![GOOD DOCTOR BAD DOCTOR]

health, without the headache.

Don't wait until you're in the room, to discover the quality of your care.

| Search by condition, specialty or doctor name | ◆ Houston, TX |

Top Rated Doctors on GDBD

Dr. Timothy Stitter	Aparna Kamat, MD	Angela Chen, MD	Bennet J. George, MD	Brittanie S. Morris ...
Orthopedic Surgery — 4.9	Gynecology — 5.0	Primary Care — 4.3	Interventional Cardiology — 5.0	Genetic Counselling — 4.8

INVEST IN **GOODDOCTORBADDOCTOR.COM**

Every life deserves quality care. Simplicity in finding care is our mission.

LEAD INVESTOR ⌄

Adam Aitken

I am excited to be backing Barry Howell and Chad Erickson and the creation of Good Doctor Bad Doctor. Their deep understanding of the field and unique approach to tackling industry challenges is truly impressive. I have no doubt that they will be successful in their endeavor and I am excited to be a part of the company's growth and future success through my investment. I highly recommend keeping an eye on this company as it is sure to make a significant impact in its industry.

Invested $142,000 this round

gooddoctorbaddoctor.com   Dallas Texas   [Technology] [Healthcare] [Service]

Highlights

1. ✅ There is no clear market leader in this $11.7B space

2. ✅ We solve a problem that too many experience. Finding a good doctor should be easy

3. ✅ Co-Founders have 35 years of combined healthcare experience leading multi-million dollar companies

4. ✅ Founders have the contacts and network to scale quickly

5. ✅ Founders participated in an Accelerator/Incubator for digital start-ups, GAN members

Our Team

Barry Howell   Cofounder

Featured in Forbes for cloud based business analytics which helped double the revenue for a healthcare company.

Chad Erickson   Cofounder

Successfully consulting hospitals, testing centers, and physician groups on business intelligence, process management, and key recruiting for the last 7 years.

Pitch

Every Life Deserves Quality Care

Medical Error and Hospital Infections = 20 Boeing 747's crashing every week!

As General Stanley McCrystal noted in his book Team of Teams:

"A new study published in September of 2013 asserts that the number of deaths due to medical error... would have put medical errors as the third-leading cause of death in the CDC's 2011 ranking.

If the estimated 100,000 deaths due to hospital acquired infections are included, this loss is **equal to twenty Boeing 747 airliners going down every week.**"

My Mother

This is Personal

2014

My Mom was scheduled for a 2 level lower back fusion when what she actually needed was a hip replacement.

2015

3 physicians in a row misdiagnosed my wife. She was finally diagnosed, but the treatments had significant side-effects and a long journey ahead.

My Wife

Why is it hard to find a Doc?

- There are many websites that have opinions of physicians online. Who can you trust?
- **81% of patients are consulting online reviews before they see a doctor, <u>however the best reviewed doctors are often the worst performing.</u>***
- Between Google, Facebook, Yelp, & others, how do you make an informed choice?

Dr. Evan Levine's 2014 paper in the Journal of the American Medical Association.*

This is <u>why</u> we created:

GOODDOCTOR BADDOCTOR.com

01	**FIND** - Opinions, Facts, Reviews and Endorsements
02	**FOLLOW**- Keep up with changes
03	**SHARE**- Support physicians you know and trust by reviewing them
04	**ENDORSE**- Doctors endorsing

What is the Market?

Healthcare Data and Listing Sites= $11B market

healthgrades · vitals · WebMD Care · Google

U.S.News & WORLD REPORT · embold HEALTH · sharecare

Zocdoc · SESAME · MD.com Find. Book. See. · f

Our Top 2 Competitors:

Google + f = **52% of all physician search traffic!**

Amount of Data	License Data	Amount of Reviews	Verified Reviews	Physician Endorsements	Scheduling?	Employer Support?
B	F	A+	C+	F	F	F

The Other Competitors:

SESAME **MD.com** Find. Book. See.

U.S.News &WORLD REPORT **WebMD Care** **healthgrades.** **vitals** **Zocdoc**

Amount of Data	License Data	Amount of Reviews	Verified Reviews	Physician Endorsements	Scheduling?	Employer Support?
B	F	B-	B-	F	A-	F

Insurance, Brokers, & Large Employer Focused:

embold HEALTH **sharecare**

Amount of Data	License Data	Amount of Reviews	Verified Reviews	Physician Endorsements	Scheduling?	Employer Support?
A	F	B+	A	F	F	A

How do we compare?

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Amount of Data	License Data	Amount of Reviews	Verified Reviews	Physician Endorsements	Scheduling?	Employer Support?
A	A	A	A	A	A	A

Our Target Market:

INITIAL TARGET MARKET IS:
- **WOMEN BETWEEN 27-57 IN TOP EARNING ZIPCODES**
- **MARKETS BETWEEN 100K-500K POPULATION**

About 26% of the U.S. is receiving care or seeking care

Way TOO BIG to start with

Women between 27- 55 make most of the medical decisions in the U.S.

Still too Big to start with

Just Right!

Freemium Model:

For a limited time, patients can see for free:
-physician social scores

Revenue Models:

Patient Subscriptions	Patient Enterprise

Projected CAC- $40.33

- contact info for doctors
- one detailed report

- Projected CAC- $10.33
- $20 annually
- CLV- $40
- Est Profit $30

- Projected CAC $0.05
- CLV $3.00 x 10k to $3.4 mil.
- Est Profit $25k to $9.6 mil.

Doctor Subscriptions

- Projected CAC $50.75
- $500 annually
- CLV $1500
- Est Profit $1450

Doctor Enterprise

- Projected CAC $15.00
- CLV $3000
- Est Profit $2985

CAC: Customer Acquisition Cost

CLV: Customer Lifetime Value

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*Forward-looking projections can't be guaranteed.

Active Discussions:

BlueCross BlueShield of Texas

United Healthcare

★ TEXAS BEST DOCTORS 2023

Phase 1:

www.texasbestdocs.com

Phase 2:

www.texasbesthospitals.com

★ TEXAS BEST HOSPITALS 2023

Powered by: **GOOD**DOCTOR **BAD**DOCTOR.com

Powered by: GoodHospital BadHospital.com BETTER DATA • BETTER CHOICES

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REVENUE

$395K

COST

$302K

CHART SUMMARY
Cost vs Revenue

PRE-SEED REV GOAL
Pre-Seed projections are focused on patient user acquisition.

COST- DEV/MARKETING
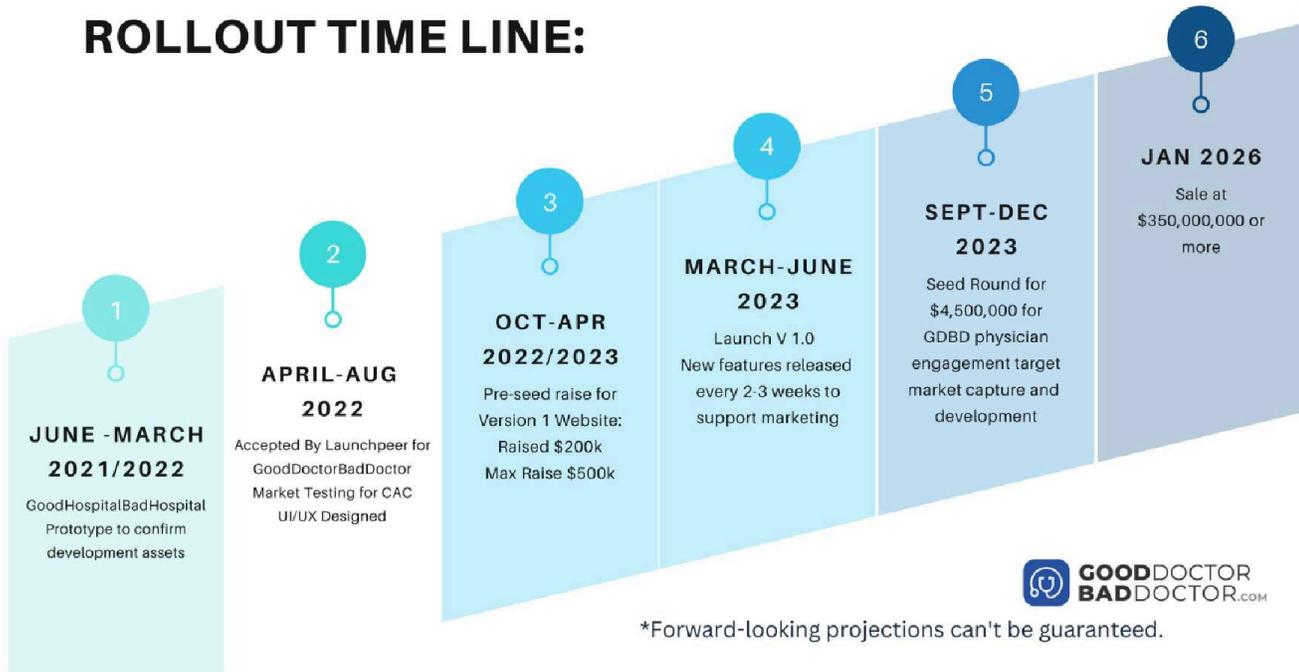Pre-seed cost for the development, management, and marketing

250

200				
150				
100				
50				
0				
Q4-2022	Q1- 2023	Q2- 2023	Q3- 2023	Q4-2023

Pre-Seed .... Seed
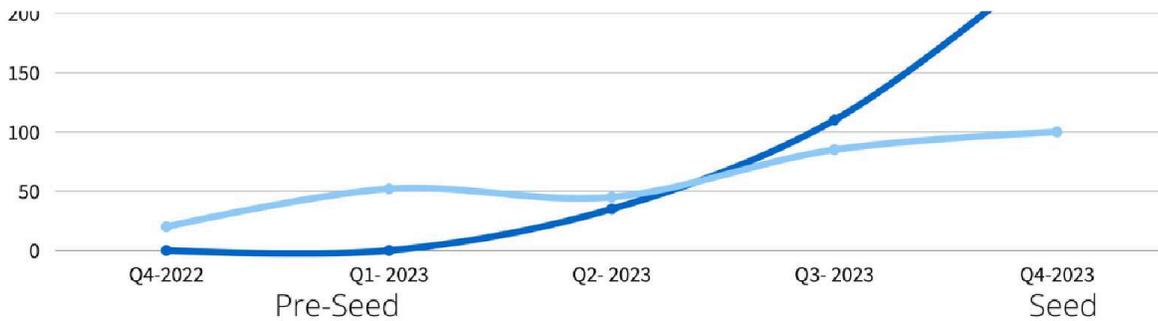
*Forward-looking projections can't be guaranteed.

ROLLOUT TIME LINE:

1

JUNE - MARCH 2021/2022

GoodHospitalBadHospital Prototype to confirm development assets

2

APRIL-AUG 2022

Accepted By Launchpeer for GoodDoctorBadDoctor Market Testing for CAC UI/UX Designed

3

OCT-APR 2022/2023

Pre-seed raise for Version 1 Website: Raised $200k Max Raise $500k

4

MARCH-JUNE 2023

Launch V 1.0 New features released every 2-3 weeks to support marketing

5

SEPT-DEC 2023

Seed Round for $4,500,000 for GDBD physician engagement target market capture and development

6

JAN 2026

Sale at $350,000,000 or more

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A Proven Growth Team

Our team has generated over $247 million in sales.

Run 4,000+ growth experiments launched across the funnel.

Strategized and managed $30m+ in ad spend.

Innovation, Acceleration, and Funding		
SHARK TANK	$100M+ in Funding	2x in Exits by Private Equity Companies

Accelerators, Mentorships, Programs			
techstars_	UNIVERSITY of WASHINGTON	SEPHORA ACCELERATOR	wework labs

Thought Leadership				
amazon BESTSELLER	GrowthHackers Experiments	in LEARNING with Lynda.com CONTENT	GA GENERAL ASSEMBLY	ûdemy

Technical Partners				
Google Optimize	Google Analytics	facebook Marketing Partner	Google Partner	Optimizely

How Do We Unlock Growth?

PHASE 1: Foundation & Validation   PHASE 2: Test & Scale

Stand Out from the Crowd
MARKET POSITION

- Competitive Analysis
- 360 Degree View of Customer
- Unique Value Proposition Magic Moments
- GTM Options

Grow Profitably
GROWTH STRATEGY

- Flagship Products or Categories
- Unit Economics (CAC & LTV)
- Understand Business Health: Returns, Churn, NPS
- 12 Month Plan (Peaks & Troughs)

Scale
ROI-FOCUSED GROWTH TESTS

- 12 Month Growth Roadmap
- Growth Sprints
- ROI-focused Experiments Across Ads, Email & the Website
- Ongoing Customer Insights & Research

Remarkable User Experience
OPTIMIZE FUNNEL

- CRO Assessment
- Site Optimization for New Visitors
- Qualitative & Quant. Analysis
- Elevate Brand
- Landing Page Design

Keep Them Coming Back
GROWTH CHANNELS

- Ad Creative that Converts
- Social Ad Strategy
- Paid Search Strategy
- Email Automation & Newsletters
- SMS Strategy

Growth Process

How Your First 12 Weeks Will Look
Test + Learn

CRO TASKS	CRO DELIVERABLES	TASK OWNER?	SPRINT CYCLE 1			SPRINT CYCLE 2			SPRINT CYCLE 3			SPRINT CYCLE 4		
			WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9	WEEK 10	WEEK 11	WEEK 12
	Growth Plan and Kickoff													
1.1	Kickoff Call													
1.2	Tool Access													
1.3	Platform Configuration													
1.4	CRO Strategy and Stakeholder Interview													
1.5	Testing Velocity and Duration													
1.5	Heuristic Analysis													
	Content Strategy Framework and Research													
2.1	Competitive Factors Matrix													
2.2	Competitive Content Analysis													
2.3	Value Elements Hierarchy													
2.4	Value Proposition Framework													
2.4	Copywriting Strategy													
	Conversion Research													
3.1	Quantitative Research													
3.2	Heatmap and Scrollmaps													
3.3	Session Recordings													
3.4	Form Analytics													
3.5	User Testing													
3.6	Exit Intent Polling													
3.7	Post Conversion Survey													
	Testing Projected Timelines													
4.1	Initial Test Plan													
4.1	Launch Test 1													
4.2	Launch Test 2													
4.3	Launch Test 3													
4.4	Launch Test 4													
4.5	Launch Test 5 - 12													

*Forward-looking projections can't be guaranteed.

Not Your Average Startup

-Global Accelerator Network Certified

-Only 12% of our round of applications were accepted

-Now part of the Marrow Global Community of Innovation Startups

GAN® **GSSN**

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Barry Howell, MBA, FACMPE, FACHE

Co-Founder, 12 yrs of double digit healthcare growth, digital domination of Orthopedics

Chad Erickson, Healthcare BI, Agile Dev.

Co-Founder, Oracle BI design, Power BI design, Healthcare Marketing/ Site design.

Keifer Le Moigne, Product Manager

PepsiCo, Shopify, Led the design and development of the 1st iteration of social media app used by 100,000 users in the first 24 hours. Roadmap/Execution

Adam Aitken, Technical Advisor

Founder of A2C, EVP and Portfolio Manager of KKR's Therapy Brands, Accomplished Founder, Developer, and Advisor. Private Equity

Greg Johnson, FACHE Health Systems Advisor, Executive Coach

The Founder of Tandem Ventures, Executive Coach, Methodist Health, Deloitte, Doctors on Demand, and Several years of Advisory.

Mark Faselle, Insurance Advisor

Friend to everyone, with decades of experience working with payers in healthcare, Mark knows the industry and is an advocate for Insurance

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Meet Our Team

GoodHospital® **BadHospital**.com
BETTER DATA • BETTER CHOICES

Experience Matters

BaylorScott&White
SURGICAL HOSPITAL
FORT WORTH
joint ownership with physicians

AOA ORTHOPEDIC SPECIALISTS

BaylorScott&White
ORTHOPEDIC AND SPINE HOSPITAL
ARLINGTON
joint ownership with physicians

MERRITT HAWKINS
an AMN Healthcare company

ORACLE

TEXAS BACK INSTITUTE 45TH ANNIVERSARY

Texas Health
Presbyterian Hospital
FLOWER MOUND

FORT WORTH
BRAIN & SPINE
INSTITUTE, LLP

LINCARE

GOODDOCTOR
BADDOCTOR.com

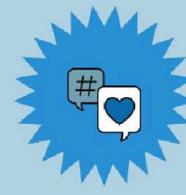---

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Invest now through the WeFunder platform

Referrals -
Who do you know that needs to hear about this?

Timing-
You can say that you were on the ground floor

Support-
-Post online
-LinkedIn
-Facebook
-Instagram
-Wefunder

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Join us in our campaign for quality and simplicity in Healthcare for everyone

Reach out to us for more information, or visit our website and invest online.

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WEFUNDER

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