

NEWCo

FOR:

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THE TEAM



Key Person 1

- WHAT DO THEY DO?
- WHAT EXPERIENCE DO THEY HAVE?



Key Person 2

- WHAT DO THEY DO?
- WHAT EXPERIENCE DO THEY HAVE?



Key Person 3

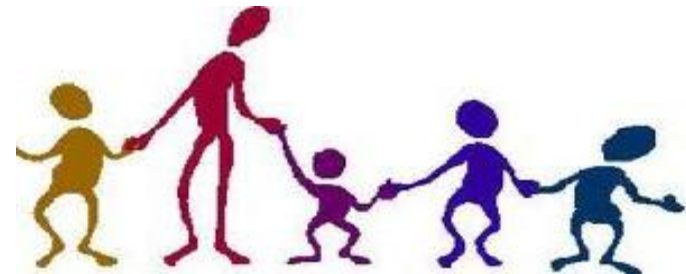
- WHAT DO THEY DO?
- WHAT EXPERIENCE DO THEY HAVE?

PROBLEM/PAIN POINT

- XYZ HOSPITAL USES MRI AND PAINFULPROCEDURE1
- MRI FAILS 75% OF THE TIME
 - Results in PainfulProcedure1
- WASTE OF TIME, MONEY, AND CAUSES PATIENT AGONY



- NEW MRI WIDGET REDUCES FAILURE RATE BY 90%
- BYE-BYE PAINFULPROCEDURE1! 😊
 - Reduce complications
- COST SAVINGS - \$100,000 PER YEAR
- TIME SAVINGS – 5 MORE PATIENTS CAN BE DIAGNOSED



TARGET MARKET



MRI Scanners

- 12,000 IN US
- 29,000 IN THE WORLD



Hospitals

- 6,000 INSTITUTIONS IN US
- AVG. 1.5 MRI SCANNERS

Imaging Centers

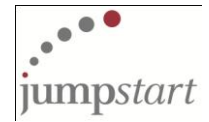
- 15,000
- FRAGMENTED MARKET
- FEW MRI UNITS

Hospital

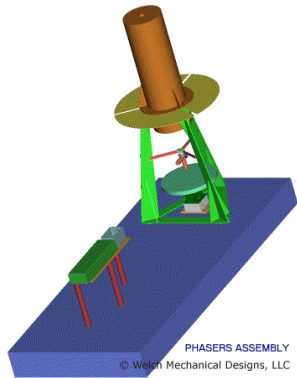
Imaging Centers

Cost	<ul style="list-style-type: none">• \$1000/MRI Unit• + \$500 Installation• + \$250/year Service Contract	<ul style="list-style-type: none">• \$300/unit/month
Features	<ul style="list-style-type: none">• Remote service	<ul style="list-style-type: none">• BestFeature1
Acquisition	<ul style="list-style-type: none">• Direct Sales• Radiology Dept.	<ul style="list-style-type: none">• Imaging Conventions

COMPETITION



	Your Widget	Competitor Widget	Competitor 2 Widget
Cost	<ul style="list-style-type: none">Avg. \$5000 per year	<ul style="list-style-type: none">\$10,000 per year	<ul style="list-style-type: none">\$15,000 per year
Feature1	X	X	
Feature2	X		X
Feature 3	X		



Phase 1

- 8 MONTHS
- BUILD WIDGET PROTOTYPE
- GET TEST DATA
- FILE FOR PATENTS

Phase 2

- 18 MONTHS
- SEEK FDA APPROVAL
- IDENTIFY BETA CLIENTS
- MFG. 10 UNITS

Phase 3

- 1.5 YEAR
- OUTSOURCE MFG.
- BUILD SALES TEAM
- 100 HOSPITALS



Phase 1

- 8 MONTHS
- BUILD WIDGET PROTOTYPE
- GET TEST DATA
- FILE FOR PATENTS

Phase 2

- HIRED FDA CONSULTANT
- 4 BETA CLIENTS
- MFG. OF 4 UNITS IN PROGRESS

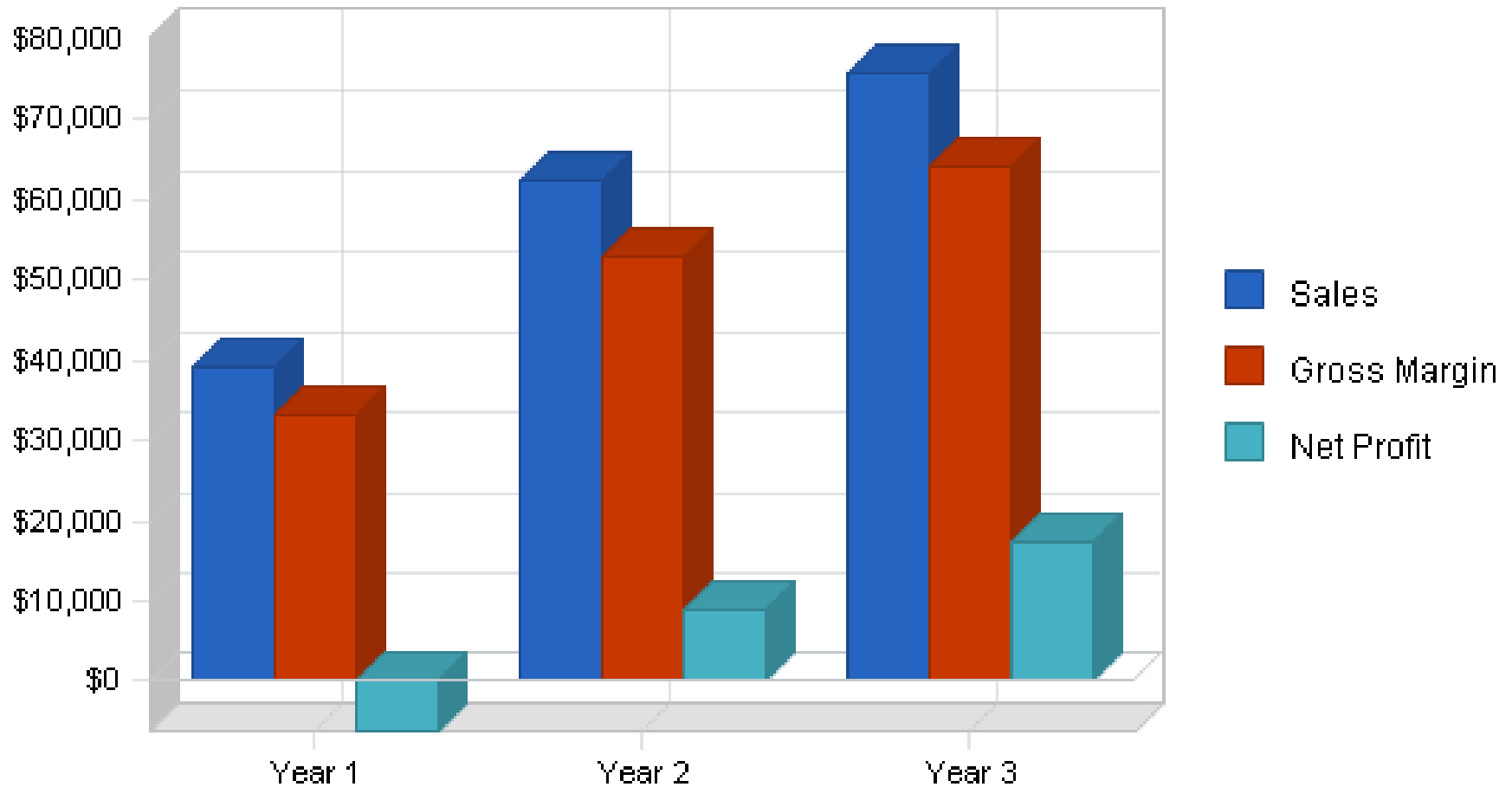
Other

- 2 HOSPITALS IN SALES PIPELINE
- DATA SHOWS BETTER IMAGE QUALITY

REVENUE PROJECTIONS



Highlights



NewCo is looking to raise \$1.5M - \$3M in Series A

Raised

- \$500,000 IN NON-DILUTIVE GRANTS
- \$500,000 FROM NICEANGEL
- TOTAL - \$1M

Use of Funds

- 2 R&D PERSON
- 1 SALES PERSON
- 4 MORE UNITS
- BIGGER SPACE
- MARKETING
- TRAVEL

THANK YOU!

- HIGH FAILURE RATES IN MRI
- WASTE OF RESOURCES
- NEWCO MRI WIDGET IMPROVES OUTCOMES AND HELPS SAVE MONEY!

