



Investor Solicitation

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# Our Agenda

Empowering Recovery Online



- 01 Why Do This
- 02 What Is Stay Clean
- 03 Who We Are
- 04 How We Will Do It
- 05 What We Need Now
- 06 The Offer

# The Need

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**The existing 85 year old system cannot scale to meet the need**

# Our Purpose

Empowering Recovery Online



Stay Clean was founded on the idea that ***everyone that suffers from addiction*** to drugs or alcohol should have ***access to professional clinical resources*** to aid them through the recovery process.

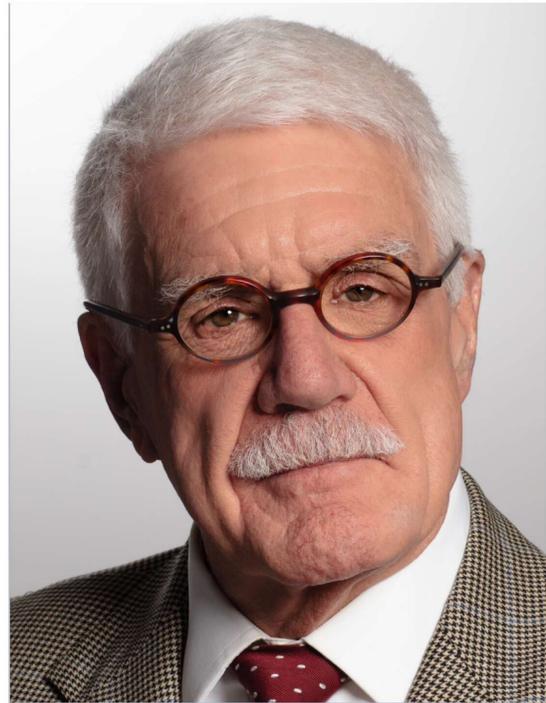
In today's connected world over ***90% of the population*** of the United States has access to the Internet. Given tools capable of bi-directional communication, the creation of an ***online recovery treatment*** service is justified and desperately needed.

Stay Clean has partnered with a ***HIPAA certified, American Society of Addiction Medicine (ASAM)*** based, personalized, secure, ***Telemedicine*** provided protocol that is staffed by Licensed Certified Alcohol and Drug Counselors (***LCADC***) and certified ***Peer Counselors*** on a tested addiction platform to offer a comprehensive, adaptable, ***accessible and affordable*** treatment option

We make the following offer to invest for your consideration.

# The Professional Team

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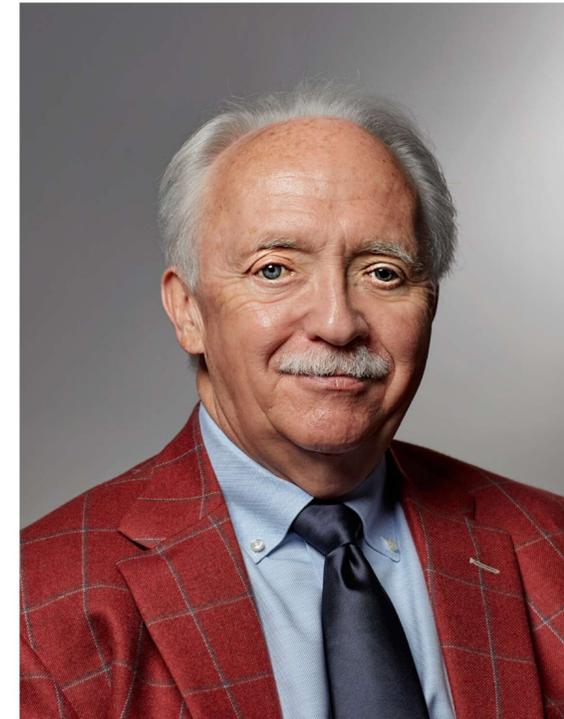
Kevin Pangburn  
MFT, LCADC

Chief Clinical Officer



Michael Coleman,  
EMT

President and Founder



Gene Gilchrist,  
Ph.D.

Chief Executive Officer



Chip Norton

Chief Business  
Development Officer

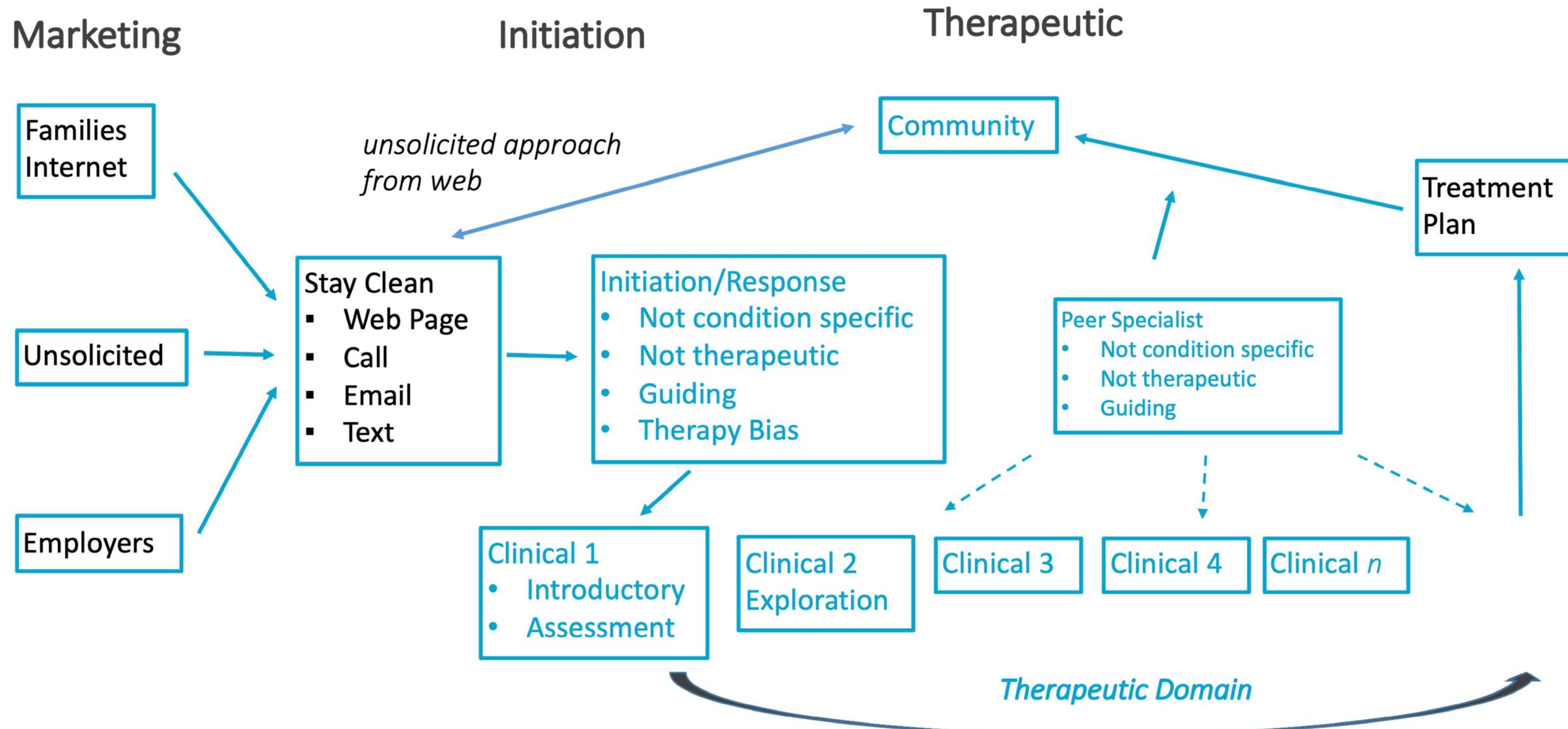
# Treatment Framework

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# Treatment Process

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# The Company

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## Counselors

State Licensed Clinicians operating under the direct supervision of Stay Clean's Chief Clinical Officer.

## Telemedicine

The technology platform that provides HIPAA compliant telemedicine, treatment protocols, secure messaging and billing activities.

## Peer Specialists

Peer counselors that are in active recovery and working in conjunction with Stay Clean Clinical Staff to support the ongoing clinical effort.

## Online Treatment

Ongoing Substance Use Disorder treatment is available to anyone with access to the internet via phone, laptop computer or tablet.

## ASAM Assessment

The American Society of Addictive Medicine clinical assessment is the key methodology utilized to evaluate Substance Use Disorder and guide all clinical treatment activities.

## Online Forums/Meetings

Online forums and recovery meetings are operational and open to anyone in the recovery process at no cost.

# Competitive Analysis

Empowering Recovery Online



	Lion Rock	Beyond Treatment	Bright Eye	New Horizons	Online Substance Abuse	Recovery From Addiction	Right Recovery	Workit Health	Stay Clean
<b>Telemedicine Platform</b>	✓	✗	✗	✗	✗	✓	✓	✓	✓
<b>Counseling</b>									
Individual	✓	✓	✓	✓	✓	✓	✓	✓	✓
Group	✓	✗	✗	✗	✓	✗	✓	✗	✓
<b>Accreditation</b>	✓	✗	✗	✗	✗	✗	✗	✗	✗
<b>Model</b>	CBT	12 Step	CBT	?	CBT	?	Both	?	Both
<b>Program</b>	60 min	60 min	50 min 4	60 min 10	60 min 30	50 min 5	?	?	ASAM Directed Prescription
<b>Cost</b>	\$200-\$1,800 Monthly	\$60 Per Hour	\$296 For Program	\$750 For Program	\$1,100-\$1,600 For Program	\$115 Per Hour	\$499 Per Month	?	Program Pricing
<b>Payment</b>									
Insurance	✓	✗	✗	✗	✗	✗	✓	✗	✓
Private Pay	✓	✓	✓	✓	✓	✓	✓	✓	✓
<b>Community</b>	✗	✗	✗	✗	✗	✗	✗	✗	✓
<b>Note</b>		Sole Proprietor	UK	Sole Proprietor			CA Only	MAT Only	

# Future Valuation

Empowering Recovery Online



Initial Value		
Risk Method (of 2)		
Management	2	Clinical/Medical/IT/Healthcare
Stage	2	2 Years Mkt Research
Political Risk	0	
Manufacture Risk	0	
Sales Risk	1	Experienced IT Sales
Funding Risk	1	
Competition	2	Little Adoption
Technology Risk	2	Tested Platform
Litigation Risk	0	Liability In Place
International Risk	0	
Reputation	1	Leadership
Exit	2	
<b>Total</b>	<b>13</b>	
@250,000		\$3,250,000

Initial Value		
Stage Method (of 5)		
Innovative	3	\$500,000
Good Plan	4	\$1,000,000
Management	4	\$1,000,000
Prototype	5	\$5,000,000
Alliances	2	\$5,000,000
<b>Total</b>	<b>18</b>	<b>\$8,900,000</b>

Future * EBITDA Model	
Months 19-24 Average	\$394,482
Annualized	\$4,733,785
Discount 8.9%	\$53,188,598

Future* Gross Revenue Potential	
Months 19-24 Average	\$2,143,610
Annualized	\$25,723,325
Multiple 3x	\$77,169,976

\*All projections are made in good faith but cannot be guaranteed

# Investor Offering

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## Offering

Seed Round: \$250K

Valuation: \$4M

Membership: 5.9%

Return Projection: >10X\*

Return Time Frame: 36 Months

## Seed Round

Investor Reserve Rights

- Sell, Merge, Consolidate
- Change of Character
- Change of Business
- Recapitalization
- Dissolution
- Debt > \$100K
- Reclassify Units

## Management Structure

Management:

- Founder
- CEO
- Development Manager

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