

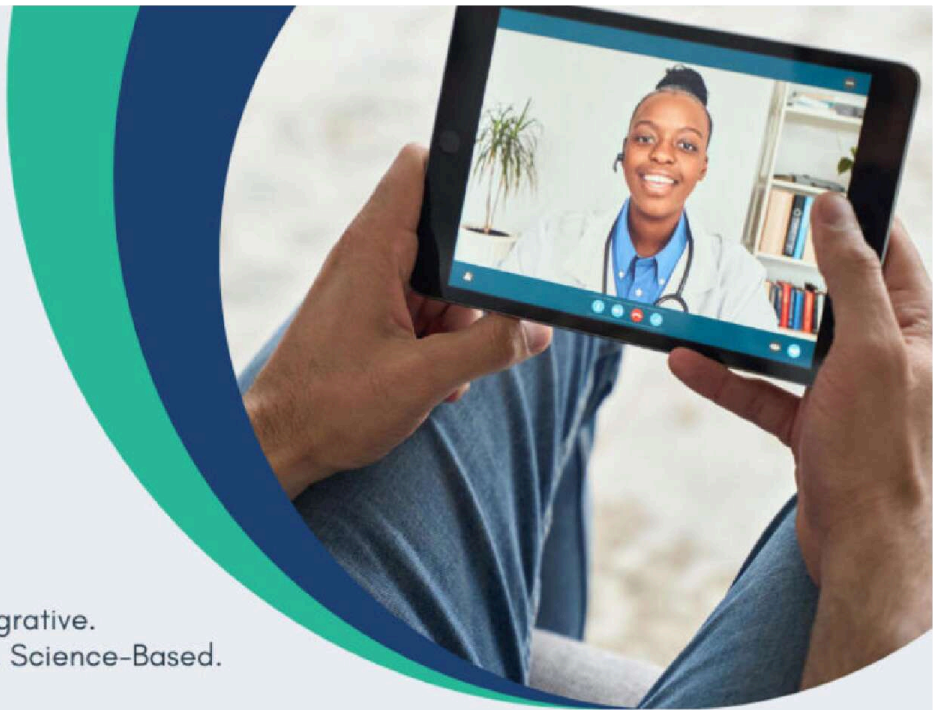


CHANGING HOW LYME PATIENTS ARE TREATED

Affordable. Virtual. On-Demand. Integrative.
Nationwide. Personalized. Accessible. Science-Based.

www.ravel.health

#ravelhealth



RAVEL HEALTH

Virtual consultations for Lyme patients

ravel.health

Denver, CO

Female Founder

Healthcare

B2C

Subscription

Health & Fitness

Highlights

1

Lyme is 1.5x more common than breast cancer, 476K new cases/yr, 2 mil+ chronic cases, \$1.3B+ mrkt/yr

2

Studies show chronic Lyme is associated w/a worse quality of life than most other chronic illnesses

3

Founded by chronic Lyme patients who've led successful companies, in collaboration with Lyme experts

with Lyme experts

- 4 250+ patients on waitlist w/no marketing spend; licensed docs vetted & pilot set to launch June 2023
- 5 Experienced CMO & Advisory Team; numerous partnerships with leading Lyme organizations
- 6 Legal & software development teams in place; partial platform built (remaining development at cost)
- 7 Ambassador program, influencer partnerships & already-requested podcast interviews ready to go
- 8 Plans to add other complex chronic illness, incl. Long Covid & mold in 2023

Featured Investor



Scott Bedford

Invested \$50,000 ⓘ

Follow

"Excited to help Lyme patients get better through this new platform! Ravel Health has an experienced team of advisors who are all aligned with the patient. Studies show chronic Lyme is associated with a lower quality of life than most other

chronic illnesses. Ravel Health is be formed to change the current way of helping people with Lyme. Jaime and Kevin are passionate about building a company to help people with Lyme and will work tirelessly to make it a success! Excited to be a part going forward."

Our Team



... ..



Kevin Williams Co-Founder

Chronic Lyme patient, successful software development firm founder & tech entrepreneur who's completed hundreds of digital projects, with tens of thousands of collective users

We are passionate chronic Lyme patients who dealt with "mystery" symptoms that completely derailed our lives for years. We've been down numerous rabbit holes, draining our health and bank accounts in the process. There is a MASSIVE need for something better.



Jaime Intile Co-Founder

Chronic Lyme patient with decades of experience in marketing & leadership development and a proven track record for building highly successful teams



Dr. Tom Moorcroft, DO Chief Medical Officer & Pilot Lead

Dr. Tom treats some of the sickest, most sensitive patients suffering from chronic Lyme disease, tick-borne co-infections, mold illness as well as children with infection-induced autoimmune encephalitis (PANS/PANDAS).



Dr. Darin Ingels, ND Advisory Team & Pilot Lead

Naturopathic Doctor, author, international speaker & leading authority on Lyme, who overcame his own 3-year battle with the disease



Dr. Richard Horowitz, MD Advisory Team

Board-certified internist with 30+ years of experience treating over 13,000 patients for Lyme & associated tick-borne disorders, author of 2 national best-selling books on Lyme Disease & consultant to various federal agencies



Timothy J. Sellati, Ph.D. Advisory Team

As Chief Scientific Officer at Global Lyme Alliance (GLA), Dr. Sellati leads strategic planning and coordinates research initiatives to accelerate the development of

more effective methods of diagnosis and treatment of Lyme & TBD.



Lauren Lovejoy Advisory Team

Founder & President, Lyme Warrior: Tireless advocate & one of the most connected leaders in the space, working to empower those with Lyme disease while continuing her own healing journey



James Maskell Advisory Team

Serial healthcare founder, nationally renowned author & in-demand speaker, with one of the largest functional medicine followings in the world

Pitch

The pitch deck for Ravel Health is presented in two parts. The left part is a dark blue vertical banner with the Ravel Health logo at the top, followed by the text "CHANGING THE WAY LYME PATIENTS ARE TREATED" in large, bold, teal letters, and the website "www.ravel.health" at the bottom. The right part shows a tablet and a smartphone displaying the Ravel Health website. The website has a dark blue header with the logo and navigation links. The main content area features the headline "A virtual, nationwide integrative clinic specializing in Lyme & tick-borne disease" and a sub-headline "Get affordable, on-demand care from highly vetted Lyme-literate physicians, all from the comfort of home." Below this is a green "JOIN OUR WAITLIST" button and the text "LAUNCHING SPRING 2023". At the bottom, three icons represent "US-Licensed Physicians", "Limited # of Patients Per Physician", and "Personalized Care".

OUR VISION





Ravel is a digital health platform specializing in nationwide, virtual consultations for Lyme disease patients.

Our goal is to provide affordable, on-demand care from highly vetted Lyme-literate physicians, all from the comfort of home.

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THE PROBLEM



Chronic Lyme patients have long been neglected by the healthcare system.

Months to years-long waitlists

A feeling of helplessness thinking no one understands what they're going through



Untrained providers

Diagnostics & treatments not covered by insurance

Exorbitant out-of-pocket costs

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MARKET SIZE



Lyme disease is 1.5x more common than breast cancer and is the fastest growing infectious disease.*

476,000

Number of Americans diagnosed/treated with Lyme disease annually **

2 Million+

Number of Chronic Lyme Patients in U.S.***

\$1.3 Billion

Cost to treat Lyme annually in the U.S.****

1 in 7

Number of people who have had Lyme worldwide *****

\$3 BILLION+

Estimated treatment market by 2030*****

* <https://lymelightfoundation.org/lymelight-foundation-lyme-awareness-brochure/>

[** https://www.cdc.gov/lyme/stats/humancases.html](https://www.cdc.gov/lyme/stats/humancases.html)

[*** https://www.globallyalliance.org/press-releases/new-study-by-scientists-at-global-lyme-alliance-and-brown-university-estimates-the-number-of-post-treatment-lyme-disease-cases-in-the-u-s](https://www.globallyalliance.org/press-releases/new-study-by-scientists-at-global-lyme-alliance-and-brown-university-estimates-the-number-of-post-treatment-lyme-disease-cases-in-the-u-s)

[**** https://publichealth.jhu.edu/2015/lyme-disease-costs-more-than-one-billion-dollars-per-year-to-treat-study-finds/#:~:text=Lyme%20disease%20costs%20up%20to,Bloomberg%20School%20of%20Public%20Health](https://publichealth.jhu.edu/2015/lyme-disease-costs-more-than-one-billion-dollars-per-year-to-treat-study-finds/#:~:text=Lyme%20disease%20costs%20up%20to,Bloomberg%20School%20of%20Public%20Health)

[***** https://www.newscentist.com/article/2324075-more-than-1-in-7-people-worldwide-have-had-lyme-disease/](https://www.newscentist.com/article/2324075-more-than-1-in-7-people-worldwide-have-had-lyme-disease/)

[***** https://www.biospace.com/article/lyme-disease-treatment-market-size-to-hit-us-3-bn-by-2030/](https://www.biospace.com/article/lyme-disease-treatment-market-size-to-hit-us-3-bn-by-2030/)

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THE SOLUTION

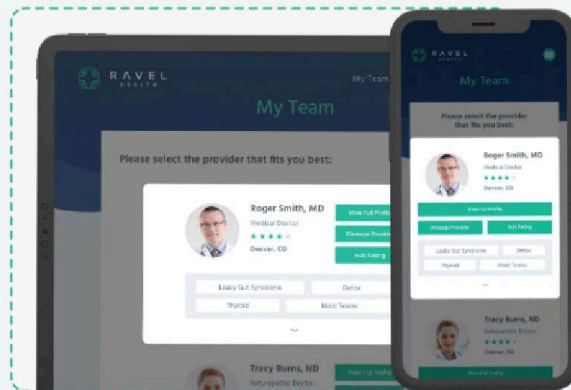


To create a dedicated virtual clinic that meets patients wherever they are in their health journey.



Patients

- Transparent services & pricing
- Curated, vetted & licensed Lyme-literate providers
- On-demand care with affordable subscription tiers



Care Team



Physician



Nutritionist*



Mental Health Therapist*

*Coming 2023

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WHAT DIFFERENTIATES RAVEL



Our completely virtual model fills the void for this ignored patient population.



Founded by Lyme patients



Evidence-based testing & treatment framework, w/ personal customization



Conventional & integrative approaches



Labs, test kits, meds & supplements delivered directly to a patient's door



Upgrade/downgrade monthly subscription as needed

Curated, vetted & patient-driven

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PATIENT BENEFITS



Everything in one place, built by founders who've been through it themselves.

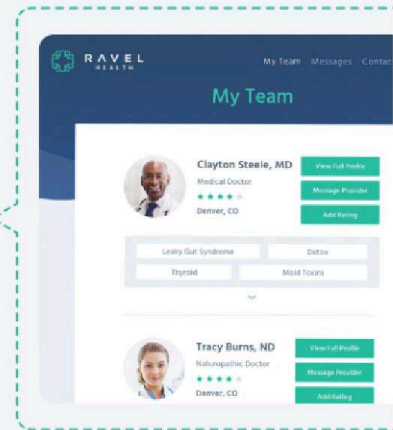
Online intake to establish a well-matched care team

Simple, "all-in-one" monthly billing for everything related to a patient's health journey

On-demand physician consults & ongoing care (get replies within 72 hours or less)

Discounted labs, test kits, meds & supplements shipped directly to one's door (with mobile lab draws)

Flexible, affordable monthly subscriptions, with the ability to quickly swap out providers if needed



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PROVIDER BENEFITS



We provide a turn-key experience, with complete flexibility to the provider to utilize Ravel however works best for them.

Recurring monthly revenue (whether a patient is seen or not)

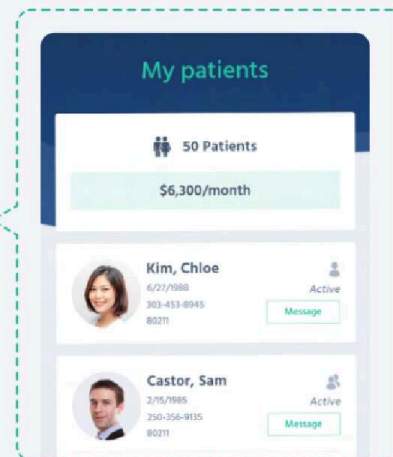
Reduced overhead, with all marketing, PR & billing included

Complex case discussions with other providers & Ravel Medical Director

Flexible schedule (we believe in work/life balance!)

Supplement existing patient base or use Ravel exclusively

Ongoing CE opportunities



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HOW IT WORKS



Lyme disease may be complex, but a patient's path to care shouldn't be.



Get Matched to a Care Team

Answer some questions about health history, lifestyle & symptoms. Get matched with up to 3 Lyme-literate physicians, then select the one that fits best. Add a nutritionist and/or mental health therapist if desired.



Choose a Plan

Patients decide how to spend their time and money. Select from flexible 30-minute to 3-hour monthly time blocks that can be used to review lab results, address an acute flare, or for a regular check-in.



Personalized Testing & Treatment Protocols

A virtual care team uses evidence-supported labs & treatment protocols, personalizing them specifically throughout a patient's journey.



Prescription & Supplement Delivery

Recommended test kits, lab orders, meds & supplements are sent directly to a patient's home, with the option of mobile blood draws.

BUSINESS MODEL



Annual Membership Fee (\$49/yr)

Access to curated, vetted & licensed Lyme-literate physicians

Significant discounts on supplements/ meds/labs/test kits

Members-only newsletters & events



Monthly Physician Subscription Fees (\$180/hr)

Ravel retains 30% of total charged to patients

Standard market rates for Lyme-literate physicians are typically between \$350 - \$500+/hr



Medication/Supplement & Diagnostic Sales Fees

Patient must maintain a 30-minute monthly subscription to access discounts



Subscription Restart & Provider Change Fees

COMPETITION



Parsley Health



roman
RORY

Teladoc
HEALTH

Founded by Lyme patients



Lyme-literate physicians



Integrative & conventional approaches



Completely virtual



Patient-selected care team



Upgrade/downgrade subscription monthly



Transparent pricing



Test, supplement & med delivery to your door



Mobile blood draws



OUR TEAM



Co-Founder



Kevin Williams

Chronic Lyme patient & tech entrepreneur who's completed hundreds of digital projects, with tens of

Advisory Team



Dr. Richard Horowitz, MD

Board-certified internist with 30+ years of experience treating over 13,000 patients for Lyme & associated tick-borne disorders, author of 2 national



thousands of collective users

Co-Founder



Jaime Intile

Chronic Lyme patient with decades of experience in marketing & leadership development and a proven track record for building highly successful teams

Medical Director



Dr. Rachelle Forsberg, ND

Cutting-edge Naturopathic Doctor & board-certified Acupuncturist with more than 10 years of experience in environmental toxins & complex chronic disease

best-selling books on Lyme Disease & consultant to various federal agencies



Dr. Darin Ingels, ND

Naturopathic Doctor, author, international speaker & leading authority on Lyme, who overcame his own 3-year battle with the disease



Lauren Lovejoy

Founder & President, Lyme Warrior: Tireless advocate & one of the most connected leaders in the space, working to empower those with Lyme Disease while continuing her own healing journey

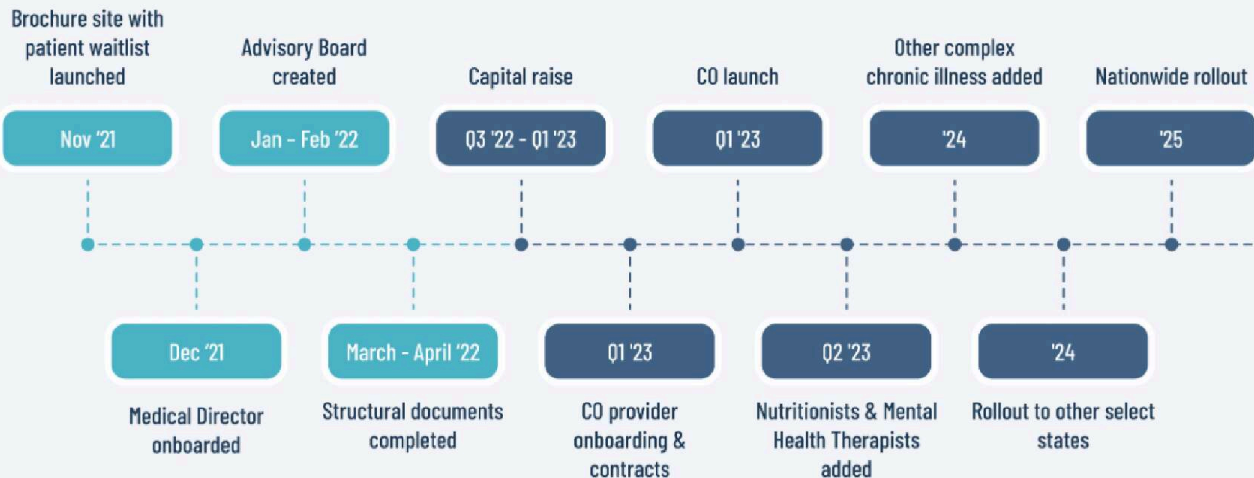


James Maskell

Serial healthcare founder, nationally renowned author & in-demand speaker, with one of the largest functional medicine followings in the world

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ROAD MAP



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*Forward-looking projections can't be guaranteed.

REVENUE PROJECTIONS



Of the roughly 2 million chronic Lyme patients in the U.S., we think we can capture at least 4% of the market.

Financial Projections

	YEAR 1	YEAR 2	YEAR 3	YEAR 4
New Cases Annually	500,000	500,000	500,000	500,000
No. of Subscriptions - Current Scenario	80	718	10,459	84,348
1/2 HR	28	252	3,674	29,629
1 HR	28	252	3,674	29,629
2 HR	21	185	2,688	21,678
3 HR	3	29	423	3,412
Revenues/Cash Inflow - Current Scenario	\$ 58,398	\$ 382,791	\$ 4,978,564	\$ 47,293,007
Less Expenses/Cash Outflow - Current Scenario	\$ (448,764)	\$ (360,727)	\$ (1,107,855)	\$ (8,063,406)

* The financial projections do

not include acute cases, which we will not turn away.

Net Cash Flow - Current Scenario

\$ (390,366)

\$ 22,064

\$ 3,870,679

\$ 39,229,600

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*Forward-looking projections can't be guaranteed.

USE OF FUNDS



- Remaining tech build-out for patient & provider onboarding, care team matching & selection, patient & provider dashboards, EHR integration & fees, Stripe integration & fees and test kit/med/supplement fulfillment & delivery.
- Attorney fees to structure the company properly to scale, all operating agreements & contracts, setting up Ravel as a provider network in CO for launch, followed by a phased nationwide launch, ensuring state compliance with Practice of Medicine & telehealth laws.
- Marketing, advertising, SEO & social media, including strategy & creative to capture & grow the provider & patient numbers.
- Provider training program to ensure properly trained & vetted physicians, with ongoing CE to stay up-to-date on the latest trends in the field.

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THE OPPORTUNITY



There is a massive need in this patient population for timely, affordable & connected care.



Virtual wellness fits these patients exceedingly well and nothing like Ravel exists currently. We think first mover status will be key, not just for market share purposes, but for finally providing people with chronic, "invisible" illnesses a one-stop place they can turn to for help.

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PATIENTS ARE READY | PROVIDERS ARE READY
ARE YOU READY TO RAVEL?

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