

## Part 1: "Elevator" Introduction

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

iTether is a technology company developing a platform for use in behavioral healthcare that will improve recovery rates and meet the requirements for value-based care. The platform integrates a web-based app used by providers to distribute and track individualized treatments, a mobile app for patients that fosters active engagement and real-time feedback, and data analytics to analyze in support of value-based purchasing models and adherence to evidence-based practices.

## Part 2: Market and Industry Analysis

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

Initially, we are targeting two closely related behavioral healthcare market segments: the substance abuse treatment market which encompasses 17,500 treatment providers serving 2,500,000 individuals, and justice supervision programs serving 4,700,000 throughout the U.S. These treatment providers serve a national population of 2,500,000 individuals in active substance abuse treatment, with the justice supervision programs serving another 4,700,000 individuals.

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

The death rate from overdoses is climbing at a much faster pace than other causes of death, jumping to an average of 15 per 100,000 in 2014 from nine per 100,000 in 2003. The number of these deaths reached a new peak, well over 100,000, in 2014.

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

There are many "apps" that are available that offer self-monitoring for behavior change through the use of goal tracking and reminders. These apps typically come with a framework to create your own behavior change goals and reminders but do not connect to a platform that delivers content, analytics, and a patient feedback loop from licensed treatment providers.

## 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 substance abuse treatment providers; throughout our product development we have continuous market validation sessions to ensure that we are creating a product that fits increase their efficiency and allow to deliver a higher level of quality care. We have developed relationships with healthcare payors and policy makers to ensure that we are developing a solution that fits both financially and functionally into this domain.

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

The healthcare industry's professional culture makes it a very close-knit social network; we have also put a heavy emphasis on establishing relationships with leaders in the industry. Our ability to leverage our current partnerships into social influence helps us establish a base level of trust and credibility with the organizations.

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

The iTether Platform serves as a vehicle to deliver treatment provider specific education, content, goals, assessments, and sensor data to deliver evidence-based treatment and receive patient-centered data. The iTether Platform augments the clinical therapist's treatment plan with a real-time feedback loop that measures the effectiveness of treatment delivered to the individual patient. The iTether platform delivers value across the continuum of care for the patient, the provider, and the payor. As a Platform play, we are engaged in conversations with strategic partners to expand our channels and revenue sources.

#### Part 4: Technical Product Description and Plan

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

iTether offers an end-to-end, digital solution for behavioral healthcare providers that promotes active patient engagement, individualized treatment options, and evidence-based outcomes.

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

The use of Technology Assisted Care has been validated through clinical trials showing that the use of technology-based assessments and interventions are important therapeutic tools. In addition to the two positive beta test programs we recently completed, we are scheduling five pilot programs for 1Q-2017 to further demonstrate efficacy.

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

The two primary product development risks we have identified are enterprise integration and market readiness for technology transformation. Enterprise integration refers to the risk inherent in attempting to integrate with numerous vendors providing EHR/EMR solutions, all with varying code and different levels of allowable access. We are working to mitigate this risk by partnering with an API vendor that specializes in EHR/EMR integration and continuing to pursue other alternatives.

To overcome the risk of market readiness, we are collaborating with industry leaders and legislators to educate the market regarding the transition to value-based care. Additionally, we are establishing relationships with local industry leaders, providers, and payor to help them facilitate the transition to value-based care through the use of the iTether platform.

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

With our platform Providers use their own curriculum and deliver it in a way that maximizes and measures successful outcomes. iTether's platform engages the patient at an earlier stage in their journey, will keep them engaged for a longer period of time, and, therefore, will increase long-term behavior change rates.

##### **Describe your company's current intellectual property status and plans for the future. (Issued patents? Licensing agreements? Pending patent applications? Trade secrets?)**

We have received a provisional patent and have filed for a full patent around our context aware intervention and geo-fencing solutions.

##### **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.?**

We have developed relationships with industry leaders to fully understand the transition to performance-based payments where there is a market mandate to track and analyze outcome measures in order to prove the efficacy of their treatment programs for payors who contract providers for services. We enable providers to continue to raise the rate of successful recovery in substance abuse treatment.

#### 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?**

One of the primary risks in digital health is HIPAA compliance. The iTether Platform was designed and built to be HIPAA compliant out of the box. The next major risks are market adoption and federal policy changes that we need to manage.

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

CEO & Founder-Sean Gunderson – 20 year history of creating business and technology solutions for the public/private sectors.

COB – Founder – Brad Wilde – 30 year history in substance abuse domain. Board President of largest non-profit facility in AZ.

CTO – Wes Hodges - a proven technical leader, architect and developer, familiar with a wide-range of technologies.

PMP – Cindy Kjos - PMP corporate project management specialist with cross-functional leadership experience.

DPS – Karl Jones – Extensive experience in all facets of clinical services from counseling to technology.

DCS – Dr. Tasneem Doctor - Extensive experience in all facets of clinical services from counseling to Evidence-based Outcomes.

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

During the next six months we will look to acquire a CEO and CFO with digital health care and startup experience. In addition we will look to add senior leadership in Sales and Marketing.

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

Dennis Burke – Key introductions to industry leaders, Justice prospects, and champion for iTether.

Will Humble – Former Director of AZ DHS and key healthcare policy and market advisor.

CEI – Key business advisors.