



Pitch Deck 2024



What is it?

Redapple is a web-based and mobile native application (SaaS) that is changing the way people match, connect, and engage with healthcare providers.

Our focus is on mental health, amongst ten different types of healthcare providers. Recent data shows over 70 percent of telehealth visits are for mental health conditions.

World Bank and WHO: Half the world lacks access to essential health services, 100 million still pushed into extreme poverty because of health expenses.

The inability of healthcare providers to meet the demand for treatment, leads to untreated cases and negative patient outcomes.

Our proprietary, secure and HIPAA compliant mobile app and website with telehealth and journaling capabilities enables healthcare providers to match, connect, and engage patients more efficiently increasing access to quality healthcare and better outcomes.

Opportunity

\$1.2
Billion

Total Addressable Market

1.2 million private
practice HCPs x
\$1000/yr

\$800
Million

Serviceable Addressable Market

66% of HCPs use
digital tools

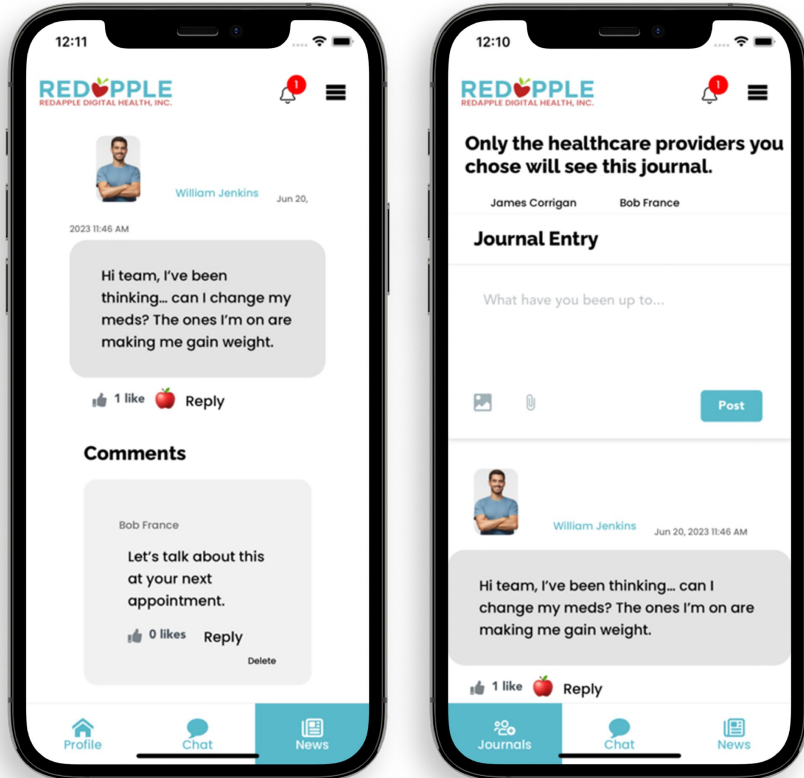
\$80
Million

Serviceable Obtainable Market

10% of SAM

Product

Full-featured HIPAA compliant telehealth mobile and web-based application free to patients and fee-based subscription for healthcare providers



- **A more complete picture of patient thinking and behavior.**
- **Patients benefit from expressive writing and “posting” gaining insight into their condition.**
- **Improved availability of help at the time of need.**
- **Redapple has a patent pending**
- **The app is translated completely into Spanish to serve the Latinx community.**

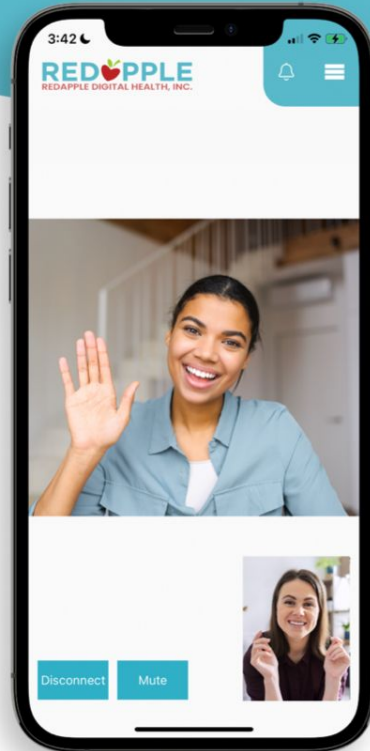
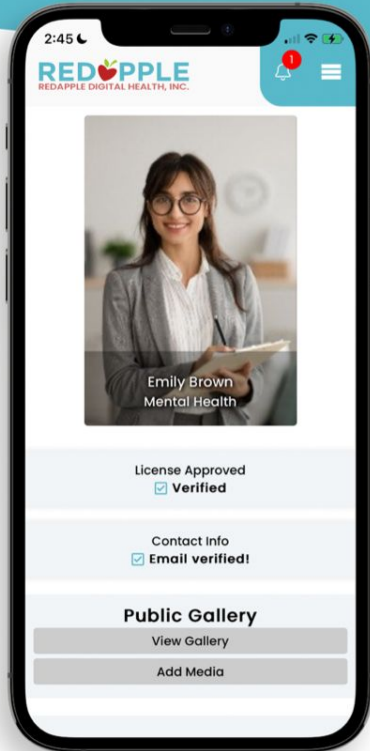
Product features

Provider Dashboard Provider

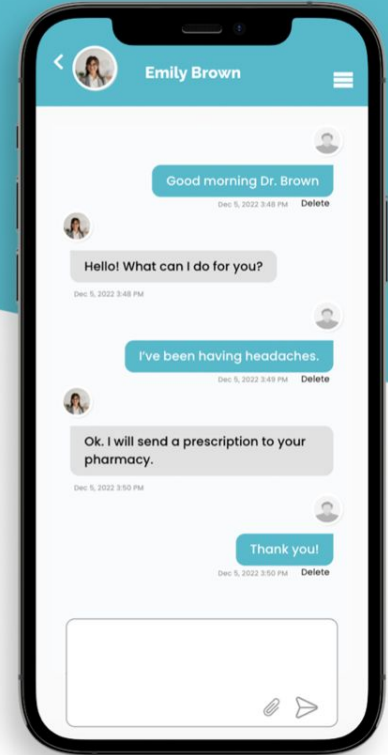
Speak with an expert using secure video chat

Healthcare providers for all your needs

Secure chat / messaging

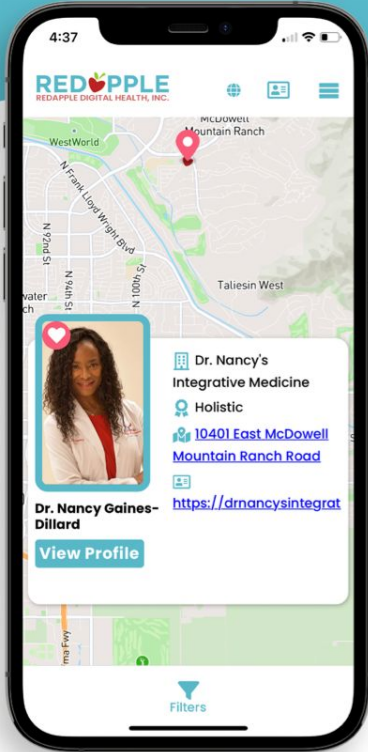


- **Chiropractors**
- **Doctors**
- **Nutritionists**
- **Fitness Trainers**
- **Nurse Practitioners**
- **Dentists**
- **Home Health**
- **Mental Health Pros**
- **Physical Therapists**
- **Health Coaches**

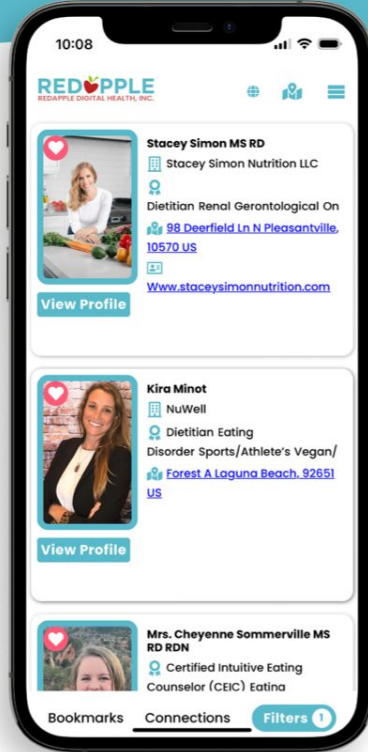


Product features

Telehealth for providers and patients



Getting started is easy!



Use our telehealth features...

Providers

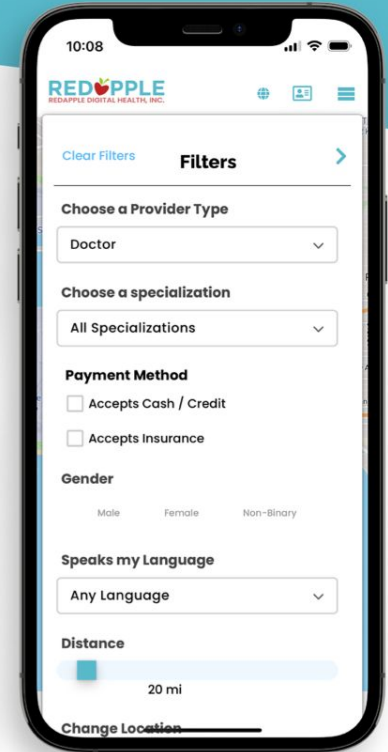
- Free Profile Page
- Messaging
- Virtual Waiting Room
- Connects with your calendar
- Note taking

Patients

- Find your ideal providers
- View availability
- Request appointments
- Receive reminders
- Send messages
- Connect with video

REDAPPLE
REDAPPLE DIGITAL HEALTH, INC.

Match with providers based on preferences



Our customers are private practice healthcare providers who want to build a digital-first practice and work with patients remotely mostly through journal review subscriptions.



Chiropractors



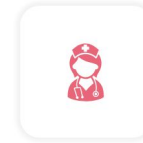
Dentists



Nutritionists



Home Health



Nurse
Practitioners



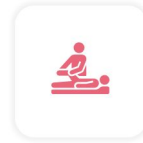
Doctors



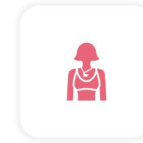
Fitness Trainers



Mental Health
Pros



Physical
Therapists



Health Coaches

We are looking for early adopters who are open to at least supplementing their practice with journal review services.

General Population (Patients)

In 2021, The CDC reported that the percentage of adults who used telemedicine increased with age, from 29.4% among adults aged 18–29 to 43.3% among adults aged 65 and over.



Individuals

undergoing therapy: Patients who are currently engaged in therapy or counseling find Redapple Digital Health valuable for supplementing their treatment. The platform's expressive writing features and secure communication tools can enhance the therapeutic process and support ongoing recovery efforts.



Patients managing

chronic conditions: Individuals living with chronic health conditions, such as anxiety disorders, depression, PTSD, or chronic pain, can benefit from using Redapple to track their symptoms, document their experiences, and communicate with their healthcare providers. The platform's accessibility and privacy make it well-suited for managing long-term health challenges.



Caregivers and

support members: Redapple can also benefit caregivers and support network members who play a role in a patient's healthcare journey. These individuals may use the platform to stay informed about the patient's progress, provide encouragement and support, and communicate with the patient's healthcare team as needed.

Competition



Valuation: \$2.6B (1)

Valuation: \$189M (2)

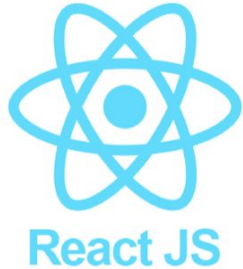
Owned by Teladoc,
Valuation: N/A

Valuation: \$2.5B (3)

	REDAPPLE	Zocdoc	simplepractice	betterhelp	Teladoc
Standard Telehealth Features: Video, Chat, Scheduling, Note-taking, Billing.	✓	✓	✓	✓	✓
Match, Connect, & Engage all on one platform.	✓	✗	✗	✓	✓
Ten different types of healthcare providers	✓	✓	✓	✗	✗
Social-media-like private patient journals	✓	✗	✗	✗	✗
Enables subscriptions for journal review services	✓	✗	✗	✗	✗
Internationalization built in - available in Spanish.	✓	✗	✗	✗	✗

(1) <https://notice.co/c/zocdoc> (2) <https://getlatka.com/companies/simple-practice> (3) <https://stockanalysis.com/stocks/tdoc/market-cap/>

Technology Stack / Business Associates



Redapple is using a modern tech-stack

Business Model

Patients Plan Free

Includes:

- Matching pages
- Manage connections
- Schedule appointments
- Chat, voice, file transfer,
- Virtual visits
- Private audience journals

Provider Plan \$100/month

Includes:

- Online profile
- Manage connections
- Set appointment availability
- Chat, voice, file transfer,
- Virtual visits
- Collect reviews

Provider Plan \$1000/year

Includes:

- All provider plan features
- Priority placement
- Social media promotion

Plus, 5% transaction fee for provider billing packages and subscriptions e.g. Journal Review Service.

Progress to date



Our app is built and on the App Stores (and on web)

155+

Healthcare providers signed up on our platform

261+

Patients signed up on our platform

2,000+

Social media followers

5+

Expert developers recruited

300

Community of over 300 patients and providers



HIPAA Compliance achieved and maintained



Our App is translated completely into Spanish

Early Interest from



Orange County Marriage and Family Therapists

Marketing Plan

Digital Marketing

Consumers & Healthcare Providers

- Paid digital ads
- Organic social media

Facebook



Instagram



Linkedin



Google Ads



YouTube Ads



Sales Channels

Healthcare Providers

- Sponsorship of OC-CAMFT monthly events, luncheons, & meetups.
- Direct outreach with each member of the OC-CAMFT therapist community.

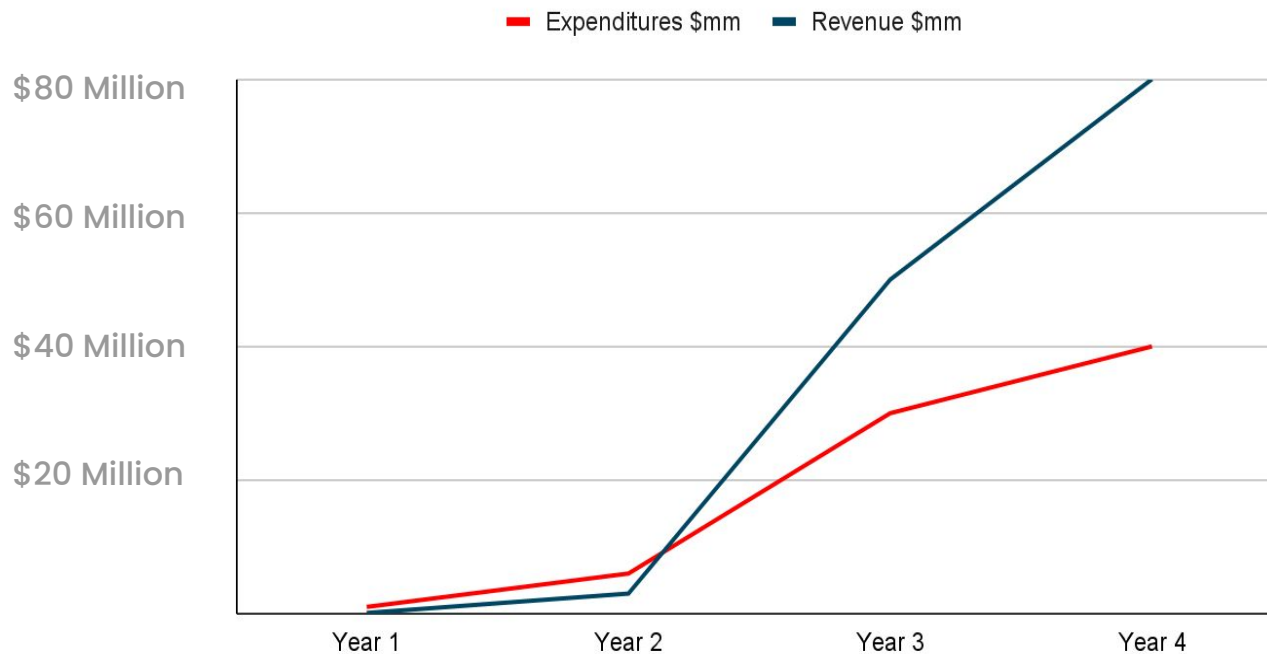


(Orange County Chapter of Marriage & Family Therapists)



Financials

Sustainable Organic Growth in Millions



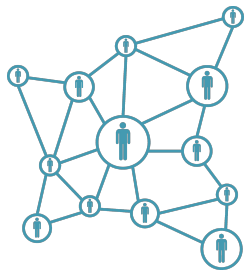
We aim to achieve profitability in year two.

Value Proposition

For Investors

\$200M valuation

at 5,000 healthcare providers



Redapple offers a great investment opportunity with potential for greater than 10x returns

For healthcare providers

1. Healthcare providers will be able to attract new patients and earn more. A flat fee of \$100 can be recouped in a few appointments and the rest is value added income.
2. Healthcare providers will be able to enhance their communication and follow-ups digitally for better patient outcomes.
3. Healthcare providers will earn more by intra-app referrals by patients and well as by other providers.

For general population

1. Eliminate the hassle of going through listing services
2. Timely access to a provider
3. Ability to journal and connect in-between appointments

Ask

Raising \$1M

as an additional seed capital.

~\$2M raised so far from founders, family, and friends (pre-seed round)

Company valuation is negotiable.

- ✓ Marketing and advertising
- ✓ Preparing the company for the next offering > \$10 million dollars
- ✓ Achieve operational profitability within 2 years
- ✓ Subscribe 2,000 healthcare providers In 1st year
- ✓ Targeting \$1M revenue within 1 year
- ✓ Expand domestically and globally

Team



Asad Zaidi

Founder & CEO

Asad Zaidi's expertise is in biomedical and in-vitro diagnostic device development, patenting, regulatory affairs, marketing and commercialization. Asad Co-founded Epinex Diagnostics, Inc. and has been president and CEO since 2002.



Buck Mower

CTO, Co-founder

Buck Mower is a USC alumnus and a senior level software engineer. He is a former employee at WebMD. He got his start working at Intuit TurboTax where he worked with the product and marketing teams. He is a software development expert leading the technical direction for the team.



Alex Monita

Cross-Platform developer

Alex Monita is a Cross-Platform Developer and Cloud Systems Engineer. Proficient in various technologies. He excels in crafting and creating digital experiences.



Sharani Colombage

Software QA Engineer

Sharani Colombage is an expert at identifying potential software QA issues and implementing effective testing strategies. She plays a crucial role in ensuring that our app functions seamlessly, securely, and meets the highest quality standards.



Umer Aqeel

Product Manager

Umer Aqeel is a dynamic product manager with a proven track record of driving innovation, maximizing ROI, and delivering exceptional user experience. Expertise in market analysis, product strategy, and cross-functional team leadership. Passionate about leveraging technology to solve real-world problems and exceed customer expectations.



Eric Lazar

Graphic & UI/UX Designer

Eric Lazar has spent his professional career helping brands craft compelling designs, and marketing materials. His focus is on enhancing the user experience, and visually communicating a brand's story and services. He also has a background in video and photo editing that bring extra life to the Redapple experience.

Thank You

We look forward to discussing this seed investment opportunity with you.



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