

Our Mission

We believe that **home is the best place to heal**. We empower physician groups to make this possible. Our technology platform enables any healthcare provider to deliver top-tier, high-tech healthcare in the comfort of patient's home.

Company and Management

TealTech MMO LLC, dba TealHeal, is headquartered in San Diego and incorporated in Delaware. The company is owned by Gelena Lifchitz, MD, MPH and Teal Ventures fund. Gelena is an entrepreneur with extensive international experience in mobile medical care, point-of-care diagnostics and public health. Teal Ventures founders has funded and developed healthcare startups for 20 years. In 2019 TealHeal was admitted to the EvoNexus/Qualcomm business incubator.

Company advisors:

1. Gene Dantsker, PhD, MBA, a Senior Director at Capsule Technologies (formerly Qualcomm Life)
2. Dr. Gresham Bayne MA, MD, FAAEM, the founder Call Doc, the "grandfather" of physician house call services nationwide
3. Dr. Gregory Pecchia, DO, a leader of personalized care at Eisenhower Medical Center
4. Shawna Butler, RN, MBA, EntrepreNURSE program director at Singularity University
5. Luke Scott, DPT, COO for Concierge Nursing Direct

TealHeal's Products & Services

Our Customers: In-home medical practices, such as home health agencies, visiting physician groups, concierge medical practices, and private duty nursing organizations.

Our Technology: We provide an integrated hardware and software platform which includes the latest point-of-care diagnostic devices (POC), telemedicine applications, remote patient monitoring, predictive analytics and patient engagement apps – an "all-in-one" integrated solution compatible with any electronic health records.

1. TealDeal™: house calls scheduling app and mobile practitioners tracking tool; patient triage and engagement apps; HIPAA compliant web portal for patients with secured access to medical data.
2. TealBag™: a set of connected point-of-care diagnostic devices, including portable blood and urine analyzers, miniature vital signs monitors, digital spirometer, stethoscope and multi-scope, ECG and hand-held ultrasound. All devices are integrated with electronic health records, require zero manual data input and provide immediate tests results.

3. TealWheel™: a nurse-driven, dictation based EMR, integrated with TealBag™ and HIPAA-compliant video conferencing for inter-professional consultations and eVisits.

The company engaged its first customers in late 2019, and has gained traction from several prominent clinical sites in South CA. TealHeal technology offers:

- Improved patient outcomes and satisfaction,
- Better nurse to physician communication,
- Recovery of a practice's revenues lost to laboratories, imaging centers and acute care facilities

The Market

Medical care is shifting from hospital to home. The US home healthcare market is projected to grow about 7% annually from \$120 billion in 2019 - outpacing growth in all other care types. Mobile care solutions are the fastest growing segment due to miniaturization of diagnostic tools, spread of fast Internet, and newly introduced CMS incentives for house calls, telemedicine and remote patient monitoring. Our research has shown that each of 2500 home health agencies and 1500 mobile physicians in South CA spends on average over \$20K annually on software only, but only 34% are satisfied with current solutions.

Our Competitive Advantages

No clear leader has emerged at the integrated platform level. Three prominent companies (Dispatch Health, Heal, One Medical) are disrupting the US market with on-demand app-based house calls. They grow by recruiting primary care physicians as employees. By contrast, TealHeal does not employ medical practitioners, but rather empowers existing practices to provide value in the home through advanced POC diagnostics and treatment. This approach results in a significantly lower burn rate and higher scalability. Unlike telemedicine platforms and remote patient monitoring solutions, TealBag™ is a professional tool for visiting clinicians, the first-in-class "clinic in a box" with hospital-grade capabilities. An important differentiator is integration with 35+ electronic medical record systems.

Go-to-Market

TealHeal's marketing strategy is to emphasize its "no risk nor investment needed" model, allowing practitioners to rapidly embrace the technology. The "pay as you go" model, along with free training, eases customer acquisition. We already have commitments from 4 clinical sites and plan to aggressively build our client base through website, social media, professional associations, CME organizations, and direct outreach.

Financial Projections

Based on the defined market area, we project sales of \$650,000 this year. We project to grow to \$3M in revenues in the second year with 6 clinical sites and up to \$111M of annual revenues in 5 years. We assume that on average a TealHeal-equipped visit generates \$654 in revenue to the provider, with 20% of this revenue paid to TealHeal. Based on this assumption, 2 months of active (5 times per day) use of the technology are sufficient to cover the cost of equipment. Gross margin is set at 40% to 60%. We started with 2 full-time employees and 5 contractors and plan to hire an additional IT engineer, DB administrator and 2 sales/account managers during the next year.

Startup Financing Requirements

We are seeking an investment of \$1.5M to finance our commercial roll out. The capital will be deployed towards sales and marketing, usability and cost-efficiency trials, IP protection and further technology development. We plan to partner with a leader in predictive patient analytics to enable early detection of patient decline for home-bound patients. So far, the company has raised \$800K in 2 convertible notes.

Exit strategy

With the current trend of insurance-provider consolidation, TealHeal can be potentially acquired by one of the healthcare systems aiming to corner a chunk of the home healthcare market and fend off growing competition.