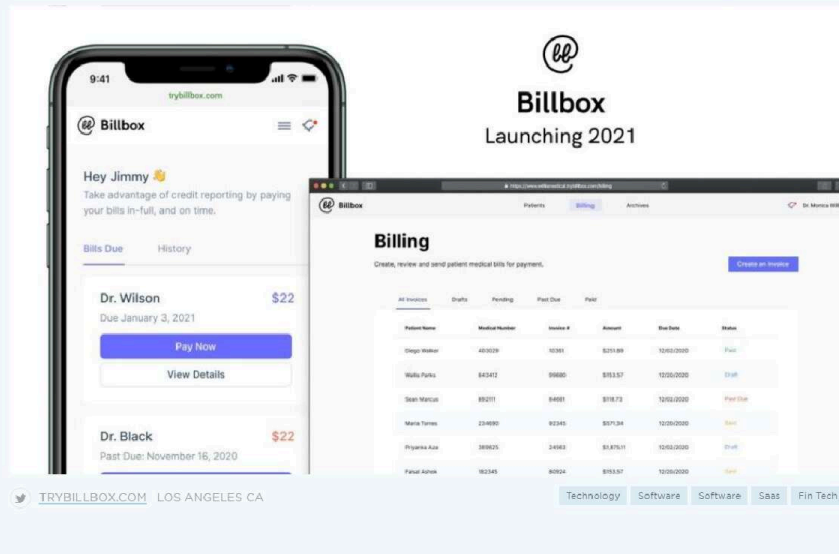


Invest in Billbox, Inc.

Incentivized medical payments, made for patients.



Why you may want to invest in us...

- 1 Early Traction: We already have a commit from a Pediatric Care clinic as our first BETA partner
- 2 Woman founder with 10 years startup experience in product design and web strategy
- 3 Med-tech is a booming industry
- 4 Moving fast: went from idea, to company, to website, to partnership, to Seed round in > 6 months.
- 5 VC-backed business

Why investors ❤️ us

WE'VE RAISED \$257,900 SINCE OUR FOUNDING



I love the simple yet effective solution that Billbox Inc proposes for medical payments. Coming from a world with universal healthcare, I have always found that the current system in the US is hard to navigate and unnecessarily complex. Addressing parts of the system and providing a simple solution that both benefits providers and patients is smart with a creative twist.

I can't think of a more capable person than Lex to lead this company from an idea to a solution in a focused, passionate way. I have watched her progress from "this is a problem" to "here is a solution in the form of a sustainable business".

Ana Garcia Jimenez Technical Program Manager at Tally Inc

LEAD INVESTOR INVESTING \$5,000 THIS ROUND & \$5,000 PREVIOUSLY



Lex is a deeply capable and resilient person. Not only is her product necessary to making medical billing more equitable, she is absolutely the best person to responsibly and successfully lead this idea into the world. Her passion, grit and competence make her an excellent founder.

Genevieve Gaudet ☆



Lex is one of the most driven and talented people I've come to know in recent years. In addition to having a sharp eye for visual and UX design, she always takes a thoughtful, people-first approach to solving problems and Billbox is a result of that. Lex seeks to alleviate issues that have arisen from a system that is broken and is striving to aid people who are struggling. She's managed to take an idea she truly is passionate about, has made it into a reality within a matter of weeks. With her empathy, dedication, experience, and knowledge on the subject matter, Billbox is surely to succeed under her leadership.

Joey Lamelas ☆



Alexis is a talented marketing professional with outstanding top level vision beyond her functional discipline. She has improved the quality and performance of my startup's team through her leadership. Alexis joined me during the design element of our MVP and immediately improved the customer fit and business structure with her ability to consider her role and the big picture. When our team grew Alexis was a natural leader coaxing new members to engage in the conversation and helping to convey the vision. Today still I rely on her insights to help shape direction for our B2B saas platform. When I learned about Billbox I was inspired by the concept and her practical, simple yet elegant approach to improving the problem. I have already invested my skills and time into her and the project and would be honored to participate further.

Grady Teske ☆

Our team



Lex Oiler

CEO at Billbox

10 years working in tech as a product designer and web strategist. Holistic health coach + eating disorder peer coach. Mom.



Evan Robinson

Chief of Staff at Billbox

NYU graduate. Worked and organized political and policy campaigns. Experience in media and marketing.



Josue Martinez

Design at Billbox

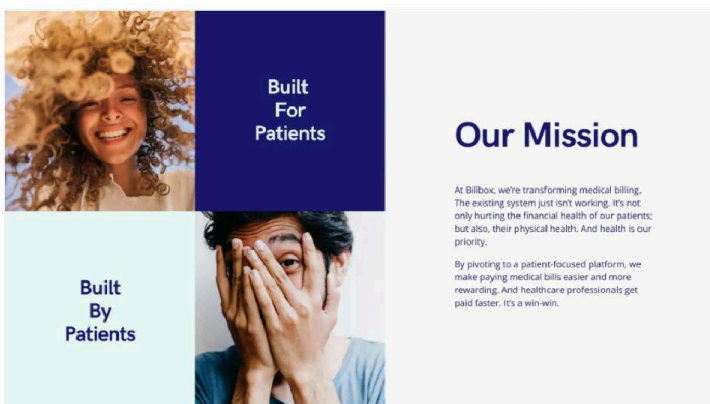
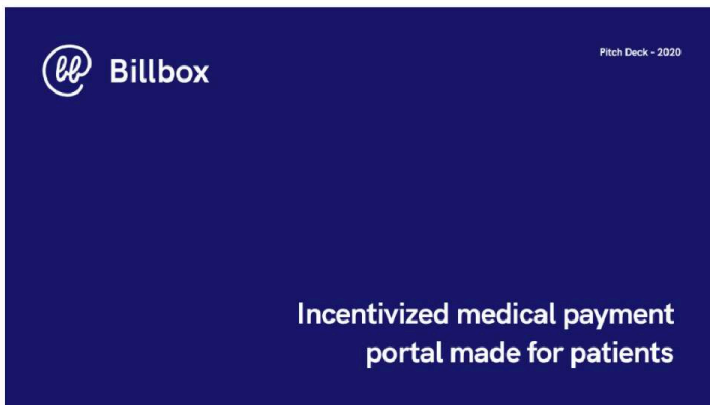
Successfully delivered experiences that have met the needs of users in the edtech, healthcare, human resource systems and fintech product spaces.



Downloads

[updated billbox patient prototype.mov](#)

Story



THE PROBLEM

The existing medical billing system isn't working. Medical professionals aren't getting paid. Patients are going into debt tanking their credit score. Which puts them in a terrible debt/health cycle. It's a lose-lose system.

Why? That's what I kept asking myself and that's when I came up with Billbox.

“

I feel this problem so much. I also have ADD, have also had small bills go to collections without me realizing it. This year I bought a house, and an old \$60 bill from 2013 almost put my mortgage at risk.

Male, 33, San Francisco

We have an opportunity
to solve a really big problem

\$48B

MEDICAL DEBT IN COLLECTIONS

64%

MEDICAL DEBT UNDER \$5K

56%

OF PEOPLE HAVE MEDICAL DEBT
IN COLLECTION

Medical debt has been growing further during the pandemic, rising 7% from the end of last year and just over 3% from when the pandemic started, Credit Karma says. Experts expect it to continue to rise in the coming months since there's a 180-day lag before unpaid medical debts can show up on consumers' credit reports, chief people officer at Credit Karma.

<https://www.usatoday.com/story/money/2020/09/18/unemployment-americans-face-45-b-worth-medical-debt...>

WHAT'S BILLBOX?

Billbox is a digital solution that makes it easier for patients to pay medical bills while improving their credit. Healthcare professionals get paid faster and patients can improve their financial health while improving their physical health.

A win-win situation.

WHY DON'T PEOPLE PAY?

Didn't Know
Bill Existed

Forgot To
Pay

Process To Pay
Was Too Hard

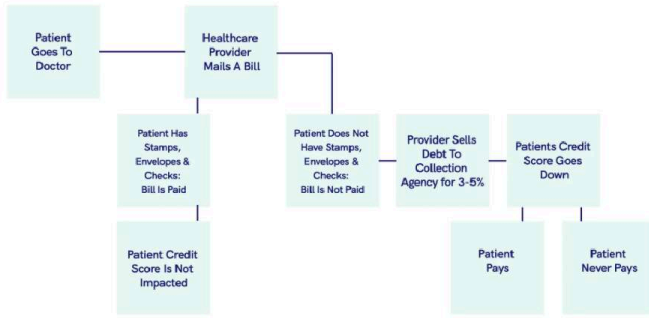
Lack Of Funds

Billbox solves this by a modern notification & billing system, offering a simple way for patients to request a payment plan, and using this as an opportunity to improve our patients holistic health by reporting to credit bureaus.

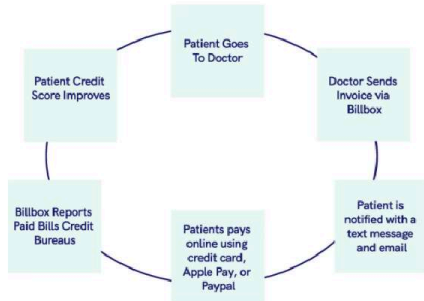
"A recent TransUnion survey found that more than 70 percent of residents would be more likely to pay their rent on time if their property manager reported their payment to the credit bureaus."

<https://www.landlordtalking.com/tips/tenants-want-landlords-to-report-rent-payments/>

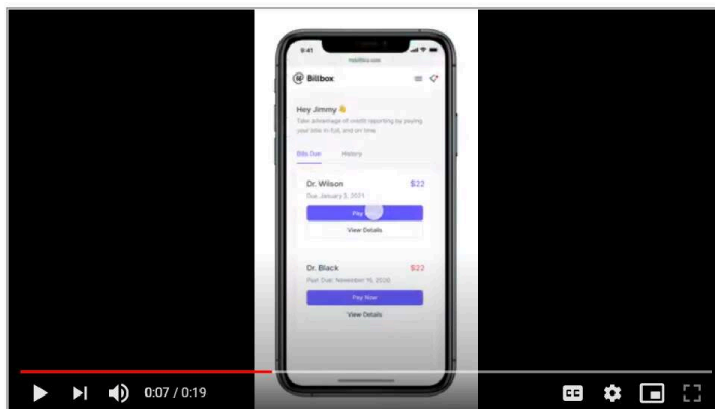
HOW IT CURRENTLY WORKS



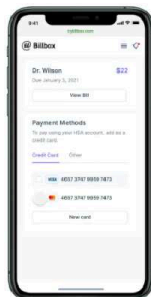
HOW BILLBOX WORKS



You keep using your existing billing platform, we just come in to handle the patient-responsibility part.



Patient Experience



*This mockup is for demo purposes only and is not a final design

Healthcare professionals can't just rely on insurance payments anymore

\$6K+

AVERAGE OUT-OF-POCKET MEDICAL EXPENSES/FAMILY/YEAR "AFTER INSURANCE"

88%

INCREASE IN PATIENT RESPONSIBILITY BETWEEN 2012-2017

83%

PRACTICES WITH LESS THAN 5 PRACTITIONERS REPORTED SLOW PAYMENT IS THEIR TOP CHALLENGE

"The patient portion has gone up, and that's why we want to customize this so that patients have more options to pay in full," Leslie Richard, CHI's national director of revenue cycle, said in an interview.

Healthcare Provider Value Prop (this is what they're saying)

"Paid in Full" > Selling to collection agencies for 3-5%

They get to clear the debts on their books and help their patients out.

New patient acquisition & retention

Less work than following up via email/phone, upload invoice once- we handle the reminders.

We already have a commit from a Pediatric Care clinic that has \$100k of medical debt we can acquire now, representing over 100 families, and they will partner with us on future debts as well

Healthcare Professional Experience

Billing
Create, review and send patient medical bills for payment. [Create all medical](#)

All Invoices	Drafts	Pending	Post Due	Paid																																																
<table border="1"> <thead> <tr> <th>Patient Name</th> <th>Medical Number</th> <th>Invoice #</th> <th>Amount</th> <th>Due Date</th> <th>Status</th> </tr> </thead> <tbody> <tr> <td>Diego Walker</td> <td>403029</td> <td>10361</td> <td>\$231.89</td> <td>12/02/2020</td> <td>Paid</td> </tr> <tr> <td>Walter Parks</td> <td>443472</td> <td>99680</td> <td>\$193.57</td> <td>12/02/2020</td> <td>Draft</td> </tr> <tr> <td>Sean Marcus</td> <td>89211</td> <td>64881</td> <td>\$116.73</td> <td>12/02/2020</td> <td>Post Due</td> </tr> <tr> <td>Mark Torres</td> <td>234680</td> <td>92345</td> <td>\$571.34</td> <td>12/02/2020</td> <td>Post</td> </tr> <tr> <td>Piyarika Aza</td> <td>389623</td> <td>24563</td> <td>\$1,875.11</td> <td>12/02/2020</td> <td>Draft</td> </tr> <tr> <td>Fabrizio Aho</td> <td>182345</td> <td>80824</td> <td>\$193.57</td> <td>12/02/2020</td> <td>Post</td> </tr> <tr> <td>Martina Estacio</td> <td>940823</td> <td>35788</td> <td>\$940.23</td> <td>12/02/2020</td> <td>Post Due</td> </tr> </tbody> </table>	Patient Name	Medical Number	Invoice #	Amount	Due Date	Status	Diego Walker	403029	10361	\$231.89	12/02/2020	Paid	Walter Parks	443472	99680	\$193.57	12/02/2020	Draft	Sean Marcus	89211	64881	\$116.73	12/02/2020	Post Due	Mark Torres	234680	92345	\$571.34	12/02/2020	Post	Piyarika Aza	389623	24563	\$1,875.11	12/02/2020	Draft	Fabrizio Aho	182345	80824	\$193.57	12/02/2020	Post	Martina Estacio	940823	35788	\$940.23	12/02/2020	Post Due				
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IDENTIFYING OPPORTUNITIES IN THE MARKET

Credit Reporting (for good!)



Streamlining Medical Billing



Incentivized Healthcare



Pushing the limits

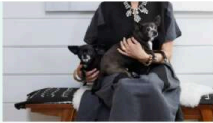
We continuously are asking "why" and "why not?" when faced with obstacles. Billbox was created to breakdown systems that haven't been working, even if we've been using them for a long time.

What Are We Doing Here?

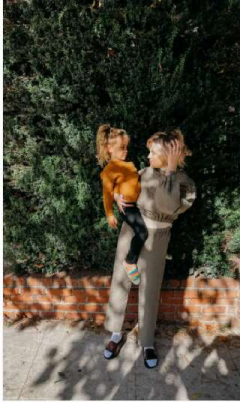
With Integrity



We define integrity as integrating our beliefs with our actions. We believe people's physical health matters more than their financial health, but understand how interconnected those things are. We provide a way for our users to improve both.



Collection agencies don't need to be the answer to getting people to pay medical bills. Credit reporting doesn't need to just be used for reporting the bad stuff. If we can improve people's credit via medical bills, we create a healthier society.



OK, BUT WHO IS THIS GIRL??

10 years in the tech industry,
primarily with startups.

Product Designer, entrepreneur, web
strategist.

Holistic health coach &
eating disorder peer coach

Mom

How We Make Money

\$5,000

IMPLEMENTATION FEE
Waived for early adopters*

\$300

MONTHLY SERVICE FEE
Waived for early adopters*

15%

TRANSACTION FEE
of all paid in full bills. If we do not
collect, provider does not pay.

*First 50 Providers

Do These Numbers Seem Too Ambitious? We Don't Think So, But Are Prepared To Pivot.

This is calculating opportunity just within family physicians.
Should they not adopt the way we project they will- we will also
expand to other verticals such as: hospitals, specialists, radiology, etc.

In August, consumer finance company Credit Karma conducted an analysis of nearly 20 million members in the U.S. and found that they have a total of \$45 billion of medical debt in collections, which averages to about \$2,200 of debt per member.

<https://www.usatoday.com/story/money/2020/09/18/unemployment-americans-face-45-billion-worth-medical-debt-...>



Thank you!

We're really excited to tackle this problem that impacts so many Americans. Our vision is that 5 years from now, collection agencies will be obsolete when it comes to medical debt.

Billbox addresses people's physical, mental, and financial health- all in one place... reversing the debt/health cycle and improving their futures. We would love to have you come with us on this journey.

Website
trybillbox.com

Email
lex@trybillbox.com

Investor Q&A

What does your company do? ▾

Billbox is a medical billing solution that handles the patient-responsibility part for healthcare professionals. We send friendly text reminders instead of paper mail, make it easy to pay online from any device, and then reward patients by reporting paid bills to credit bureaus to help improve their score.

+ EXPAND ALL

Where will your company be in 5 years? ▾

We hope to be in 15% of family physicians processes and have begun expanding to hospitals, specialists, and radiology. Five years from now, I want medical debt being sold to a collection agency to be obsolete- something we are shocked we ever did. These projections cannot be guaranteed.

Why did you choose this idea? ▾

I have personally been impacted by medical bills going to collections and impacting my credit score. Every time it's been because I didn't get the bill, or did but forgot to go get a check and mail it. After talking to other people about it, I realized I wasn't alone in this. It wasn't something wrong with ME, it's something wrong with the system.

How far along are you? What's your biggest obstacle? ▾

We have secured a commit with a pediatric care clinic and can acquire their \$100k in convertible debt now as our test market. Right now our biggest obstacle is: we need money for hiring engineers to get our BETA up by Spring 2021 and for acquiring the licenses to report to credit bureaus on behalf of medical professionals. We then will need to hire sales people to get into 50 offices by the end of 2021.

Who competes with you? What do you understand that they don't? ▾

Billbox's competitors are the medical billing platforms (MyChart or Kareo), incentivized healthcare platforms (Oscar or Sempre Health), and Medical Collection Agencies. At Billbox we aim to streamline all of these processes and report paid bills to credit bureaus, not just the unpaid bills. Through our platform, doctors will collect more money, while preventing the financial health decline of their patients, and patients are rewarded, through good credit reporting, for seeing and paying their doctors.

How will you make money? ▾

Implementation fees to cover our costs of integrating with a practice. Collecting a percentage of paid-in-full bills for our profits.

What are the biggest risks? If you fail, what would be the reason? What has to go right for you to succeed? ▾

The biggest risk is absolutely around data security and preventing any breaches. We need to be as secure as the best healthcare companies and the best fintech companies. It's the main reason we are fundraising while still being pre-product/pre-revenue.
