

A close-up photograph of a woman with curly brown hair and a young child with curly brown hair, both smiling broadly. The woman is wearing a green top, and the child is wearing a yellow patterned top. The background is a solid light blue.

**Optimizing outcomes  
through streamlined patient  
& dentist connections**









**Patients** face numerous barriers to receiving care, including financial limitations, transportation issues, and lack of access or time due to work

**Dentists** miss opportunities to connect with more new patients, fill gaps in their schedules, and better support underserved communities





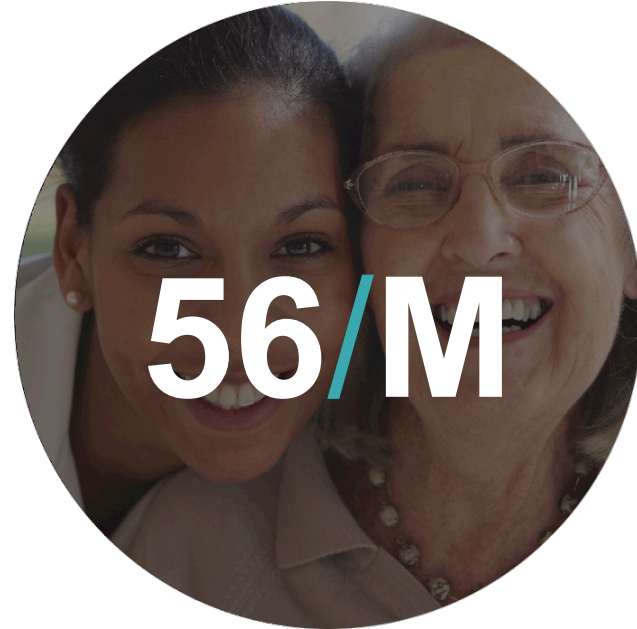
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**128 Million People  
in the U.S. are  
Under or  
Uninsured**





**Rely on Medicaid,  
and struggle with  
benefit limitations**



**Pay for their dental  
services with cash or do  
not go to the dentist at all**



# \$105 Billion

In 2014, 130,000 dental offices generated \$105 billion dollars.

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## 48 Million

people in the United States live in areas with dentist shortages

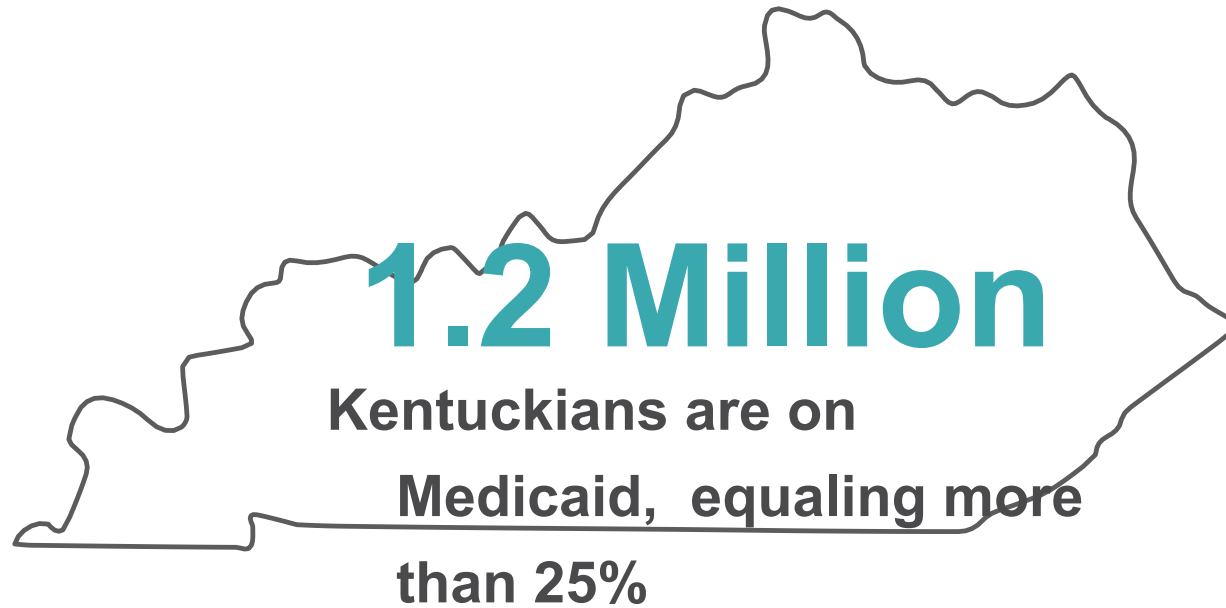
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## 72

people rely on Medicaid and CHIP, which only a 33% of dentists accept







**42%**  
of Dentists are in  
Lexington &  
Louisville

**45.7%**  
of people in Eastern  
KY are on Medicaid



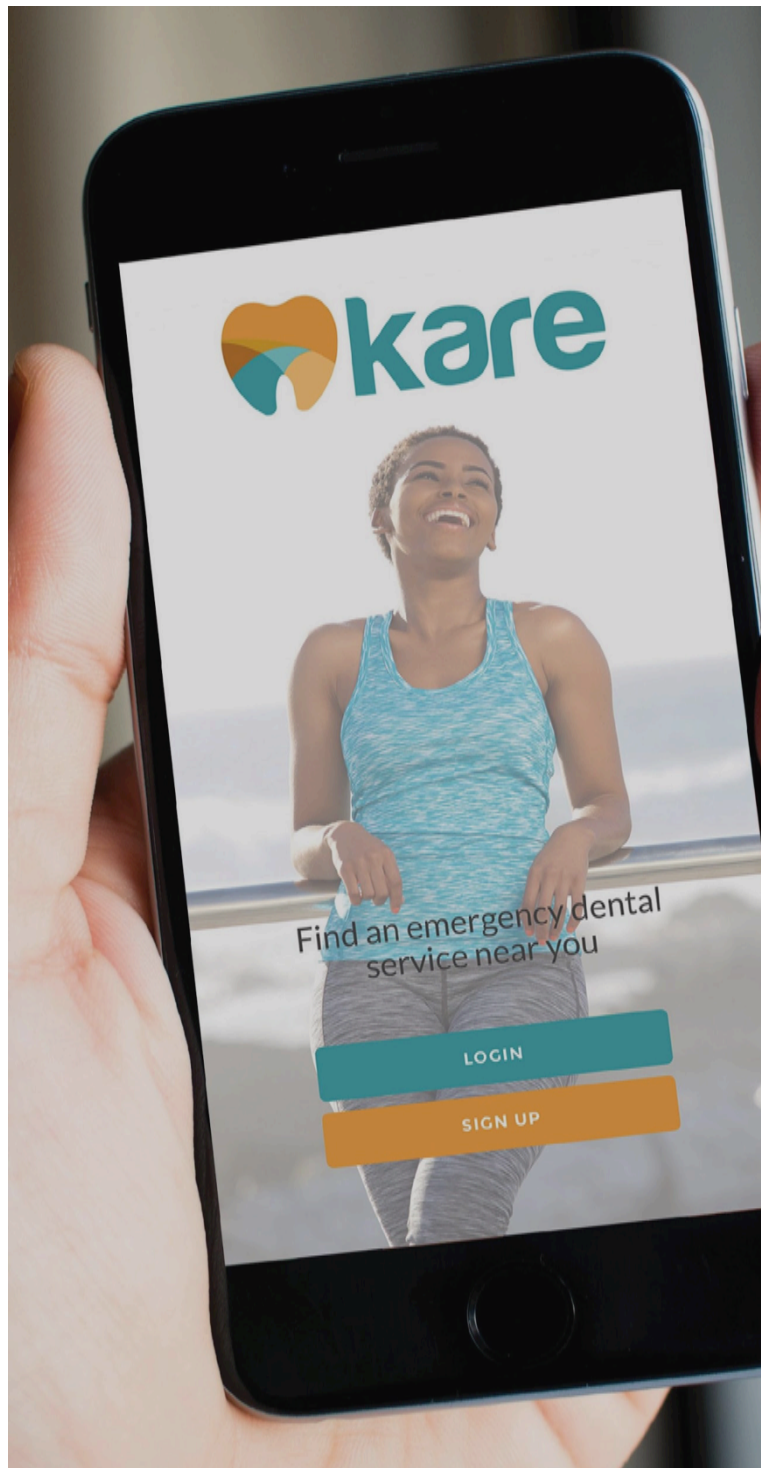
**Patients** need fast, easy access to dental professionals who can manage their exact health and insurance needs

**Dentists** need to fill gaps in their schedule with patients who fit their insurance profiles and areas of expertise in real-time

**Both Groups** can save time and money, as well as, better their personal and community health







**An app that connects patients in need with dentists who are ready to manage their care in real-time**

- Maximize daily patient visits
- Book fast, location-driven appointments
- Connect by specific health and insurance level needs



A close-up photograph of a young boy with dark hair, wearing a white shirt with green vertical stripes and a green tie. He is laughing heartily with his mouth wide open, showing his teeth. The background is a textured, light-colored wall. The text "Mission Driven" is overlaid in a white, italicized font, followed by a horizontal teal line.

*Mission Driven*

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**Scaling impact  
through  
bettering  
people & profits**



Patients and Dentists will gradually join *Kare* through  
our partnerships with insurance provider  
groups

**2.1/M**

Monthly  
Active  
Patients

**200/K**

Dentists &  
Professional  
s

**25/K**

Tele-Dentists  
&  
Interpretators

**\$50M+**  
5-Year Revenue

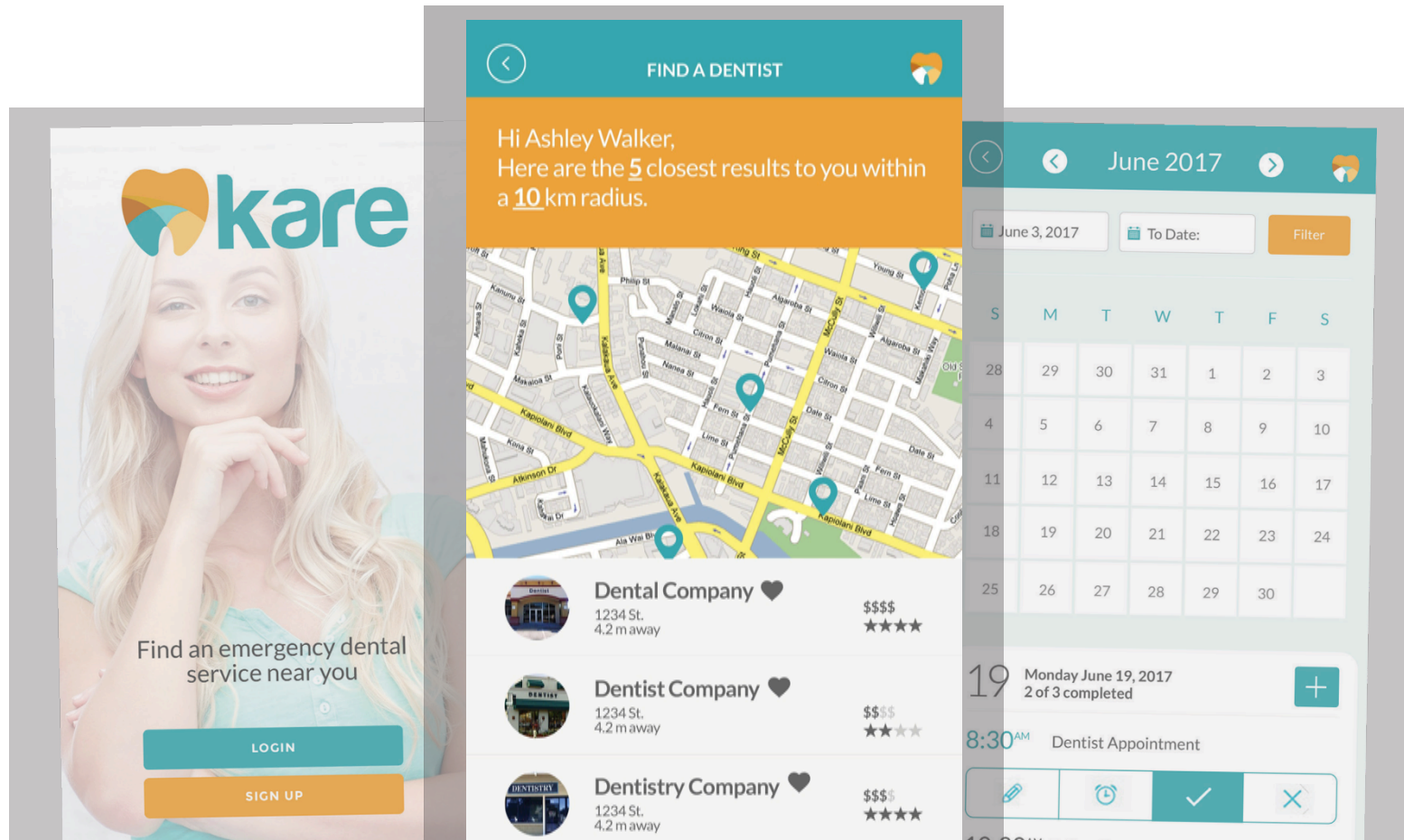


Face-to-Face Consultations  
& Interpreter Services

After-Hour and Emergency  
Appointment Services

Targeted Brand  
Advertising to Patients  
& Dentists

Demographic and  
Psychographic Data  
Analysis





# Financial Projections

## Income Statement

	2017	2018	2019	2020	2021	2022
<b>Revenue</b>						
Tele - Dentistry (dentist)	\$ -	\$ 63,971	\$ 288,436	\$ 775,983	\$ 2,240,932	\$ 4,598,001
Emergency Service (patient)	\$ -	\$ 71,063	\$ 728,022	\$ 3,195,389	\$ 9,490,123	\$ 21,579,838
Translation Service (dentist)	\$ -	\$ 36,773	\$ 198,725	\$ 581,988	\$ 1,293,779	\$ 2,299,001
Direct Marketing	\$ -	\$ 4,566	\$ 35,778	\$ 147,313	\$ 422,948	\$ 940,212
Annual Data subscriptions	\$ -	\$ -	\$ 507,000	\$ 778,500	\$ 800,100	\$ 1,643,400
<b>Total Revenue</b>	<b>\$ -</b>	<b>\$ 176,372</b>	<b>\$ 1,757,962</b>	<b>\$ 5,479,172</b>	<b>\$ 14,247,882</b>	<b>\$ 31,060,452</b>
<b>Total Operating Expenses</b>	<b>\$ 8,271</b>	<b>\$ 662,120</b>	<b>\$ 1,728,640</b>	<b>\$ 4,138,914</b>	<b>\$ 9,513,030</b>	<b>\$ 18,795,625</b>
<b>Net Income</b>	<b>\$ (9,039)</b>	<b>\$ (498,683)</b>	<b>\$ 15,146</b>	<b>\$ 1,323,308</b>	<b>\$ 4,712,727</b>	<b>\$ 12,234,377</b>
<b>Net Margin</b>	<b>0.0%</b>	<b>(282.7%)</b>	<b>0.9%</b>	<b>24.2%</b>	<b>33.1%</b>	<b>39.4%</b>



## Leadership & Strategic Partnerships



**Dr. Kwane  
Watson**

**CEO + Founder**

Besides his history of turning ideas into successful business ventures and practicing dentistry, Kwane is also the State

Director for a major

**Dinsmore**



**Scott Benton**

**COO**

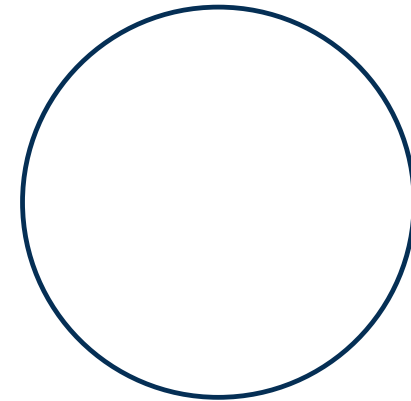
Curiosity, education and legal experience distinguish Scott as an exceptional thinker, speaker, writer and doer.

From marketing to operations,

Scott is impact driven.

 **customweb™**

**CHASE** 



**Venture First**

**CFO**

Venture First acts as a financial advisor to the Kare Mobile team, allowing Management to focus on growing their business.

**KALE & FLAX**



## Go To Market Strategy

Partnerships with  
Dental & Insurance  
Companies

Social Media &  
Influencer  
Campaigns

Public Relations &  
Industry Publications

Health & Tech  
Conferences and  
Exhibitions



## Partnership s Opportuniti

**Humana**®

DentaQuest®

**WellCare**®  
Health Plans

**PASSPORT**   
HEALTH★PLAN

## Indirect Competitio n

**I-800-DENTIST**®

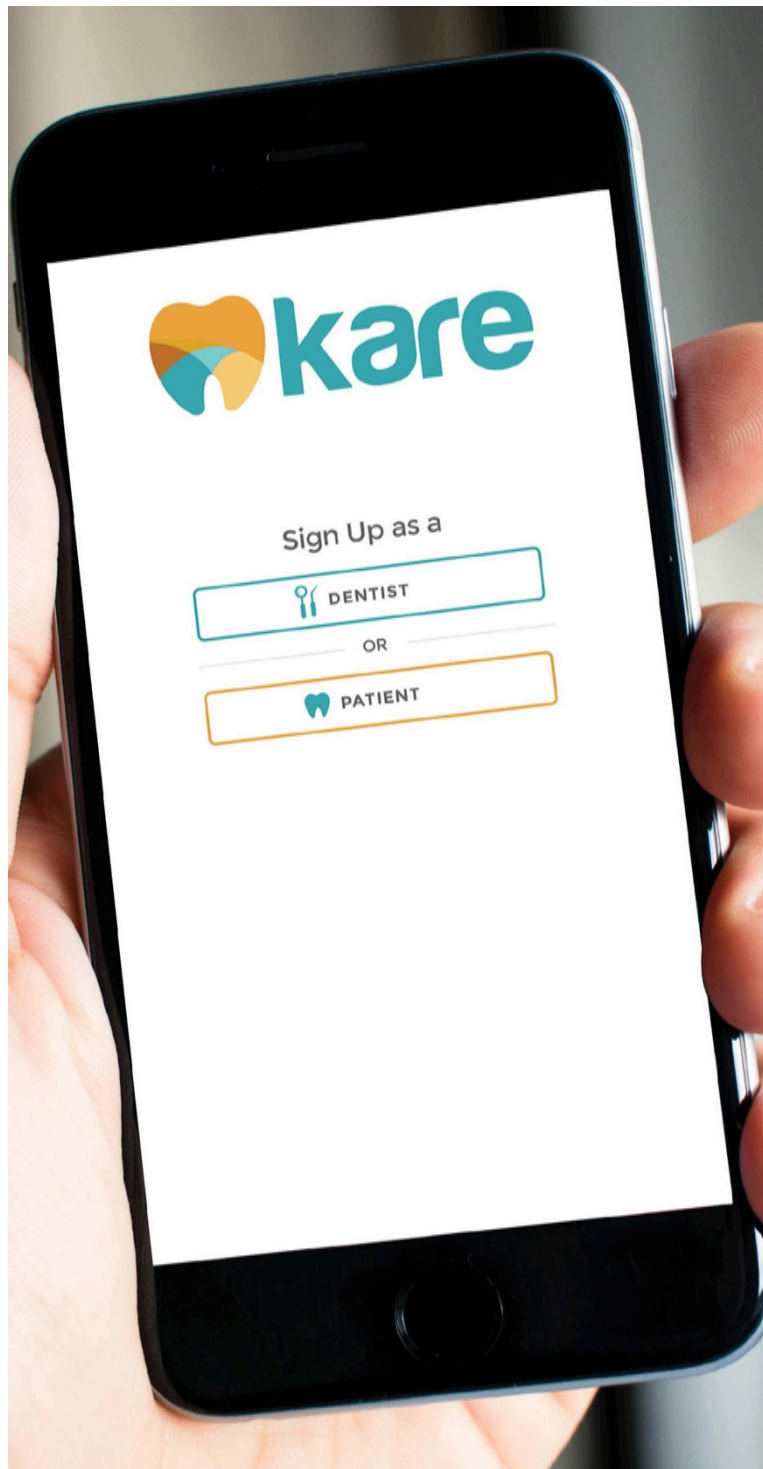
**SR**  
SOLUTIONREACH™

 **doctible**

 **mouthwatch**®







- Phase One: Beta Testing with Kentucky Dental Providers

- Phase Two: Raise Early Stage Equity Funding & Go To Market

Phase Three: Strategic Public & Private Insurance Partnerships, Exponential User Growth





**Let's Get Started**

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**Dr. Kwane Watson**  
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