



A SOFTWARE PLATFORM FOR HEALTHCARE  
APPLICATIONS

## NEURISH IS MORE THAN A COMPANY



- I was diagnosed with epilepsy when I was four years old
- I had bad seizures (At one point almost 300 a day)
- I've had two brain surgeries
- I felt isolated and alone
- I struggled to get along with other kids



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Pharmaceutical & Device Companies and Researchers

## NEURISH IS MORE THAN A COMPANY



- My degree is in electrical and computer engineering
- I've developed software for several government agencies, healthcare companies, and many other organizations.
- Neurish is my passion and my struggles are my motivation to succeed.
- My team and I are determined to make Neurish a success and will not stop until we get there.



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## **EPILEPSY AS A SOCIAL & ECONOMIC PROBLEM**

- Epilepsy and Seizure Disorder patients and caregivers don't have a social support system.
- Pharma and device companies lack a way to improve patients' adherence to prescription medicine and diagnostics
- A national shortage of epilepsy specialists causes doctors to be overworked and patients to be misdiagnosed. It takes years before someone is referred to see an epilepsy specialist.
- Insurance companies spend a lot of money on epilepsy patients
- National Epilepsy Organizations lack a universal way to advocate for their members.



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# A SUPPORT SYSTEM SOLVES THE PROBLEM







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## INTRODUCING NEURISH

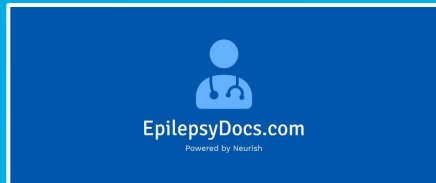
- We use our proprietary software platform to develop applications that support patients and caregivers.



- **FriendsWithEpilepsy.com** – A social network for people impacted by epilepsy



- **EpilepsyArticles.com** – A central repository for epilepsy research and news



- **EpilepsyDocs.com** – A yelp type system for rating epilepsy specialists



- **Epilepsy Dating Application** (Under Development) – A dating application specifically for people with epilepsy



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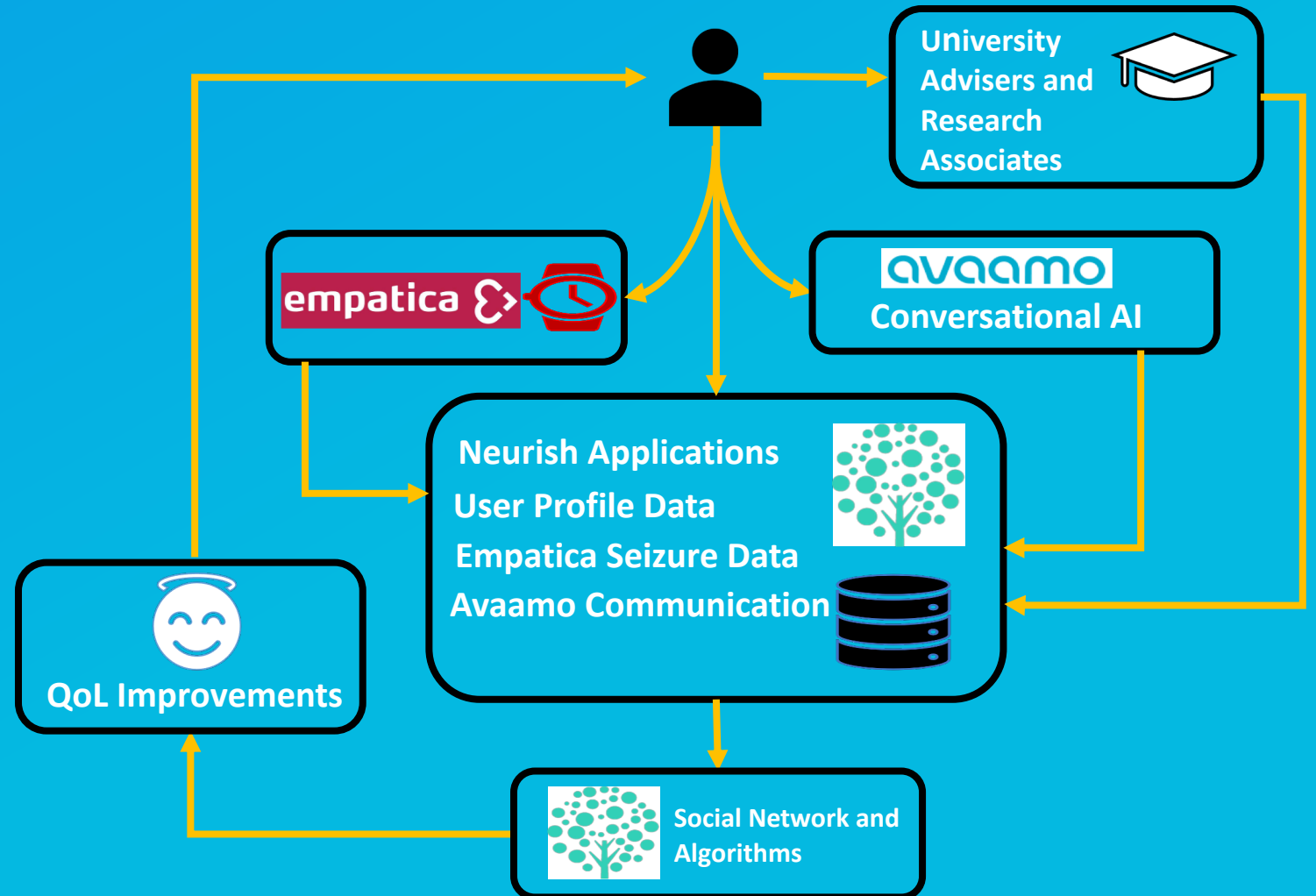
## MARKET OPPORTUNITY

- **A network of 80 million people,** with 3.5 million patients and an average network of 22 people supporting them.
- **18 Pharmaceutical and Device Companies** seek to improve patients' adherence to prescription medicine and diagnostics
- **6,000 Epilepsy Specialists** (A national shortage) seek to provide improved remote service to their patients due to overworked schedules
- **8 Insurance companies** providing epilepsy coverage seek to reduce medical spend and improve outcomes
- **50+ National Patient Organizations** seek to advocate for their members with The National Epilepsy Foundation being the largest in the U.S.

## REVENUE STREAMS

### Neurish generates

- Seizure Management Resources
- Telemedicine
- Rewards Program
- Social Connections and Quality of Life Improvements
- Information
- HEOR Analysis
- Pharmaceutical Adherence Programs
- Clinical Trial Participation



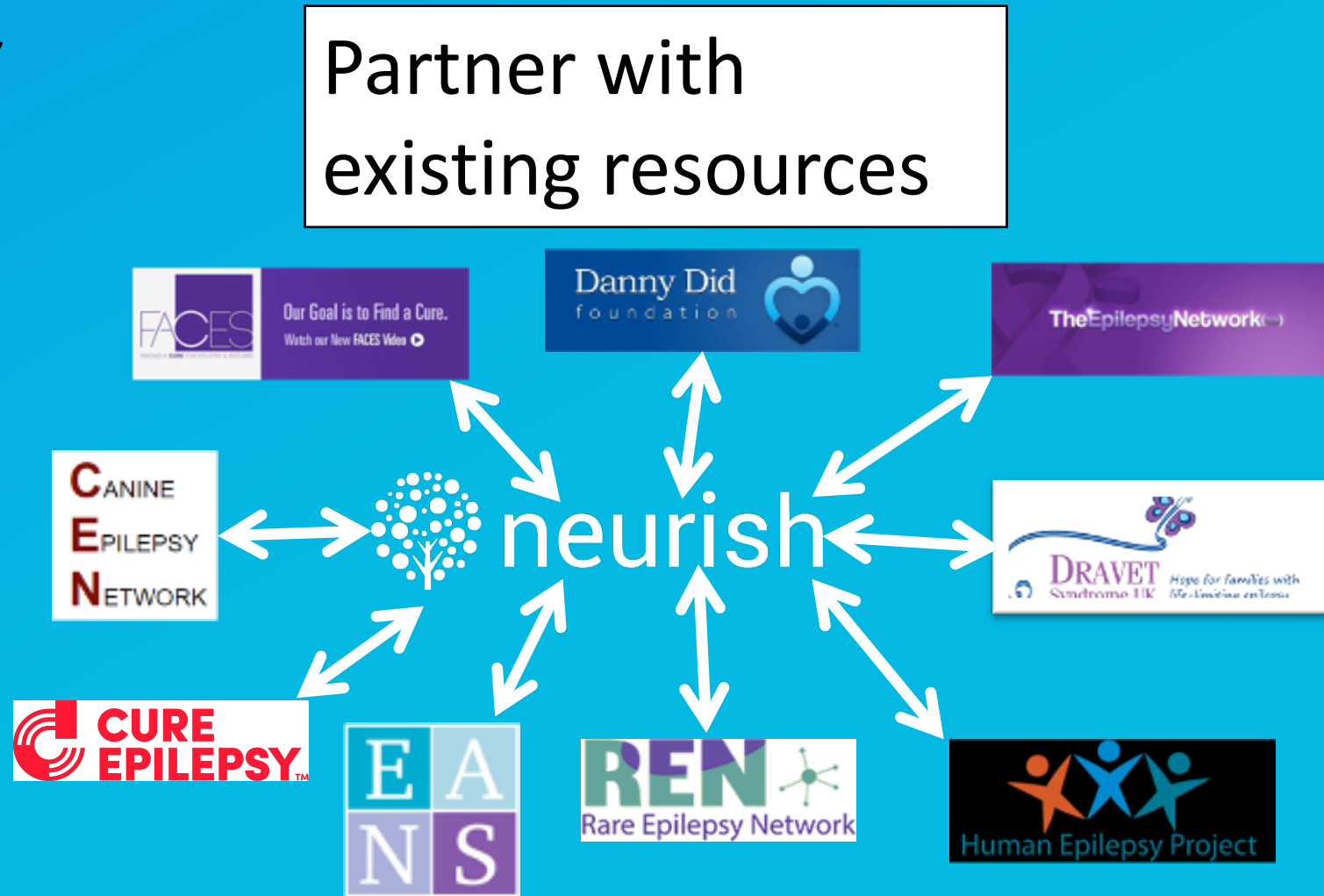


## MARKET STRATEGY

Acquire users  
from hospitals



Partner with  
existing resources

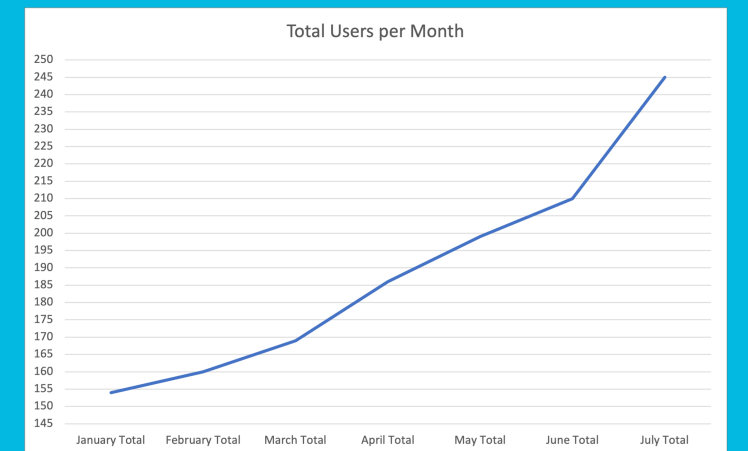
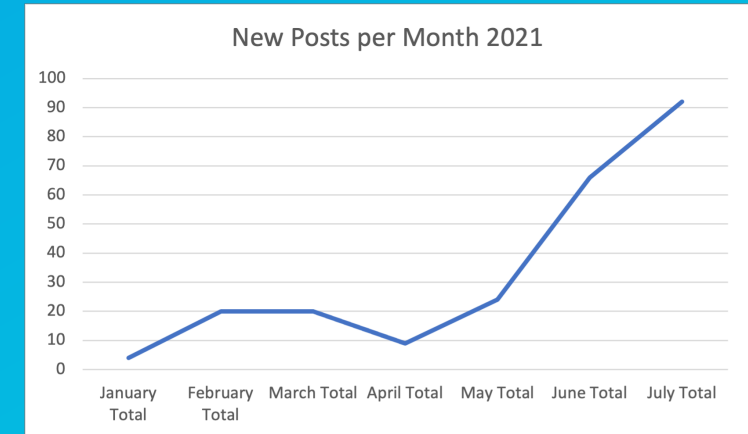




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# TRACTION

- Recently featured in CIO Views as [“The 10 Most Inspiring CEOs Making A Difference in 2021”](#)
- Graduated from NewChip and NeuroLaunch Accelerators
- Prototypes developed with 284 users and growing
- User engagement is growing each month
- Partnership with health economics company
- Partnership with Stanford University
- Partnerships with seizure device companies
- Neurish uses AI technology to analyze data and generate patient reported outcomes for device, insurance, and pharma companies.



## MANAGEMENT FORECAST ANALYTICS

- Revenue Growth CAGR 62%
  - Gross Margin CAGR 65%
  - Marketing Spend CAGR 70%
  - G&A CAGR 37%
  - EBITDA CAGR 79%
- ❖ The Neurish business is a technology and marketing driven business.
  - ❖ The cost of technology grows in pace with the growth in revenue mirrored by the growth in users
  - ❖ The growth in the cost of marketing and communication lead the growth in revenue
  - ❖ G&A expenses are kept low reflecting effective management systems and controls



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COMPARABLES:  
Triple Digit  
Growth !!!

		<u>User Growth</u>		<u>Technology spend</u>	<u>Marketing spend</u>	<u>Share Price Growth</u>	
		<u>Rate YOY</u>		<u>% of Revenue</u>	<u>% of Revenue</u>	<u>Rate YOY</u>	
<u>Catsys</u>		142%		66%	40%	388%	
	Mar-20	75,000	members				
	Jun-19	31,000	members			Share Price	
	4 insurance company customers constitute 91% of revenue					\$ 13.70	Aug 24 2019
						\$ 66.90	August 24 2020
		<u>User Growth</u>		<u>Technology spend</u>	<u>Marketing spend</u>	<u>Share Price Growth</u>	
		<u>Rate YOY</u>		<u>% of Revenue</u>	<u>% of Revenue</u>	<u>Rate YOY</u>	
<u>Livongo</u>		98%		27%	46%	355%	
	Mar-20	441,000	members			Share Price	
	Mar-19	222,700	members			\$ 30.04	August 28 2019
	1328 clients					\$ 136.68	August 24,2020
	4 of 7 largest health plans						
	150 (30%) of fortune 500 companies						
		<u>User Growth</u>		<u>Technology spend</u>	<u>Marketing spend</u>	<u>Share Price Growth</u>	
		<u>Rate YOY</u>		<u>% of Revenue</u>	<u>% of Revenue</u>	<u>Rate YOY</u>	
<u>neurish</u>	projection			28%	28%	101%	
						Share Price forecast	
	Oct-20					\$ 1.50	October 15 2020
	Oct-21					\$ 3.02	October 15 2021
YEAR 1	3600 Enrollment						
YEAR 1	6 Pharmaceutical and Device Companies						
YEAR 1	1 fortune 500 company						



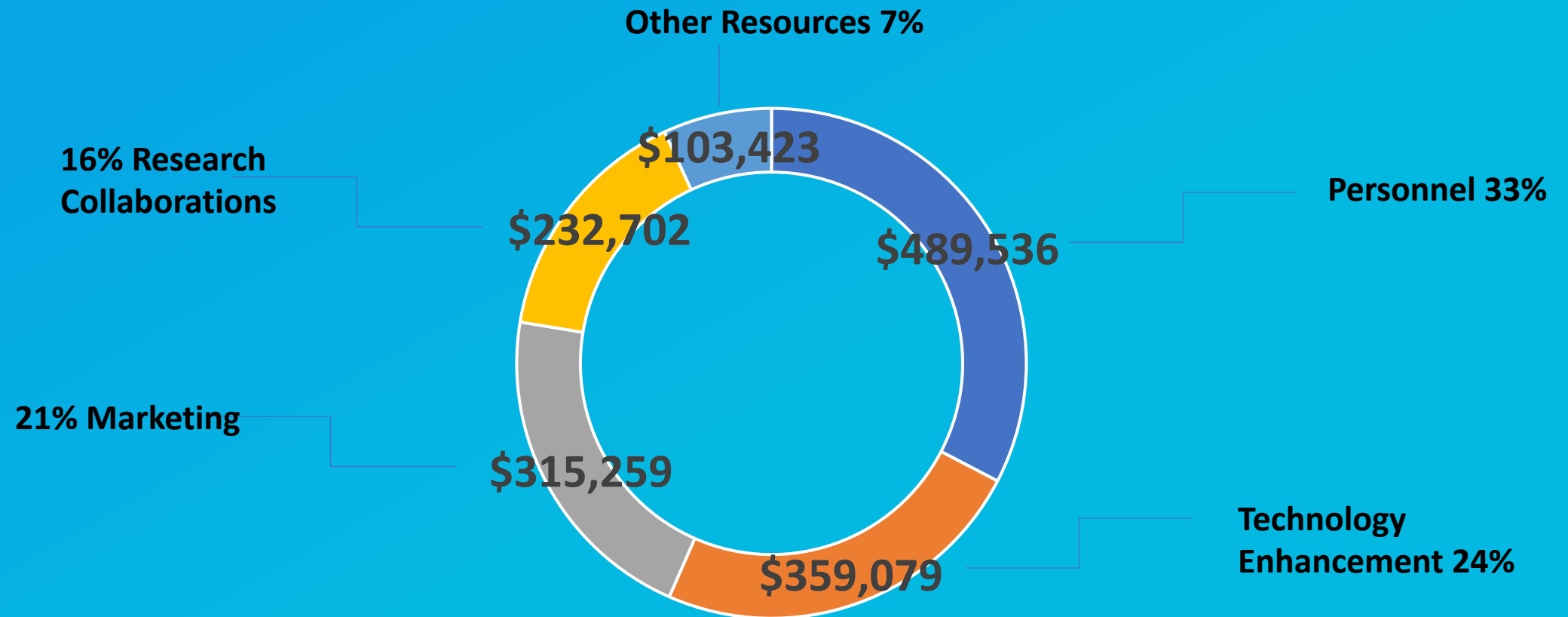
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# MANAGEMENT FORECAST

Investment	investment	cash flow (EBITDA)				
	Investment	Year 1	Year 2	Year 3	Year 4	Year 5
EBITDA and Investment for calculation	-\$1,500,000	\$1,176,037	\$2,367,567	\$3,484,146	\$10,432,178	\$11,998,776
DCF RATE	25%					
Investment Value 5 year DCF	\$8,755,787					
Initial Investment Recovery	+/-16 months					
IRR %	147%					
Investment Share Price	\$ 1.50					
Year 5 Share Price	\$ 8.00					
Shares outstanding at investment	5,950,000					
	Revenue	\$4,631,582	\$9,304,091	\$16,979,298	\$28,144,531	\$32,218,327
	Cost of Revenue	\$833,266	\$1,655,133	\$2,712,739	\$3,435,989	\$3,728,964
	Gross Profit Margin	\$3,798,316	\$7,648,957	\$14,266,559	\$24,708,542	\$28,489,363
	Marketing	\$731,579	\$2,085,000	\$5,152,651	\$7,728,977	\$8,888,323
	G&A&Technology	\$1,890,700	\$3,196,390	\$5,629,762	\$6,547,387	\$7,602,264
	EBITDA	\$1,176,037	\$2,367,567	\$3,484,146	\$10,432,178	\$11,998,776

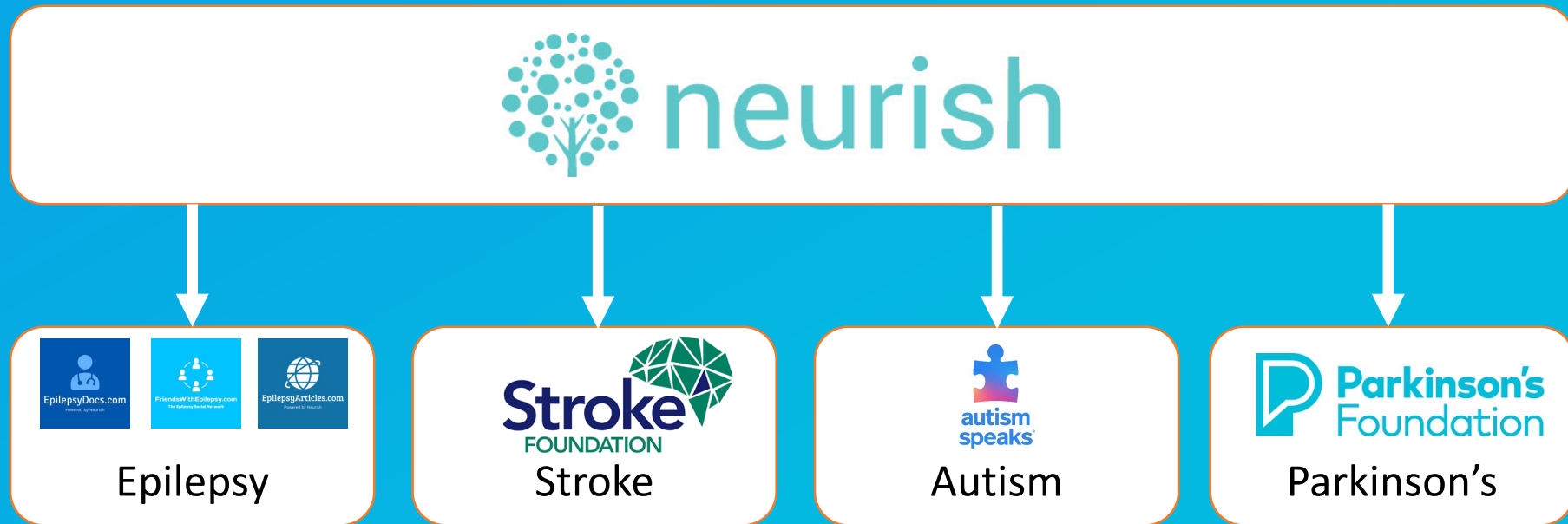
Year 5  
Investor ROI 433%,  
P.E. 5.0

# \$1.5 MILLION INVESTMENT





## OUR VISION



Our vision is to help foster learning, faster paths to the right treatment, and access to resources that enable people impacted by chronic conditions to thrive.



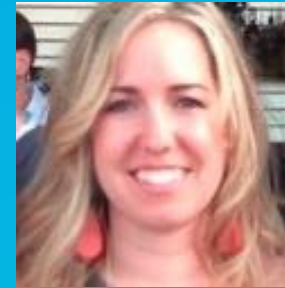
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## THE CORE TEAM



**Phil Gattone**

- CEO and Cofounder
- Development Lead
- 15+ years of engineering and development experience



**Elisha Phoenix**

- Cofounder
- Product Design Lead
- 15+ years of UI/UX design experience



**Peter Cunningham**

- Business Advisor
- Worldwide C-level Officer/Director/Consultant
- Experience with PricewaterhouseCoopers, Glaxo Smith Kline, and many other healthcare companies



**Unpaid Medical Advisors**

- Including epilepsy specialists from the Stanford Epilepsy Center

## NOW IS THE TIME

October 2020

 **Livongo**



**Teladoc**<sup>TM</sup>  
HEALTH

June 2020

patientslikeme<sup>®</sup>



UNITEDHEALTH GROUP<sup>®</sup>

September  
2019

 **Mango Health**



**trialcard**<sup>®</sup>



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# WE'RE ON A MISSION



PERSEVERANCE  
COMMITMENT  
DETERMINATION





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# THANK YOU



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[www.neurish.me](http://www.neurish.me)

CONNECT. GROW. THRIVE.