

AIDoc

Smarter Health For Your Family

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Kids Healthcare Needs



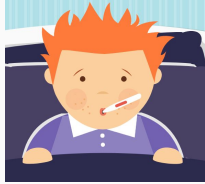
Your 4 year old has cold and mild fever.



Parents

Should we take him to the doctor ?

Kids Healthcare Needs



- Office visits are costly
- Need to wait for few days: Delayed diagnosis
- Exposed to other sick kids

Kids Healthcare Needs



Parents

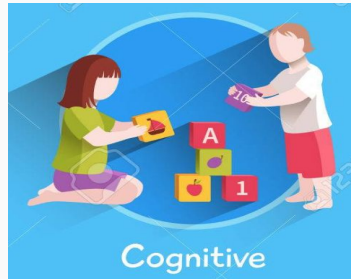


Your 5 year old has fractured her wrist.

We want to to be proactive about the recovery and treatment ?

Kids Developmental Needs

Developmental milestones: Physical & Cognitive



Parents



We want to learn & research

Kids Health Needs



A composite image showing two parts of a healthcare website. On the left is the 'WebMD symptom checker' interface, which includes a human body diagram, a 'Start now' button, and a list of symptoms categorized by gender (Men's, Women's, Children's). On the right is the 'KidsHealth' website header and a 'Parents site' section with a 'Start now' button and a photo of a family.

Information is not personalized

Kids Health Care & Developmental Needs

- Developmental and healthcare needs for parents of kids are quite challenging.
- Should I take my kid to a doctor when they have certain symptoms ?
 - Office visits are costly
 - Need to wait for few days : Delayed diagnosis
- How can I proactively research, learn and manage my kids development and health
 - Information on websites like WebMD, KidsHealth is not personalized.

What Is AIDoc?

An online **personalized** portal
for **your** family's health.

Inside **AI**Doc

The AIDoc Difference

Past



Curated medical information

Telemedicine

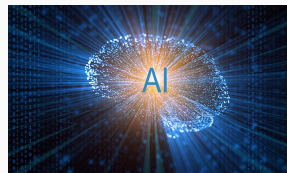
Community



Now possible



Patient Health Records



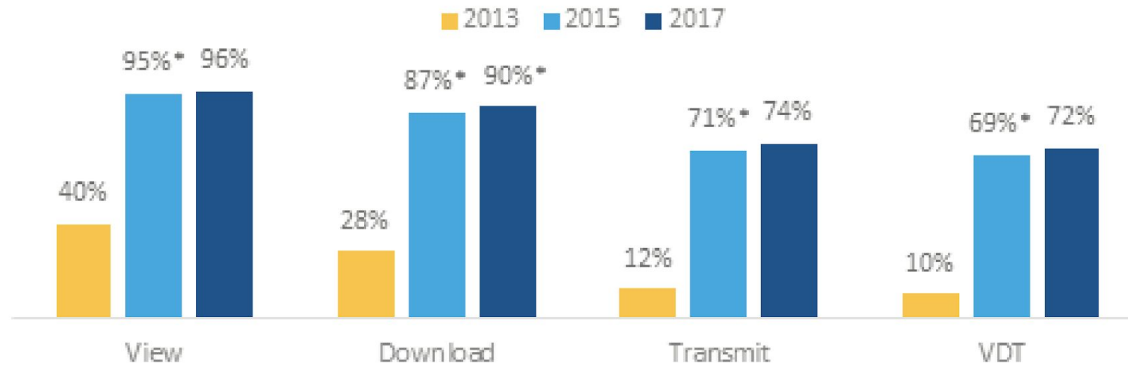
Machine Learning



= AIDoc

Health records have only recently become widely available

Figure 1: Percent of non-federal acute care hospitals where patients are able to electronically view, download, and transmit their health information, 2013, 2015, and 2017.



SOURCE: 2013, 2015, and 2017 American Hospital Association (AHA) Annual Survey Information Technology Supplement.

Patient history 100x larger than surveys

The screenshot shows a web-based medical history form with a navigation bar at the top containing tabs for INFO, SYMPTOMS, QUESTIONS, CONDITIONS, DETAILS, and TREATMENT. The SYMPTOMS tab is active. The form includes a section for 'Add more symptoms' with a text input field and a 'Type your main symptom here' placeholder. Below this is a section for 'or Choose common symptoms' with buttons for bloating, cough, diarrhea, dizziness, fatigue, fever, headache, muscle cramp, nausea, and throat irritation. On the right side, there is a summary box showing 'AGE 25', 'GENDER Male', and 'MY SYMPTOMS' which lists 'cough', 'sudden severe headache', and 'throat irritation'. At the bottom of this box, it says 'Results Strength: MODERATE' with a progress bar. Navigation buttons for 'Previous' and 'Continue' are at the bottom of the form.



WebMD: 15 questions

1000s of elements (80 MB/year)

Telemedicine: 5 minute medical history

Recurring need -> 5x traffic / user

WebMD

Once or twice (7 page views) a month

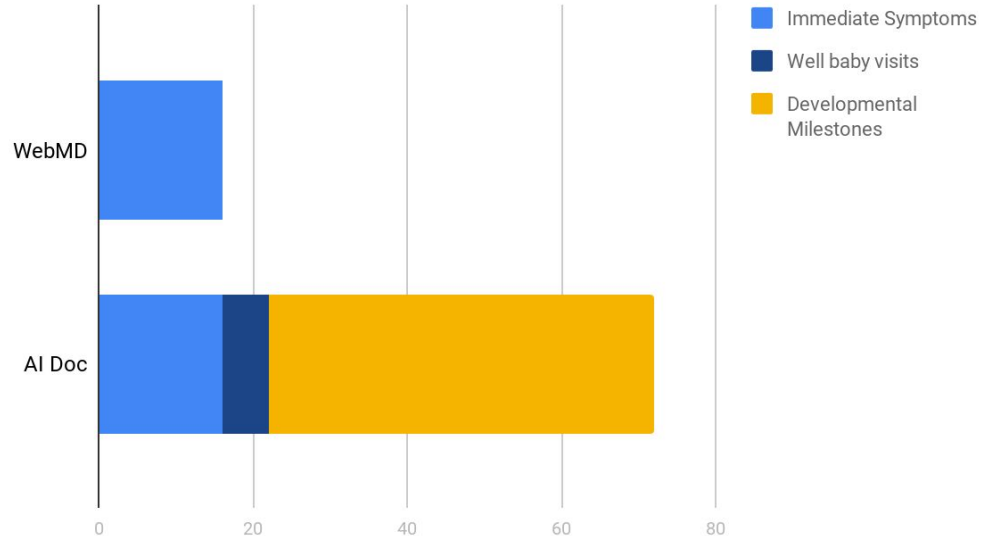
AIDoc

6-8 respiratory illnesses a year, 2-3 GI infections

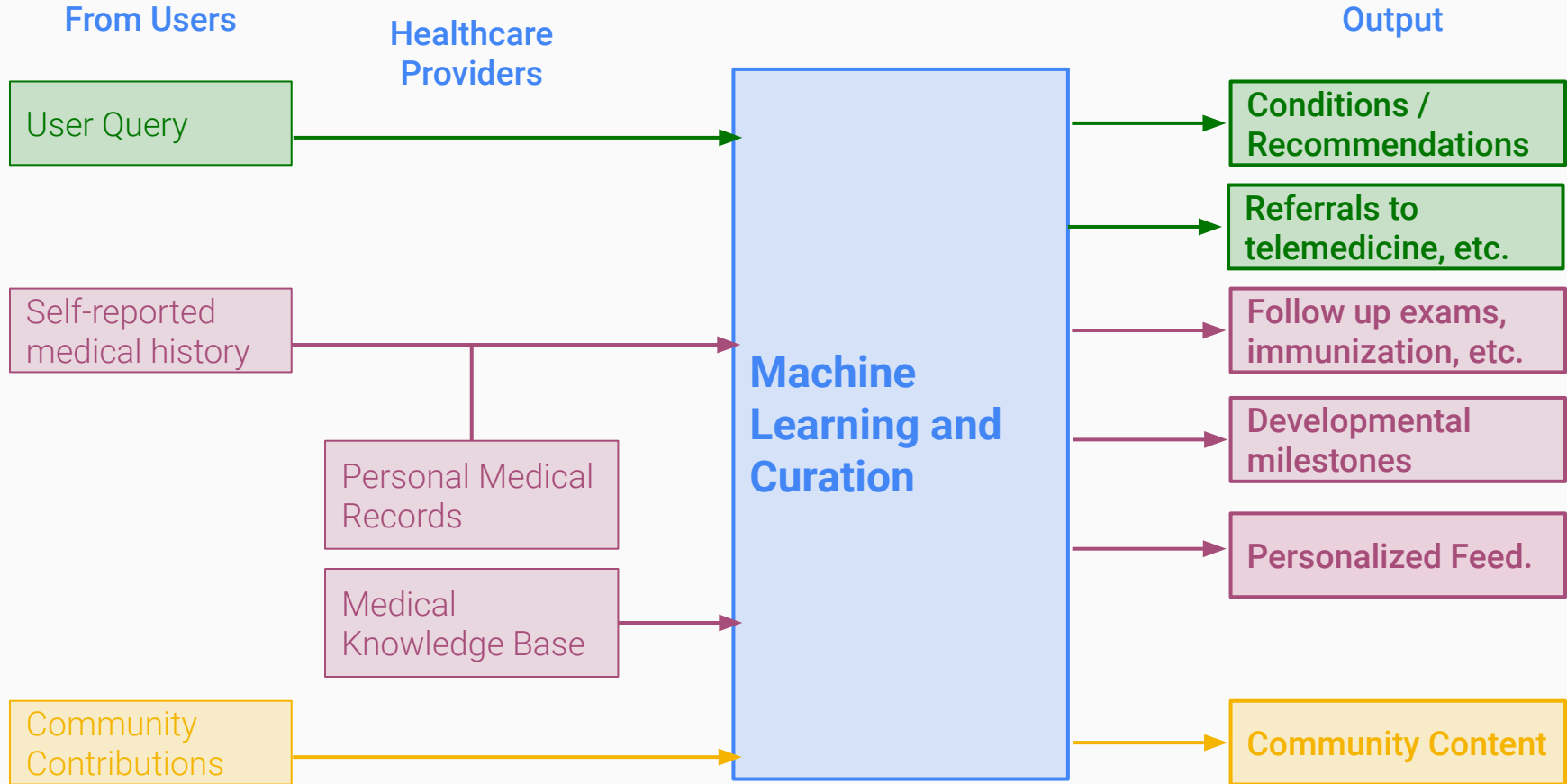
Doctor visit every 2 months

Developmental milestones every week

Yearly Interactions

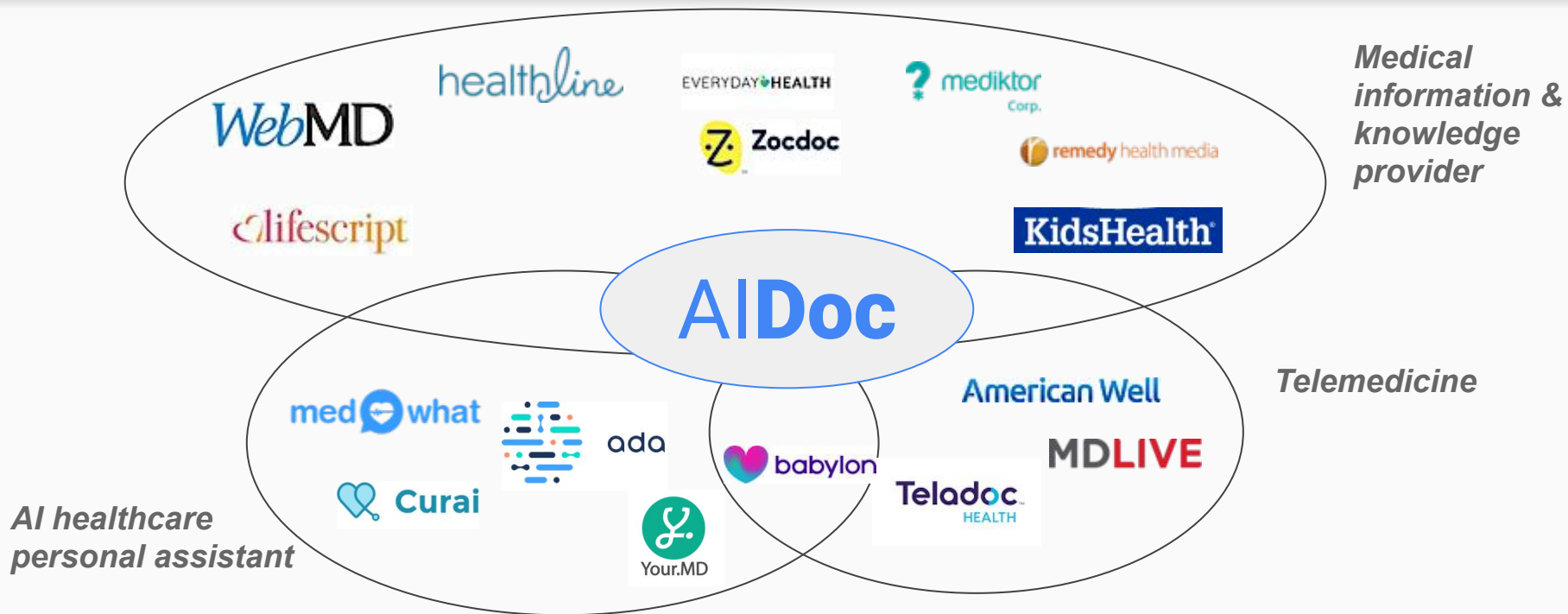


AI Doc Components



Market

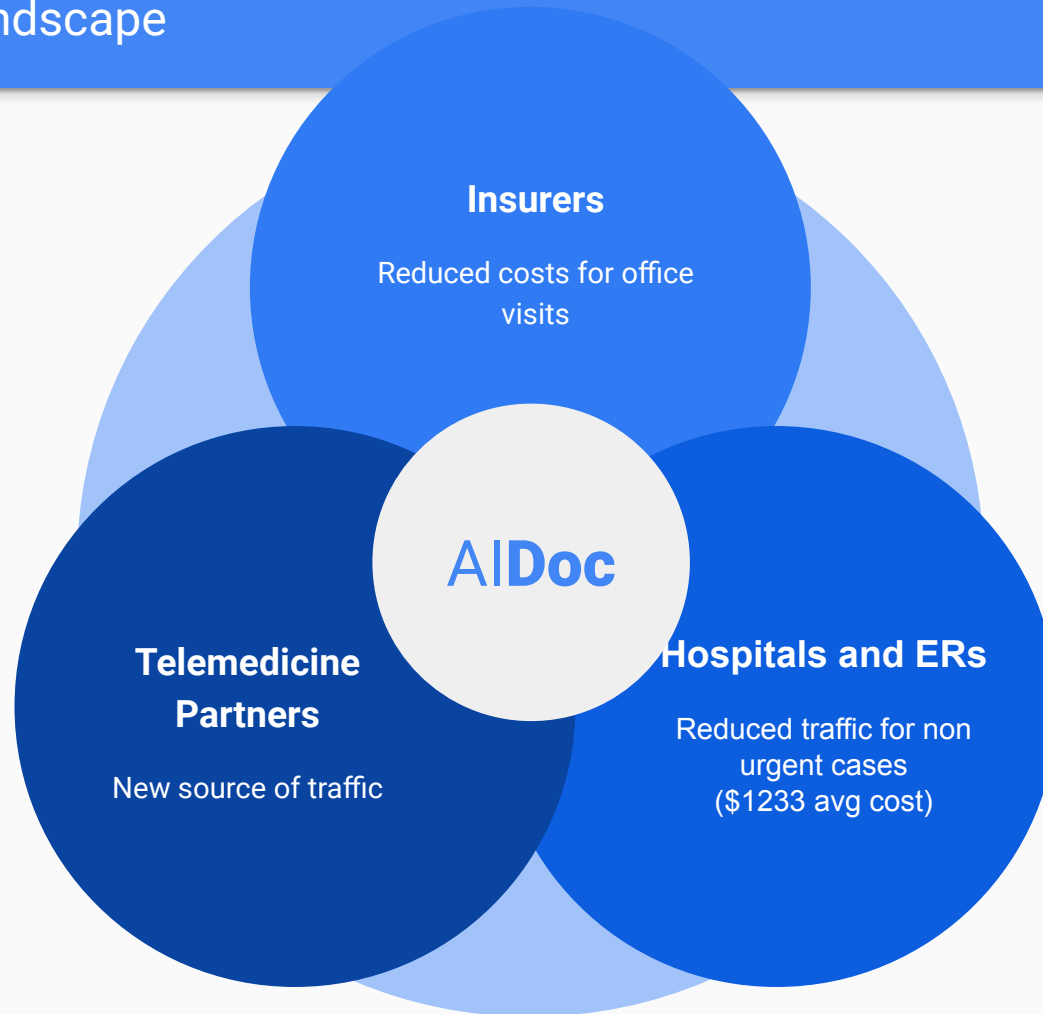
Existing Landscape



Benefits to the User

Alternative	AIDoc Advantages
Word of mouth (ask-a-friend)	More data -> Medical Records, Community. Better feedback.
WebMD - like	Improved result quality No pharma-company biases Preventative push suggestions since we customize for a user
Telemedicine	No waiting in line for the teledoc! Many cases don't need an actual doctor or nurse -- more scalable from cost perspective Simple, transparent billing and pricing model
Doctor visit	No scheduling latency, much lower costs for non urgent care

Benefits to the Landscape



Market Sizing


Competitive Traffic	Views/Month (millions)	Revenue (\$M)
WebMD	139	700
Healthline	137	97
BabyCenter	50	12
KidsHealth	13	10

- Children health information is massively sought after as a product
 - Parents spend \$12,000 / year per child on average = $69M \times \$12,000 = \$828B$ Market Place
 - Avg 2 children / family with 27 Month between children = 20 years customer relationship
- TAM : \$10B (US)
 - Parents population in US is ~34M (avg 2 kids per family)

Business Model

Product	Launch	Price	Details
Annual Sub	Year 1	\$50	Competitive with <i>single teledoc call</i> . First month is Free!
Retail product	Year 1	\$65	Children's health kit + annual sub -- sold as bundle
Teledoc backend	Year 2	\$50/visit	Seek partner  

Go To Market

Channel	Market Partners	Strategy
Direct To Site	 	Kids health is common search topic → direct traffic to site
Retail	  	Acquire shelf space for retail product Find one partner in year one

Retail Go-To-Market

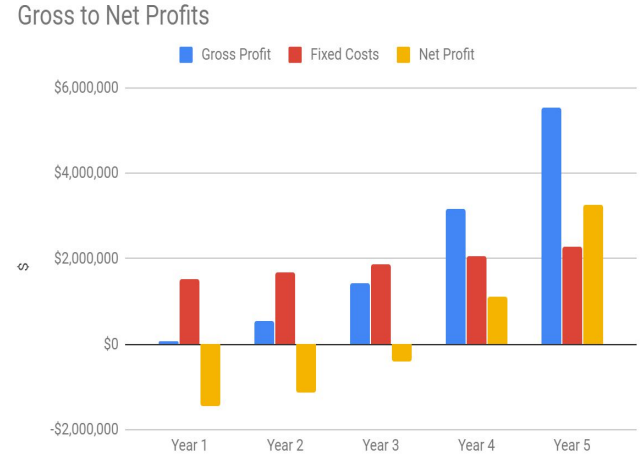
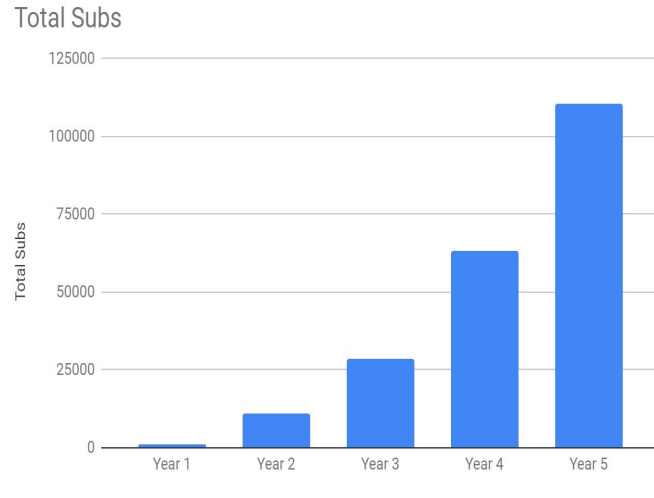


Numerous options available -- retail priced \$10-25.

We can make one that costs \$10, sell it for \$15.

Financials

- Assume 2x new sub growth till year 4.
- 20% attrition YOY
- 100k subs is **0.14%** of US TAM

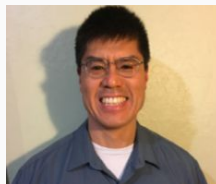


AIDoc Team



Mitch(Jungmok) Bae, PhD

Co-Founder, CTO



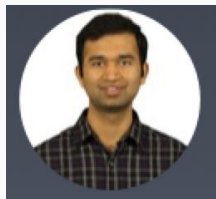
Eugene Sy

Sales and Marketing



Rudolf Brunner

Operations



Jay Katukuri, PhD

CEO



Jonathan Newman

Chief Product Officer



Nikhil Vora

Co-Founder, CIO

Call to Action

Be part of something revolutionary

Massive opportunity in an Industry waiting to be disrupted
Seasoned leadership team

Need,

\$2.5 million financing to cover 1.5 years

- Product launch expected in 9 months to 1 year
- Operations for 6 months to demonstrate traction

Appendix

Competition -- Alternatives

Option	Costs to customer	AIDoc Advantage
Word of mouth (ask-a-friend)	zero	Can reference medical databases, medical records, and community information rather than just one source.
WebMD - like Healthline, EverydayHealth,, Lifescript, Mediktor, and Zocdoc.	zero	Medical history data + AI backend improve result quality No pharma-company biases Push information customized to patient
Teledoc MDLive, AmericanWell, DoctorOnDemand	Variable. The Beth Israel Medical Center, in its partnership with Teladoc, offered three plans , according to the official website: a \$49 per consult, which requires no monthly/annual fees, a \$39 per consult for individuals, which has a \$29.99 annual or \$2.99 a month fee, and the family account, up to nine dependents, which will cost \$49.99 a year or \$4.99 a month and will cost \$39 per consult.	Many cases don't need an actual doctor or nurse -- more scalable from cost perspective No queue for the teledoc! Simple, transparent billing and pricing model
Doctor visit	Depends on insurance. ~300 to HSA if high deductible plan	No scheduling latency, lower costs

Financials -- Gross Profit

- Assume 2x new sub growth Till year 4.
- 100k subs is only .13% of US TAM!!
- 20% attrition YOY

	Year 1	Year 2	Year 3	Year 4	Year 5
New Subscriptions Sold	1000	8000	16000	32000	48000
Care Packs Sold	250	2000	4000	8000	12000
Carryover	0	1000	8800	23040	50432
Price/Care Pack	\$65	\$65	\$65	\$65	\$65
Price/Sub	\$50	\$50	\$50	\$50	\$50
Revenues	\$66,250	\$580,000	\$1,500,000	\$3,272,000	\$5,701,600
Cost/Care Pack	15	15	15	15	15
Total Costs	\$3,750	\$30,000	\$60,000	\$120,000	\$180,000
Gross Profit	\$62,500	\$550,000	\$1,440,000	\$3,152,000	\$5,521,600

Financials -- Net Profit

- Salaries include founding team plus consultants for legal and medicine
- 10% salary / G&A growth YOY
- Marketing scales as 15%
 - Includes fees for store displays
- Request is for \$3million financing to cover 3 years of operations

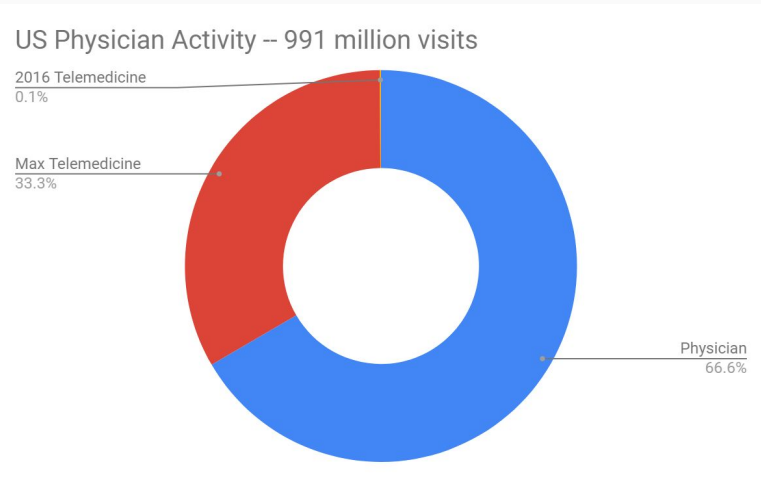
	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Profit	\$62,500	\$550,000	\$1,440,000	\$3,152,000	\$5,521,600
Salaries	\$1,200,000	\$1,320,000	\$1,452,000	\$1,597,200	\$1,756,920
G&A	\$200,000	\$220,000	\$242,000	\$266,200	\$292,820
Marketing	\$125,000	\$143,750	\$165,313	\$190,109	\$218,626
Gross Margin	94.34%	94.83%	96.00%	96.33%	96.84%
Fixed Costs	\$1,525,000	\$1,683,750	\$1,859,313	\$2,053,509	\$2,268,366
Net Profit	-\$1,462,500	-\$1,133,750	-\$419,313	\$1,098,491	\$3,253,234

Market Sizing

Competitive Traffic	Views/Month (millions)	Revenue (\$M)
WebMD	139	700
Healthline	137	97
BabyCenter	50	12
KidsHealth	13	10

Source (similarweb.com), fshealth.com, cdc

- Health information is **massively** sought after as a product
 - **1/3 of total web health views are kids related.**
 - WebMD multiple : 0.58 \$/views
- Web based kids healthcare **TAM : \$10B (US)**
 - Kids 18 and under form 23% of US population -- **69million**



Regulatory

- Terms and conditions are usually clearly expressed
 - WebMD
 - <https://www.webmd.com/about-webmd-policies/about-terms-and-conditions-of-use?ss=fr>
 - “The Site Does Not Provide Medical Advice”
 - “The use of the WebMD Site and the Content is at your own risk.”
 - Teladoc
 - “Teladoc Health will use reasonable efforts to keep the content timely and accurate, but makes no guarantees, and disclaims any implied warranty or representation about its accuracy, relevance, timeliness, completeness, or appropriateness for a particular purpose.”
- Similar messaging from others (emedicinehealth.com, healthline)
- AIDoc can use similar approaches, with online diagnoses as “could be’s”
 - Albeit with higher degrees of accuracy