

Investor Pitch Deck for a Startup

This is a sample investor pitch deck for a startup pitching to angel or venture capital investors. This is for a hypothetical early stage company wishing to raise \$2-\$3 million in financing.

For advice on preparing an investor pitch deck, see “How to Create a Great Investor Pitch Deck for Startups Seeking Financing” at www.AllBusiness.com.



Recuperate.com

Executive Summary

Company Overview

Key Facts

- Recuperate.com is a San Francisco based healthcare technology startup providing Web based and mobile app solutions to people recuperating from injuries.
- The company has developed proprietary algorithms and artificial intelligence to address a **\$10 billion+ market opportunity**.
- The team includes experienced technology driven individuals from Google, Microsoft, Aetna, United Health and Qualcomm.
- The company's mobile app has already been downloaded **500,000 times**, and downloads are increasing 35% a month.
- The company has completed important partnerships with the Mayo Clinic, Kaiser, the Cleveland Clinic, and UCLA Health.



Mission & Vision

Our mission is to provide significant assistance to patients recuperating from injuries through Web based and mobile app solutions. Our vision is to become an essential and critical resource for medical professionals and patients.

The Market Opportunity



- Our market consists of doctors, medical professionals and patients concerned with recuperation from injuries.
- Injury recuperation is a **\$50 billion a year** industry in the U.S. alone.
- We believe that the total addressable market for our solutions is in excess of **\$10 billion a year.**

The Problem

- Recuperating from injuries is painful and difficult
- There are a myriad of issues to deal with, including:
 - ◆ Physical therapy
 - ◆ Pain management
 - ◆ Conflicting advice
 - ◆ Uncertainty as to the best rehab regimen to follow
- There is no one comprehensive tool for a patient to deal with all of these issues and take into account the different types of injuries



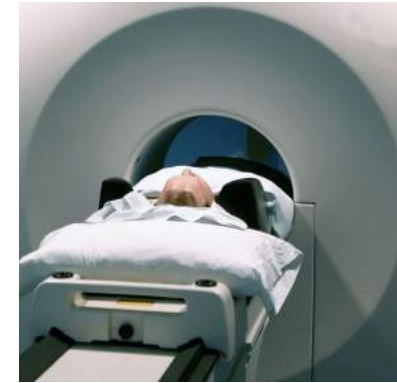
The Solution



A mobile app
available on iOS and
Android



Web based solution



Thousands of pages
of advice covering
over 100 types of
injuries



Videos demonstrating physical therapy exercises

The Product

- Our product is an iOS and Android app that is already in the Apple App Store and Google Play (the official app store for Android products)
- Our product encompasses medically sound advice, images and videos to help patients recuperate from injuries
- The product has a growing database of information on 100+ types of injuries
- The product is also available through the Web

Leadership Team



John Smith
CEO

Google, Aetna, Microsoft



Sara Kelly
Chief Marketing Officer

LinkedIn, Facebook, WebMD



Jill Alley
Chief Technology Officer

Oracle Health, United Health, Kaiser
Ph.D from MIT



Shawn Thompson
Chief Medical Officer

WebMD and Mayo Clinic



Bill Williams
Chief Product Officer

Apple, Twitter, Healthline



Strategic Advisors

- "Father of Kaiser Permanente's Mobile Apps"
- The "Rainmaker in Risk Management Solutions"
- National physician leader at Aetna
- Clinical strategist at one of America's premier academic medical institutions
- Head of orthopedic surgery at UCLA Health

Customers and Partnerships



Traction

Customers

- Medical Groups: 100
- Number of Medical Professionals: 1000+
- SaaS Revenues: \$500,000+

App Downloads

- 500,000+ downloads
- Growing at 35% per month

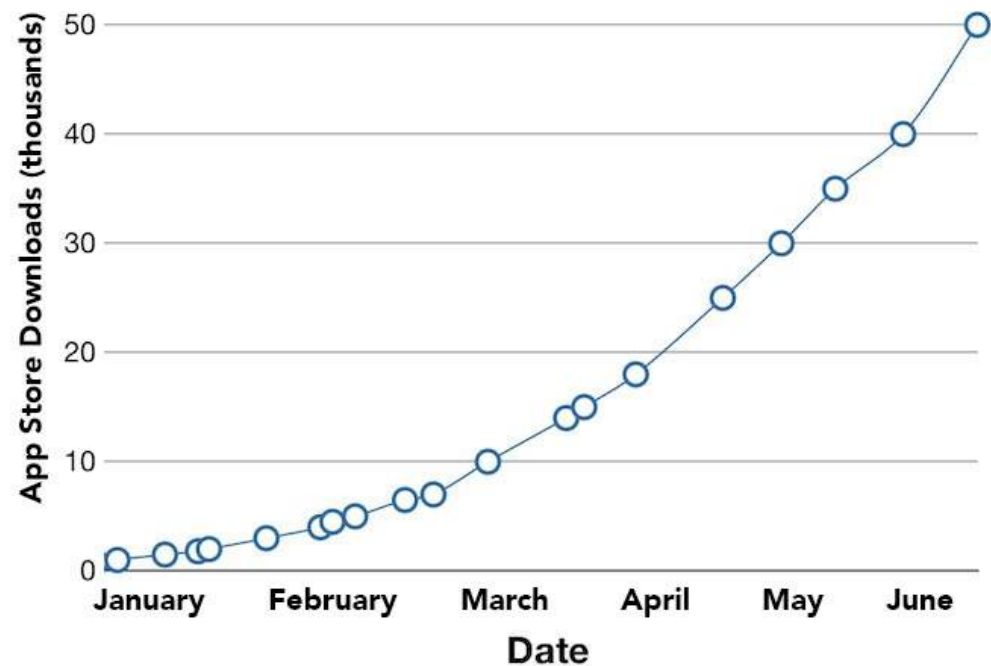
Web Traffic – 2017 to Date

- 3 million visitors
- 30 million page views
- 7 minutes average time on site

Press

- Wall Street Journal
- TechCrunch
- Business Insider
- Forbes
- Fortune

App Store Downloads



Business Model

Revenue Model

**Diversified
revenue model
being developed
today**

**Doctors and
Medical
Professionals**

- SaaS based
- Lead Generation

Patients

- Subscription based
- eCommerce

Advertisers

- Data
- Advertising
- Sponsored posts

Technology



Fully indexable content



Database of over
100 injuries



iOS and Android App



Data analytics platform



Artificial Intelligence Engine



Comprehensive Web site
at www.recuperate.com

Competition

Injury.com

- Raised \$2 million in Q2 2016
- Complicated tool still in development

Negligent.com

- Raised \$3 million in Q3 2016
- Focused on Legal issues surrounding injuries

Recuperation Junction

- Raised \$500k seed round in Q4 2016
- Focusing on lead generation for orthopedic surgeries

The Marketing Plan

Multi-Channel Marketing

We anticipate a multi-channel and multi-pronged marketing plan including:

- Direct outreach to hospitals, doctors and physical therapists
- Social media (Twitter, Facebook, Instagram & YouTube)
- Promotions on Apple App Store and Google Play

Early Successes:

- ✓ Effective customer acquisition cost of \$5 per customer
- ✓ Long term value of customer expected to be in excess of \$25
- ✓ Good PR, press and testimonials

Financials

Projections (in millions)

	Year 1	Year 2	Year 3	Year 4	Year 5
Gross Revenues	\$1.0	\$7	\$20	\$40	\$65
Gross Expenses	\$1.7	\$6.5	\$14	\$25	\$30
EBITDA	(\$0.7)	\$0.5	\$6	\$15	\$35

Key Assumptions:

- Current financing completed and growth round of financing at the end of year 2 is completed
- SaaS revenues scale 20% per year for first two years, then at 40% thereafter
- Advertising and data revenues ramp up significantly in year 3
- Sales and marketing costs ramp up 30% in year 3, 4, and 5

The Ask

- We are seeking \$2-\$3 million in early stage financing.
- We have previously raised \$1 million from well known angel investors, including Ron Conway, Chris Sacca, Bullpen Capital, DFJ and Evisonary Ventures.
- We believe this round of financing will last approximately 15-18 months.
- With this round of financing, we will:
 - Ramp up technology to add significant features to our mobile app
 - Add in significant data analytics capabilities
 - Enhance our artificial intelligence algorithms
 - Ramp up hiring
 - Commence broader marketing

Contact: John Smith (Johnsmith@recuperate.com)

“*Recuperate.com’s
mobile app is intuitive,
substantive and
professional.*”

John Burns

Director of Health, Mayo Clinic

Thank you!

“*We have implemented
Recuperate.com’s solution for
a number of our patients and
we are extremely pleased as
to its quality & efficacy.*”

Dr. Robert Smith

UCLA Health