

INVEST IN THE DISRUPTIVE INNOVATOR THAT BRINGS HEALTH BACK TO HEALTHCARE



karisha.org Austin TX   

[Infrastructure](#) [Main Street](#) [Health and Fitness](#) [PBC and B Corps](#) [Female Founder](#)

LEAD INVESTOR



Cherish Hart LEAD INVESTOR

I'm interested in not only seeing this vision come to life. But I will do my part to help get the word out to as many people as possible. My grandparents and my parents didn't have anything like this around. I will work over time to assure my children have the Opportunity to introduce this concept of affordable health care to my grandchildren and their children. This is not something that's here today and gone tomorrow. Once people catch wind of what's really happening in the health care industry. For some it might be too late. My family will not be left behind.

Invested \$1,000 this round

Highlights

- 1 Advancing whole person and inclusive community health and healthcare in Austin.
- 2 Participate in a state of the art innovative, integrative and lifestyle medicine community center.
- 3 Address healthcare inequities and disparities by investing in a value-based whole person care model.
- 4 Share an interest in real estate in east-central Austin, where commercial occupancy rates are 97%.
- 5 Support an affordable care membership model with capacity to serve 4,000 community members.
- 6 Help us close our \$1M funding gap. We've raised \$1.5M+, own the land, and secured building permits.
- 7 Launch of virtual practice in Spring 2022, that will generate revenue and impact our community.
- 8 Your investment will directly help the underserved by the current healthcare system in East Austin.

Our Team

Our Team



Amina Haji Visionary + Founder

Our physician Founder, Amina Haji, MD, has lived and practiced in our planned service area for 20+ years. As a fourth-generation physician, it's in her DNA to care for people. She has set out to change the healthcare paradigm.

As a 4th generation physician, founder Amina Haji, MD saw her parents provide quality medical care to all people while focusing on health and wellness. As she trained and practiced medicine herself, she observed our sick care rather than health care system. Dr. Haji set out to change the healthcare paradigm, and Karisha is the start of it all.



Darwin Lau COO/CFO

Darwin is a seasoned senior executive and entrepreneur. He founded an electric company. He also was the CFO and COO for various companies, successfully launching them as start ups, and turning around a distressed company in bankruptcy protection.



De Anna Kern Director of Operations

Dr. Kern is a chiropractor who brings together 20 years of private and collaborative practice experience with 6 years of clinical operations development experience. She currently leads Karisha's practice development and manages our operations.



Ruby Rose, MD Chief Medical Officer

Dr. Rose is a double-boarded emergency and integrative physician with 18+ years in practice, a graduate of Tufts University School of Medicine, mother of three children and host of Discovery's "This Came out of Me" nonfiction show set in an ER.



Patricia Ramirez Pinckney Consulting Chief Marketing Officer

Ms. Pinckney provides Chief Marketing and Strategy Officer services. Her signature approach combines decades of brand development experience at Fortune 500 companies and nonprofits with a deep understanding of cultural nuances.



Deborah Doherty Consulting Chief Finance Officer

Ms. Doherty is a veteran CFO with multi-dimensional industry expertise in accounting, corporate compliance, debt/equity transactions, GAAP technical, process management, & strategic planning to help Karisha develop a sound financial structure.



Brenda Sanchez Ortiz Founding Executive


Ms. Sanchez Ortiz has over 20 years of experience leading health care programs, operations, and building high-performing teams; 25+ years working in community engagement and partnership development.



Scott Taylor Construction Program Manager

Mr. Taylor is the Project Director for MTM Collaborative and has over 25 years of comprehensive experience in all aspects of real estate finance, development, and construction.

Pitch



**KARISHA
COMMUNITY
CENTER FOR
WELLNESS**

2022 Investment Capital Raise to
Positively Impact People, Health, &
Community

**CASE FOR
HEALTH
INVESTMENT
IN PEOPLE**

**Karisha leads with a
philosophy that *care isn't
just medicine.***

Care, like life, requires serving
the whole person. Our
community-centered care and
services connect primary,
preventive, integrative, and
lifestyle medicine into a place
designed for inclusive
wellbeing.

**PROBLEMS
WORTH
SOLVING**

- **Sick care rather than
health care system**
- **Rising and hidden
costs of care**
- **Disparities in health
access and outcomes**

- Physician shortage for those with health insurance

OUR PATH TO WELLBEING FOR ALL ADDRESSES STRUCTURED RACISM AND SYSTEMIC INEQUITIES THROUGH DIRECT SERVICES TO THOSE IN NEED, AFFORDABLE MEMBERSHIPS, AND AN EQUITABLE HEALTHCARE COMMUNITY TO HEAL AND THRIVE.

DR. AMINA HAJI, OUR VISIONARY

- Dual-Board certified in Family Medicine / Integrative and Holistic Medicine
- Founder of Karisha Community Center for Wellness and Austin Health Commons
- Physician-Owner

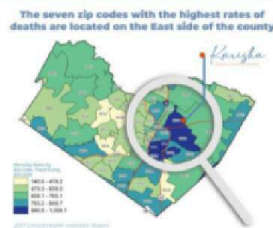
Amina is a 4th generation primary care physician who truly understands the healthcare system strengths and limitations and is actively working to help evolve it. Caring for people is in her DNA and in the vision for Karisha.



AMINA HAJI,
MD, FAAPM, ABQIM

YOUR ZIP CODE SHOULD NOT DETERMINE YOUR HEALTH OUTCOMES

- Where you live matters. There is a 15 year difference in life expectancy between areas West and East of I-35
- East: higher rates of chronic disease, COVID, and death



Karisha Community Center for Wellness will be Austin's new standard for care focused on people providing a place for innovative, integrative community health. Our 14,800 SF is designed sustainably for wellness and caring in the heart of the East Austin community. Karisha is a one stop shop for health and healthcare, for all people.

Medical + Wellness Care | Insurance + Memberships | State of the Art Facility



PRIMARY AND PRIORITY MEDICAL CARE, PLUS:

- 800 SF teaching kitchen
- 1000 SF mind body center for contemplative movement, yoga and mindfulness practices

- Studies for physical therapy, physical training, massage, chiropractic care
- Integrated mental health
- Naturopathy and herbs
- Acupuncture and Traditional East Asian medicine
- Community Wellness classes

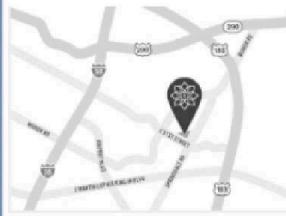
LOCATION

4500 E. 51st Street, (on the corner of 51st and Springdale)
Austin, TX 78723

Data for 3-mile Radius*

Population: 91,140
Families: 18,226
Households: 33,682
Housing Units: 37,674
Median Age: 29.8
Average Income: \$73,137**

Sources:
*US Census Bureau, 2010 Census, 2010 Census
**US Census Bureau, 2010 Census, 2010 Census



SHORTAGE OF PRIMARY CARE PHYSICIANS

Needed* — Current = Shortage
43 PC — 8 PC** = 35 PC

*From Medical Group Management Association, based on population of 80K within a 3-mile radius
**Does not include 3 clinics serving low-income patients
† Includes 40 and 40 have closed, leaving 7 physicians in the area, with 8 primary care physicians

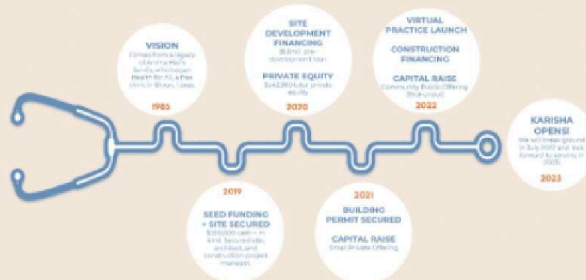


★ Karisha S.C. = Primary Care A.C. = Urgent Care

REVENUE STREAMS



MILESTONE TIMELINE



KARISHA HEALTH IMPACT CAPITAL RAISE

We are seeking \$1,069,970* to get us to:

*Total capital raise \$2.0mil, with \$1.0mil Wellfunder, \$1.0mil private equity



Launch Virtual Practice
Spring 2022



Karisha Building Construction
Beginning July 2022

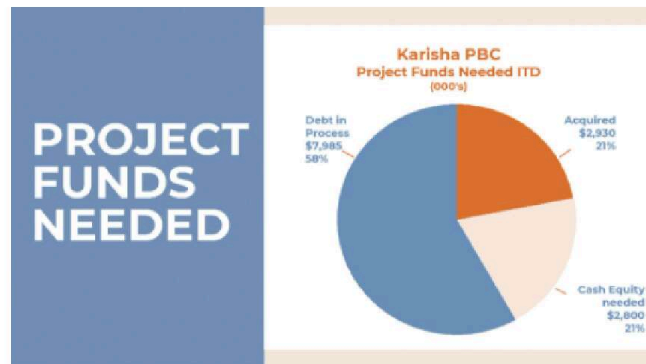


Karisha Center Opening
August 2023



Engage in Community
Partnered Health Design
Ongoing

Karisha PBC is offering common stock to community owners to keep stakeholders on the same level of ownership.



OUR LEADERSHIP TEAM

ARIANA HALL, MD
Founder & Executive Chair

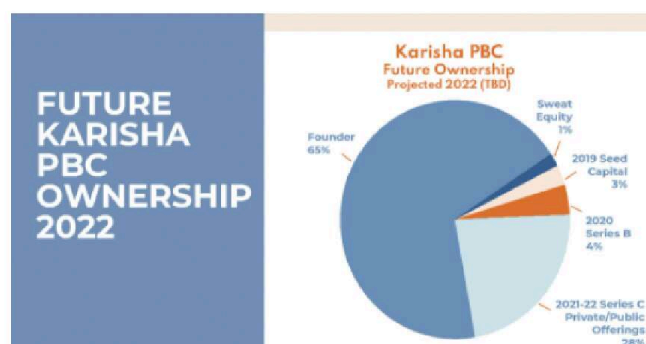
DEBORAH DINEEN
Founder, Chief Financial Officer

RORY BUSE, MD
Chief Medical Officer

PATRICIA RODRIGUEZ-PICKNEY
Founder, Chief Marketing Officer

JON WYSOCKI
Founder, Chief Technology, Privacy & Security

DEANNA KUHL, DC
Director of Operations



BUSINESS FINANCIALS PROJECTIONS

Karisha PBC (\$000)	2023	2024	2025	2026	2027
Revenues					
Memberships	381	2,203	3,575	4,125	4,272
Insurance Billing & Reimbursement	261	1,156	1,574	1,725	1,760
Copayments	97	496	652	720	720
Cash	111	403	430	433	437
Products & Services	39	93	91	93	93
Total Revenues	\$ 999	\$ 4,311	\$ 6,322	\$ 7,097	\$ 7,282
Projected Net Income	\$ (2,439)	\$ (597)	\$ 1,227	\$ 1,976	\$ 1,705
Projected Cash Balance (see Notes)	\$ 1,671	\$ 880	\$ 1,907	\$ 2,700	\$ 3,517
Operating Cash Reserve		\$ 1,300	\$ 1,300	\$ 1,300	
Cash Available for Dividends		\$ 607	\$ 400	\$ 2,217	

Note: Projected Cash Balance assumes 80% payout of Net Income. Cash Available for Dividends. Projected Net Income is after taxes.

POTENTIAL INVESTOR RETURNS

Karisha PBC (\$000)	2023	2024	2025	2026	2027
Cash Available for Dividends		\$ 607	\$ 400	\$ 2,217	
# shares outstanding	182,023	182,023	182,023	182,023	182,023
Projected dividend per share	-	-	\$ 3.33	\$ 2.20	\$ 12.18
% Return at \$55 purchase price	-	-	6.1%	4.0%	22.1%
Average return rate	-	-	1.5%	2.0%	5.4%

Note: Projected Cash Balance assumes 80% payout of Net Income. Cash Available for Dividends.



MODERATE PROJECTED RETURNS OVERVIEW:

- 100% ROI in 8 years (2030)
- 200% ROI in 14 years (2035)

AGGRESSIVE PROJECTED RETURNS OVERVIEW:

- 100% ROI in 6 years (2028)
- 200% ROI in 9 years (2031)

Note: Projected Cash Balance assumes 80% payout of Net Income. Cash Available for Dividends.

JOIN OUR IMPACT INVESTING COMMUNITY TO RADICALLY TRANSFORM HEALTHCARE

Your investment in Karisha Public Benefit Corporation is an investment in the operating company and our East Austin real estate development.



THANK YOU!

www.karisha.org

Legal Disclaimer

This document contains information regarding an investment opportunity which involves a significant and substantial number of risks. You should carefully review this entire document and supporting documents and consider all the various risks outlined in the Risk Factors document provided.

Furthermore, the Financial Projections contain speculative forward-looking statements that involve risks and uncertainties. The actual performance of Karisha may differ materially from the projections contemplated by those forward-looking statements due to certain factors, including those specified in the Risk Factors. Prospective investors must be prepared for the possible loss of their entire investments in Karisha.

This document does not constitute an offer to sell or a solicitation of an offer to buy shares to any person in any jurisdiction in which it is unlawful to make such an offer or solicitation. The Karisha shares are being offered pursuant to Section 4(2) of the Securities Act of 1933, as amended (the "Act"), and Rule 506(b) of Regulation D under the Act. You must be an accredited investor and meet any such other suitability requirements to purchase the shares.



Downloads

[Karisha Public Benefit Corporation -EXEC SUMMARY- 20211102 2 .pdf](#)