



# HealthEffect

Collaborate. Innovate. Cure.

HealthEffect is a **Healthcare-specific marketplace**.  
Where a global **community collaborates**.  
To bring **medical innovations to market**.

We're on a mission

**TO IMPROVE**

**THE HEALTH**

**OF THE WORLD**

We are **HEALTHEFFECT**.

*Over the past decade  
we've seen extraordinary advances in*

# HEALTHCARE INNOVATION

.....

With many patients benefiting  
and much money being made.

But it's not a perfect system.  
Innovation is slow, fragmented and expensive.

## TRILLIONS

of dollars have been spent



## BILLIONS

of dollars have been made



## MILLIONS

of people still suffer from the incurable illnesses that  
plague our world.



**WE  
NEED**

to *change this culture.*  
to *advance health innovations* quicker.  
to *solve problems, together.*

We're on a mission

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We are **HEALTHEREFFECT.**

HealthEffect is a **Healthcare-specific marketplace.**  
Where a **global community collaborates.**  
To bring **medical innovations to market.**  
And improve **the health of the world.**

## SO WHAT'S THE PROBLEM?

# 3% SUCCEEDED

3% of medical innovations reach the point of revenue and adoption.

# 97% FAIL

The **3%** of Innovation Successes have produced **\$300 Billion** of value globally in the last decade!

Imagine the **massive value** hiding in the **97%** of Innovation failures.

## WHY?

- Healthcare innovation happens in stagnated silos, with little collaboration.
- The cost has skyrocketed.
- The pipeline to market is long and fragmented.
- Medical startups don't have access to the expertise and funding to break through.

## 97% THINK ABOUT IT...

How many **GREAT INNOVATIONS** have we lost?

What if **MEDICAL INNOVATIONS** advanced quicker?

How many **DISEASES** could we cure?

How many **LIVES HAVE WE LOST** without them?

**By innovating faster.**  
**With better access to stakeholders who can help.**

How many **LIVES** could we save?

## WE ARE

A platform where **global knowledge** is leveraged.  
Where **collaborative networks** are curated.  
Where we can **solve problems** in Healthcare, together.



# THE WEB IS EVOLVING

### WEB 1.0

Brought commerce and communication.

### WEB 2.0

Connected us socially.

### WEB 3.0

Will enable the solving of real human problems, online.

## HEALTHEFFECT IS A WEB 3.0 SOLUTION

# HOW DOES OUR TECHNOLOGY WORK?

We've combined **Talent Marketplaces**, **Collaboration Platforms**, and **Crowdfunding Portals** into a single platform and wrapped it in an **Accelerator Model**.



**TALENT MARKETPLACES**  
Match freelancers with people who need help.



Is a talent marketplace. They're top-notch in transacting business. *Over \$900M transacted!*



**COLLABORATION PLATFORMS**  
Provide a forum for sharing ideas to solve problems.



Is a collaboration platform. They're experts at tapping the crowd. *355,000 people from 200 countries!*



**CROWDFUNDING PORTALS**  
Allow individuals to invest in startup companies for equity.



Is an equity crowdfunding platform. They're great at investor acquisition. *Over 12,000 accredited investors!*



**BUSINESS ACCELERATORS**  
Create stability, guidance and momentum through a company's lifecycle.



Is a seed accelerator. They're highly successful at advancing companies. *Portfolio worth \$65 Billion!*

# OUR TECHNOLOGY PROVIDES



**A REAL-TIME COLLABORATION SPACE**

Enabling quicker, faster communication!



**SYNCHRONOUS ENGAGEMENT OF THE CROWD**

Enabling broader, more diverse problem solving!



**THE EXCHANGE OF CASH AND EQUITY**

Tying compensation to successful Innovation!

# OUR TECHNOLOGY CAN



**IDENTIFY & GROUP SMART PEOPLE FROM ALL OVER THE WORLD**

Even if they're not registered users!



**CURATE & MATCH THEM FASTER & BETTER**

Even if they've never heard of us!



**AUTOMATICALLY LEARN FROM THEIR BEHAVIOR**

Even if they don't tell us a thing!

# THE RESULT



We're an online accelerator tailored for Healthcare. That leverages the best "Web 3.0" technologies.

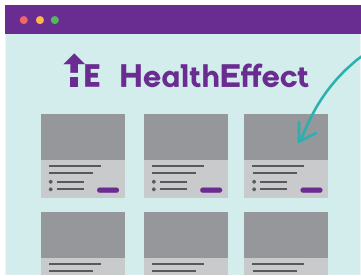


We bring a diverse community of Healthcare stakeholders together



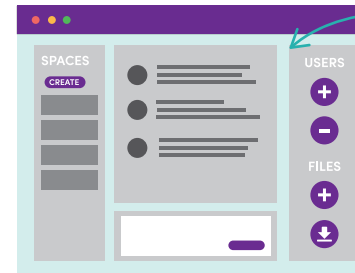
We help Health Innovations make progress quicker.

# PRODUCT TOUR



## POST A PROJECT

Medical Innovators post projects on HealthEffect. These projects contain specific Advice Requests in which a crowd of Healthcare Influencers can participate.

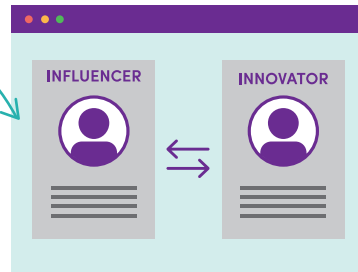


## COLLABORATION SPACE

The Collaboration Space provides real-time communication tools such as multi-party video conferencing and screen sharing. Additional Influencers can be invited to join at any time.

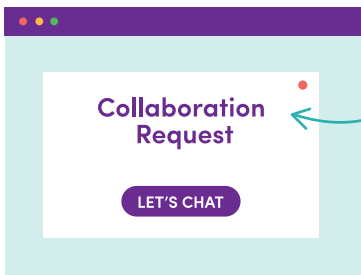
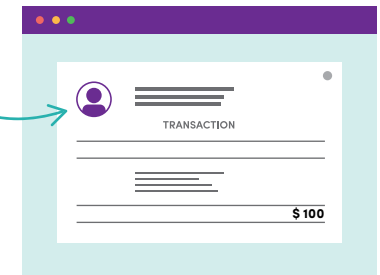
## DISCOVER AND MATCH

Influencers and Innovators can discover one another or are matched automatically based on common interests and skills.



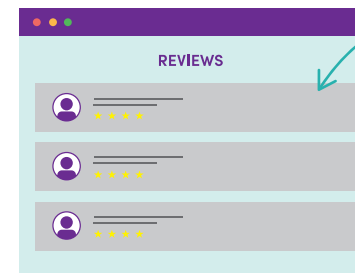
## CLEAR TRANSACTIONS

When the Innovator closes the collaboration, any associated transactions of cash or equity are settled and Influencers receive compensation.



## COLLABORATION REQUEST

The Healthcare Influencer sends a Collaboration Request to the Medical Innovator, indicating which skills he or she can add to the project. Innovators may also send invitations to Influencers.

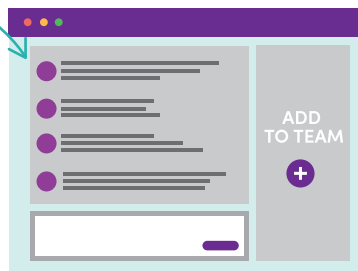


## EVALUATE & REVIEW

Closing a collaboration also triggers a system of user reviews, where each collaborating party can evaluate one another. These reviews build a foundation of trust and transparency and are used to rank the influence of members within the community.

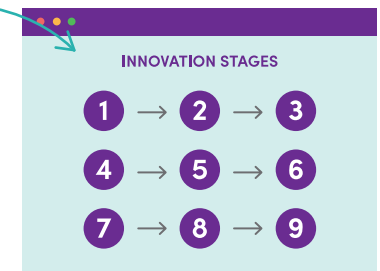
## DISCUSS TERMS

The Innovator and Influencer discuss the terms of their potential collaboration, which may include compensation in cash or equity. When an agreement is reached, the Influencer is added to the Project Team.



## ADVANCE INNOVATION

Innovators advance through various innovation stages as they build their company and move through the entrepreneurial lifecycle.



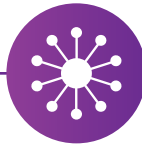
# PROPRIETARY GRAPH COMPUTING

## ENTER SEARCH CRITERIA



Medical Innovators can hone in on a Healthcare Influencer with very specific expertise by entering search terms that relate to the Influencer's fields of expertise, practice or research areas, educational experience, and even publications.

## VIEW INFLUENCER "CLUSTERS"



Influencers are grouped into clusters by relevance. Each cluster represents a common association shared by members of the group. For example, each cluster may represent a different university where experts might have studied or worked together on a project.

## SELECT AN INFLUENCER



Innovators can select a particular Influencer to see the details of how and why that person is related to a given cluster of experts.

## INVITE TO JOIN AND COLLABORATE



When a relevant Influencer is located, he or she can be invited to join the Innovator's project on HealthEffect. Invitations can be sent individually, or to all members of the Influencer's cluster. Using this technology, highly-effective project teams can be built by the Innovator.



# WHO ARE OUR HEALTHCARE INFLUENCERS?

## STAKEHOLDERS

Across the Healthcare spectrum and thought-leaders from all business disciplines

## PAYERS

Government and commercial health plan executives

## HEALTHCARE PROVIDERS

Physicians, hospitals, ancillary providers

## SERVICE PROVIDERS

Accountants, lawyers, consultants

## ENABLERS

Research and development tools and technologies

## COMPANY EXECUTIVES

Biopharma, Medical Device, Digital Health, Health IT

## ACADEMICS

Scientists and researchers

## WHO ARE OUR MEDICAL INNOVATORS?

Medical companies at any stage from ideation, to proof of concept, to market entry, to revenue-stage, to liquidity and beyond.

## MARKET SIZE

INNOVATORS:	INFLUENCERS:	TOTAL MARKET SIZE:
<b>38,527,062</b>	<b>60,539,202</b>	<b>99,066,264</b>

# INNOVATION STAGES

## 1 PRE LAUNCH

### Check your systems, fuel up and strap in.

You are preparing to start your company, or may have just started one. Your main focus is planning for your new business or obtaining customers and delivering a product or service to them. Your main strategy is simply to remain alive.

## 2 BLAST OFF

### All systems are “go” and you’re ready for lift off.

You have demonstrated that you have a workable business. You have customers and your products or services provide enough satisfaction to keep them. Your focus shifts from survival to the relationship between revenues and expenses.

## 3 IN FLIGHT

### Now that you’re soaring, where to next?

You have stabilized your company and you’re gathering resources for growth. You may be ready to apply revenues, cash reserves or the established borrowing power of your company toward financing growth.

## 4 ACCELERATE

### Activate your boosters and burn some fuel.

You’re starting to grow rapidly and finance that growth. You must delegate responsibility to others to improve the managerial effectiveness of your fast growing and increasingly complex enterprise. Both operational and strategic planning are being done and involve specific managers.

## 5 STRATOSPHERE

### Rise above, to infinity and beyond.

You have arrived. Your company has the advantages of size, financial resources, and managerial talent. If you can preserve its entrepreneurial spirit, your company will be a formidable force in the market. You may be considering a liquidity event such as a merger, sale or IPO.

## OUR REVENUE MODEL

### WE MAKE MONEY WHEN WE:

- Curate and match Healthcare Influencers with Medical Innovators
- Enable the transaction of cash and equity around project collaboration
- Participate in the future liquidity events of our Innovators
- Repeat this formula throughout the lifecycle of the company



### IN ADDITION

We'll start a HealthEffect fund to actively invest in our Innovators alongside our crowd of Influencers and investors

## OUR MARKET ENTRY PLAN

### FIRST

We'll launch our Beta platform and rapidly incorporate beta-tester feedback.

### SOON

We'll expand regions and revenue lines to new geographies, users and sources of income.

### THEN

We'll penetrate the New York & Israel markets with our affiliated Healthcare groups as a set of pilot users.

### LATER

We'll establish the HealthEffect Fund and cultivate venture and private equity assets.

## OUR HUMAN CAPITAL

### DR. RONNIE A. HERSHMAN

**Cofounder & CEO**  
Board Certified  
Cardiologist &  
Active Angel Investor  
CEO, CLiHealth

### DR. X FACTOR

**Chairman, Board of Directors**  
Pioneer in digital  
health innovation

### ELLIOT KOTEK

**Board Member & Advisor**  
Cofounder, Not  
Impossible Labs  
Winner of SXSW  
Innovation Awards

### BUNNY ELLERIN

**Community Curation**  
Cofounder, NYC Health  
Business Leaders  
CEO, Ellerin  
Health Media  
Founder, Harvard  
Business School  
Healthcare Alumni  
Association

### JOSEPH BARISONZI

**Securities-Based Crowdfunding**  
Cofounder & CEO,  
CommunityLeader  
International  
Cofounder, CLiHealth

### OMRI REGEV

**Technology & Web Development**  
HealthEffect  
Technical  
Lead

### MICHAEL LACHAR

**Product Development**  
HealthEffect Project  
Leader

**INVESTORS**  
PLEASE CONTACT US TO REQUEST  
OUR INVESTOR PACKAGE.

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[healtheffect.com](http://healtheffect.com)



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