



Klinik empowers Independent Practitioners to build medical practices by creating a Shopify-like experience to launch, market, and deliver treatment.

Q2 2022
klinik.care

INVEST IN KLINIC

Powering a Shopify-like experience for Providers to build medical practices

LEAD INVESTOR



Ellen Petry Leanse Neuroscience Educator, Author, Advisor

The impact of addiction on public health, communities, and individual lives is far too familiar to all of us. With prescription drug addiction identified as among the fastest growing health risks in the US, and as addiction grabs hold of lives at younger and younger ages, treatment providers too often lack the bandwidth to meet patient needs. Although the market is growing – 15,000 independent practitioners will open new clinics this year – the complexity required to launch, document, and market addiction treatment services is a major pain point, and more importantly a business reality that dilutes the delivery of these providers’ all-important services. That’s why I invested in Klinik. Klinik automates and digitizes “back office” tech functions addiction treatment providers currently spend way too much time on, empowering them to focus on the essential services only they can provide. By delivering a “Shopify-like” experience to these providers, Klinik creates efficiencies and value that allow practitioners to build their businesses in ways that make a difference in their business results

klinik.care New York NY

Technology

Software

B2B

Marketplace

Healthcare

Highlights

- 1 📈 We've grown from \$0 to \$25k MRR (\$300k ARR) in the first 3 months of 2022.
 - 2 👥 The market is large and fragmented, with 1 million independent practitioners across the U.S.
 - 3 🧠 Founding team have built large-scale telehealth platforms and b2b co's.
 - 4 📄 Licensed in over 30 states, certified to market, and have onboarded our first 20+ practitioners.
 - 5 🏆 Investors from MVC, Liquid 2 Ventures, Wicklow Capital, SCM Advisors, and other Angels
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Our Team



Avish Bhama Founder, CEO at Klinik

3x founder: previously managed product at Carta, founder of automation co Sonia, and founder of bitcoin exchange Vaurum (spun off to Xapo).

I saw first hand how hard addiction and mental health can be on someone, their family, and friends. I helped a friend go through treatment multiple times, and saw how hard it was for them to get affordable access to good care. After digging in, I realized it's not just patients that struggle, but healthcare providers are often overburdened as well.



Dan Cheung Cofounder & Head of Product + Tech

Product & Tech exec; previously built product at CareHopper, cofounder of Sudo Labs and SnapUp (acq'd by Ipsy).



Anton Neugebauer Head of Growth



Anton Neugebauer Head of Growth

Medical Marketer specializing in Provider and Member acquisition; built and ran multiple medical marketing agencies having generated \$50m+ for practitioners.



Aneel Ursani Medical Director

Psychiatrist having built clinical protocols and procedures at large-scale telehealth platforms.



Dr. Ryan Wade Medical Director

Psychiatrist specializing in addiction; Formerly at Yale School of Medicine, and director at residential rehab clinic.



Kansas Cafferty Clinical Director

LMFT, Chairman of NAADAC, SUD specialist; built and ran rehab centers and mental health practices.

Pitch



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Empowering Independent Practitioners for a Mentally Healthier World

15,000+ Independent Practitioners will start new clinics this year, and will pour significant resources into building out their tech-stack entirely from scratch.

We know this because we've done it; we struggled with this while building our own practice, so we built tools to automate the care-delivery process end to end.

By "digitizing" mental health practices at our onset, we help serve the 1 billion people struggling with addiction, psychiatric and mental illnesses by connecting them with holistic, integrated care from the best practitioners in the world.

Story [Problem 1/2/3](#) [Platform](#) [Product](#) [Strategy](#) [GTM](#) [Impact](#) [Traction](#) [Roadmap](#) [Model](#) [Market 1/2/3](#) [Team 1/2/3](#) [Pro Forma](#)

Starting a clinic today is like launching an e-commerce store in 2001



Providers need to buy solutions for marketing, scheduling, payments, insurance, e-Rx, and then integrate it all into the EHR

Story **Problem 1**/2/3 [Platform](#) [Product](#) [Strategy](#) [GTM](#) [Impact](#) [Traction](#) [Roadmap](#) [Model](#) [Market 1/2/3](#) [Team 1/2/3](#) [Pro Forma](#)

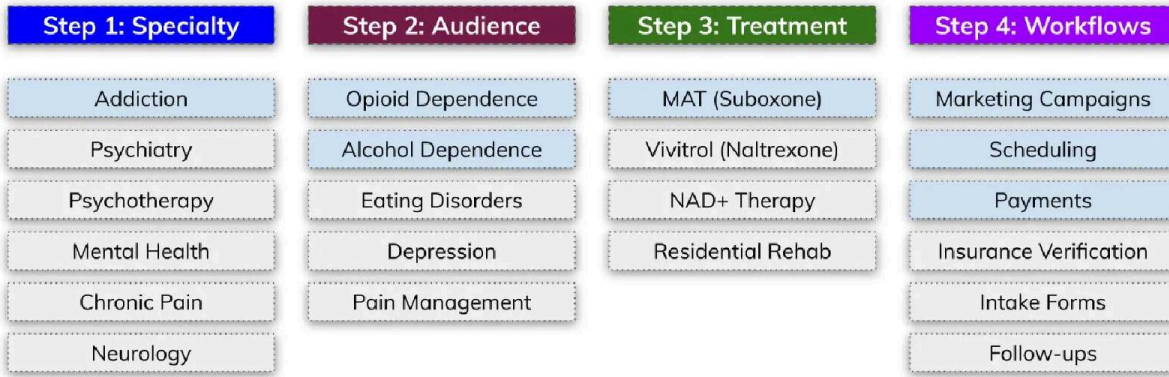
There's tons of complexity and cost in all of the integrations Providers need to scale a practice

avish 3:11 PM
hi erica - do you guys have a zapier integration available?

erica 3:19 PM
@avish We do not, as Zapier is not HIPAA-compliant

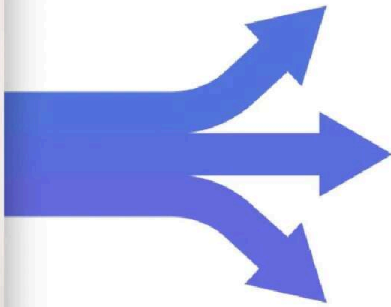


onboard, and streamline treatment delivery for patients



Story Problem 1/2/3 Platform **Product** Strategy GTM Impact Traction Roadmap Model Market 1/2/3 Team 1/2/3 Pro Forma

Rather than competing with telehealth companies, Klinik empowers Providers to launch and scale their own practice



Out-of-the-box Automations:

Klinik has a fully integrated, HIPAA compliant tech-stack with connected tools, including CRM, EHR, telehealth, e-Rx, and RCM workflows.

Marketing, Onboarding & Retention:

We streamline patient acquisition, engagement, insurance verification, scheduling, intake, onboardings, and manage long-term patient retention.

Revenue Optimization:

We help you get credentialed, have integrated billing, and help to measure clinical outcomes for value-based care

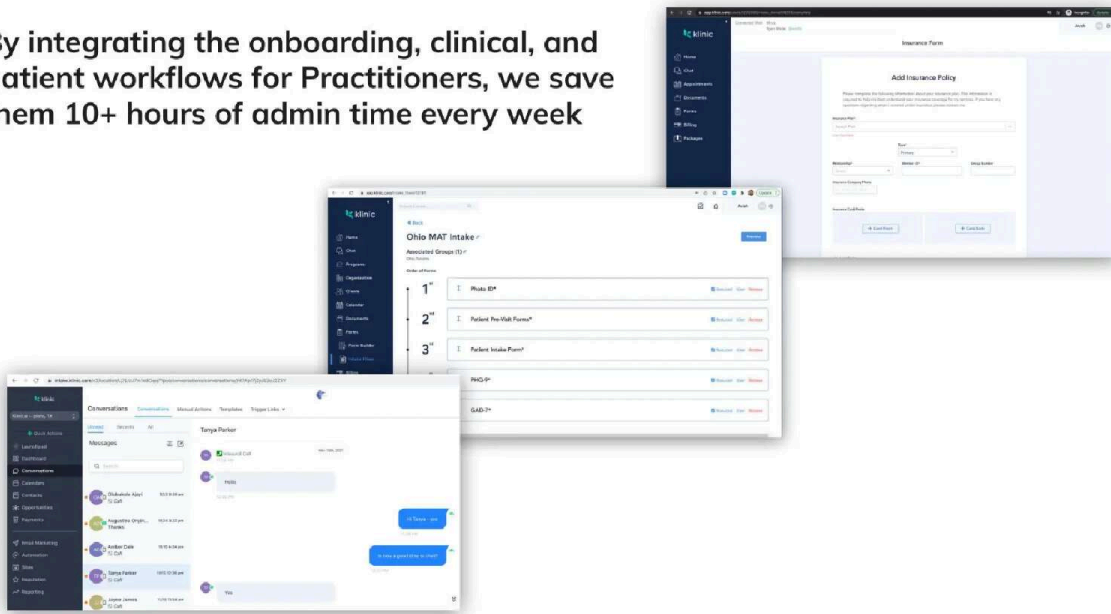
Story Problem 1/2/3 Platform Product **Strategy** GTM Impact Traction Roadmap Model Market 1/2/3 Team 1/2/3 Pro Forma

Go-To-Market: Starting with Addiction, we make marketing treatments online simple, like a Provider setting up a HIPAA-compliant Shopify store

The composite image illustrates the go-to-market process. On the left is a screenshot of a provider's profile for Nicole Smith, MD, a Psychiatrist & Behavioral Health professional in Santa Barbara, California, who has been with Klinik since 2021. The profile includes contact information and a list of areas of expertise such as Medication Assisted Treatment (MAT) for Substance Use Disorder, Depressive disorders, Anxiety disorders, and Obsessive-compulsive disorder. In the center is a diagram showing a funnel leading to a megaphone icon, with various icons representing marketing and operational tools like a calendar, a smartphone, a credit card, and a medical chart, all pointing towards the Klinik logo. On the right is a screenshot of a patient interface for setting a daily budget, showing a dropdown for 'US Dollar (USD \$)' and a value of '\$ 100.00'. Below this are images of a person with back pain and a woman, with text that reads 'Back Pain Making You Depressed?' and 'AS MANY AS 1 IN 4 PEOPLE'.



By integrating the onboarding, clinical, and patient workflows for Practitioners, we save them 10+ hours of admin time every week



Flywheel: Providers on Klinik → Insurances Accepted → Patients Acquired

Launched platform in Q1 '22:



1500+ Patients Acquired



11 Practices and 21 Providers on Klinik's Platform

30+ Insurances Accepted

Our software, MSO services, and Data sets up a powerful Clinically Integrated Network

Streamlining marketing, integrations & retention for Providers, charging SaaS + PMPM fees, **with a one-click “boot up your practice” UX.**

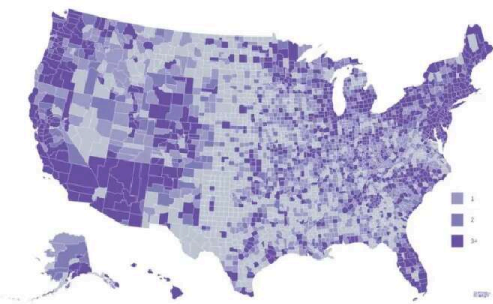
Reverse franchising to the long tail of independent practitioners, and **aggregating demand with far lower CAC.**

By building a Clinically Integrated Network, we gather data and intel **for pharma, payors, & practitioners to improve treatment.**

Providers market & sell treatments; Klinik takes a SaaS fee + % of claims

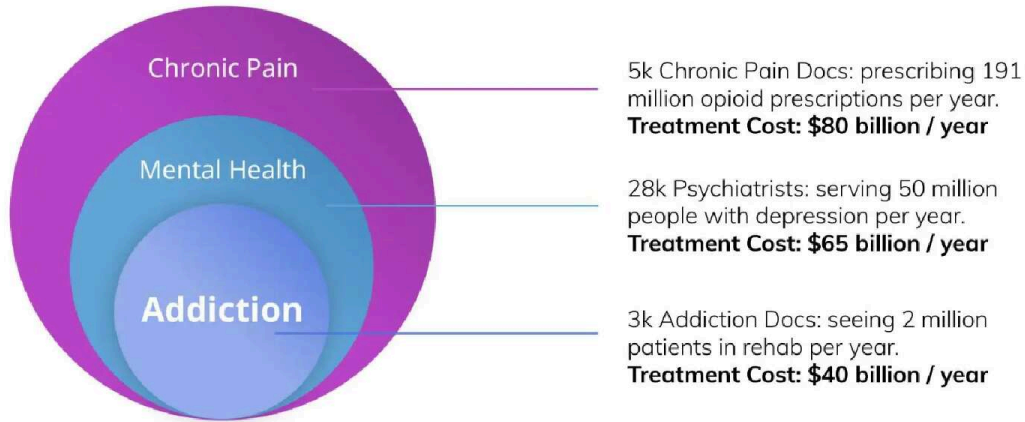
Klinik Self-Managed	Klinik Co-Managed	Klinik Fully-Managed
<p>Work with Klinik's MSO as an Affiliate practice; includes your practice profile page, CRM, EHR, e-Rx, patient portal, plus practice management integrations with training for your support staff.</p>	<p>Work with Klinik's MSO as an Affiliate practice; includes all features in Self-Managed tier, plus services including credentialing, marketing, and care coordination staff for VOB and intake.</p>	<p>Work with Klinik's MSO as an Affiliate practice; includes fully integrated all-in-one Self & Co-Managed tiers, plus automated billing, coding, & training (for eligible practices only).</p>
<ul style="list-style-type: none"> Platform: \$500 / provider / mo Implementation: \$2,500 upfront Annual Plan Discount: 20% off all fees 	<ul style="list-style-type: none"> Marketing: \$100 / ad-credit Care Coordination: \$20 / member / mo Credentialing & Compliance: \$200 / mo Billing: Starting at 5% of collections 	<ul style="list-style-type: none"> Annual Plan which includes all Platform & Services: \$1 / mo for first month, then \$200 / provider / mo + % of collections: <ul style="list-style-type: none"> 25% for < \$25k/mo in collections 20% for > \$25k/mo in collections 15% for > \$50k/mo in collections 10% for > \$75k/mo in collections 5% for > \$100k/mo in collections

Market (by Addiction specific Providers, Cost, and Audience): 15K Clinics generate \$42B/year in cost from 2M patients



- Hyper fragmented industry; largest incumbents own < 1% market share (CleanSlate, American Addiction Centers).
- Adjacent verticals: by launching in addiction, we acquire Providers seeking to treat patients for broader chronic conditions in **mental health** and **chronic pain**.
- Klinik has a “Shopify-like” reverse franchise model, similar to:
 - Side for real estate brokers
 - Slice for pizzerias
 - PopMenu for restaurants
 - Dutchie for cannabis dispensaries
 - Alma for therapy practices

Market Approach: Our first vertical generates \$40B/year, and the next two generate \$150B/year in treatment spend



Story Problem 1/2/3 Platform Product Strategy GTM Impact Traction Roadmap Model **Market 1/2/3** Team 1/2/3 Pro Forma

Trusted By Independent Practitioners From:



Story Problem 1/2/3 Platform Product Strategy GTM Impact Traction Roadmap Model **Market 1/2/3** Team 1/2/3 Pro Forma

Leadership: We've helped to build and scale the largest telehealth practices



Avish Bhamu
Founder, CEO

3x founder; previously managed product at Carta, founder of automation co Sonia, and founder of bitcoin exchange Vaurum.



Dan Cheung
Head of Product

Product & Tech exec; previously built product at CareHopper, cofounder of Sudo Labs and SnapUp (acq'd by Ipsy)



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Story Problem 1/2/3 Platform Product Strategy GTM Impact Traction Roadmap Model Market 1/2/3 **Team 1/2/3** Pro Forma

The Whole Squad

Full-time / Part-time / Consultants / Counsel

Finance, Operations & Legal:

Casey Hall, Finance & Ops Manager
Jared Brubaker, Corporate Lawyer
Dave Schoolcraft, Healthcare Lawyer

Founder:

Avish Bhama, CEO

Product, Engineering & Design:

Dan Cheung, Head of Product + Tech
Carlos Jerez, Senior Engineer
Eugenio Leiguarda, Sprint Manager
Paisa Armella, Senior Engineer
Cathy Lin, Senior Designer

Customer Success:

Lacey Gibbs, Implementation
Jeanine Carla Lim, Care Coordination
Christine Dixon, Care Coordination

Clinical Ops & Success:

Dr. Aneel Ursani, Medical Director
Dr. Ryan Wade, Medical Director
Kansas Cafferty, Clinical Director
Chelley Balke, NP + Provider Success

Marketing, Sales & Growth:

Anton Neugebauer, Customer Acquisition
Angela Sfyndilis, Sales Engineer
Brian Mead, Marketer

Story Problem 1/2/3 Platform Product Strategy GTM Impact Traction Roadmap Model Market 1/2/3 **Team 1/2/3** Pro Forma

Investors

Shan Mehta – Investor, MVC

Michael Ma – Investor, Liquid 2 Ventures

Dan Tierney & Tom Duterme – GPs, Wicklow Capital

Georgi Katanov – Investor, SCM Advisors

Andrew Lockhart – CEO, Fathom Health

Ellen Petry Leanse – Investor, Neuroscience Educator

Daniel H. Gallancy – CEO, Atakama

Guy Gal – CEO, Side

Alex Haro – CTO, MyMoneyKarma

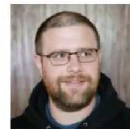
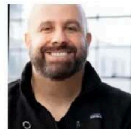
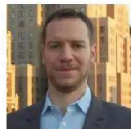
Alan Keating – Investor, Poker Pro



WICKLOW
CAPITAL



SCM
ADVISORS



Story Problem 1/2/3 Platform Product Strategy GTM Impact Traction Roadmap Model Market 1/2/3 **Team 1/2/3** Pro Forma

2022 Financial Projections

Forward-Looking Projections

Klinic MSO	FY 2022											
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
clinics	1	2	3	4	6	9	13	19	28	40	59	85
providers	2	4	6	9	13	18	27	38	56	81	117	170
implementation revenue	\$2,000	\$2,000	\$2,000	\$2,700	\$3,915	\$5,677	\$8,231	\$11,935	\$17,306	\$25,094	\$36,386	\$52,760
platform revenue (annual plans)	\$800	\$1,600	\$2,400	\$3,480	\$5,046	\$7,317	\$10,609	\$15,383	\$22,306	\$32,344	\$46,898	\$68,002
services automation revenue	1,600	3,200	4,800	6,960	10,092	14,633	21,218	30,767	44,612	64,687	93,796	136,004
TOTAL REVENUE	\$2,400	\$4,800	\$7,200	\$10,440	\$15,138	\$21,950	\$31,828	\$46,150	\$66,918	\$97,031	\$140,694	\$204,007
TOTAL Platform COGS	\$1,300	\$1,600	\$1,900	\$2,655	\$3,850	\$5,582	\$8,094	\$11,736	\$17,018	\$24,676	\$35,780	\$51,881
TOTAL Services Automation COGS	\$200	\$400	\$600	\$870	\$1,262	\$1,829	\$2,652	\$3,846	\$5,576	\$8,086	\$11,725	\$17,001
TOTAL GROSS PROFIT	\$900	\$2,800	\$4,700	\$6,915	\$10,027	\$14,539	\$21,081	\$30,568	\$44,323	\$64,269	\$93,190	\$135,125
TOTAL GROSS PROFIT %	38%	58%	65%	66%	66%	66%	66%	66%	66%	66%	66%	66%
Total other opex	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000	\$125,000
net profit margin	-\$124,100	-\$122,200	-\$120,300	-\$118,085	-\$114,973	-\$110,461	-\$103,919	-\$94,432	-\$80,677	-\$60,731	-\$31,810	\$10,125
net profit margin %	-51.71%	-25.46%	-16.71%	-11.31%	-7.60%	-5.03%	-3.27%	-2.05%	-1.21%	-6.3%	-2.3%	5%
ARR	\$28,800	\$57,600	\$86,400	\$125,280	\$181,656	\$263,401	\$381,932	\$553,801	\$803,011	\$1,164,367	\$1,688,332	\$2,448,081

Story Problem 1/2/3 Platform Product Strategy GTM Impact Traction Roadmap Model Market 1/2/3 Team 1/2/3 Pro Forma

Forward-looking projections cannot be guaranteed.

Thanks!

Our Consumer Pitch



Helpful Reading

The New Tech Stack for Virtual-First Care: <https://future.a16z.com/new-tech-stack-virtual-first-care/>

Examining the Long-Tail of Telemedicine Practices

Empowering the Long Tail of Independent Provider Practices:

<https://future.a16z.com/new-tech-stack-virtual-first-care/>

As More Workers Go Solo, the Software Stack is the New Firm:

<https://future.a16z.com/solo-workers-software-stack/>

Pandemic worsening Addiction & Mental Health:

<https://www.samhsa.gov/newsroom/press-announcements/202103110230>

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