

“Elevating Patient Care Experience”

Investor Deck 2020

Problem



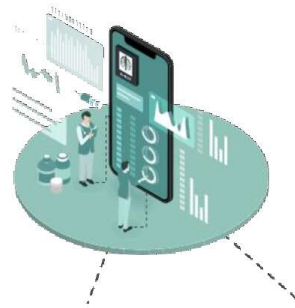
SECURITY



Security / Encryption:

The average cost of a U.S. Healthcare data breach is now **\$15.0M** ~IBM Security 2019

***According to FBI: Covid-19 Cyberattacks Spiked 400% during the Pandemic ~May 2020**



BAD DATA



Patient Identification:

eClinicalWorks sued for nearly **\$1Billion** for inaccurate medical records ~HealthcareITNews 2017



Physician Credentialing: “Average cost of **one month's** delay in credentialing a **primary care physician** can amount to more than **\$30,000** in lost revenue. ~Becker's Hospital CFO Report 2017



INTEROPERABILITY



Claims Adjudication / Revenue Cycle:

Average revenue loss is **\$2.5M** per month due to a lack of **interoperability and data integrity** ~ICG 2019

Problem: Featured In News

Forbes

FBI Says Foreign States Hacked Into U.S. COVID-19 Research Centers: Report



Davey Winder Senior Contributor @ Cybersecurity
I report and analyse breaking cybersecurity and privacy stories



Daily Mail MORE STORIES

Four hundred hospitals run by Universal Health Services are left offline by ransomware cyberattack forcing ambulances to be redirected, surgeries to be sent to other hospitals and staff to resort to pen and paper

By Reuters
17:53 28 Sep 2020, updated 02:07 29 Sep 2020



USA TODAY CORONAVIRUS + VITAMIN D Can Vitamin D help?

News Sports Entertainment Life Money Tech Travel Opinion

Hospital says donated kidney was transplanted into wrong patient in NJ

Kim Mulford Cherry Hill Courier-Post

Published 7:59 p.m. ET Nov. 26, 2019 | Updated 7:59 p.m. ET Nov. 26, 2019



USA TODAY

CASHING IN ON COVID-19
Stem cell firms sell h...

BLACK-OWNED BUSINESSES
Customer support s...

SUMMER INTERRUPTED
Teens can't find *jo...

News Sports Entertainment Life Money Tech Travel Opinion

MONEY

LabCorp data breach exposes information of 7.7 million consumers

Kelly Tyko USA TODAY

Published 6:56 p.m. ET Jun. 4, 2019 | Updated 8:04 p.m. ET Jun. 4, 2019



SEARCH

NEW YORK POST

NEWS



Taylor Rose Williams' remains were found in mom Brianna's Alabama hometown



Michael Bloomberg goes after Trump in first day on campaign trail



Col out: Blar - f

NEWS

Horror mix-up sees wrong man taken off life support at Chicago hospital

By Rebecca Rosenberg and Angel Torres

July 4, 2019 | 5:53pm | Updated

Error Rate Drops, but Medicare Still Lost \$31.6 Billion to Preventable Billing Errors in FY2018

COUNCIL FOR
MEDICARE
INTEGRITY

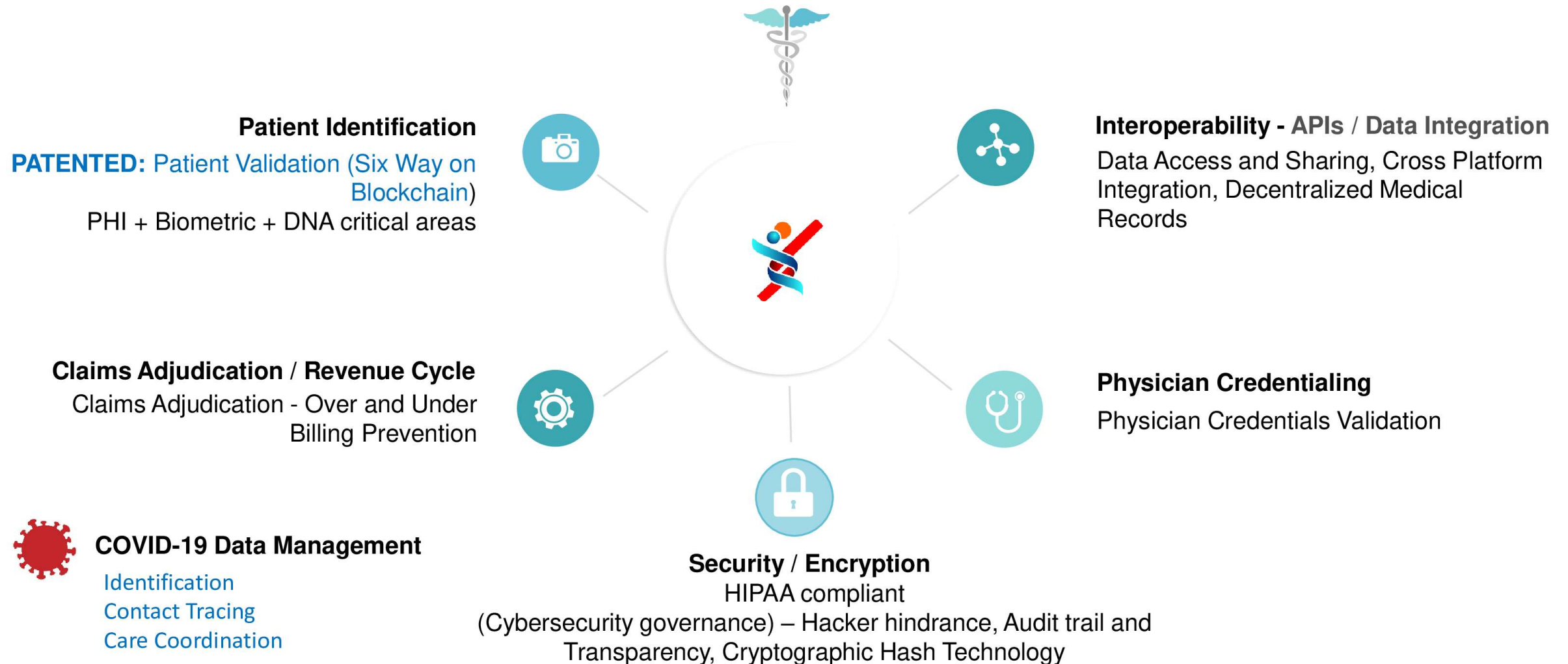
PAIN POINTS: Security . Bad Data . Interoperability



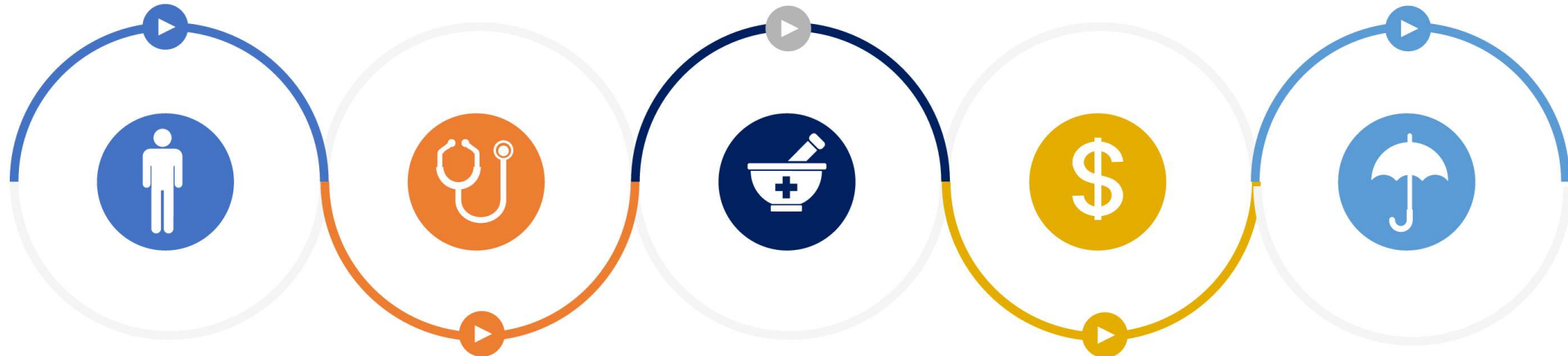
Solution: A Turn-key Blockchain Module

- ✚ **Apothēka** Integrates with Electronic Medical Records Systems or clinical systems and transforms them into secure Blockchain ecosystems to facilitate **security**, **data integrity** and **interoperability**
- ✚ **Patented Proprietary Technology:** Uses ironclad security, scalable distribution design of Blockchain and AI technologies to solve “IT friction” points in healthcare leveraging patented six-way patient validation
- ✚ **Competitively Positioned:** State of the Art SaaS solution with **COVID-19** Patient Data Management
- ✚ **Mission:** Elevating the patient care experience through cleaner data, increased security, and interoperability
- ✚ **Values:** Innovation / Trust / Reliability / Encompassing

Use Cases: In Hospitals & Insurance / Healthcare



PATENT: Six Way Patient Validation Touchpoints: Hospital, Clinics or Health Insurance



PATIENT INTAKE

1. Patient Identification / Consent Management
2. Security / Encryption
3. Interoperability - APIs / Data Integration

PROVIDER FACING

1. Patient Identification / Consent Management
2. Security / Encryption
3. Interoperability - APIs / Data Integration
4. Physician Credentialing

ANCILLARY (LABS)

1. Patient Identification / Consent Management
2. Security / Encryption
3. Interoperability - APIs / Data Integration
4. Physician Credentialing

REVENUE CYCLE/CLAIMS

1. Patient Identification / Consent Management
2. Security / Encryption
3. Claims Adjudication / Revenue Cycle
4. Interoperability - APIs / Data Integration

PAYOR/CLAIMS

1. Patient Identification / Consent Management
2. Security / Encryption
3. Claims Adjudication / Revenue Cycle
4. Interoperability - APIs / Data Integration
5. Physician Credentialing



Fingerprints Scanning



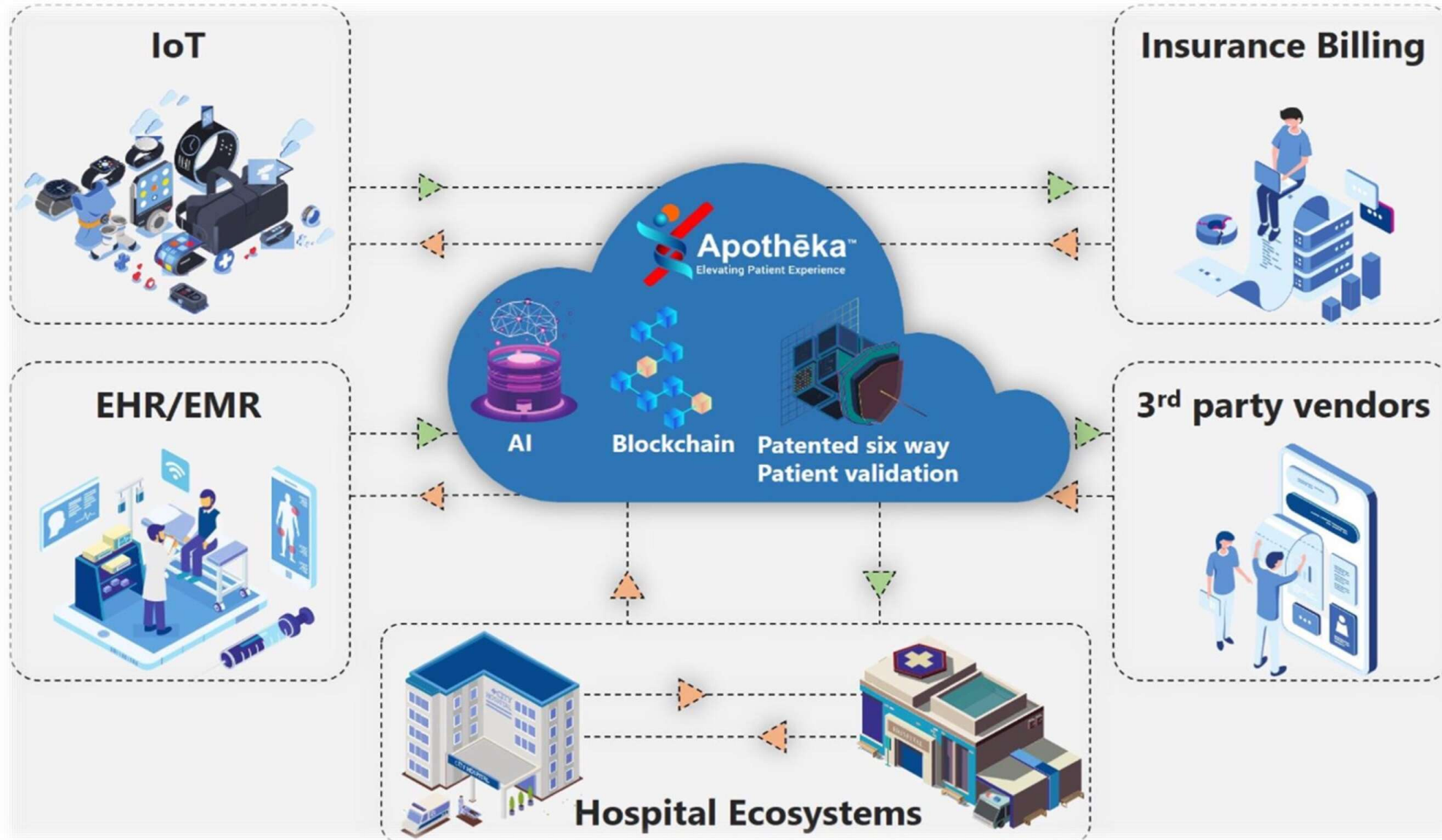
Iris Scanning



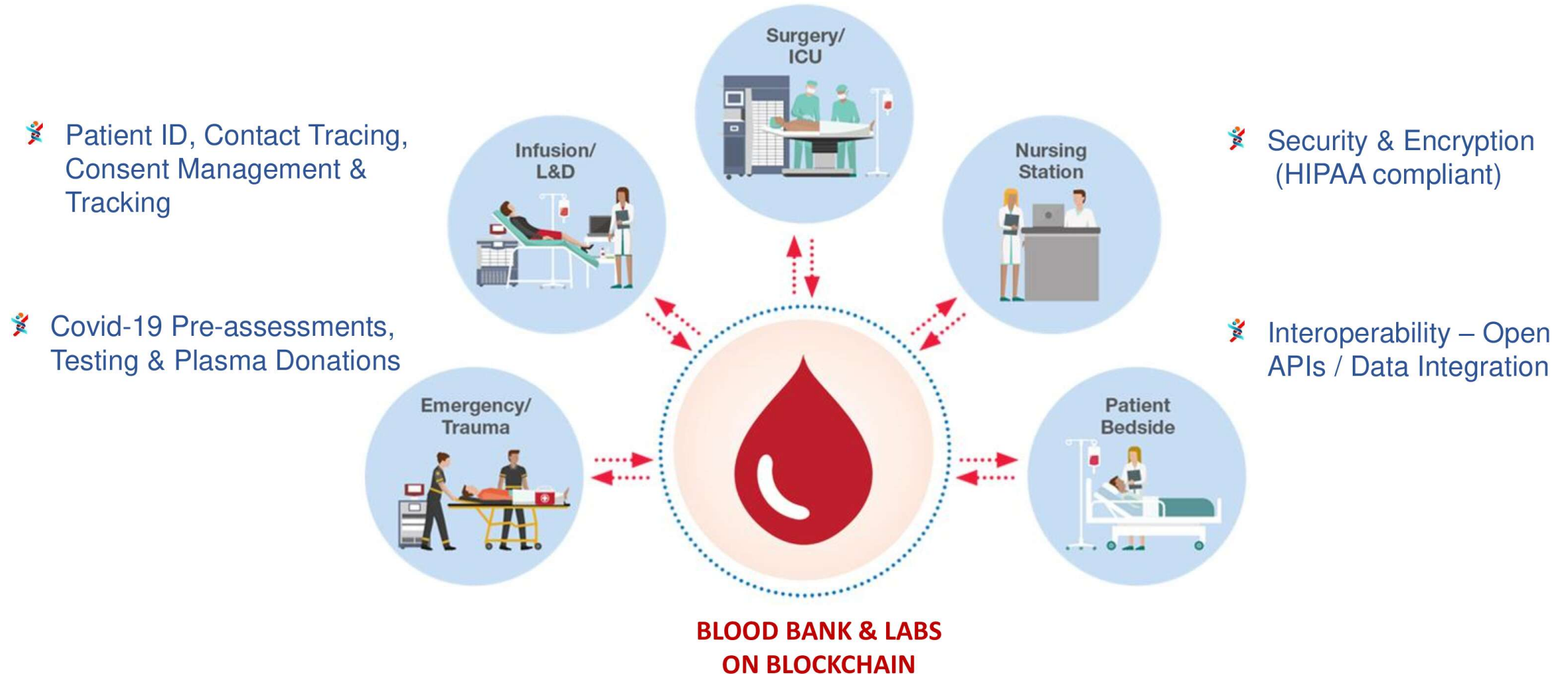
DNA Scanning

Blockchain Touchpoints (Decentralized, Security, Traceability, Privacy, Transparency)

PHASE I: Our Permissioned Blockchain Ecosystem

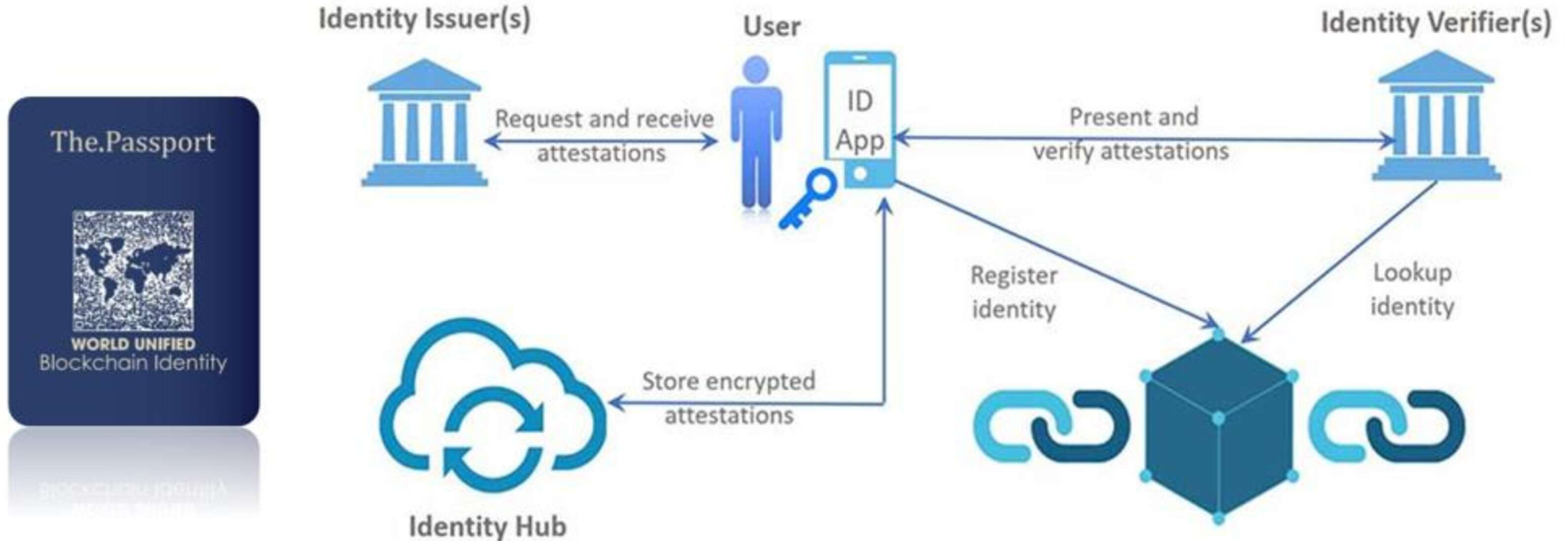


Use Case: Blood Supply Chain In COVID-19 Era



PHASE II: Digital Health Passport

Future Of Identity Is Self-Sovereign And Enabled By Apothēka Blockchain



Control . Access . Consent . Minimalization . Interoperability . Portability

Market Size For Licensing & Hosting Revenue

USA - TAM: \$31B (Main Focus)

6,210 Hospitals
(20% Target Market ~ 1,242)

Projected Revenue

- Medium Size Hospital
100-499 Beds ~450 Doctors
- Licensing 125K / Year
 - Hosting 250K / Year

SAUDI ARABIA

FOCUS

Riyadh - 542 Hospitals

CANADA

FOCUS

1,400 Hospitals

CHINA

FOCUS

Beijing - 33,000 Hospitals

UAE

FOCUS

Abu Dubai
Dubai - 104 Hospitals

EAST AFRICA

FOCUS

Uganda - 155 Hospitals
Kenya - 5,000 Hospitals

Business Model

Pricing (Sample Mid Size Hospital)

- Subscription \$125K / Year Average Licensing
- \$250K / Year Average Support + Services Fees

Target Healthcare Clients

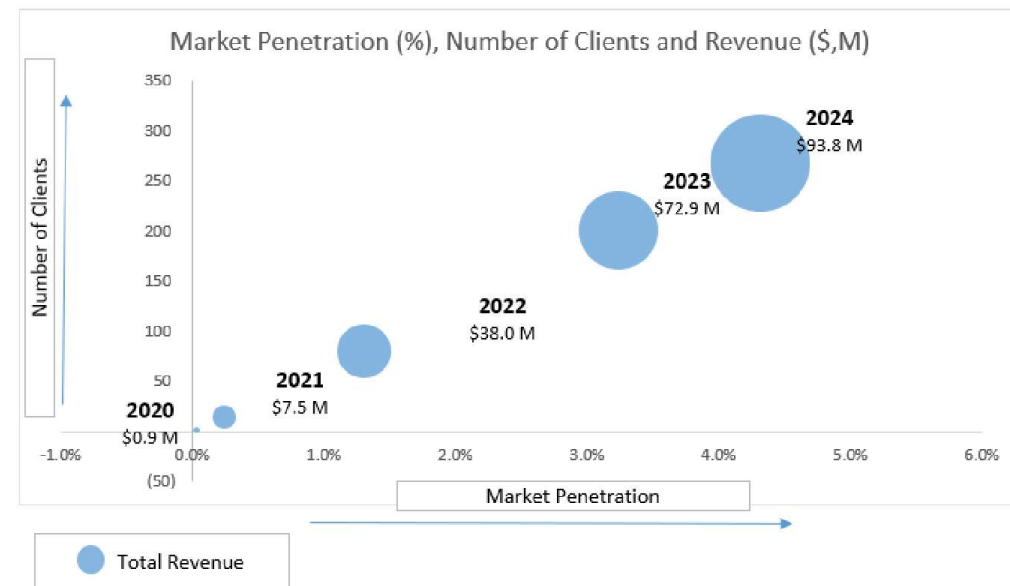
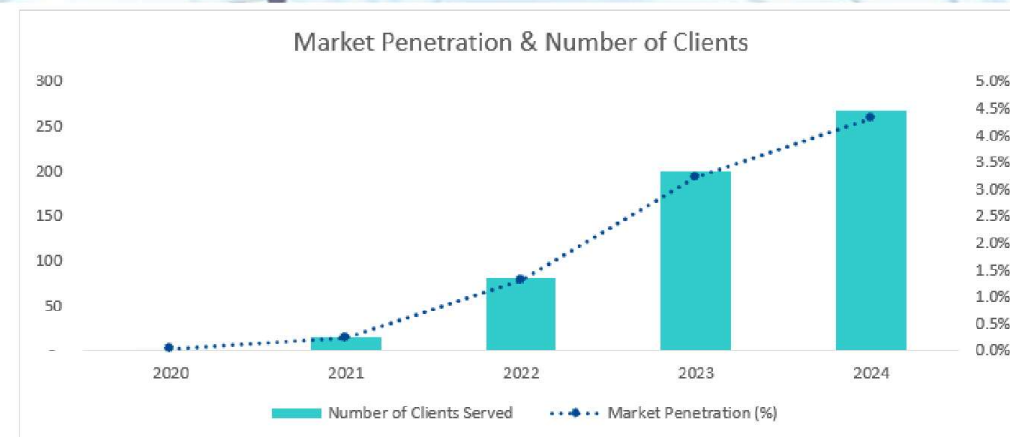
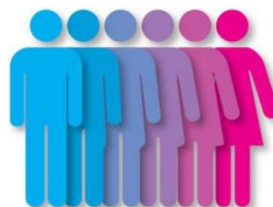
- Small And Medium Sized
- Mid-market
- Enterprise

Selling Strategy

- No/Low-Touch (Self Service)
- Medium-Touch (Inside Sales / Partnerships)
- High-Touch (Enterprise Sales)
- Personal Relationships (CEO relationships 13 years)

Population Served

- High-risk Patients
- Outpatient Care And/or General Population
- The Very Young And Very Old
- Low-income And/or Homeless Individuals
- Chronically Ill And Disabled

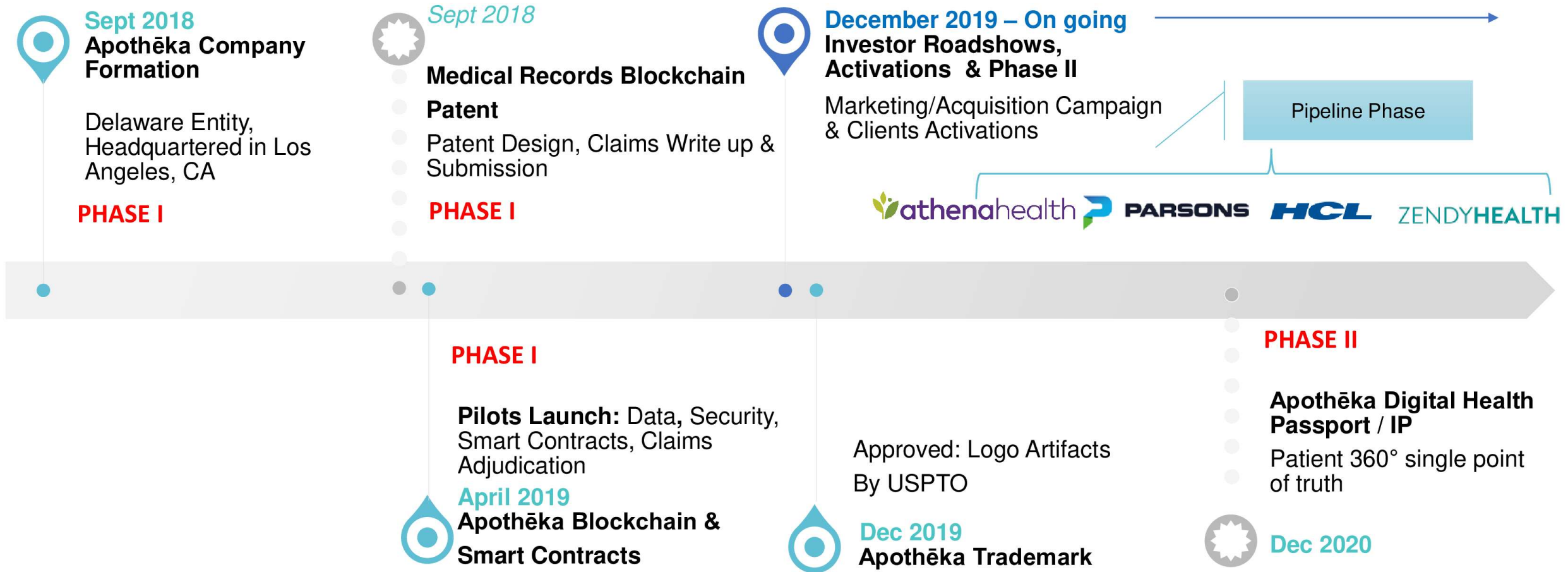


Competitive Landscape



COVID-19 Patient Data Management	✓			
Bundled Solution / Multi-use (Plugs Into Multiple Clinical Modules)	✓			
Plug & Play (Easy Integrations)	✓			✓
Security / Encryption	✓	✓	✓	✓
Constellation Enclave (Double Secure Data Black Box)	✓			
Patented Protected IP	✓			

Roadmap Phase I & II (2018 – 2020)



Traction

MOU



Pipeline



Clients



Executive Management Team



Dennis Maliani
CEO / Founder

Vast experience in the health-tech space, 13 years at world-class hospitals systems and academic centers including Cedars Sinai, Keck Medicine Of USC, MemorialCare, Amgen etc. IPO readiness & portfolio management.



Luis Lopez
COO

Over 20 years of experience in Healthcare at LA Care, Molina, Kaiser Permanente, Cedars Sinai etc. Start-up experience, and co-founder at Somega Healthcare Systems which was successfully sold.



Victor Pisacane
CTO



Formerly senior software architect, IBM Watson Health. Comes with 25 years of experience designing, developing and delivering software products in both startup environments and Fortune 500 companies.




Daniel Edelstein
CSO


Extensive experience in the Health insurance/payor side. Experience covers 8 years at LA Care, St. Francis Medical Center to include Medicare and Medicaid services in less privileged communities.



Advisors

 **Dr. Melanie Rolli** - CEO and Chief Medical Officer. Piquar  Therapeutics AG - Basel, Switzerland

Thomas Kluz - Head of Global Healthcare investing at Qualcomm Ventures – Digital Health Investments

 **Dr. Hyung Kim** - Assoc. Director, Surgical Research, Cedars Sinai

 **Brad Bulent Yasar** Founder at Blockchain Investors Consortium (BIC)

 **Dr. Stephen Geller** - Chairman Emeritus, Pathology, Cedars-Sinai Medical Center/ Prof. Weill Cornell Medical College) 

Henrique Dias - Managing Partner, B&D Alternatives Investment Fund

Revenue Projections 2019 - 2024

Profit & Loss Statement		2020	2021	2022	2023	2024
GROSS MARGIN	(B)	300,344	4,883,004	25,933,750	61,202,132	97,539,948
<i>Gross Margin %</i>		<i>56.0%</i>	<i>61.0%</i>	<i>66.0%</i>	<i>71.0%</i>	<i>73.5%</i>
<u>Overhead</u>						
Sales & Marketing		701,000	1,711,400	10,941,550	17,268,637	19,499,762
General & Administration		973,775	2,511,300	4,607,355	6,601,204	8,566,877
Research & Development		36,000	74,000	84,000	104,000	124,000
Total Overheads	(C)	1,710,775	4,296,700	15,632,905	23,973,841	28,190,639

Note: Based on target raise goal & client acquisition
These are forward-looking figures that cannot be guaranteed.

Funding Requirements

\$2.5 Million Raise

Use of Funds

Phase II - Digital Health Passport / IP:	\$775,000
Marketing & Customer Acquisition:	\$775,000
Operations & Sales:	\$750,000
<u>Research & Development:</u>	<u>\$200,000</u>
Total	\$2,500,000

Note:
Runway 18-24 months

Valuation

- Valuation at \$8 million
- 10% discount rate

Target Milestones

- Our average revenue target for 2023-24 is \$80 million
- Strategic exit goal (likely by acquisition) for a \$480 million enterprise value

Health-tech SaaS Acquisitions / Exits

Dassault Systèmes acquires Medidata for \$5.8 billion - 2019

TAM: \$31 billion

Investment Highlights

- ✚ **Apothēka** Integrates with Electronic Medical Records Systems or clinical systems and transforms them into secure Blockchain ecosystems to facilitate security, data integrity and interoperability
- ✚ **Patented Proprietary Technology:** Uses ironclad security, scalable distribution design of Blockchain and AI technologies to solve “IT friction” points in healthcare leveraging patented six-way patient validation
- ✚ **Competitively Positioned:** State of the Art SaaS solution with **COVID-19** Patient Data Management
- ✚ **Value Bundling:** Offers system protection, data validation, improved data sharing, Physician credentialing, healthcare costs check points
- ✚ **Ease of use:** Apothēka’s solution has plug and play functionalities for easy implementations to include user friendly interface



Thank you!

