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SO YOU ARE NOT ALONE

BEFORE

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Investment Highlights

We are raising a \$1M Seed Round on a SAFE Note to launch our patient advocacy platform in the US market

- Market Trends**
 - Consumer confusion and financial anxiety
 - Healthcare workforce shortages/turnover and quality issues
 - Big work (20% growth)
 - Global caregiving
- Company Traction**
 - Acquired by target marketing organization for professional health advocates
 - Assembled comprehensive team with extensive industry experience
 - Offering emerging market for advocates and care managers
 - Secured \$120 per month in advance membership and training revenue
- Strategic Priorities** (12-month targets)
 - Expand marketplace to encompass 100+ providers
 - Develop 1.0 strategic partnership
 - Recruit 100+ full-time advocates and support staff
 - Expand algorithm to help advocates with advance and non-advance membership

Mission

To level the playing field for consumers by connecting them with the experts and resources they need to navigate the healthcare system successfully

Traction

"I am so thankful for my advocate's help and saved thousands of dollars across several bills... I will soon be medically debt free with her help, which is a wonderful feeling!"

Membership <ul style="list-style-type: none">1st cohort: 100+ advocates2nd cohort: 100+ advocates3rd cohort: 100+ advocates	Revenue <ul style="list-style-type: none">1st cohort: \$120 x 100 = \$12,0002nd cohort: \$120 x 100 = \$12,0003rd cohort: \$120 x 100 = \$12,000	Key Metrics <ul style="list-style-type: none">1st cohort: 100+ advocates2nd cohort: 100+ advocates3rd cohort: 100+ advocates
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Problem

Patients are overwhelmed and uninformed on how to navigate the healthcare system and lack awareness about advocate availability



Why now?

Patients fed up with unsustainable healthcare costs and system complexity PLUS burnt out healthcare workforce are ready for flexible, meaningful work

- Four in ten U.S. adults have delayed or skipped medical care in the last year due to cost?
- Patients with lower health insurance literacy are more likely to avoid care?
- Half of all nurses are considering leaving the profession, and 17% have a side gig?

Solution

Our AI automation will connect patients with expert health advocates/navigators and other resources to help them navigate their healthcare journey and make both stakeholders more efficient

- Tech-enabled platform
- Matching algorithm connects patients with professional advocates/navigators and other clinical/financial resources
- Seamless integration of automation and human interaction

Addressable Market

Patient advocacy sits at the intersection of care and disease management, patient engagement, personalized services, and wellness



Competitive Landscape

No other provider offers a marketplace that directly matches patients with healthcare advocates or provides advocate training/writing

	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare	Healthcare
Healthcare	Yes	Yes	Yes	Yes	Yes	Yes
Healthcare	Yes	Yes	Yes	Yes	Yes	Yes
Healthcare	Yes	Yes	Yes	Yes	Yes	Yes
Healthcare	Yes	Yes	Yes	Yes	Yes	Yes
Healthcare	Yes	Yes	Yes	Yes	Yes	Yes
Healthcare	Yes	Yes	Yes	Yes	Yes	Yes

How it works

Our platform combines automation (matching algorithm, smart triage tools) and human interaction to connect each patient to the right advocate



Value Proposition

We are an authoritative voice for consumers and advocates and a catalyst for better healthcare outcomes

- Single platform for people who need healthcare assistance
- Support provided on the type of help that might be needed
- Partner with patients through their healthcare journey
- Net savings to all system players (patients, employers, provider providers, payers)
- Improved clinical and financial outcomes
- Benefits for professional advocates (network, training, support, stability)

Marketing Strategy

Initial go-to-market strategy to be focused on strategic partnerships and advocate network

- Strategic Partnerships**
 - Partner with employers, healthcare providers, and payers
 - Partner with insurance companies to provide health coverage
 - Partner with state and local health departments to provide health coverage
 - Partner with state and local health departments to provide health coverage
- Advocate Network**
 - Recruit healthcare workers to provide health coverage
 - Recruit healthcare workers to provide health coverage
 - Recruit healthcare workers to provide health coverage
- Digital Marketing**
 - Develop content and social media presence
 - Develop content and social media presence
 - Develop content and social media presence
- Events**
 - Attend conferences and trade shows
 - Attend conferences and trade shows
 - Attend conferences and trade shows

Target Customer

Our target customers are both patients in need of healthcare assistance and healthcare advocates who can expertly guide them

- Patients**
 - High income (\$100K+), middle aged, typically female, seeking help for chronic or acute issues
 - In a crisis (sudden diagnosis, legal issues, chronic condition, large financial loss)
 - Struggling with a personal problem (getting a diagnosis, insurance approval)
- Advocates**
 - Former medical professional or other healthcare background in personal experience as a caregiver
 - Start-up clinical, pharmaceutical, or administrative workers looking for a new career path
 - Expert caregivers who want to make a career of it

Revenue Model

We are transitioning from a membership model to a marketplace model

- Current Model** (membership only)
 - Memberships are sold to patients and advocates
 - Memberships are sold to patients and advocates
- Future Model #1** (marketplace only)
 - Patients and advocates are matched to each other
 - Patients and advocates are matched to each other
- Future Model #2** (marketplace only)
 - Patients and advocates are matched to each other
 - Patients and advocates are matched to each other

Milestones

Our goals for the next 12-18 months focus on strategic growth in patient engagement, patient numbers, and our professional advocate network



Sources & Uses

Raising \$1M (on a SAFE note)

Capital Raised To Date: \$100K from Founders

Use of Funds:

- Marketing: \$400K to execute strategy, develop strategic partnerships, and increase user engagement
- Operations: \$200K to recruit and retain key staff (CTO, business development, administrative) and build-out operations
- Technology: \$200K to invest in further automation and improve the user experience

Exit Strategy

We envision an exit through acquisition by a digital health provider, platform, or payer



Team

Seasoned industry veterans with healthcare, marketing, content creation, and patient advocacy expertise

- Deb Gordon** | Co-Founder & CEO
 - 15+ years of experience in healthcare and technology
 - Former Chief Marketing Officer at UnitedHealthcare
 - Former Chief Marketing Officer at UnitedHealthcare
- Dana Finkelstein** | Co-Founder & COO
 - 15+ years of experience in healthcare and technology
 - Former Chief Operating Officer at UnitedHealthcare
 - Former Chief Operating Officer at UnitedHealthcare

Thank You!



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INVESTMENT HIGHLIGHTS

We are raising a \$1M Seed Round on a SAFE Note to launch our patient advocacy platform in the US market

Market Trends

- Consumer confusion and financial anxiety
- Healthcare workforce shortages/burnout and upskilling opportunities
- Gig work (with purpose)
- Unpaid caregiving


Company Traction

- Acquired the largest membership organization for professional health advocates
- Assembled management team with extensive industry experience
- Offering e-learning courses for advocates and care managers
- Generating ~\$12K per month in advocate membership and training revenue

Strategic Priorities (12-month Targets)

- Establish marketplace to engage/convert >500 consumers
- Develop 1-3 strategic partnerships
- Recruit / build out advocate network and expand workforce
- Establish algorithms to match advocates with patients and basic data capture/analysis

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MISSION

To level the playing field for consumers by connecting them with the experts and resources they need to navigate the healthcare system successfully

TRACTION

"I am so thankful for my advocate's help and saved thousands of dollars across several bills... I will soon be medically debt free with her help, which is a wonderful feeling!"

Membership

- 435 members
- Premium / Basic: 70% / 30%
- Directory-listed (a subset of Premium) ~200

Retention Rates

- Premium ~60 - 65%
- Directory-listed ~90 - 95%
- Basic ~30% (and 15% upgrade to Premium)

E-learning Courses

YTD orders = 393 (494 items purchased)

- Average value = \$15/order (including member discounts)

Fees

- Premium: \$289 (\$259 renewal)
- Basic: \$89 (\$59 renewal)
- Average LTV = \$357

Average Tenure

- Premium: 32 months
- Basic: 15 months

Advocate Resources

- Community forum
- 100s of blog posts/content for SEO
- Live and recorded events

Revenue

- \$12K per month
- Membership dues: \$7,500
- Course fees / other: Balance

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PROBLEM

Patients are overwhelmed & uninformed on how to navigate the healthcare system and lack awareness about advocate availability

Healthcare costs are crushing for American patients.

\$195 billion
(American medical debt)

System complexity leaves consumers overwhelmed, uncertain, and afraid.

\$10 billion
(Cost of system complexity)

Lack of awareness among patients about how to find and work with advocates during their crisis.

\$27-78 billion
(Clinical waste from care coordination failure)

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WHY NOW?

Patients fed up with unsustainable healthcare costs and system complexity PLUS burnt-out healthcare workforce are ready for flexible, meaningful work

Four in ten U.S. adults have delayed or skipped medical care in the last year due to cost.¹

Patients with lower health insurance literacy are more likely to avoid care.²

Half of all nurses are considering leaving the profession, and 17% have a side gig.³

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SOLUTION

Our AI automation will connect patients with expert health advocates/navigators and other resources to help them navigate their healthcare journey and make both stakeholders more efficient

- Tech-enabled platform
- Matching algorithm connects patients with professional advocates/navigators and other clinical/financial resources
- Seamless integration of automation and human interaction

ADDRESSABLE MARKET

Patient advocacy sits at the intersection of care and disease management, patient engagement, personalized services, and wellness



COMPETITIVE LANDSCAPE

No other provider offers a marketplace that directly matches patients with healthcare advocates or provides advocate training/vetting



HOW IT WORKS

Our platform combines automation (matching algorithm, smart triage tools) and human interaction to connect each patient to the right advocate



VALUE PROPOSITION

We are an authoritative voice for consumers and advocates and a catalyst for better healthcare outcomes

- Single platform for people who need healthcare assistance
- Guidance provided on the type of help that might be needed
- Partner with patients through their healthcare journey
- Net savings to all system payers (patients, employers, at-risk providers, insurers)
- Improved clinical and financial outcomes
- Benefits for professional advocates (network, training, support, revenue)



MARKETING STRATEGY

Initial go-to-market strategy to be focused on strategic partnerships and advocate network



TARGET CUSTOMER

Our target customers are both patients in need of healthcare assistance and healthcare advocates who can expertly guide them

Patients

- High-income (\$150K - \$250K+), middle-aged, typically female, seeking help for themselves or loved ones
- In a crisis (newly diagnosed, rapid decline, recent accident, large medical bill) OR struggling with a persistent problem (getting a diagnosis or insurance approval)



Advocates

- Female, middle-aged or older, professional healthcare background or personal experience as a caregiver
- Burnt out clinical, paraprofessional, or administrative workers, looking for a new career AND unpaid caregivers who want to make a career of it



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REVENUE MODEL

We are transitioning from a membership model to a marketplace model

Current Model

(advocate revenue only)

- **Membership dues** from two levels of membership (introductory/exploratory and premium)
- **Course fees** for professional development and continuing education for advocate recertification

Future Model #1

(Umbra owns the engagement)

- **Per head fees** from employers, payers, and providers for their employees' or members' access to support, tools, advocacy
- **Service fees** (hourly, retainer, or % of medical bill / medical expense savings from individuals)

Future Model #2

(Umbra enables the transaction)

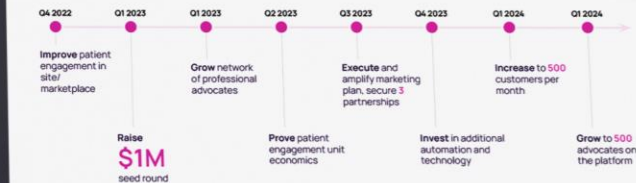
- **Fees** for transactions generated through Umbra for independent healthcare advocates
- **Corporate membership fees** from companies/providers/payers that employ their own advocates



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MILESTONES

Our goals for the next 12-18 months focus on strategic growth in patient engagement, patient numbers, and our professional advocate network



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SOURCES & USES

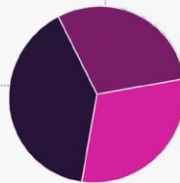
Raising \$1M (on a SAFE note)

Capital Raised To Date
\$100K
from Founders

USE OF FUNDS BREAKDOWN

\$400K

Marketing:
to execute strategy, develop strategic partnerships, and increase user engagement



\$300K

Operations:
to recruit and retain key staff (CTO, business development, administrative) and build-out operations

\$300K

Technology:
to invest in further automation and improve the user experience



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EXIT STRATEGY

We envision an exit through acquisition by a digital health provider, platform, or payer



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TEAM

Seasoned industry veterans with healthcare, marketing, content creation, and patient advocacy expertise



Deb Gordon | Co-founder & CEO
Sets overall vision and strategy of the company

- Former CEO, Vovent (technology and data services for reproductive health providers)
- Former Chief Marketing Officer at Network Health/Tufts Health Plan (now Point32Health)
- Author, The Health Care Consumer's Manifesto: How to Get the Most for Your Money (Praeger, 2020)
- Forbes.com contributor (published in HBR Blog, USA Today, JAMA Network Open)
- Aspen Institute Health Innovators Fellow and Eisenhower Fellow
- MBA with distinction, Harvard Business School; BA in bioethics, Brown University



Dena Feingold | Co-founder & COO
Leads advocate engagement/community support/training.

- Board-certified patient advocate (formerly in independent practice)
- Former health educator, Cigna and Kronos Biometric Screening Services
- Founder and former Managing Director and content producer of Jewish Family Channel
- Former Managing Editor, American Fitness Magazine
- Volunteer, National Organization for Rare Disorders (NORD), the Rare Action Network of California, the Gaucher Community Alliance, and the Patient Advocate Certification Board
- Certificate in Patient Advocacy with distinction, UCLA Extension
- BA, Cronkite School of Journalism at Arizona State University



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