Empowering patients with data, rapid education, and participation tools

🟦 **PITCH VIDEO**   ⬜ **INVESTOR PANEL**

nicolette.com   Long Beach CA   [X] [f] [V]

Software   Technology   B2B   Techstars   Saas

Christie Pitts

Invested $5,000 this round & $30,000 previously

Learn about Lead Investors

OVERVIEW   UPDATES 3   WHAT PEOPLE SAY 25   ASK A QUESTION 5

Highlights

1 🚀 Mission: Transform healthcare by empowering patients with easy-to-use success tools.

2 🧩 Founder Fit: Founded by NICU parents and physicians with deep knowledge of the patient journey.

3 🤝 Partners: Backed by Backstage Capital, Cedars-Sinai, Techstars, Boomtown, WM360, and more.

4 💥 Competitive Advantages: Patent-pending tech, EHR integration, network effects, and first-mover.

5 🍥 Execution: First implementation completed with breakthrough results at CHOC Children's Hospital.

Our Team

Founding Team   Phil, Michel, and Seth

We are a passionate, dedicated team, committed to to helping patients and their families use technology to be self-advocates.

Phil and his wife Jude had extremely premature twins (25-weeks gestation) and struggled to navigate the NICU journey. They made decisions they would now do differently, they signed consents they didn't fully understand, and they missed valuable opportunities to participate in care. Their experience led to Phil co-founding Nicolette.

Phil Martie CEO

* Taking the leap and starting Nicolette! * Founding with an excellent team * Leading the build and installation of a transformational healthcare product * Developing Canon's OpEx program as VP

Michel Mikhael Chief Medical Officer

* Conceiving the idea for Nicolette as a tool to empower patients and partner with their health care providers. * Leading several process improvement projects in health care that positively influenced patients outcomes.

Seth Brickman Chief Product Officer

With a strong background in Big Tech (Microsoft and Amazon) I build technology consumers love to use. I have an ML patent for VUI on Alexa multimodal devices
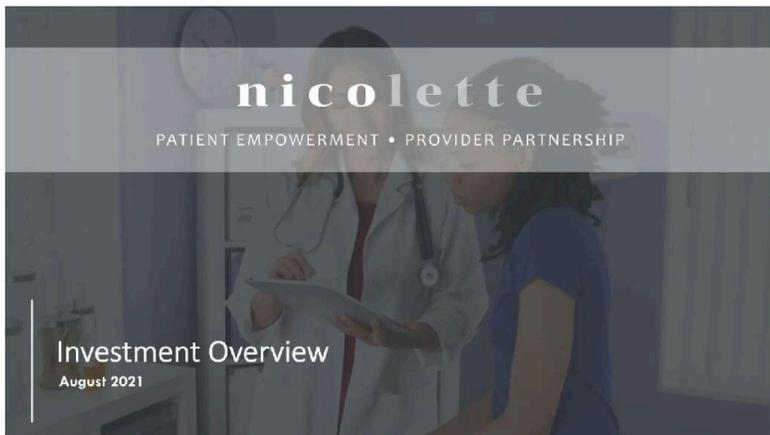
Tynan Szvetecz CTO

Mindy Morris Parent Education

Nicolette empowers patients and their caregivers to be members of their own care team. Our technology transforms raw health data into insights, updates, curated education, and participation tools. ✅

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PATIENT EMPOWERMENT • PROVIDER PARTNERSHIP

Investment Overview
August 2021

Health literacy is the greatest tool available to empower patients and their caregivers to self-advocate and be part of their own care team:

Health Literacy - Phil Martie
from Nicolette, Inc.

HEALTH LITERACY // PHIL MARTIE
CEO
NICOLETTE

We build data-driven technology that empowers patients through literacy.

What We Do — nicolette

We are improving healthcare by
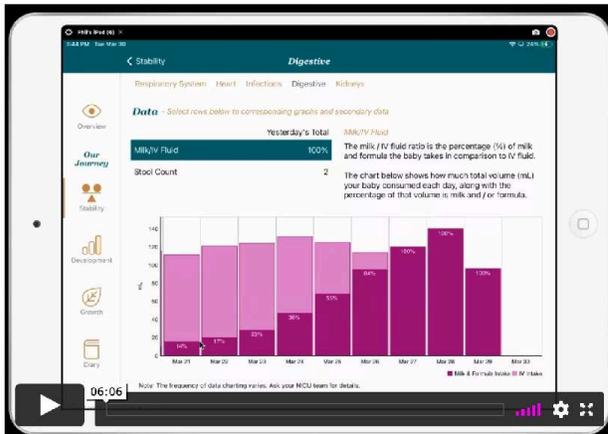**RAPIDLY EMPOWERING PATIENTS**

Click For Demo

Health Data Transformation · Curated Education · Engagement Tools · Telehealth

Here is a demo of our first product, NicoBoard:

A patient is empowered when they are competent and confident.

Solving the Empowerment Problem — nicolette

Empowered patients and their caregivers have the **competence** and **confidence** to be valuable members of their own care team:

- Input and say in care
- Timely and objective updates
- Tailored education
- Consistent communications

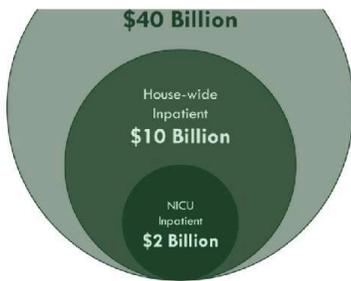Improved Health Outcomes · Reduced Provider and Payer Costs · Increased Clinician Productivity · Higher Patient Satisfaction & NPS

The market for our technology is large with excellent scalability. We are starting in the NICU, which has many advantages.

Market Size & Scale (Bottom-Up TAM) — nicolette

Outpatient & Telehealth

Neonatal Intensive Care (NICU)
Our Starting Point

$40 Billion

House-wide Inpatient
$10 Billion

NICU Inpatient
$2 Billion

Entering the market with a NICU product enables fast, cost-efficient scale in the future:

✓ **Texture of Stay:** NICU stays are long and encompass components of an ICU, step-down, and rehab experience for the patient.

✓ **Value of Patient Day and Encounters:** NICU interactions carry significantly more expense than other inpatient types, enabling development of robust ROI models.

✓ **Heterogenous Population:** The diversity of cases in the NICU enable a strong and scalable foundation of education and data tools that scale to other inpatient uses.

Our business model is B2B SaaS, generating recurring revenue that scales well and carries excellent unit economics.

🖥 NicoBoard Business Model   n i c o l e t t e

Health Systems and Payers Pay a Subscription Fee

$21 Per NICU Patient Day

$15 Per Inpatient Day

$50 Monthly Per Telehealth Provider License

Average ARR	Average ARR
$250,000 per NICU	**$2,000,000** per Payer
Average ARR	Average ARR
$600,000 per Full Hospital	**$600,000** per Telehealth Deal

Unit Economics
80%
Gross Margin

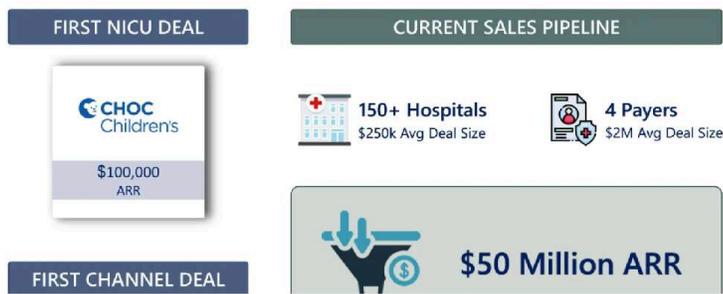This slide contains forward-looking projections that cannot be guaranteed.

Health systems and insurance companies buy our technology because health outcomes improve and costs are reduced when patients are empowered.

ⓢ Value Proposition   n i c o l e t t e

Empowering patients with NicoBoard drives improved health **outcomes** and **economics**

- Increased Patient Satisfaction
- Reduced Length of Stay
- Lower Readmission Rates
- Better Long-Term Health
- Increased Market Share & Operating Margin (10x ROI)
- Higher Reimbursement Rates
- Improved Care Plan Compliance
- Improved Productivity

Our first commercial contract is in place and installed, generating excellent results. We also have a channel deal signed and a large pipeline projected to close between five to ten deals in 2021 (not guaranteed).

🌐 Traction   n i c o l e t t e

FIRST NICU DEAL

CHOC Children's
$100,000 ARR

FIRST CHANNEL DEAL

CURRENT SALES PIPELINE

150+ Hospitals $250k Avg Deal Size

4 Payers $2M Avg Deal Size

$50 Million ARR

We are a team of patients, clinicians, and product experts with deep experience in our areas of expertise. Most importantly, we are passionate about empowering patients with success tools.

We are crowdfunding a minimum of $100,000 to fuel growth and expand our product.

🤝 WE HOPE YOU'LL JOIN US IN TAKING OUR MISSION TO THE NEXT LEVEL 🚀

Appendix A
FINANCIAL INFO & PROJECTIONS

	ANGEL	ACCELERATOR	PRE-SEED ROUND	SEED ROUND	Convertible Note	Crowd Raise
	Oct 2016	Feb 2017	May 2017	Q2 2018	2018 - $45k / 2019 - $170k	Q3 2021
	$30,000	$20,000	$230,000	$855,000	2020 - $248k / 2021 - $126k	$100k - $1m
	$1.17M Cap	6% Equity	SAFE	Equity Round	$589k	Conv Note
			$2.75M Cap	$4.5M Pre	Conv Note	$9.5M Cap • 20% Disc
					$7.5M Cap • 20% Disc	Currently Raising

Total Outside Capital Raised To Date

$1.724M

STRATEGIC INVESTORS

CEDARS-SINAI

wavemaker THREE-SIXTY HEALTH

GAN VENTURES

BACKSTAGE CAPITAL

Traction & Progress

- First enterprise implementation complete
- Sales pipeline of 150+ NICUs / $42M+ ARR
- Filed patent
- Multiple payer deals in progress
- Channel agreement signed with Ricoh (1,000+ hospital footprint)

Four-Year Financial Projections

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	2020	2021	2022	2023	2024
Capital Raised	Conv Note $560,000	Crowdfunded Conv Note $250,000+	SERIES A $5,000,000	-	-
Capital Deployment	Go To Market for NICU Product (NicoBoard)	Growth: NICU Product: Telehealth, Payer, Inpatient	Growth	Growth	Growth
Customer Contracts	NICU: 1	NICU: 10 Telehealth: 1 Inpatient: 0 Payer / Corp: 1	NICU: 30 Telehealth: 10 Inpatient: 10 Payer / Corp: 2	NICU: 75 Telehealth: 25 Inpatient: 25 Payer / Corp: 5	NICU: 150 Telehealth: 65 Inpatient: 65 Payer / Corp: 13
Contract ARR	NICU: $100k Telehealth: $0 Inpatient: $0 Payer / Corp: $0 Total: $100k	NICU: $1.25M Telehealth: $600k Inpatient: $0 Payer / Corp: $2M Total: $3.85M	NICU: $6.25M Telehealth: $6M Inpatient: $4M Payer / Corp: $4M Total: $20.25M	NICU: $18.75M Telehealth: $15M Inpatient: $10M Payer / Corp: $10M Total: $53.75M	NICU: $37.5M Telehealth: $39M Inpatient: $26M Payer / Corp: $26M Total: $128.5M

This slide contains forward-looking projections that cannot be guaranteed.

Appendix B
COMPETITIVE ANALYSIS

Competitive Landscape

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How We Compete

NicoBoard empowers patients and their caregivers with data-driven health insights, curated education, and engagement tools that can be leveraged both on-site and remotely. Our intellectual property is protected and we have no true direct competition, but there are competitive pressures that must be managed. Enterprise technology that contains patient-facing features can be competitive to NicoBoard in three ways:

(1) **Direct Competition:** Data-driven, patient-facing technology that empowers self-advocacy

(2) **Spend Competition:** Patient-facing tools that are not directly comparable technology, but aim for some similar goals and thus compete for the same budget dollars

(3) **Complementary:** Technology shares horizontal commonalities that may seem seem competitive but are actually synergistic with NicoBoard
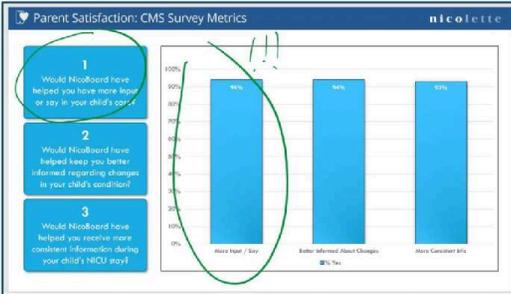
Appendix C
USER METRICS

Parent Satisfaction: CMS Survey Metrics　　　nicolette

1
Would NicoBoard have helped you have more input or say in your child's care?

2
Would NicoBoard have helped keep you better informed regarding changes in your child's condition?

3
Would NicoBoard have helped you receive more consistent information during your child's NICU stay?
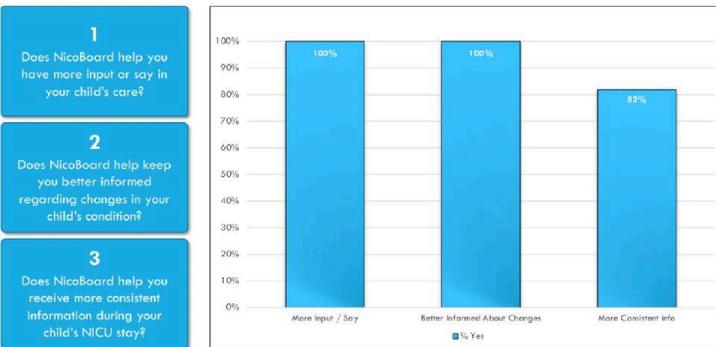

Input and say is the strongest KPI for successful empowerment in both inpatient and outpatient settings.

This metric drives:
- Improved outcomes
- Reduced provider costs
- Reduced payer costs
- Telehealth adoption
- Improved patient experience
- Reduced risk
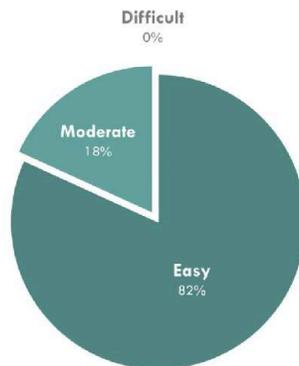

Parent Survey Data – CHOC　　　nicolette

1
Does NicoBoard help you have more input or say in your child's care?

2
Does NicoBoard help keep you better informed regarding changes in your child's condition?

3
Does NicoBoard help you receive more consistent information during your child's NICU stay?

Parent Satisfaction: Ease of Use　　　nicolette

How easy is NicoBoard to use?

Difficult 0%

Moderate 18%

Easy 82%

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