a multitude of source. Our patent also protects the various ways a user can share part or all of their health and medical data with anyone they choose from the PHR Plus platform. We have a strategic IP acquisition from Strap HQ ([www.straphq.com](http://www.straphq.com)) which is a software startup with over \$1.5MM in funding. Our IP acquisition is a perpetual and irrevocable license of their IP and tech to use as we need, we have also acquired several customers from Strap HQ with this IP acquisition.

**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.?**

In less than six months since our launch we have become the software platform of choice for tracking companies to partner with within the wellness market. Our strategic partnerships with Jawbone, Misfit, iHealth, 23andMe, Striiv, Mio Global and others creates a network effect within the wellness market to help us achieve maximum penetration. We are in negotiations with the largest retail pharmacy/minute clinics within the US. We are also in negotiations with the largest re-insurer in the world to be a reseller of PHR Plus. These customers and partners will create an unmatched barrier to entry.

### Part 5: Risk vs. Talent Narrative

**What risks has your team mitigated so far? What are the next few major risk-reduction milestones?**

We have finished the first release of our software that is far advanced compared to competitors, proven product/market fit, and we have proven customer validation. We have voluntarily undergone and passed a HIPAA Security Risk Assessment and any data in PHR Plus is secured through ClearDATA, our HIPAA compliant and HITRUST certified hosting provider. Our next major milestones will be to have customers sign consecutive agreements with PHR Plus, and to continue to effectively scale.

**Briefly list and describe your key team members.**

Kyle Anderson Co-founder and CEO: self-employed since 19 with a proven track record of starting and scaling businesses in sales, marketing, and production. Mark Conner Co-founder and Sr. VP of Strategy: successful entrepreneur with over 30 years in Health IT. Pioneered electronic health records and medical software, exit of 8 figures in the past, started a company that still does \$50MM in claims/year. Michael O'Connor CTO: over 25 years as a software developer. Spent 15 years with Microsoft, become one of the youngest Principal Group Program Managers running teams that spanned continents and creating software that millions of people use every day. Gary Rurup Head of Sales: over 20 years in the wellness industry and has over \$50MM in sales. Worked with Sprint in early days of health IOT, went to work for Body Media before they were acquired by Jawbone. Gary was head of partnerships for Jawbone and head of sales for Striiv before joining PHR Plus.

**Briefly describe any holes in your leadership team. What are your plans to address any recruiting needs in the next 18 mos.?**

We are currently utilizing an interim Chief Marketing Officer and an interim Chief Financial Officer. We plan on hiring for each of these positions within the next 18 months. We are also adding sales staff, marketing staff, customer support staff, software developers, and engineers within the next 18 months. We will hire these members internally to ensure a proper fit.

**Briefly list and describe your key advisors, and their contributions to date.**

Garland Brown introduced the entire leadership team of PHR Plus to one another. Garland is also the IP specialist, he serves as an IP & startup attorney. John Loewen is an MD that has advised PHR Plus from the start. John provides a deep medical understanding and understands the wellness market through his connections in the health insurance industry. Dan Tyre has been advising PHR Plus to help coordinate a strategy to close key accounts and creating a scalable sales/marketing plan.