



nSightify

EMPOWER YOUR TEAM

## Our Mission:

nSightify is mobile employee engagement and performance management for First Responder (EMS/Fire)\* organizations. We solve communication and engagement issues.

\*Initial target market. Subset of healthcare

## The Problem:

- PTSD - approximately 20%-30% of workers
  - Disconnection = mental health/turnover
  - Distributed teams of mobile workers
  - Transactional work
  - Absence of feedback
  - No access to performance data
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# The Solution: nSights App

- Create alignment around company goals
- Real-time feedback and efficiency monitoring
- Enable teams/individuals to self-manage - Accountability
- Support a culture of teamwork and transparency
- Improve communications
- Gamification



## Go To Market Plan:

- ***Target and isolate markets that become epicenters of growth***
- Leverage our connections in installed EMS network (12 plus years)



## The Business Model:

- We sell to the agencies - B2B
  - SaaS
  - Cost is \$15 per user per month/\$180 annual
  - On boarding one-time (2K-10K)
  - Mobile application is key
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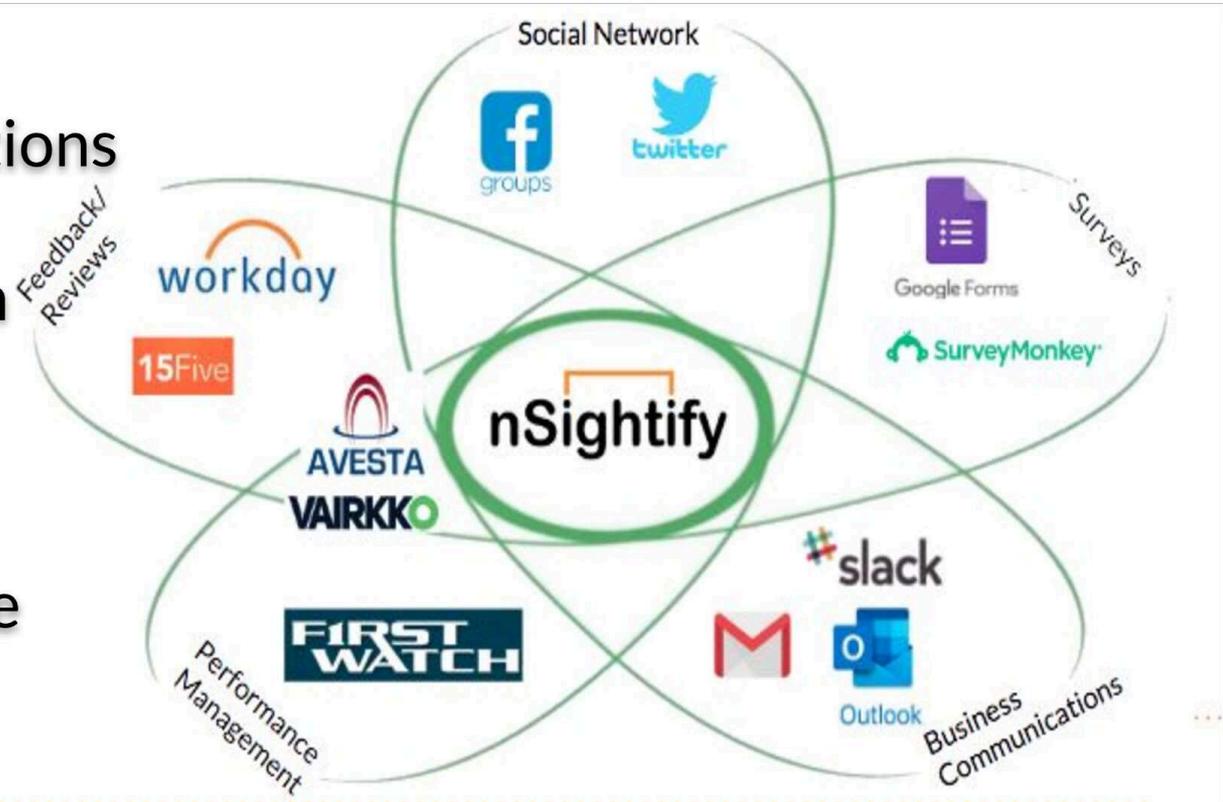
# Competition:

No consolidated solutions

No direct competition

Fragmentation

First mover advantage



# The Market (US) : Healthcare - Total

**TAM = \$3.2 B**

18 million workers



## **EMS** Initial target market

**TAM = \$149M**

846K licensed



## Use of Funds: 250K\* Raise on a S.A.F.E.

Description	Monthly
CEO	\$8,750
CTO	\$6,000
Outsourced Development	\$11,000
Sales	\$7,000
Implementation/Support	\$3,750
Content Marketing	\$2,000
Office	\$1,000
Total Monthly Expense	\$39,500



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