

Improving quality of life for individuals with dementia.



britetrace.co Louisville KY

Software App Product Minority Founders Senior Citizens

LEAD INVESTOR



Garrett French Owner, CitationLabs.com

I doubled my initial investment in Brite Trace after a 30 minute call with Danten and Nolan. They're smart, passionate, energetic and have a clear road map towards improving care outcomes for patients with Alzheimer's. In short, Louisville NEEDS THESE GUYS to go big. And they have that rare combination of humility AND hunger that will make it happen. Lastly, they're committed to giving back to the Louisville startup ecosystem with advice, guidance and eventually investment. Trifecta! Go Brite Trace!

Invested \$10,000 this round

Highlights

- 1 🧠 Strong research team with 60+ years of experience.
- 2 📈 Projected to be cash flow positive by 2025 (not guaranteed).
- 3 🏆 Board includes Karla Jarvis, recipient of TODAY's number-one woman to follow award in 2020.
- 4 🏛️ Research team has been awarded over \$15 Million of grant funding for previous projects
- 5 🧑‍⚕️ CRO is a Certified Dementia Care Specialist
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- 6 🎓 Founders hold an Entrepreneurship MBA's from the University of Louisville - a top 35 MBA Program
- 7 💰 \$355B in the dementia care industry

Our Team



Danten Pica Co-Founder, CEO



Brandon Rice Co-Founder, CEO

A 24 year old serial entrepreneur who's purpose is to give back to the world. In 2021, I graduated from the University of Louisville through the Masters of Entrepreneurship program and became the first person in my family to earn their masters.

We chose this idea because of the current need to help people struggling with Dementia. Each member on our team has experienced a time in our life where we had to care with someone with Dementia. Our mission is to improve the emotional connection between families and their loved one so we can help make their caregiving process manageable.



Nolan Carrico Co-Founder, COO

Nolan graduated from UofL's Innovation MBA program in 2021, with a goal of making a positive difference. Doing so using his biology background, artistic sensibility, and past experiences with dementia to build products that provide a genuine impact.



Jeff Beaty CRO

Jeff has an EdD in health sciences and has been in the healthcare industry for 30+ years. He is also a Qualified Dementia Care Specialist who helps the team build a research driven product.



Jonathan Brown CTO

Jonathan graduated from the University of Kentucky's Global Scholar Program (2019). He has worked in Corporate Finance, Capital Management, IT Consulting, & Product. Most recently he was named to Cognizant's Rookie Consultant Of The Year list (2021).

Pitch





Addressing the Pain Points Brite Trace

 **Problem 1:**
Caregivers face Significant Challenges

Pain Points

- Difficulties in Coordinating Care
- Difficulties accessing caregiving information
- Desire to keep loved one in home
- Out of pocket expenses
- Stress, Anxiety, Stigma

Addressing the Pain Points Brite Trace

 **Problem 2:**
Dementia Care is Unpersonalized

Pain Points

- Generalized Care Recommendations
- Lack of "Patient Centered Care"
- Frequent Caregiver Turnover
- Residential Dementia Care is Expensive
- Fatigue and Depression

Brite Trace

How Memory Care Differs From Traditional Healthcare



Focus on **personalized care**

Care and planning around **likes, dislikes and personality**

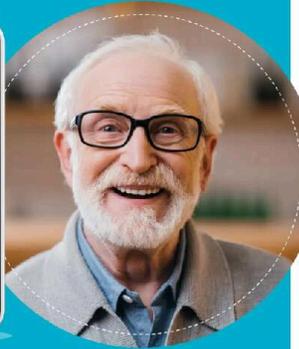
Improved care when common **problematic behaviors are identified**

Personalized memory and learning activities stimulate cognitive function

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Introducing: Brite Trace Caregiving

An unprecedented tool using a personalized profile that provides actionable insights to help caregivers connect with and help their loved one with Dementia



Brite Trace

Personalized Profile

Document your loved one's story, through our extensive questionnaire of over 60 unique questions.



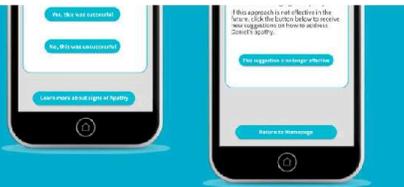
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Actionable Insights

- Guided suggestions to address individual Dementia symptoms based on information in the personal profile.



- Insights are interactive to capture effectiveness of suggestion
- Success checkpoints provide a record of effective strategies that help with future caregiving approaches.



Actionable Insights



Daniel has become apathetic since being unable to enjoy activities such as gardening.



Brite Trace knows about Daniel's current trends, strong relationship with his daughter, Sarah, and his passion for baking



Suggested to have Daniel bake a meal with his daughter, and suggest a new stage-appropriate hobby such as painting

Brite Trace

Brite Trace

PRODUCT FEATURES

 <p>Personalized Profiles</p> <p>Individualizing narratives and history</p>	 <p>Care Touchpoints</p> <p>For caregivers to document symptom progression</p>	 <p>Actionable Insights</p> <p>Leveraging data to improve suggested patient outcomes</p>	 <p>Digital Footprint</p> <p>Legacy creation through capturing memories and information</p>
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Supporting Features



- 1-10 scale mood tracking.
- Red, Yellow, Green Day scale.
- Daily Log tracking.
- Mood Tracker graphics.
- Combines Personalized Profile with Care Touch Points.
- Care coordination through shareable Personalized Profile.

Software Development/Management

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Wireframe / MVP
Validation & Usefulness



Secure
Privacy & Compliance

Certified
SOC 2 and
HIPAA compliant

Intuitive
Easy-to-use

Beautiful
Aesthetic appeal

Software Development Team



- Over 10 years of development experience, serving clients in North America and Latin America.
- Expertise in creating software solutions for hospitals, clinics, and medical centers, utilizing AI/ML functionality.
- Hosts in-house design and marketing teams, ensuring intuitive UI and an inviting user experience.



Software



Design



Marketing

Management Team

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Danten Rice, MBA
CEO

Partnership Development
Customer Engagement
Financial Management



Nolan Carrico, MBA
COO

Product Management
Business Development
Regulatory Policy



Jeff Beaty, D.H.Ed
CRO

Dementia Care Specialist
Research Management
Grant Funding Expertise



Jonathan Brown
CTO

Strategy Advisor
Brand Management
Sales Enablement

Advisory Board

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Linda Long
CEO, Green Spring Marketing

- Marketing Strategy
- Community Connections



Dan Murphy
Dir., Slingshot Ventures

- Software and App Development
- Go-to-Market Strategy



Karla Jarvis
MSN, FNP-C

- 25 Years in Healthcare
- Clinical Senior Care Experience



Package 1

Free

- Educational Center
- Creative Content
- Memory Storage
- Basic Profile Setup

Package 2

\$5

- Monthly Subscription
- Dementia Care Courses
- Advanced Profile Setup
- Product Training

Package 3

\$10

- Monthly Subscription
- Personalized Insights
- Digital Footprint
- Community Support

Growth Strategy

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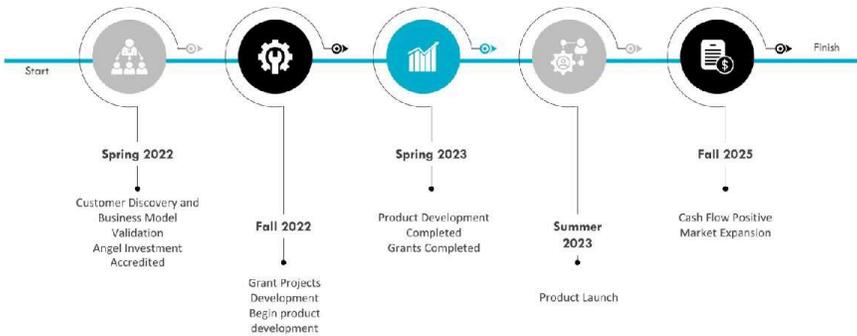


Business Development Customer Acquisition	Marketing & Sales Brand Awareness	Customer Service Retaining Customers	Product Development Staying Competitive
<ul style="list-style-type: none"> > Strategic Organization Partnerships (Ex. Trager) > Access to unique user bases & research experts 	<ul style="list-style-type: none"> > Targeted Social Media Marketing > Brand Creation > Industry Events 	<ul style="list-style-type: none"> > Dedicated customer care representatives > Customer Feedback System in place 	<ul style="list-style-type: none"> > Consumer product advisory board to drive consumer features > Continued collaboration with industry care experts

19

Milestones and Path Forward

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20

Forward looking projections cannot be guaranteed.

Financial Projections

Forward looking Projections can't be guaranteed

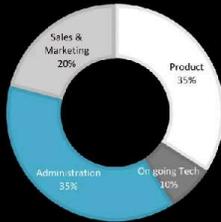
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	2023	2024	2025	2026	2027
B2C Subscriptions	5,562	15,453	46,358	92,716	185,431
Revenue (\$)	189,960	480,000	950,000	2,850,000	6,650,000
Operating Expenses (\$)	466,419	749,887	805,710	1,110,238	1,382,310
EBITDA (\$)	(276,459)	(269,887)	144,290	1,739,762	5,267,690
Net Income (\$)	(276,459)	(269,887)	144,290	1,213,865	3,160,614
Gross Margin %	-146%	-56%	15%	61%	79%

Use of Funds

Seed \$250K

Jan 2022/ 10% Equity



Expansion Strategy



Exit Strategy



LOUISVILLE HEALTHCARE
CEO COUNCIL

AGING^{2.0}



thank you

