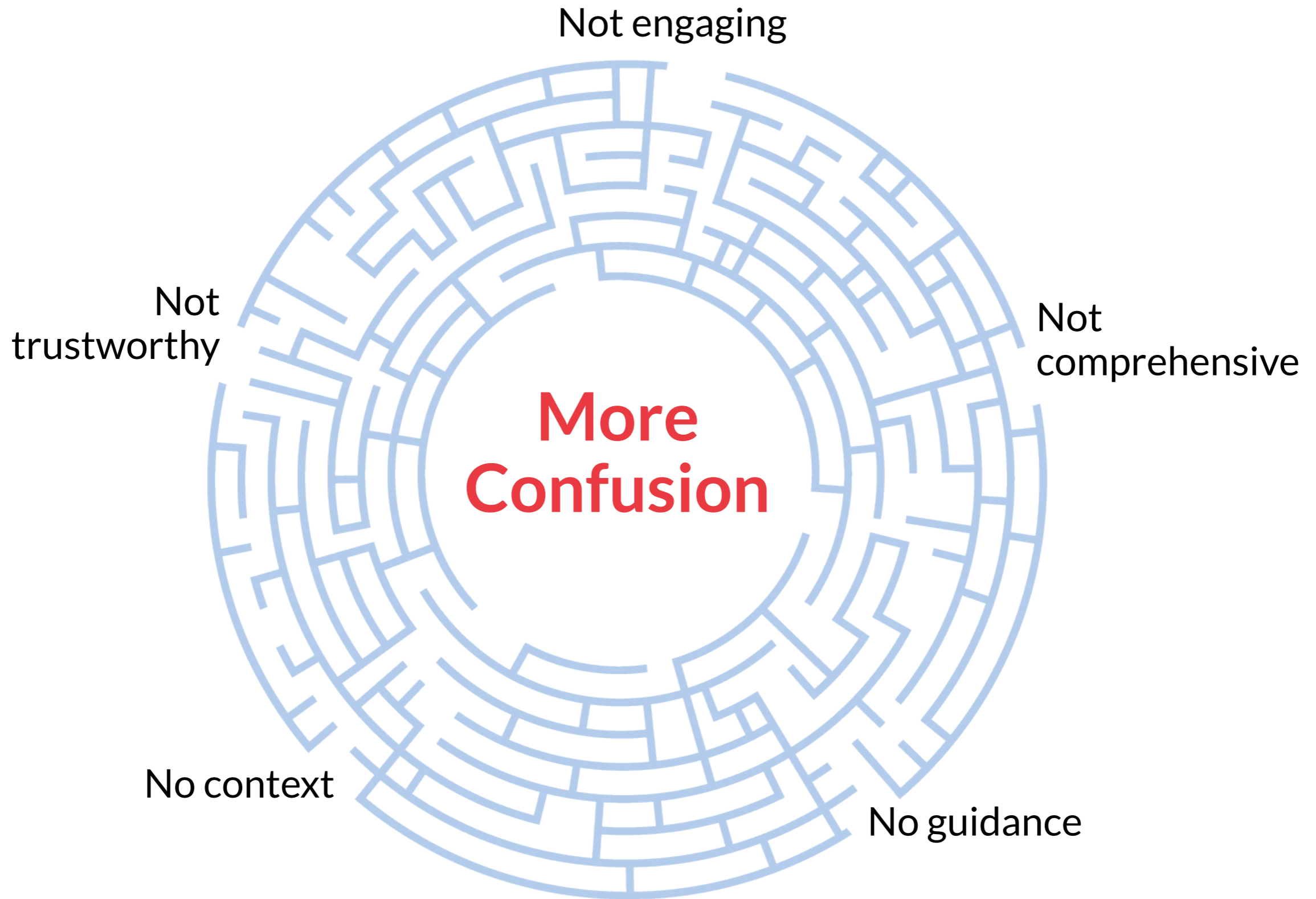


DOCTORPEDIA

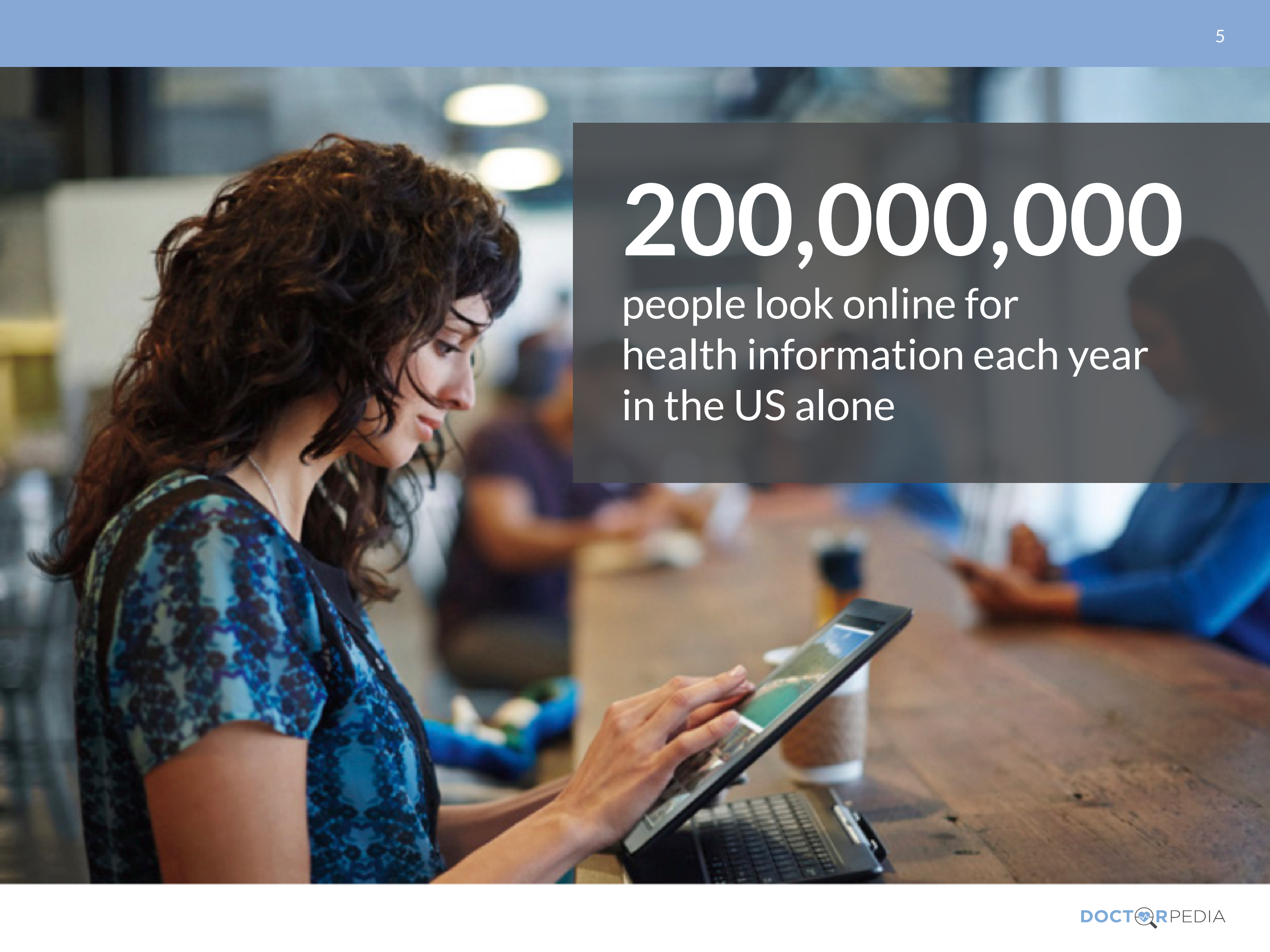
Trusted. Comprehensive. Immediate.









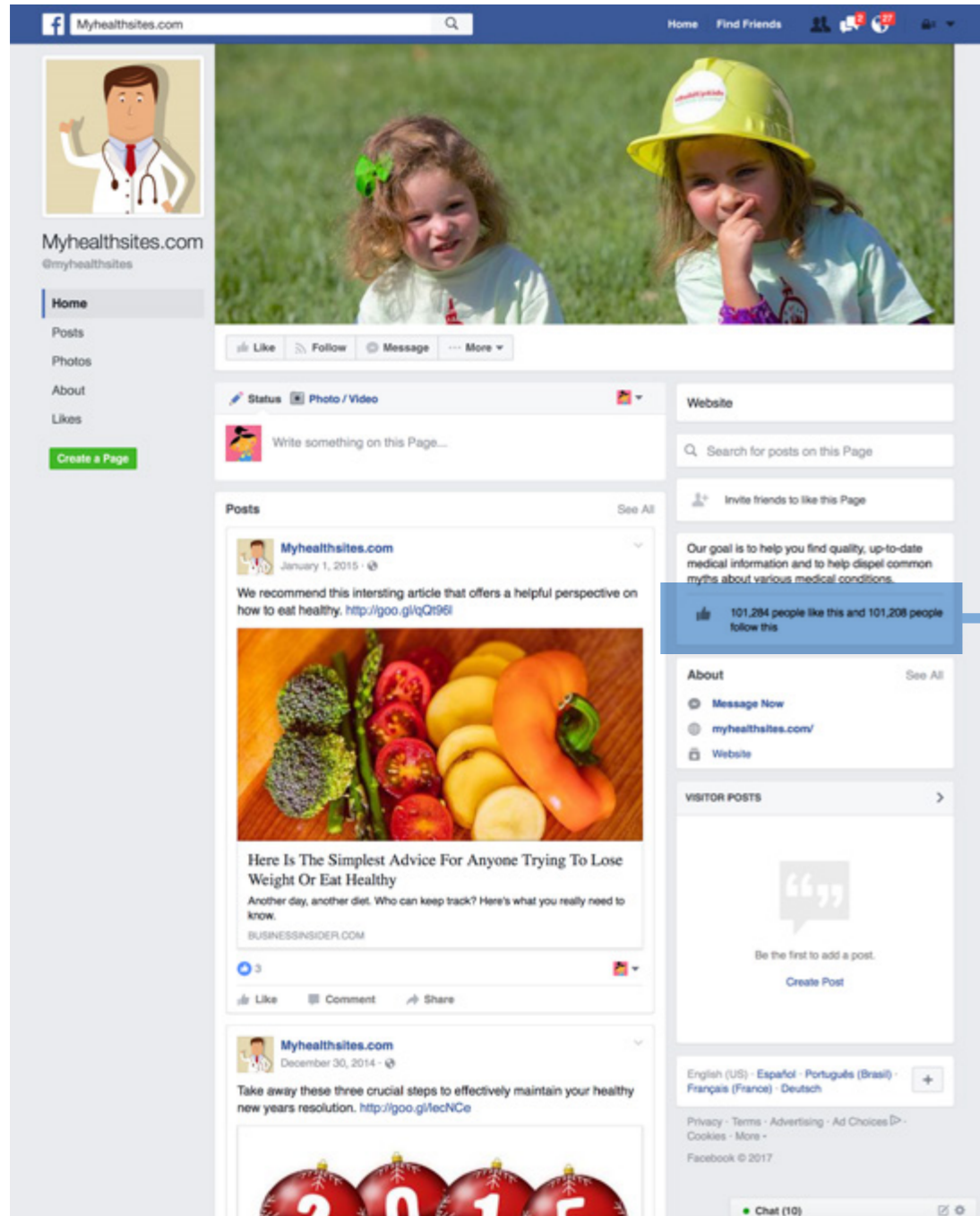
A woman with dark, curly hair is shown in profile, looking down at a laptop screen. She is wearing a blue patterned top. The background is a blurred indoor setting, likely a cafe or office, with other people and lights visible. A semi-transparent dark grey box is overlaid on the right side of the image, containing white text.

200,000,000
people look online for
health information each year
in the US alone



DoctorPedia is a video website, presenting the **finest physicians** in the world.

Through trusted and comprehensive information, DoctorPedia offers people **control, comfort, and understanding**, with one click of a button.



100,000+
page likes on Facebook



1



Content partnership with key hospitals in the US

2



Credible Team

3



Over 1,200 videos clips

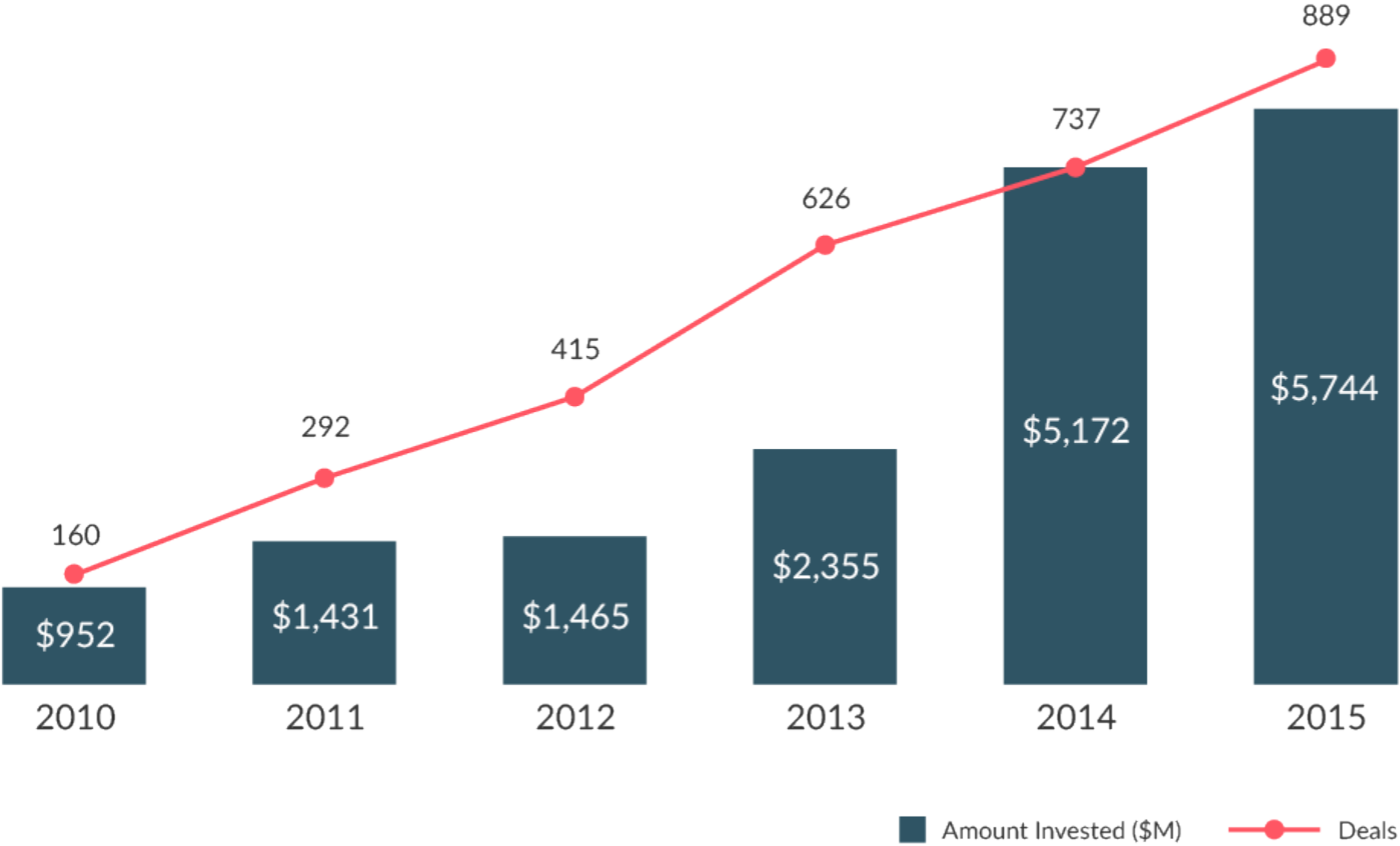
4



Strategic partnerships with healthcare companies

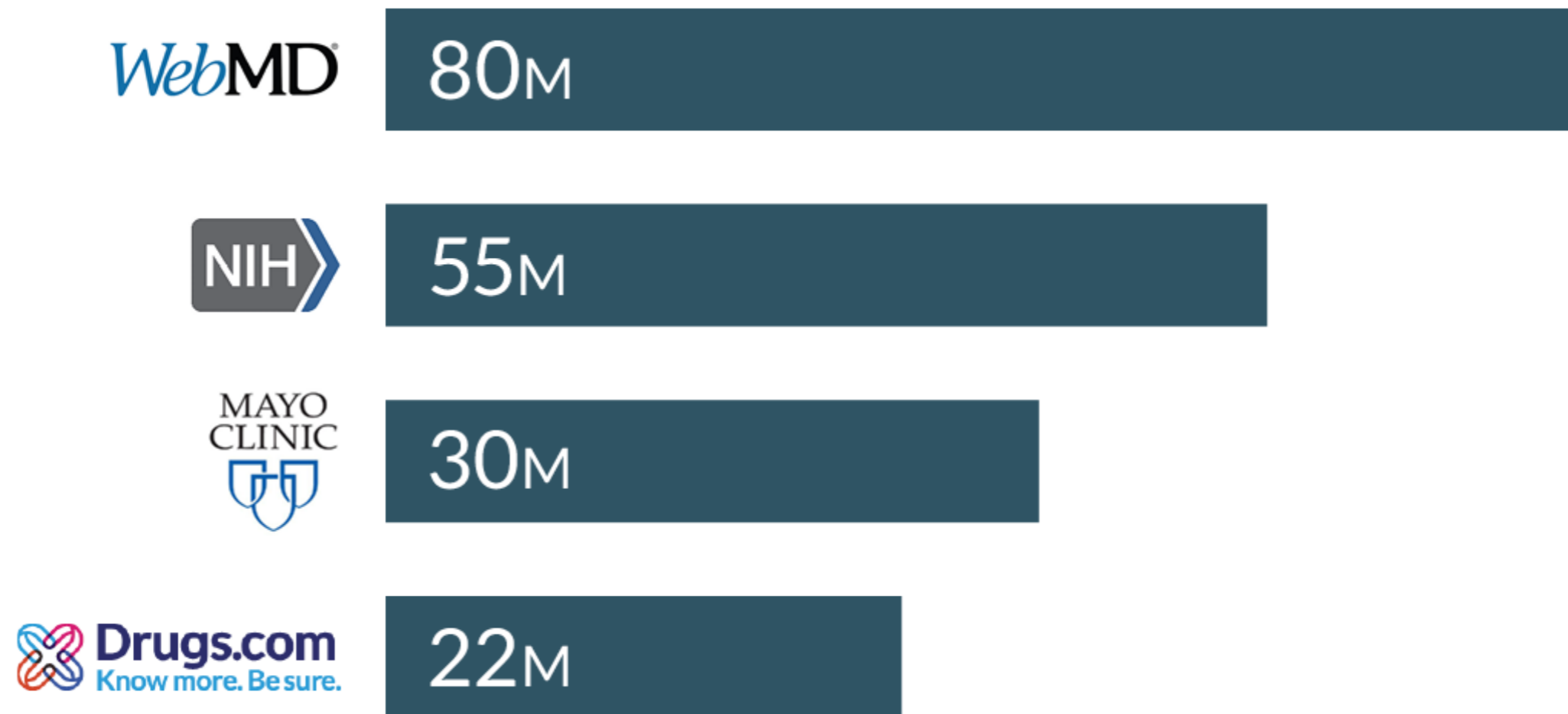
Digital Health Funding Trends: Deals and Dollars Invested


2010-2015



Source: cbinsights.com

Monthly Unique Visitors



		WebMD	TELADOC	Everyday Health	healthgrades	ZocDoc
Doctor Appointment	✓	✗	✓	✗	✗	✓
Medical Information	✓	✓	✗	✓	✓	✗
Community Interface	✓	✗	✗	✓	✗	✗
Live Doctor Consultation	✓	✗	✗	✗	✓	✓
		\$1.7 Billion 2015	\$605 Million 2015	\$241 Million 2015	\$294 Million 2010*	\$1.8 Billion 2015

Credible Team = Quality Content



Richard Averbuch

- Chief Marketing Advisor
- Former CMO of America's number 1 hospital, Mass General



Dr. Joseph Alpert

- Chief Clinical Advisor and medical content expert
- Editor-in-Chief of the American Journal of Medicine



Dr. Theo Brandt Sarif

- Clinical Trials Consultant
- Gilead



Joao Cowperthwaite

- Marketing and Communications Advisor
- Business Development, EXER

Digital Healthcare Platforms



\$1.84 Billion

WebMD enterprise value as of December 2016



\$745 Million

Teladoc enterprise value as of December 2016



\$355 Million

Everyday Health enterprise value as of December 2016

Digital Healthcare Space



\$1.8 Billion

ZocDoc's reported valuation in its most recent funding round 2015



\$294 Million

Private equity acquisition of HealthGrades (2010)



Doctor
Recommendations



Social Media
Campaigns



Inbound
Hospital Links



Medical Blog
Mentions



Online
Advertising



Direct
Emailing



Buzz Marketing



Viral Marketing



Company Blog



SEO



PR

Test Types

Pregnancy

> Heavily saturated

Bronchitis

> SEO friendly

Pain Medicine

> Unsaturated

Heart Disease

> Social media friendly

Sexual medicine

> Not social media friendly

Calls to
Action

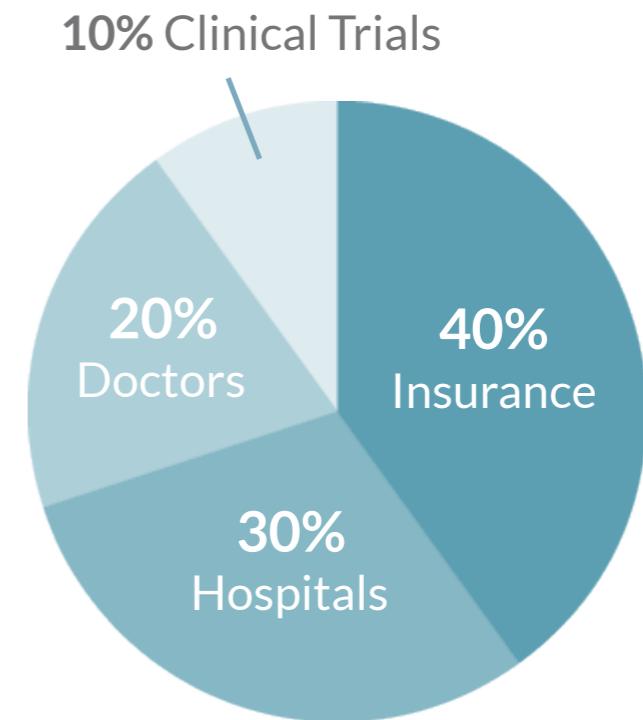
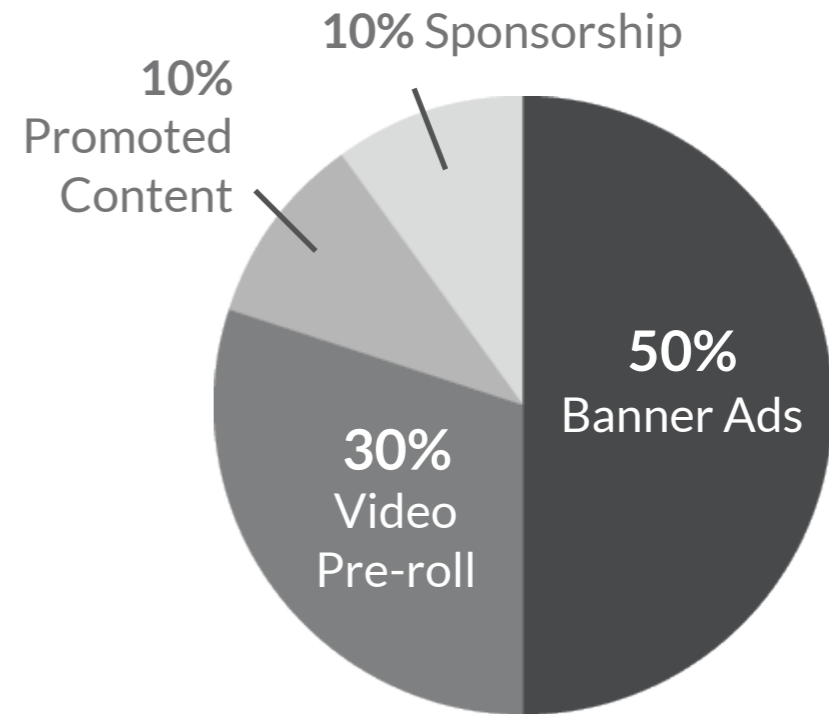
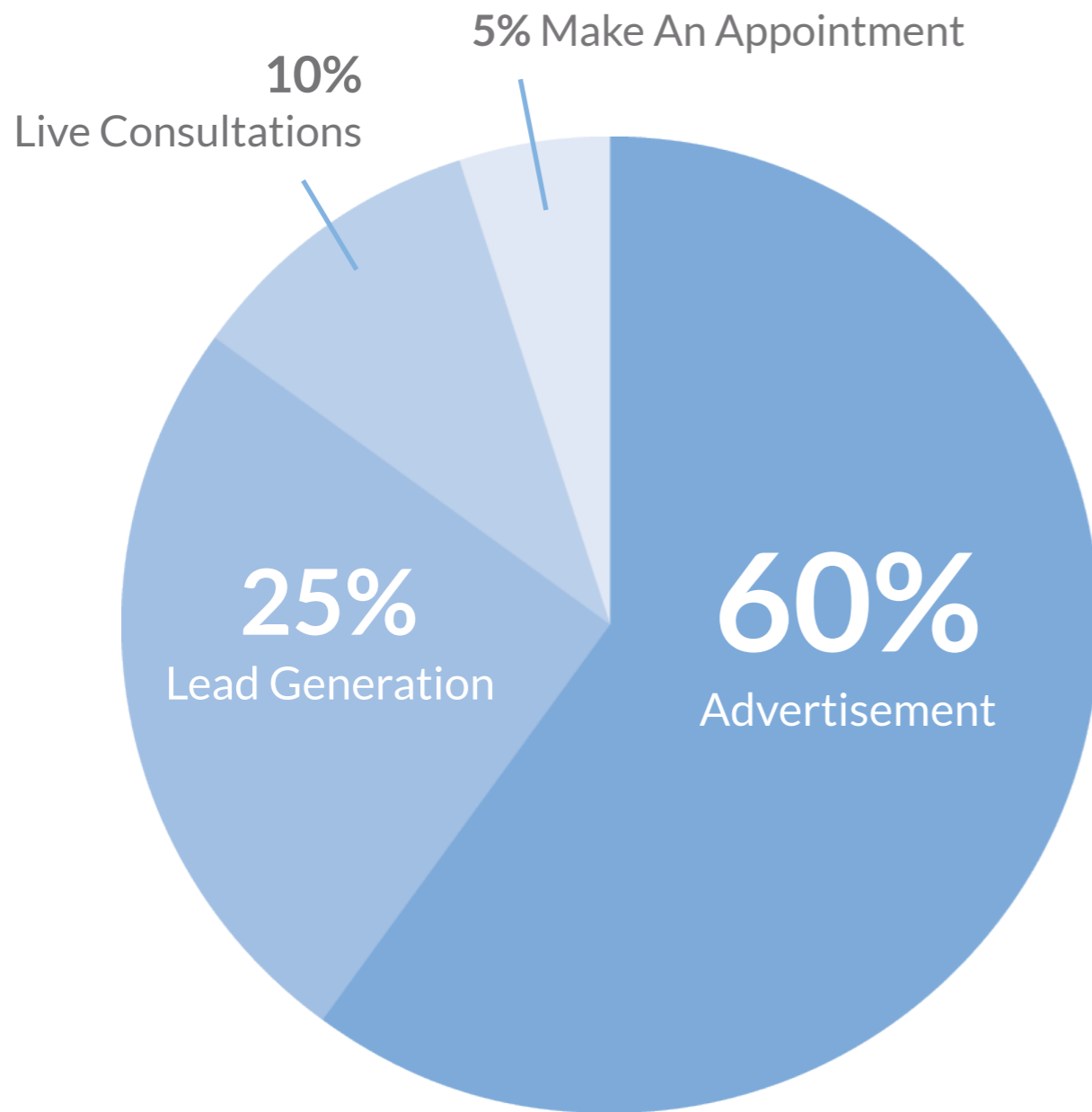
Designs

Friendliness



5-Year Forecast

\$110,000,000 & \$52,000,000 EBITDA



Test Types

All actionable statistics

- > Where consumers click
- > Where they scroll

What they watch

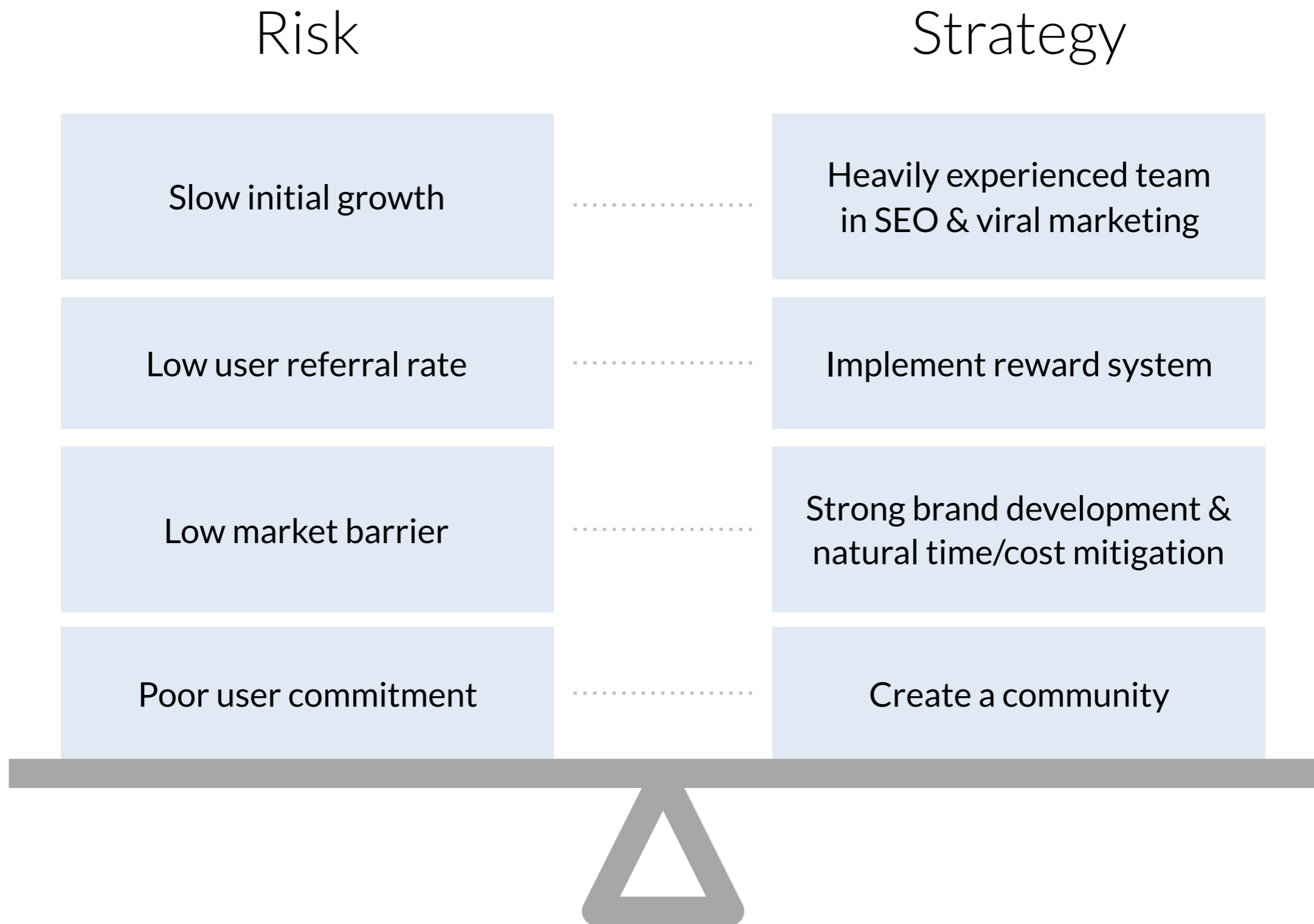
How they behave

- > Bounce rate
- > Time spent on a feature

A/B testing on our call to actions

Compare and differentiate the results between the types of condition categories we are testing





- + **Launch 5 test conditions**
- + **Create 25 videos for each condition**
- + **Launch our main DoctorPedia website**
- + **Build a portfolio of 300+ conditions**
- + **Build supporting network using blogs and social media**

	2016	2017				2018
Quarterly	Q4	Q1	Q2	Q3	Q4	Q1
Content	125 videos & 125 topic write-ups	375 videos & 375 topic write-ups	500 videos & 500 topic write-ups	500 videos & 500 topic write-ups	Complete	Developed 120 articles
Structure	8 testsite pages & main site map built with 300+ pages	Site structure optimized for SEO	300+ URLs named and attached	Complete	Complete	Review organization
Design	8 testsite pages	Designed 150+ pages	Designed 150+ pages	Complete	Complete	Fixed problematic designs
Development	8 testsite pages	Develop 50+ pages	Develop 150+ pages	Develop 100+ pages	Complete	Fixed bugs
Microsites	Design 30 base templates	Created content for 60 sites	Created content for 60 sites & designed 150	Created content for 60 sites, designed 150 & developed 100	Created content for 60 sites, developed 200	Created content for 60 sites
Other	Testsite launched	Built social media platforms	Built blogs	Launched 50 microsites	Main site & marketing campaign launched	Launched 250 microsites

Milestone Review

2017			2018
Feb 1	Jun 1	Oct 1	Feb 1
45 sites deployed by end of May & 300 developed	60 sites deployed by end of September & 600 developed	75 sites deployed by end of January & 900 developed	90 sites deployed by end of May & 1200 developed



Amount Raised

May 2014	Dec 2016
\$200,000	\$850,000

Ask
\$3,000,000



Trusted. Comprehensive. Immediate.

Jeremy Wosner

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