



**Inara**

**Transforming Neurodiverse Care Management**

Ishita Majumdar

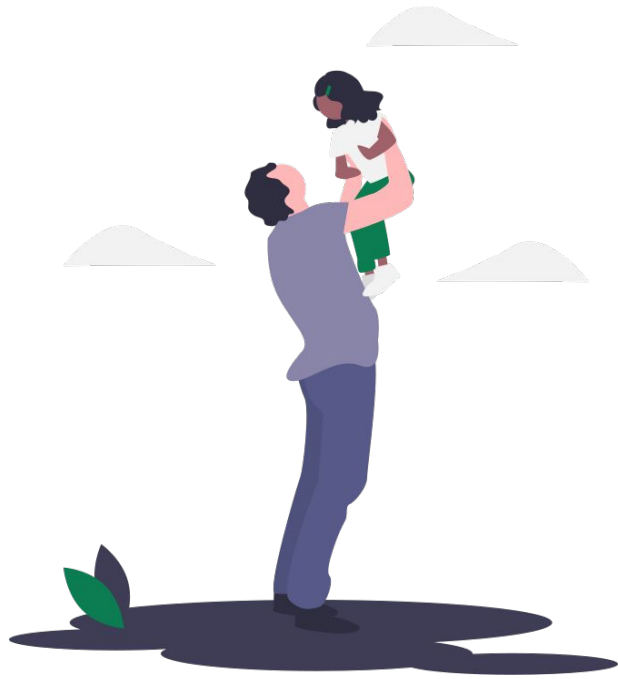
Co founder/CTO of [InaraAI](#)



# Platform for NDD Care Management

## **Vision**

Inara is an Arabic word meaning – ray of light.  
Our vision is to illuminate the care journeys of families with  
Neurodevelopmental disorders



## **Mission**

Inara is an enterprise benefits platform dedicated to enhancing care  
quality through AI-driven insights, personalized care coordination,  
and a supportive, connected community

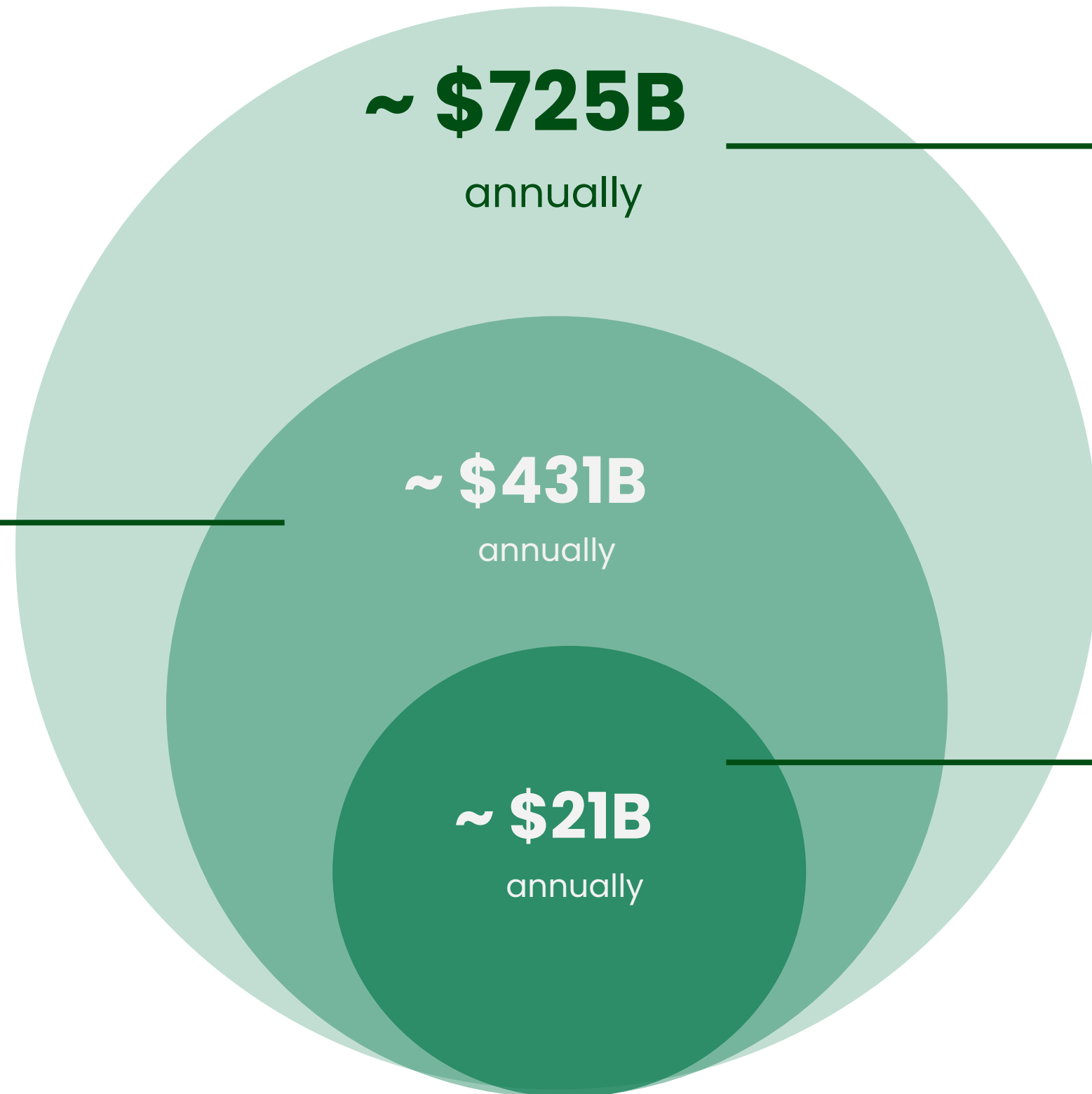
# market opportunity for NDD

showing the **potential**  
for us to grow

## SAM

serviceable available  
market

Assume 60% of TAM is  
serviceable = \$435 B



## TAM

Total addressable  
market

TAM=Total Population×Prevalence  
Rate×Cost per Person per year  
 $55.8M * 13,000$  (per year) = \$725 B

## SOM

Serviceable obtainable  
market

Assume, Inara captures 5% of  
market share - \$21 B



Team: We started our journeys as **parents giving care**

bringing together our experiences as entrepreneurs,  
technologists and operators



Co-founder, CEO  
Chandra Ranganathan

**Uber**



Founding Engg, India Head  
Sundar Rajan R

**citi**



Chief Parent Advocate  
Vijay Reddy

**BROADCOM.**



Co-founder, CTO  
Ishita Majumdar

**ebay™**



**PLUGANDPLAY**



forming a  
talented board of advisors

Medical, Research



Uli K. Chettipally,  
MD. MPH.  
Award winning  
Physician,  
Researcher and  
Entrepreneur



Dr. James B  
Adams  
Founder:  
Gut-Brain-Axis  
Chair: NHF, Autism  
Research Institute,  
Board: Autism  
Society

Parent



Sarika  
Agrawal  
Co-Founder, The  
Brain Foundation



Dr. Amina Ahmed  
MD, Pediatrics  
Stanford  
Children's  
Medicine

Industry



Tara  
Bevington  
Executive Director  
and Head of  
SecondStart.Org



Cathy Farmer  
Board President,  
Autism Center of  
Northern CA





to create a world where

no parent, caregiver or care recipient navigates  
their neurodevelopmental **journey** alone

 Pew Research Center



**NDD impacts 1 in 6 globally**

1/36 children have ASD in US

1/9 children has ADHD in US

*Impacts **entire lifespans** (birth through adulthood)*





financial management



regional centers and department of disability



community and nonprofit resources



private insurances



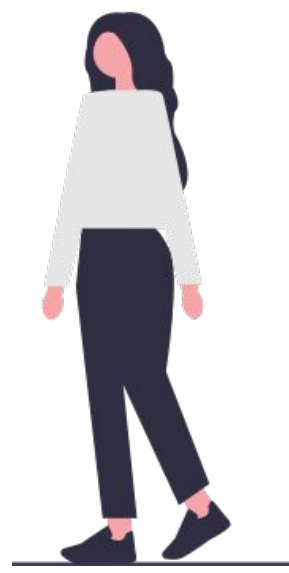
social networks



legal planning



networks of doctors



# Problem 1

Parents, families and caregivers are **overwhelmed** by fragmented resources



# Problem 2

For parents and caregivers, care **management** is complex



receiving a clinical diagnosis

building a care plan

finding providers

setting up appointments

collaborating with care team

and more...





65

percent of caregivers  
reporting depression

15

hours a week are  
spent managing care

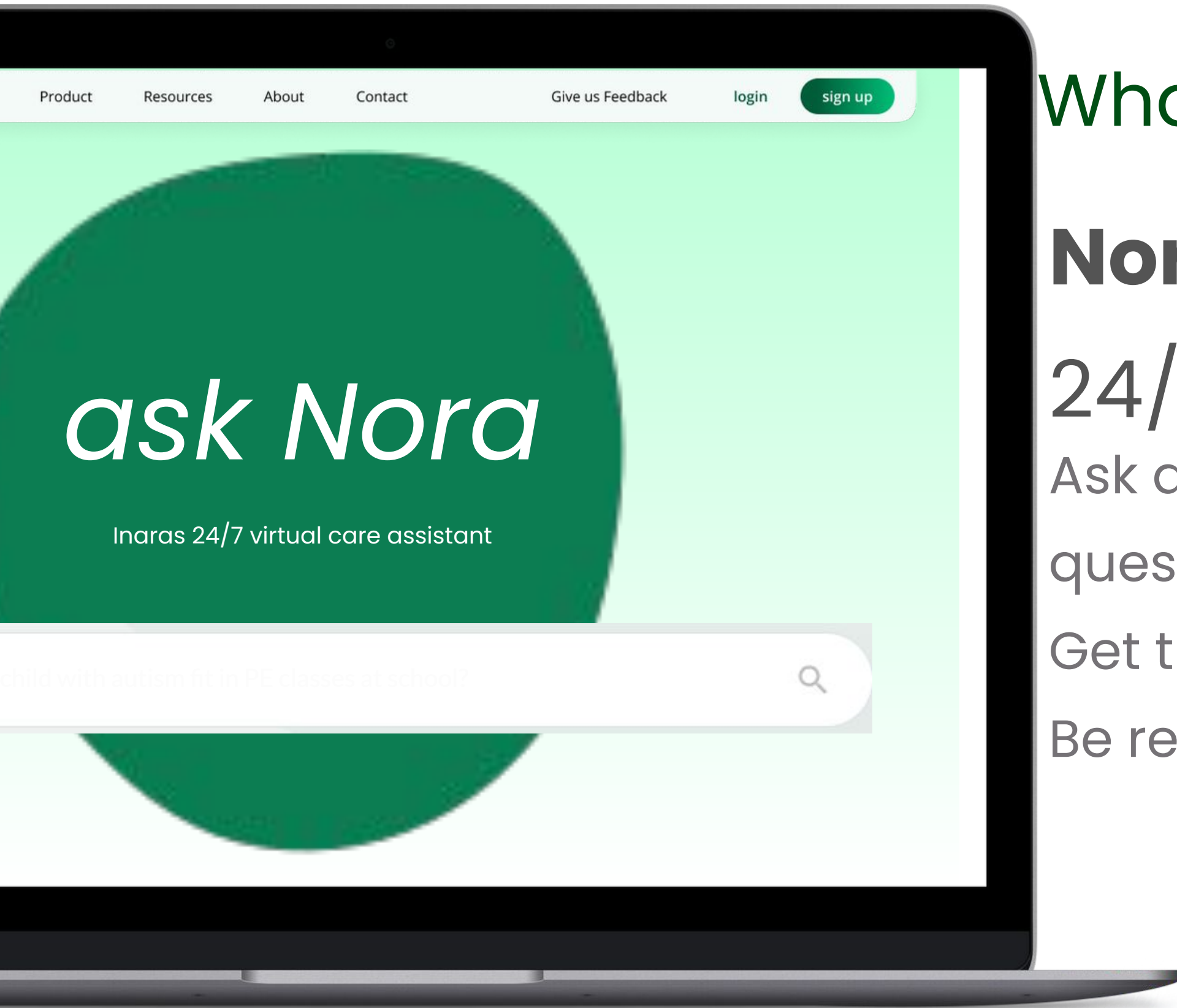
40

percent of caregivers  
leave their jobs

What if

All care support was in **one place**





What if – you could access

**Nora,** – Inara's  
24/7 AI assistant  
Ask any care related  
questions,  
Get trusted answers  
Be ready to take action



What if – you could connect  
to the largest

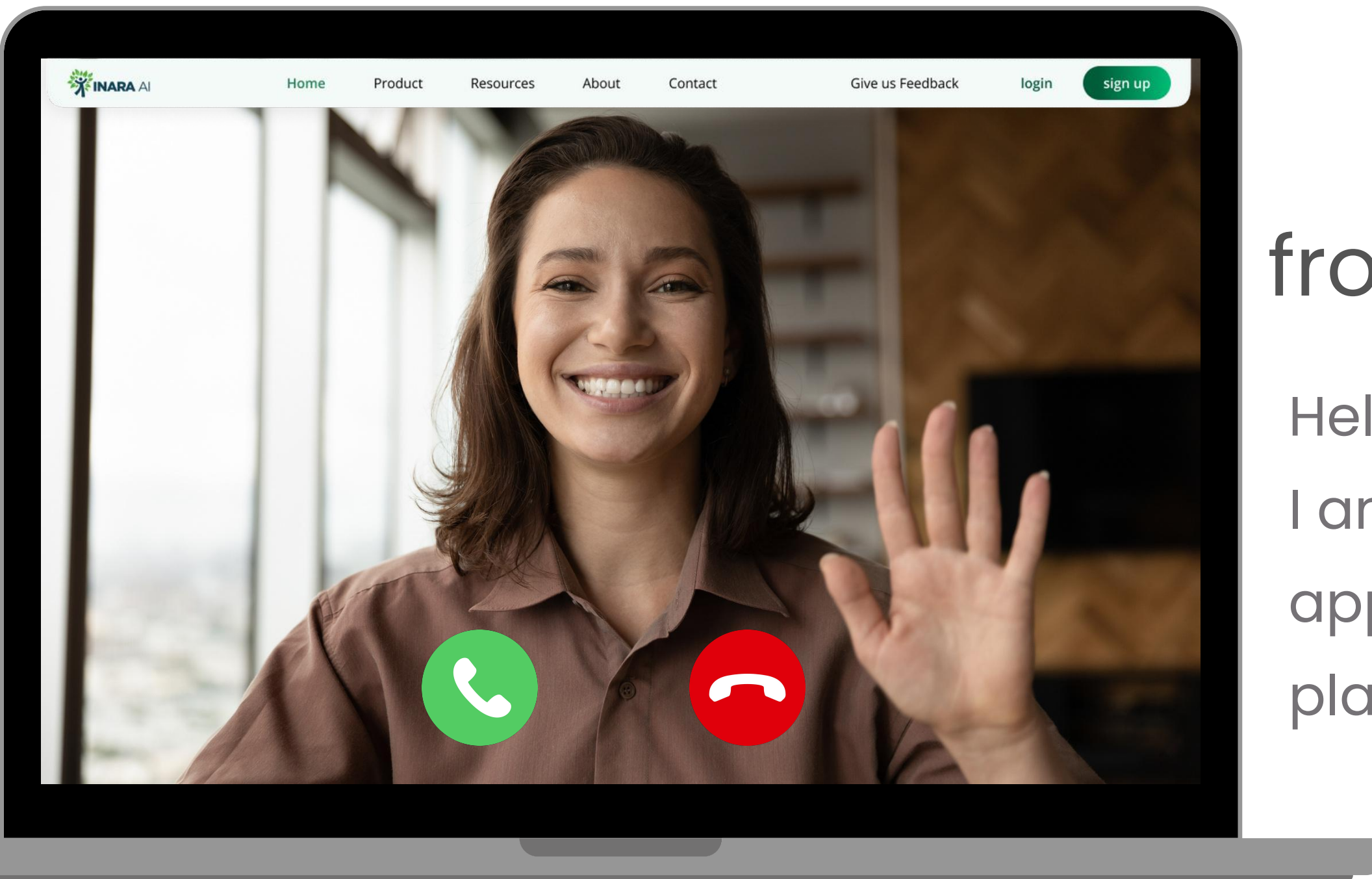
# Provider Directory

Find your care team by using our  
vetted provider directory with over  
1M+ providers

The screenshot displays the Inara AI website interface for a provider directory search. The URL is [inaraai.com/directory?s=Community+and+Recreation%3A+Sports+and+Fitness&l=95148%2C+San+Jose%2C+California%2C+United+States&i=&la=&iv=fa](https://inaraai.com/directory?s=Community+and+Recreation%3A+Sports+and+Fitness&l=95148%2C+San+Jose%2C+California%2C+United+States&i=&la=&iv=fa). The navigation menu includes Home, Our solutions, About, Contact, and Blogs. The search filters are set to "Service type" and "Provider name". The search criteria are: Service: Search Services, Location: 95148, San Jose, California, ... and Insurances: Search insurance. A "Sports and Fitness" filter is active. Quick Filters show "Include nearby locations" checked and "Include Virtual consultations" unchecked. The search results show 22 providers found in San Jose, California, United States, sorted by "Most relevant".

| Provider Name                                      | Location                                    | Services   | Rating | Actions  |
|--|---|--|--------|--|
| <b>INFUSE Special Students Empowerment Program</b> | 3872 Vista Point Court, San Jose, CA, 95148 | After-School Care, Arts Programs, Sports and Fitness                     |        | <a href="#">Favorite</a><br><a href="#">View Profile</a> |
| <b>Boys and Girls Clubs of Silicon Valley</b>      | San Jose, CA, 95126                         | After-School Care, Camps, Inclusion Programs, Sports and Fitness, Camps  | ★ 3.0  | <a href="#">Favorite</a><br><a href="#">View Profile</a> |
| <b>Guadalupe River Park &amp; Gardens</b>          |   | Workshops and Classes, Adaptive Living Tools, Inclusion Programs, Sports |        | <a href="#">Favorite</a>                                 |

# What if, you could have 1-1 support



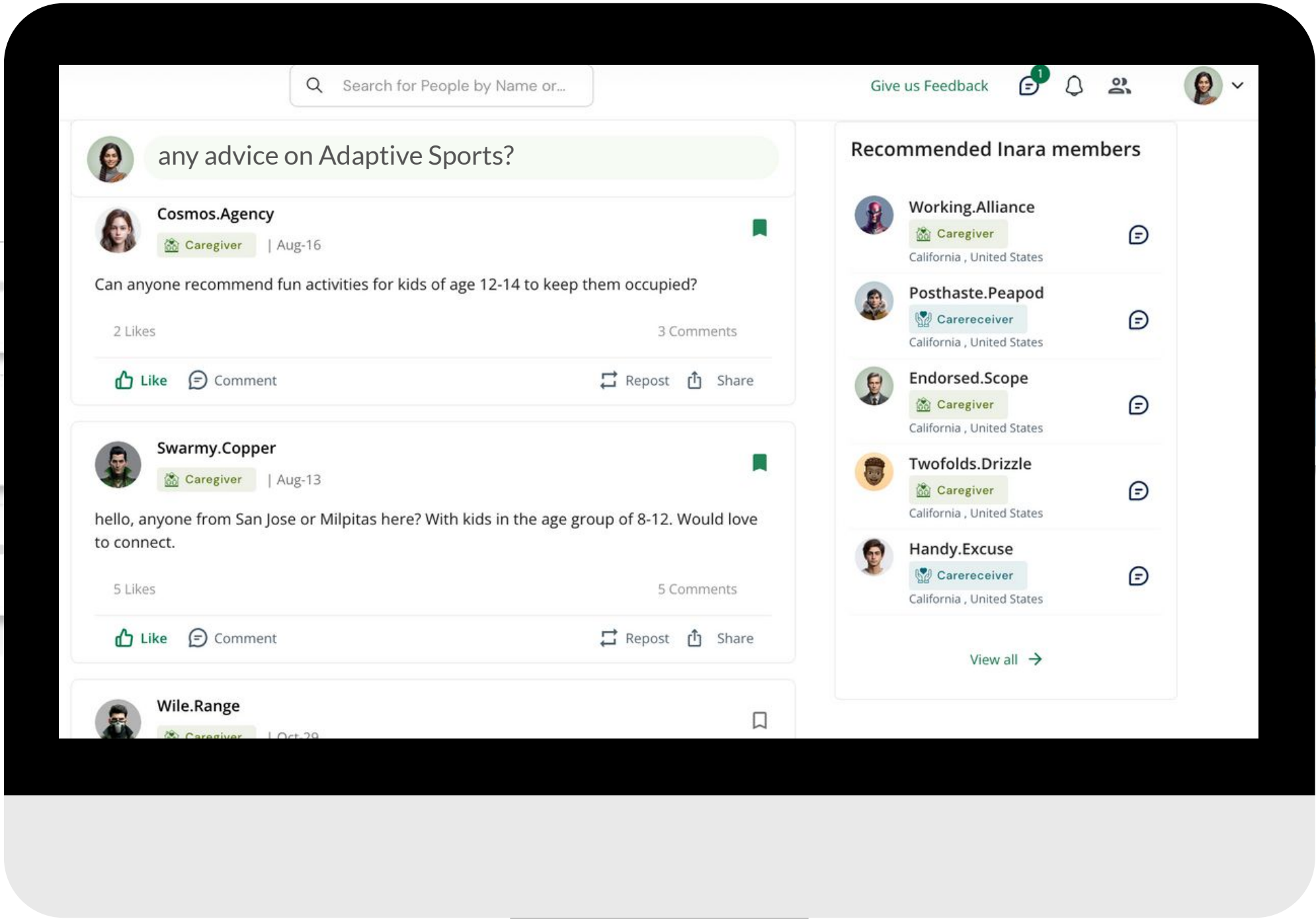
## from a **Care Coordinator**


Hello, I'm Caela.

I am here to help you manage appointments and build your care plan

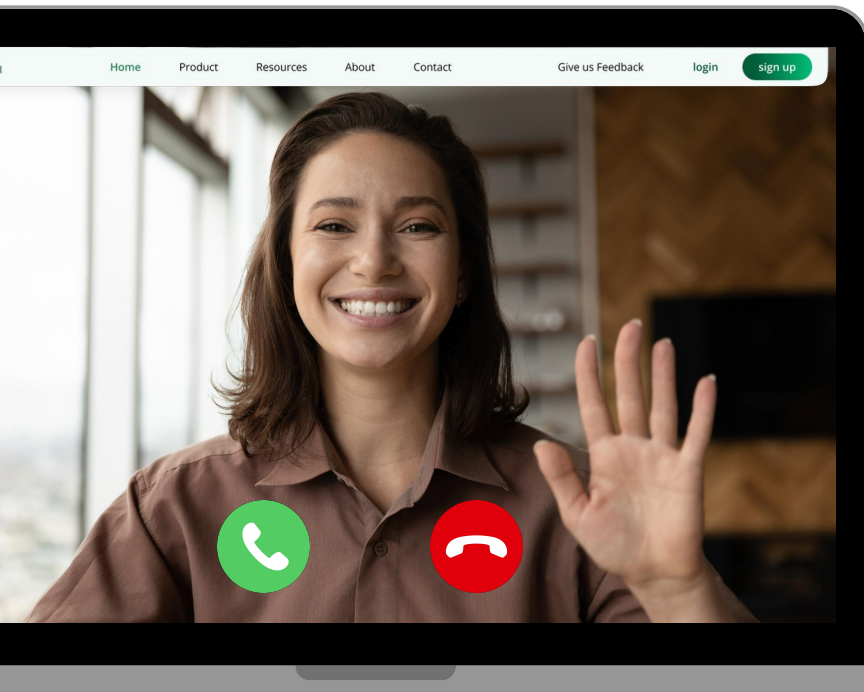


# What if you had a trusted **community and safe space** for sharing and guidance



 Parent: journeys through autism  
Have a story? Come to the meetup and share about your experiences



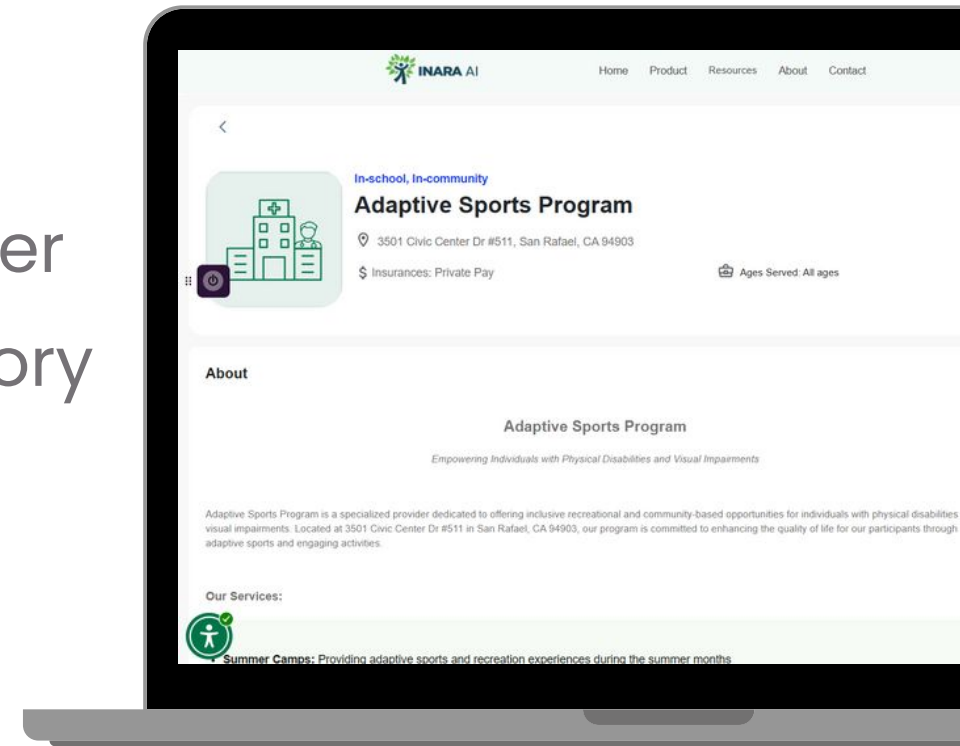


Care  
Coordinator

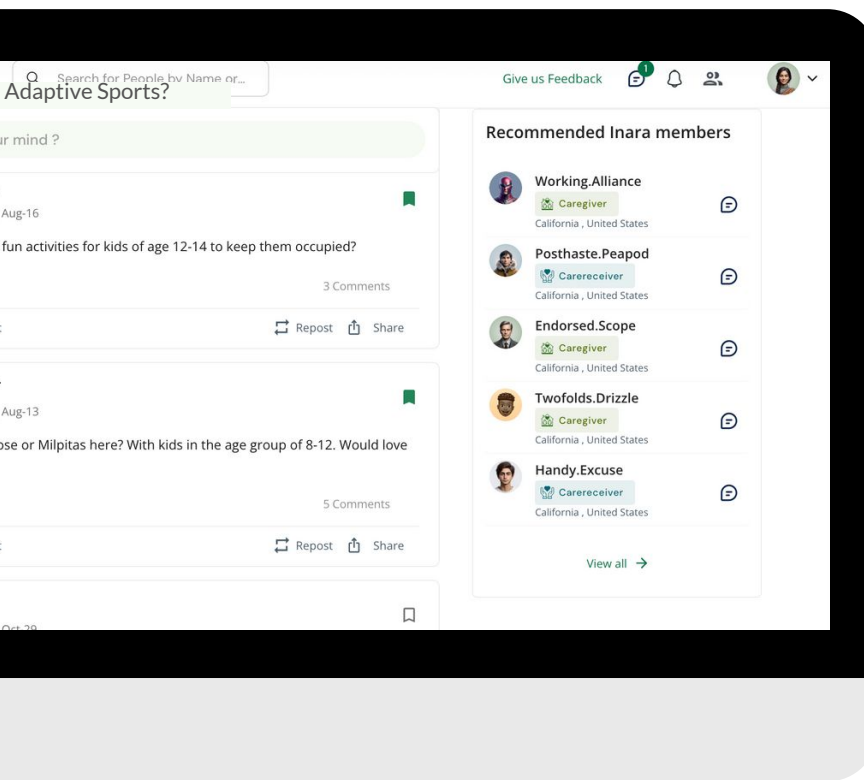


Inara

Provider  
Directory

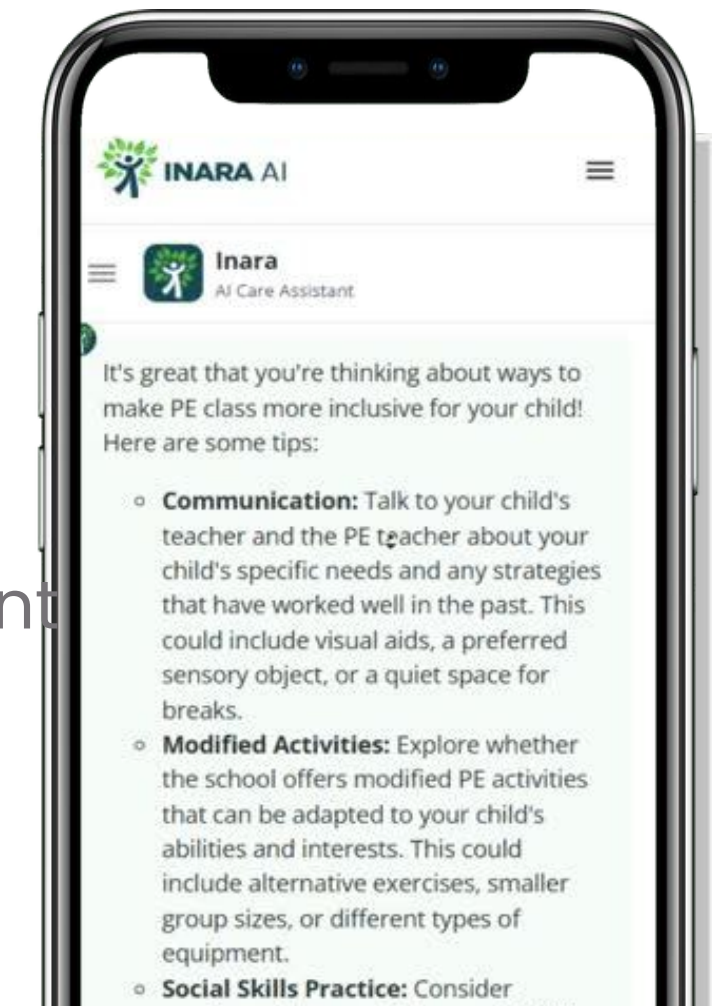


# the all in one solution for parents and families navigating NDD



Inara Social  
Community

Nora: Virtual  
Care Assistant



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# Competitive Matrix



|                          | <b>Inara</b> | Undivided | Joshin | Forta Health | rethink | finni |
|--------------------------|--------------|-----------|--------|--------------|---------|-------|
| GTM                      | B2B          | B2C       | B2B    | B2B          | B2B     | B2B   |
| AI powered insights      | ✓            | -         | -      | ✓            | -       | -     |
| Care Coordinator Support | ✓            | ✓         | ✓      | ✓            | ✓       | ✓     |
| Trusted Social Community | ✓            | ✓         | ✓      | -            | -       | -     |
| Comprehensive Solution   | ✓            |           |        | ✓            |         |       |
| Scalable across NDD      | ✓            | -         | -      | -            | -       | -     |



# How Inara is different for those **seeking** and **providing** care

## **Only platform to provide**

care management of all  
NDDs in one place

## **Secure collaboration**

for caregivers, recipients  
and providers in one  
platform

## **AI, Data and automation**

for end to end NDD care  
management and insights

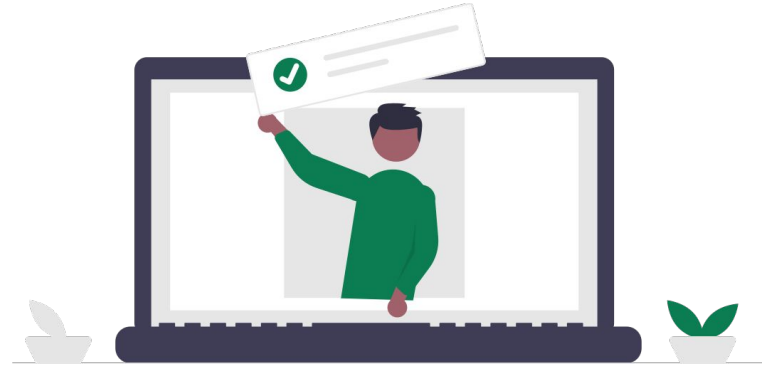
## **Only platform to address**

Neurohealth lifecycle from  
infancy to adulthood





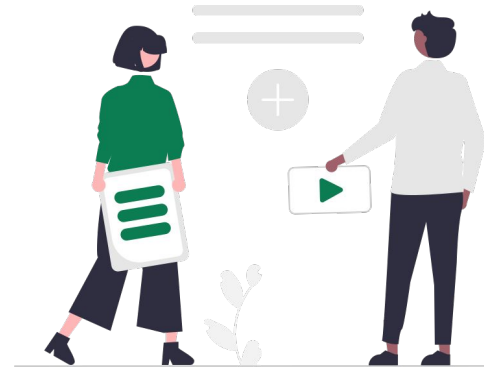
# business model: Enterprise Benefits Platform



## Community

for individual customers

'Nora' AI Assistant,  
Inara Community  
Provider Directory  
Resource Hub



## Paid Version

For Corp benefits/Health Plan

### Human-AI Concierge:

Dedicated Care Coordinator  
Personalized Plans  
AI powered Care Coordination

## GTM

### Enterprises

Enterprise Benefits  
(+ Insurance)

### Caregivers, Providers

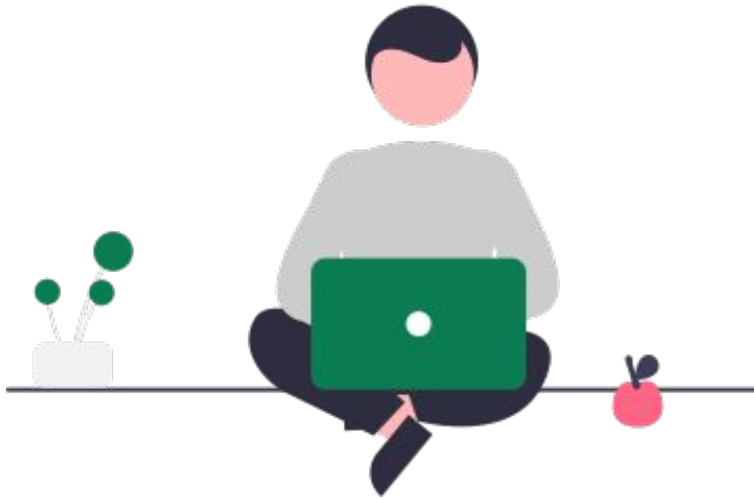
Premium Services  
(Subscription)

### Partnerships

PCPs/Hospitals, Schools,  
Non Profits



# Pricing Strategy



## Subscription

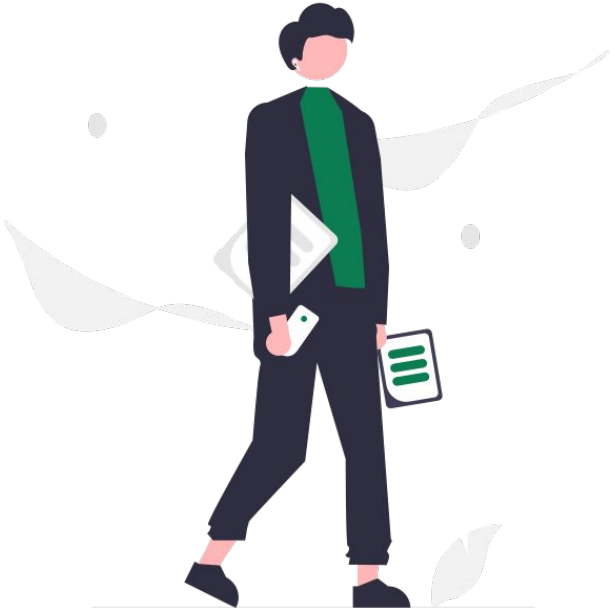
for individual customers

**Free**

with limited features

**\$59.99**

with vault +  
coordinator



## Employee Benefits

For Employers/ Enterprise

**\$5 - \$8**

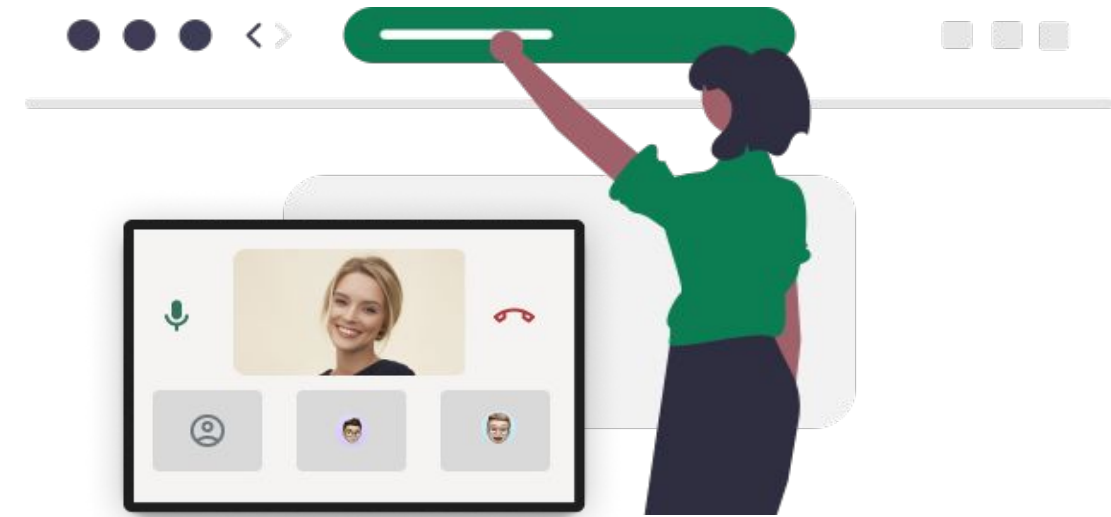
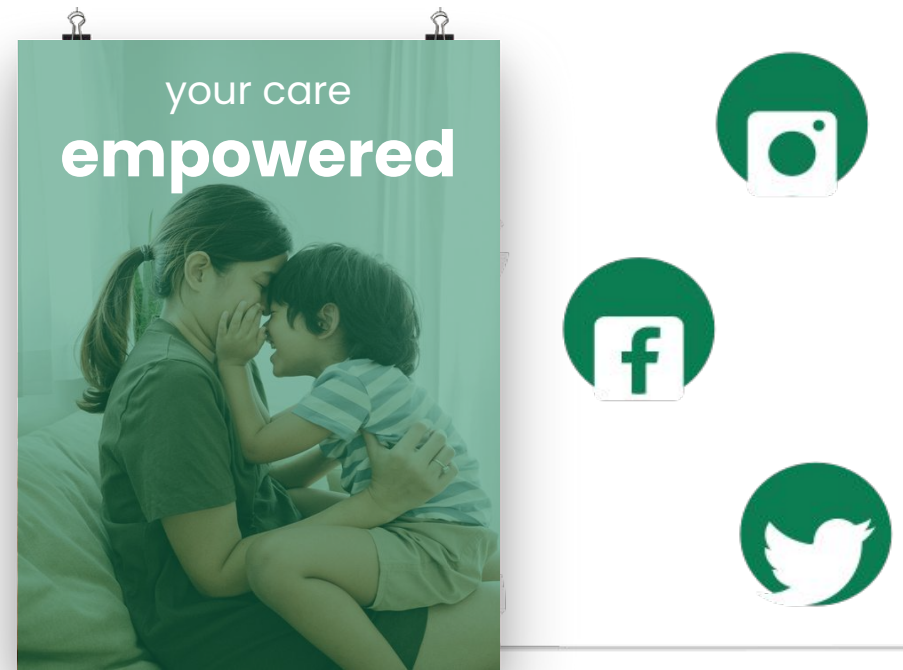
Employer pays PEPM  
per employee per per month

**\$50-\$90**

Employer pays PAPM  
per active employee per month



# sales and marketing



## Customer Acquisition

for individuals

### Caregivers

Referrals, SEO & Ads,  
Partnerships with  
schools, non profits,  
hospitals, Listings

### Care Providers

Outreach, Networking,  
Incentives, Conferences

## Enterprise Acquisition

for employers

Outreach through benefits brokers, Third party administrator, point  
solution partners, insurance partners  
Direct Sales, Webinars, Pilots & POC, Testimonials, Events

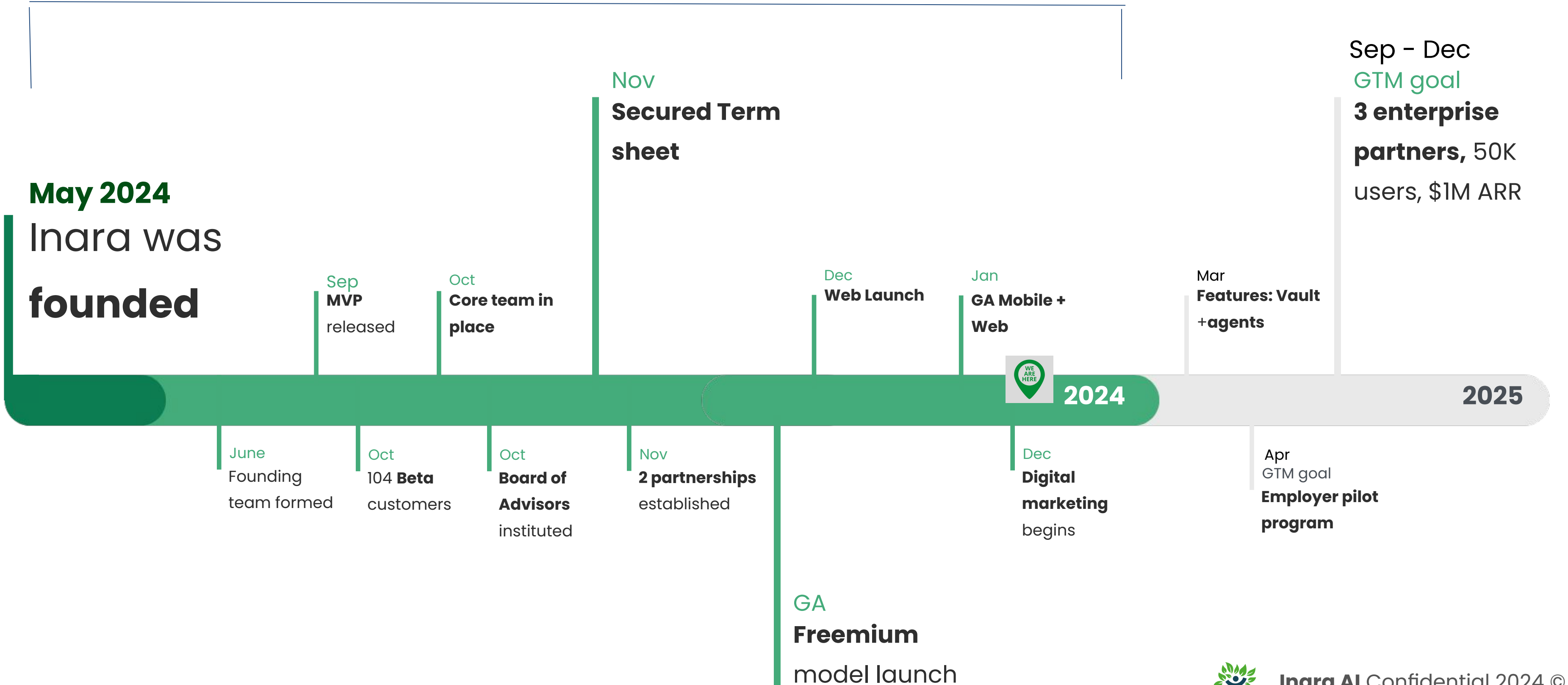


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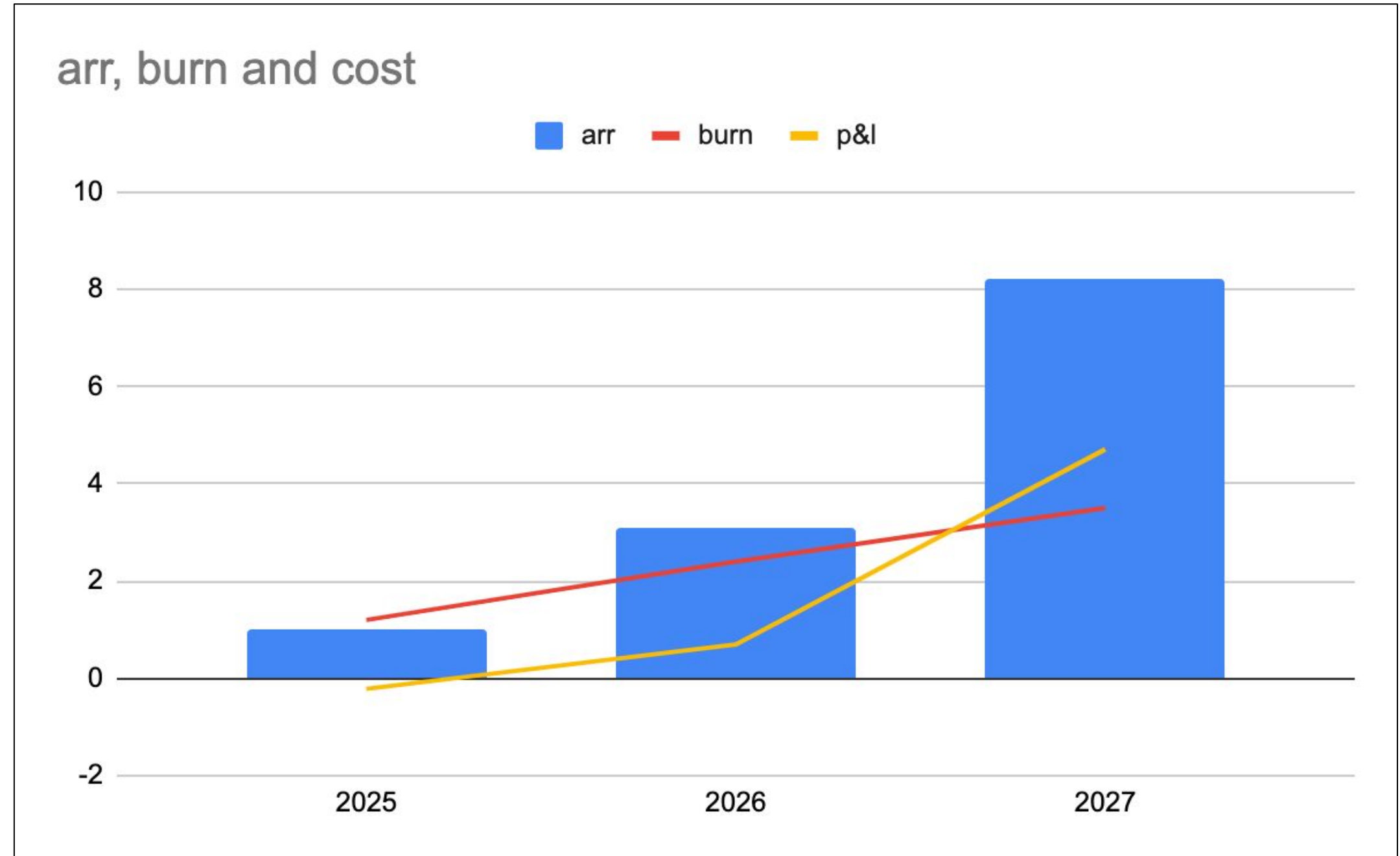
# Inara journey

6 months

**May 2024**  
Inara was  
**founded**

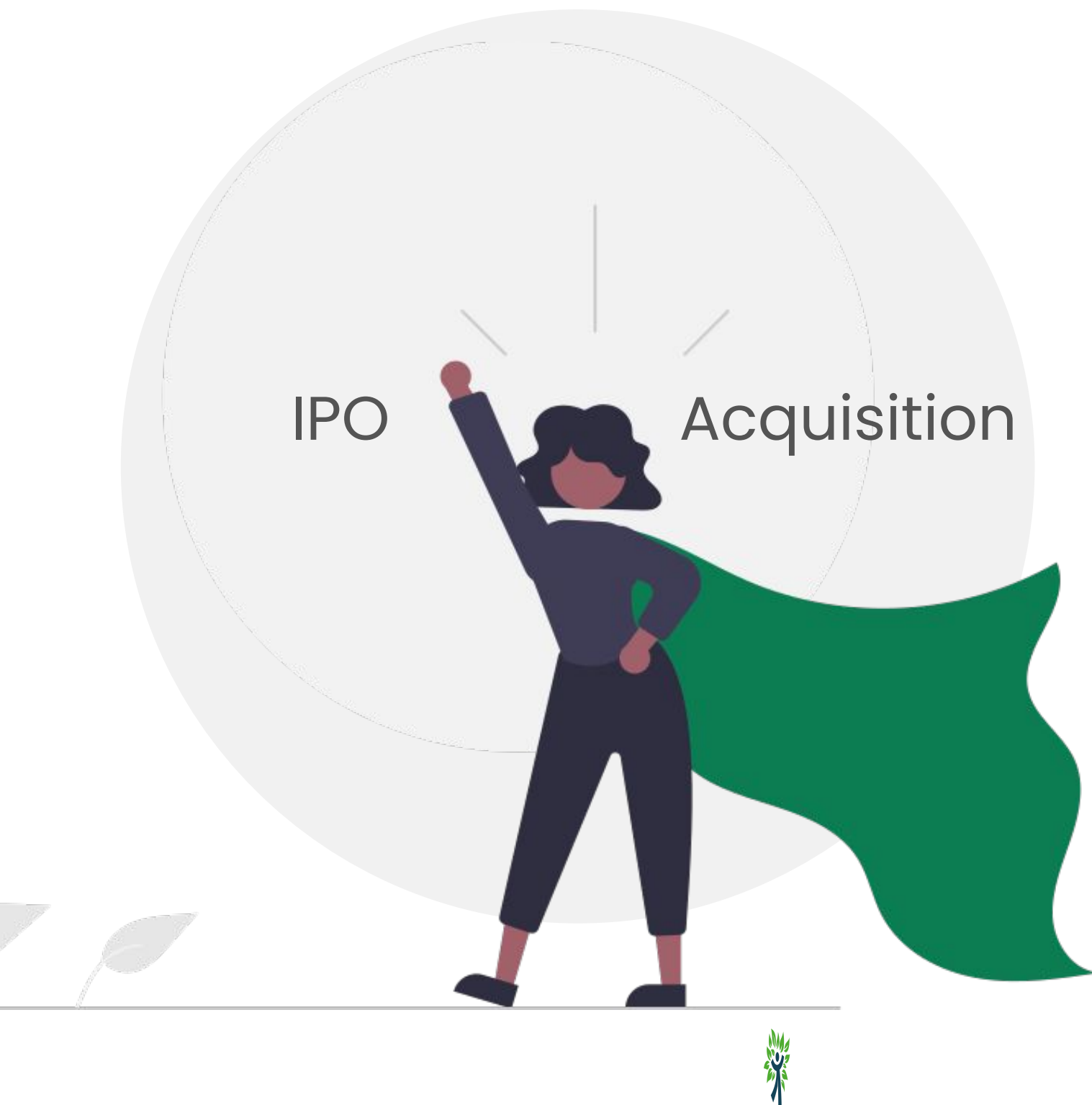


# financial projections



|      | 2025  | 2026 | 2027 |
|------|-------|------|------|
| arr  | .97   | 3    | 8.2  |
| burn | 1.5   | 2.4  | 3.5  |
| p&l  | (0.2) | 0.7  | 4.7  |

# Inara's exit strategy



## Initial Public Offering

- ✓ Targeting a successful IPO within 7-12 years, Inara is positioned as the leading platform in the growing neurodiverse care market, presenting a strong investment for long-term growth.

## Strategic Acquisition

- ✓ We envision Inara as an attractive acquisition for a larger company (Enterprise traction, community and scalable vertical SAAS platform)



Potential acquirers could include:

- Healthcare giants like United Health Group
- Telehealth leaders such as Teladoc and Epic Systems
- Enterprise benefit providers like Lyra Health (\$5.9B), Cerebral (\$4.8B)
- Cloud Service Providers like Google, Amazon, Oracle

# Ask

\$3M, 18-month runway

Received TS from prominent Silicon Valley investors.

Expect to close end of December

Open to additional value-add investors (Enterprise customers, Domain experts, Healthcare plans, Insurance)

## Q1 - Q2 '25

### Hire

Care Coordinators, Medical Specialist,  
Enterprise POC

### Enterprise scaling

Enterprise pilots

### GA

Mobile and Web

## Q4 '25

### Achieve

\$1M ARR

### Onboard

50,000 caregivers and providers

### Secure

5 enterprise clients and 10  
partnerships



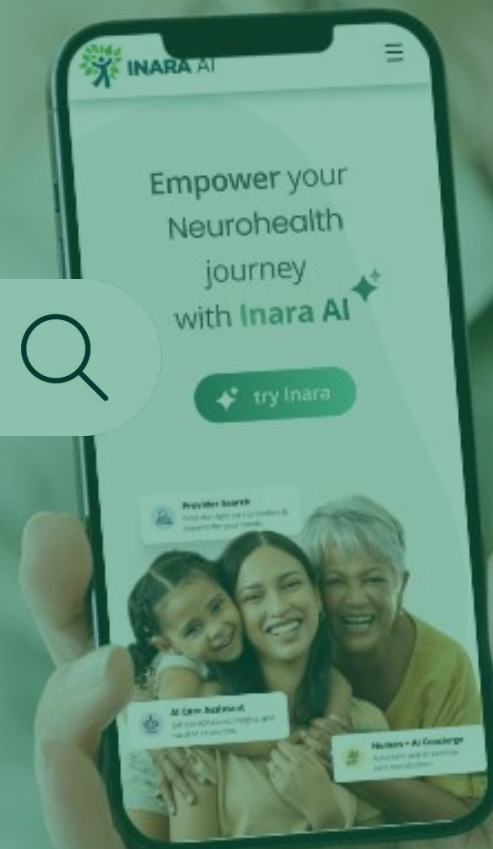
Thank You!

Try Inara

<https://inaraai.com/>



And start your Care  
journey



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