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

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

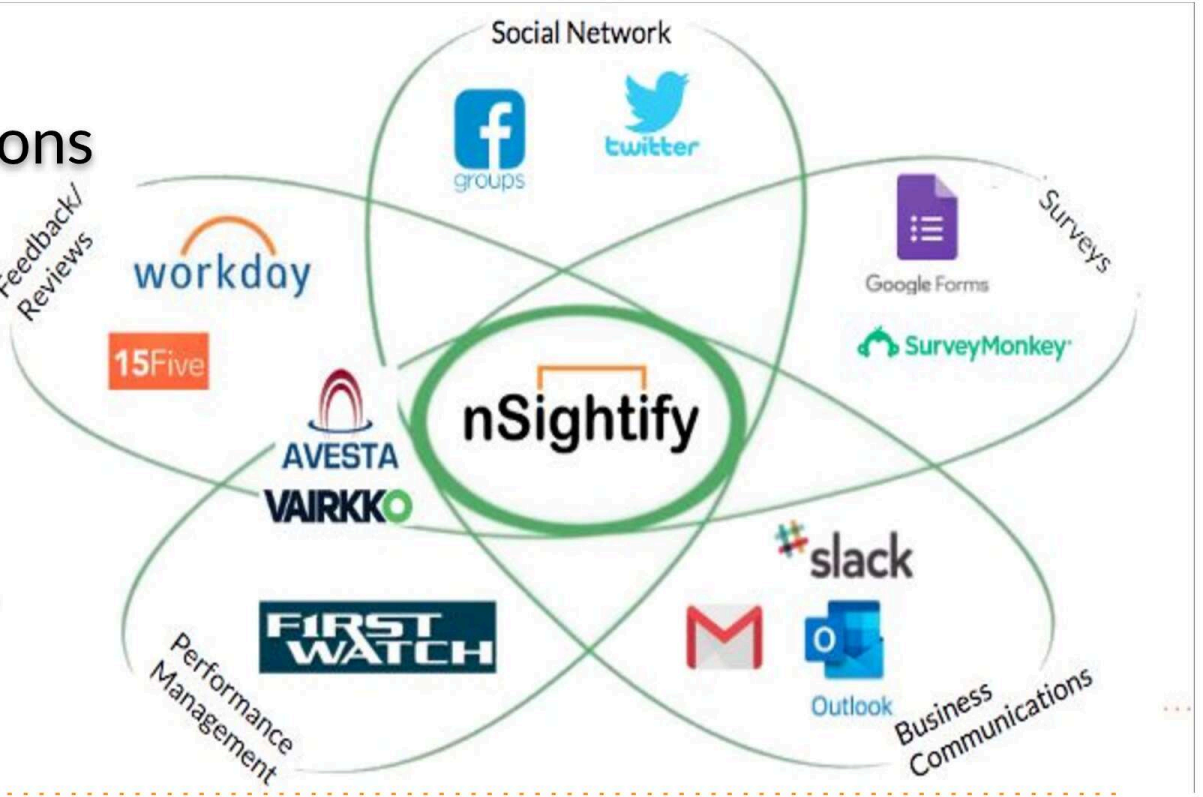
Competition:

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 = $180M

2 million workers

nSightify

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