



**Growth and Profitability by Uniting Epilepsy  
Patients, Family and Friends, Medical Providers,  
Insurers, Pharmaceutical & Device Companies and  
Researchers**



Uniting Patients, Family and Friends, Medical Providers, Insurers, Pharmaceutical & Device Companies and Researchers



**Innovative/Unique App,  
Medical and Analytic  
Tools  
Innovative Services for  
Patients and Industry**

**Investment \$1.5 Million  
Investment CAGR 433%  
Revenue Growth CAGR 47%  
EBITDA Growth CAGR 49%**

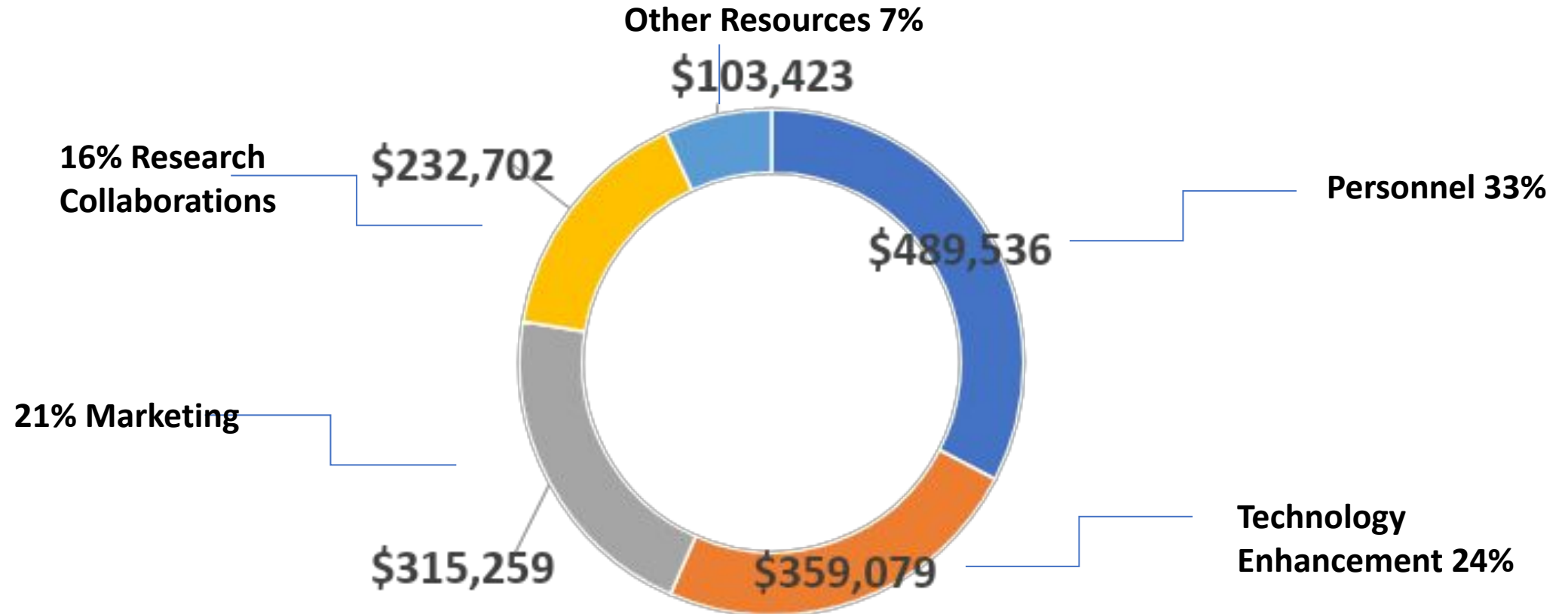
**Profitable  
Collaboration with  
Pharma, Device,  
Universities,  
Payers and Doctors**

**User Network Potential 80  
Million Patients, Family &  
Friends, Care Givers and  
Researchers  
User CAGR 66%  
Industry Client CAGR 51%**



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# USE OF PROCEEDS \$1.5 MILLION INVESTMENT





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## MANAGEMENT FORECAST ANALYTICS

- Investor ROI (5 years) 433% with P.E. 5X
  - IRR (DCF) 147%
  - Revenue Growth CAGR 47%
  - Gross Margin CAGR 49%
  - Marketing Spend CAGR 70%
  - G&A growth CAGR 37%
  - EBITDA CAGR 49%
- The Neurish business is a technology and marketing driven business.
  - The cost of technology grows in pace with the growth in revenue mirrored by the growth in users
  - The growth in the cost of marketing and communication lead the growth in revenue
  - G&A expenses are kept low reflecting effective management systems and controls



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# MANAGEMENT FORECAST

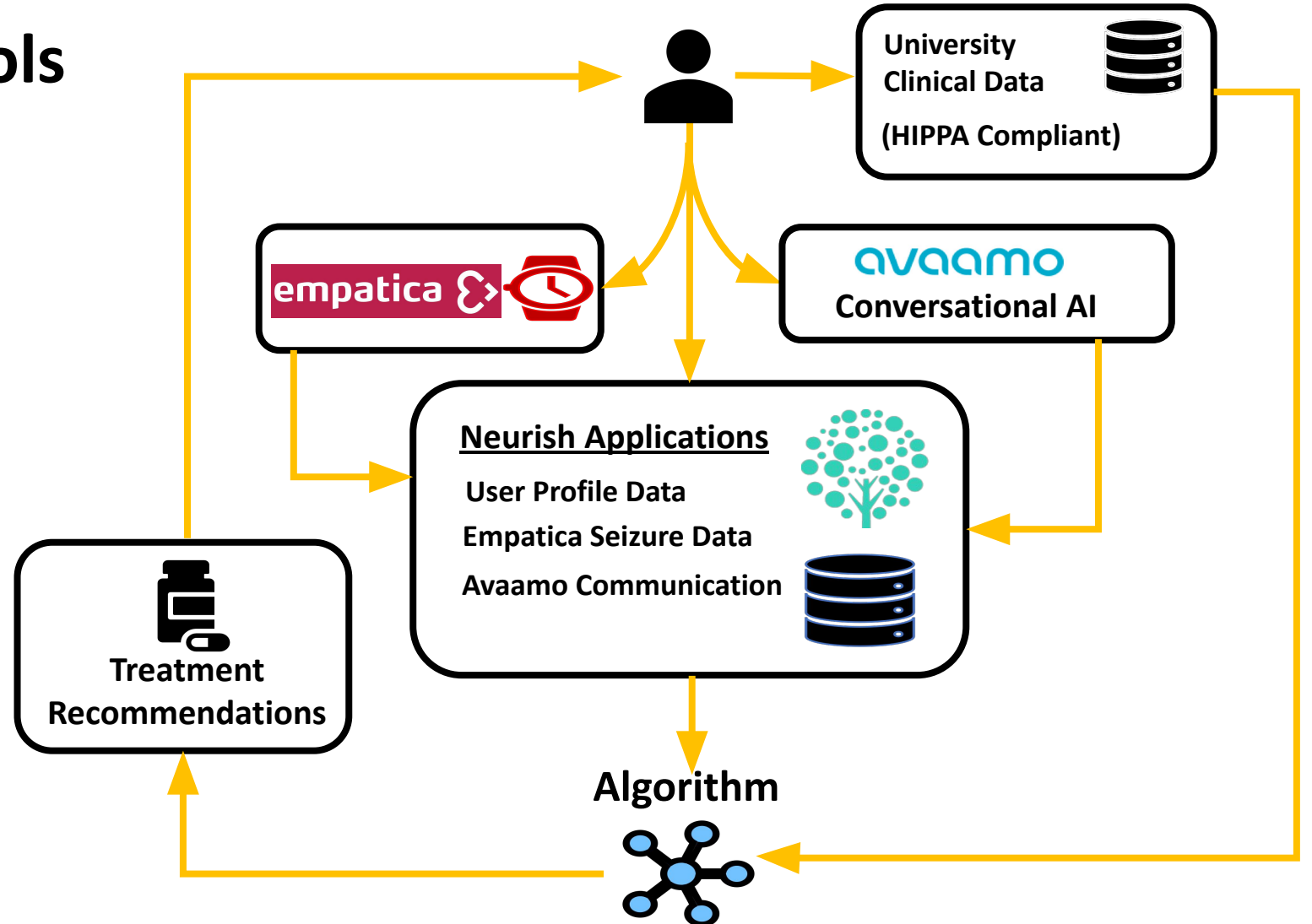
	investment	cash flow (EBITDA)				
Investment	Investment	Year 1	Year 2	Year 3	Year 4	Year 5
EBITDA and Investment for calculation	-\$1,500,000	\$1,176,037	\$2,367,567	\$3,484,146	\$10,432,178	\$11,998,776
<i>DCF RATE</i> 25%						
Investment Value 5 year DCF	\$8,755,787					
<i>Initial Investment Recovery</i>	+/-16 months					
<i>IRR %</i>	147%					
<i>Investment Share Price</i>	\$ 1.50					
<i>Year 5 Share Price</i>	\$ 8.00					
Shares outstanding at investment	5,950,000					
		\$	\$			
Revenue		4,631,582	9,304,091	\$ 16,979,298	\$ 28,144,531	\$ 32,218,327
Cost of Revenue		\$833,266	\$1,655,133	\$2,712,739	\$3,435,989	\$3,728,964
Gross Profit Margin		\$3,798,316	\$7,648,957	\$14,266,559	\$24,708,542	\$28,489,363
Marketing		\$731,579	\$2,085,000	\$5,152,651	\$7,728,977	\$8,888,323
G&A&Technology		\$1,890,700	\$3,196,390	\$5,629,762	\$6,547,387	\$7,602,264
EBITDA		\$1,176,037	\$2,367,567	\$3,484,146	\$10,432,178	\$11,998,776

**Year 5  
 Investor ROI 433%,  
 P.E. 5.0**



# Medical and Analytic Tools

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- Neurish organized multiple avenues for network participation
- All relevant data flows to Neurish
- Neurish generates
  - Treatment Recommendations
  - Seizure Management Resources
  - Telemedicine
  - Rewards Program
  - Social Connections and Quality of Life Improvements
  - Information
  - HEOR Analysis
  - Pharmaceutical Adherence Programs
  - Clinical Trial Participation



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## MANAGEMENT

### BOARD OF DIRECTORS

Phil Gattone leads Neurish by using his deep personal experience with epilepsy to develop new and innovative applications to address unmet opportunities in the epilepsy market.

Elisha has extensive experience in UI/UX design and leads new feature development by continually communicating with the Neurish user base and gathering feedback from users.

### MANAGEMENT TEAM

Phil Gattone: CEO and Lead Technology Developer  
Personal Experience with Epilepsy and Seizures  
Leader in Epilepsy Community

Elisha: COO and Lead UI/UX Designer  
Extensive experience interviewing users for new feature development

Peter Cunningham: CFO and Analytics Manager  
Experienced Pharmaceutical and Device Industry  
Director and Entrepreneur



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## MARKET OPPORTUNITY

Epilepsy and Seizure Disorder patients and caregivers are underserved by the Medical Community

Patients must form networks of 24 hour support with family and friends and caregivers; with a small network of physicians and medical technologists; with employers and colleagues. **This Network Totals 80 million people**, with 3.5 million patients and an average network of 22 people supporting them.

**The 80 million Epilepsy Network** seek to improve Quality of Life and improved Medical Outcomes

**The 18 Pharmaceutical and Device Companies** seek to improve patients' adherence to prescription medicine and diagnostics

**6,000 Epilepsy Specialists** (A national shortage) seek to provide improved remote service to their patients due to overworked schedules

**8 Insurance companies** providing epilepsy coverage seek to reduce medical spend and improve outcomes

**6 National Patient Organizations** seek to advocate for their members





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## MARKET OPPORTUNITY

**Neurish** is the only technology meeting the needs of the audiences.

**Neurish** has organized a network of collaborators including global and national epilepsy organizations, epileptologists, pharma companies, national epilepsy centers, and local epilepsy support groups.

**Neurish** is endorsed by national epilepsy organizations pharma companies.

**Neurish** is needed more now than ever due to isolation, fear, and stress caused by COVID-19.

**Neurish** has been accepted to several national startup accelerators.

**Neurish** has developed a prototype and has started building a user base.

**Neurish** has the framework for creating a global impact on the world.



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# COMPARABLES

	<u>User Growth</u> <u>Rate YOY</u>	<u>Technology Spend</u> <u>% of Revenue</u>	<u>Marketing Spend</u> <u>% of Revenue</u>	<u>Share Price Growth</u> <u>Rate YOY</u>
<b>Livongo Inc</b>	98% Members March 2019 222,700 March 2020 441,000 1328 Clients of which 4 of 7 largest health plans 150 of fortune 500 companies	27%	46%	355% Share price Aug. 24 2019 \$13.70 Aug. 24 2020 \$66.90
<b>Catsys Inc</b>	142% Members June 2019 31,000 March 2020 75,000 4 insurance companies Generate 91% of revenue	66%	40%	388% Share price Aug. 28 2019 \$30.04 Aug. 24 2020 \$136.88
<b>Neurish Inc</b>	101% Members projection June 2019 30,000 March 2020 56,000 7 pharma clients, 2 device clients 3 provider clients, 2 insurance clients	28%	28%	101% Share price projection Investment \$1.50 12 months \$3.02 post investment