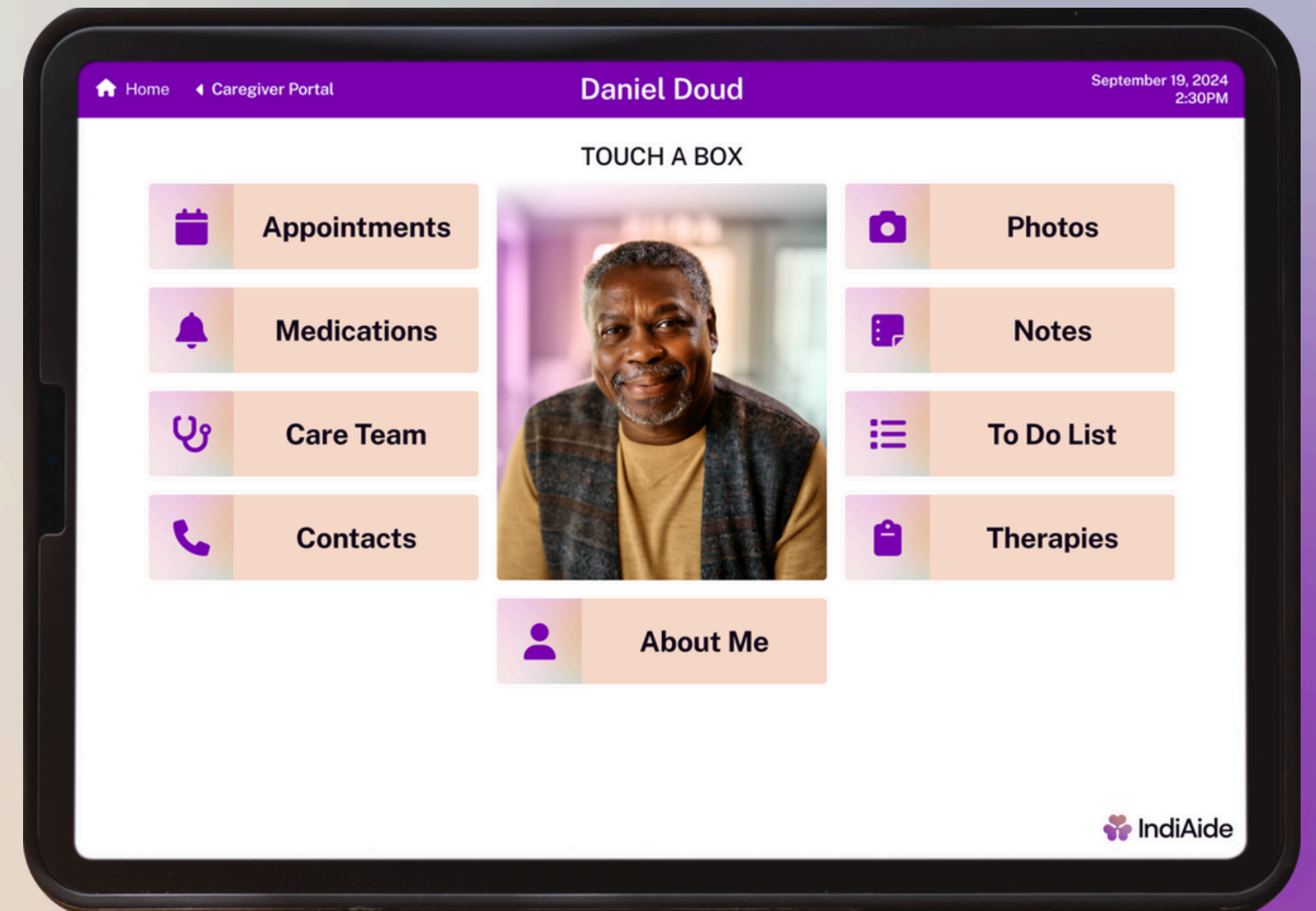




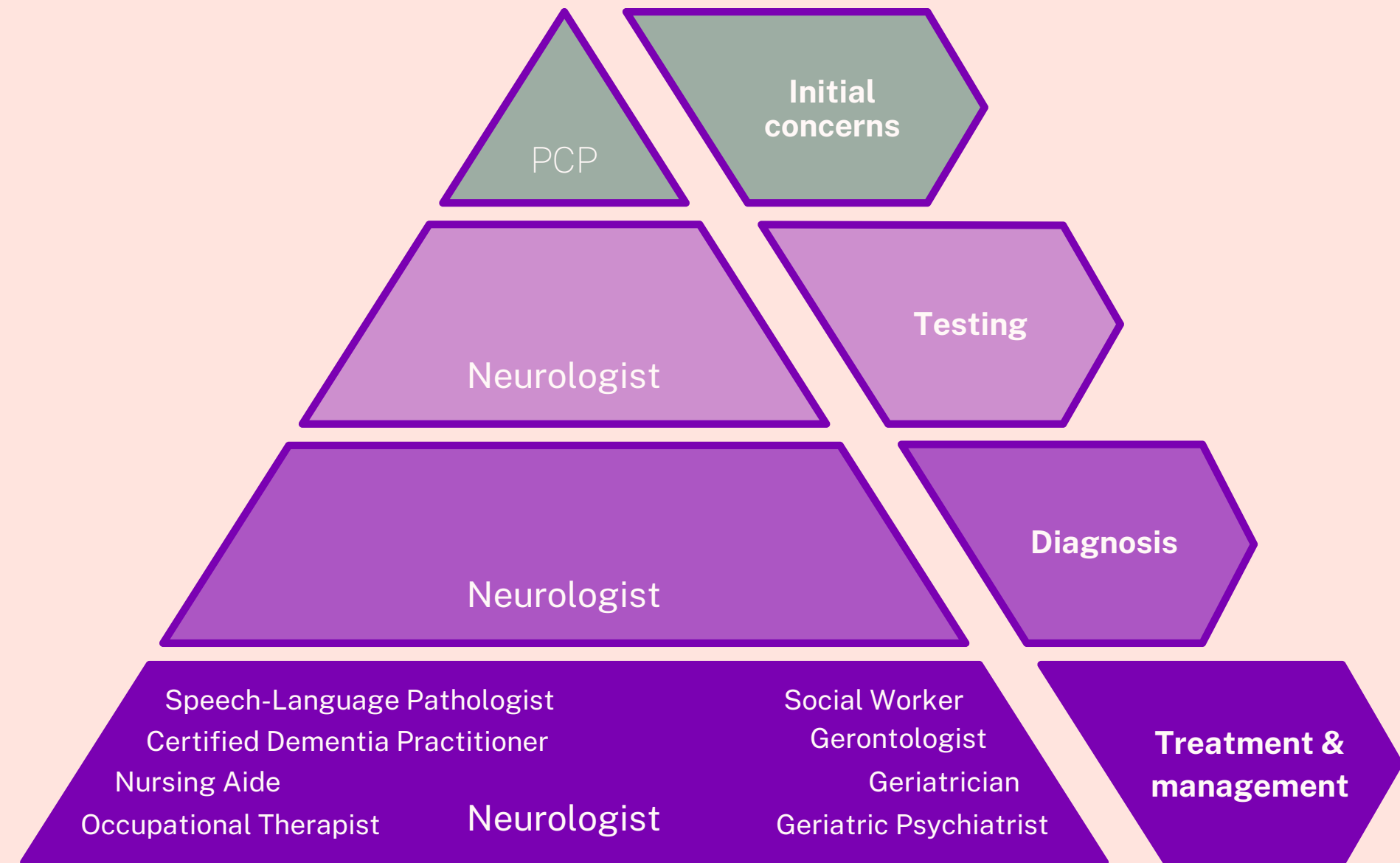
The research-backed digital organization tool for individuals with cognitive impairments.



Alyssa Antcliff, M.S., CCC-SLP
Co-Founder & CEO
alyssa@indiaide.com

Diagnosis Process & GTM Approach

Affiliate with providers to recommend IndiAide to their patients with mild cognitive impairment upon diagnosis



Problem:

People with cognitive impairments rely heavily on family caregivers & medical providers for their daily care



Providers at every step of the care journey provide Informational handouts + copies of paperwork

Speech, Occupational, and Physical Therapists additionally provide paper-based therapy activities + supports

We expect individuals to organize, keep track, and implement all of this information



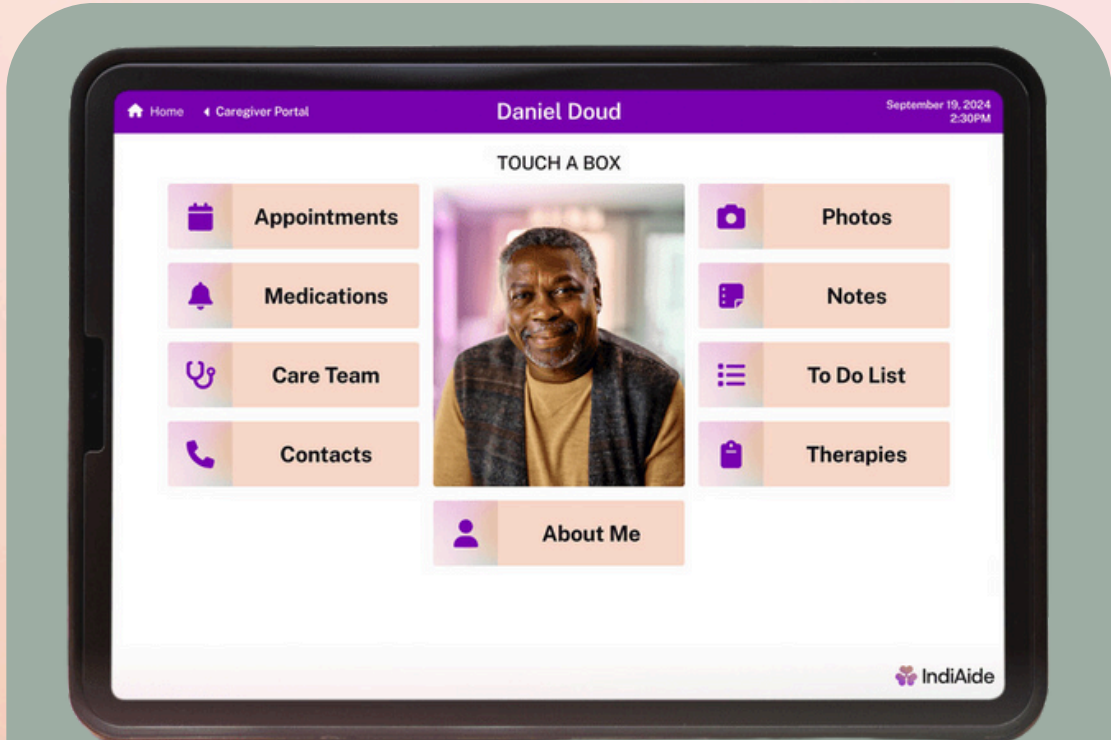
33 M

Americans with cognitive impairment

\$707 B

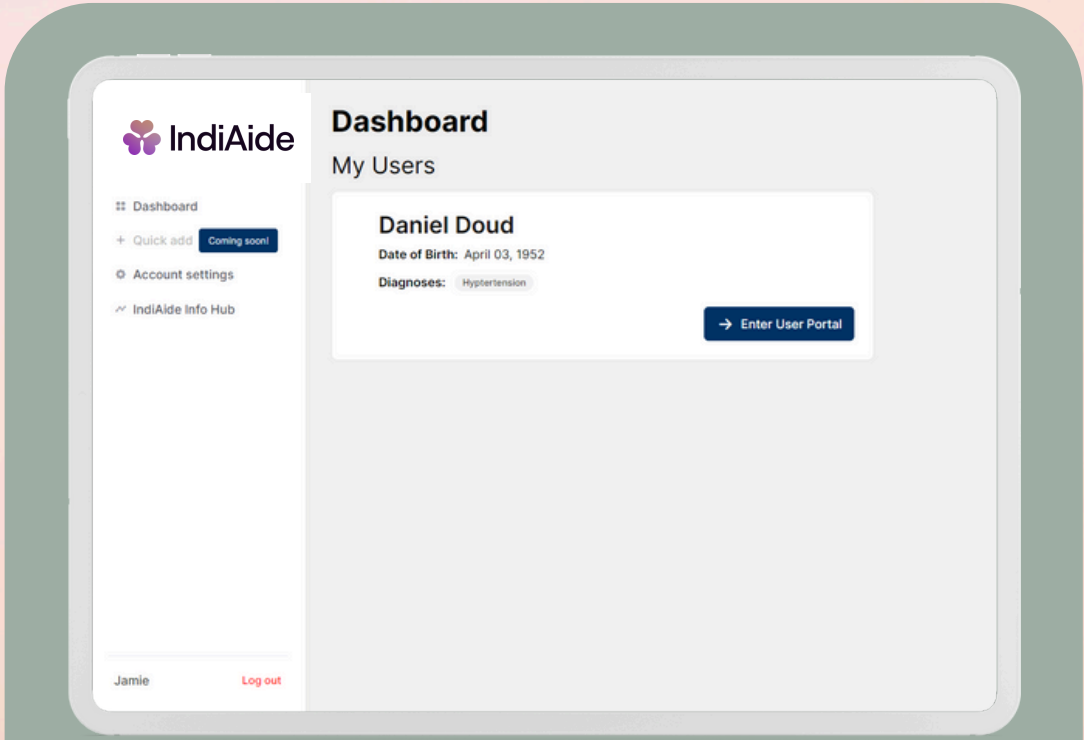
Annual cost of care

IndiAide: The Solution



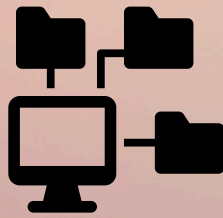
Users

Increase independence with one place to organize, track, and take action on important health data, personal information, and daily activities. Easily connect with loved ones and medical providers whenever necessary.



Caregivers & Providers

Support individuals in tracking & implementing important information and daily activities. Manage care from anywhere, and ensure no single piece of information is lost in care transitions.



Organize pertinent information



Track & implement with reminders



Keep others informed

IndiAide Research

A product providers can trust



Results of completed research studies

Nir et al., 2023; Summers et al., 2024, Summers et al., 2024

- Individuals with motor and cognitive impairments successfully use IndiAide as a cognitive support
- Reviews from users
 - **The app is intuitive, easy to use, and visually pleasing**
 - **Being a 'one-stop-shop' is motivating**
 - **Care partner access and multifunctionality are key**
 - The app would be helpful as a cognitive support system, with several noting how especially beneficial it would be to have IndiAide early in their diagnosis
- Conclusions: Recommend IndiAide as a cognitive support app

Market Size

Potential

\$5.6B

Adults with cognitive impairment in the US

Target

\$231M

Baby boomers with mild cognitive impairment

Entry

\$35.3M

Baby boomers with mild cognitive impairment in Indiana

90 M

People age 65+ by 2050

↑ Age

Significant risk factor for cognitive impairment

73%

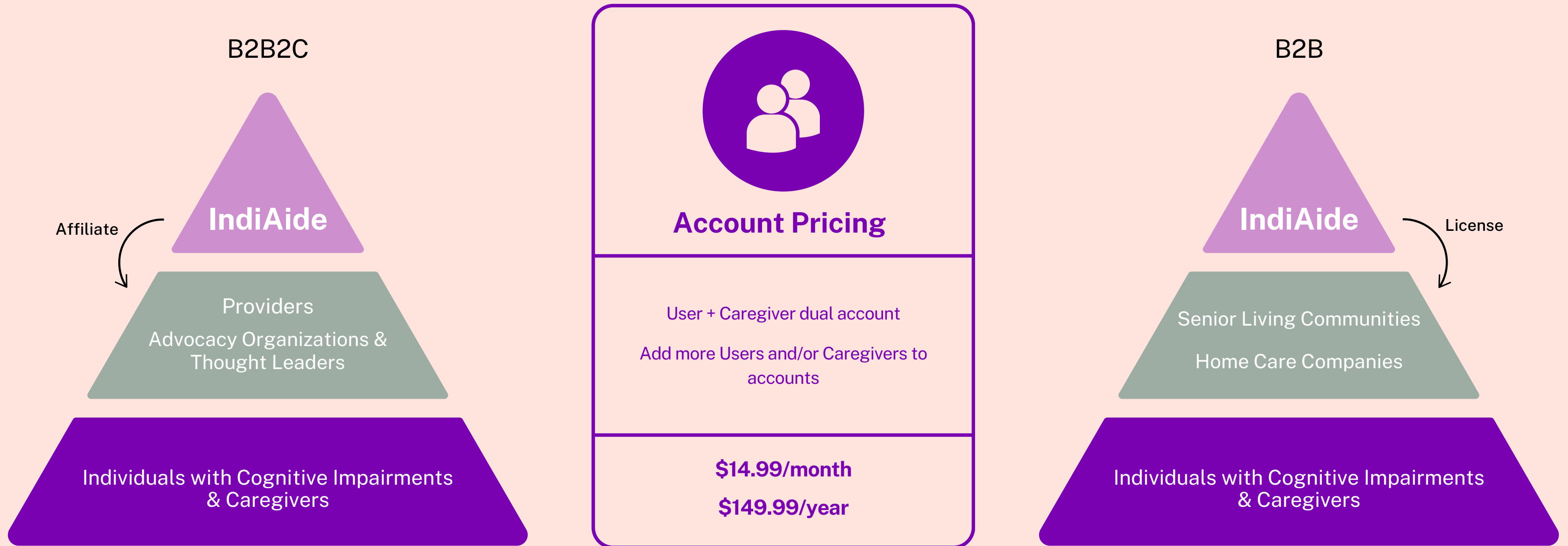
Adults age 50+ use technology for connection & managing their health



Competitive Landscape

	IndiAide	Care Management Apps	GrandPad	Traditional Aids (e.g., calendar, journal, binder, etc.)
Competitors are focused on supporting caregivers	✓		✓	
	✓			
IndiAide focuses on solving the problem at its root, directly supporting the independence of the individual	✓	✓	✓	
	✓			✓
	✓	✓		
	✓			✓
	✓			
Price	\$19.99/month	\$0-35/month	\$299+ 40/month	\$25-300

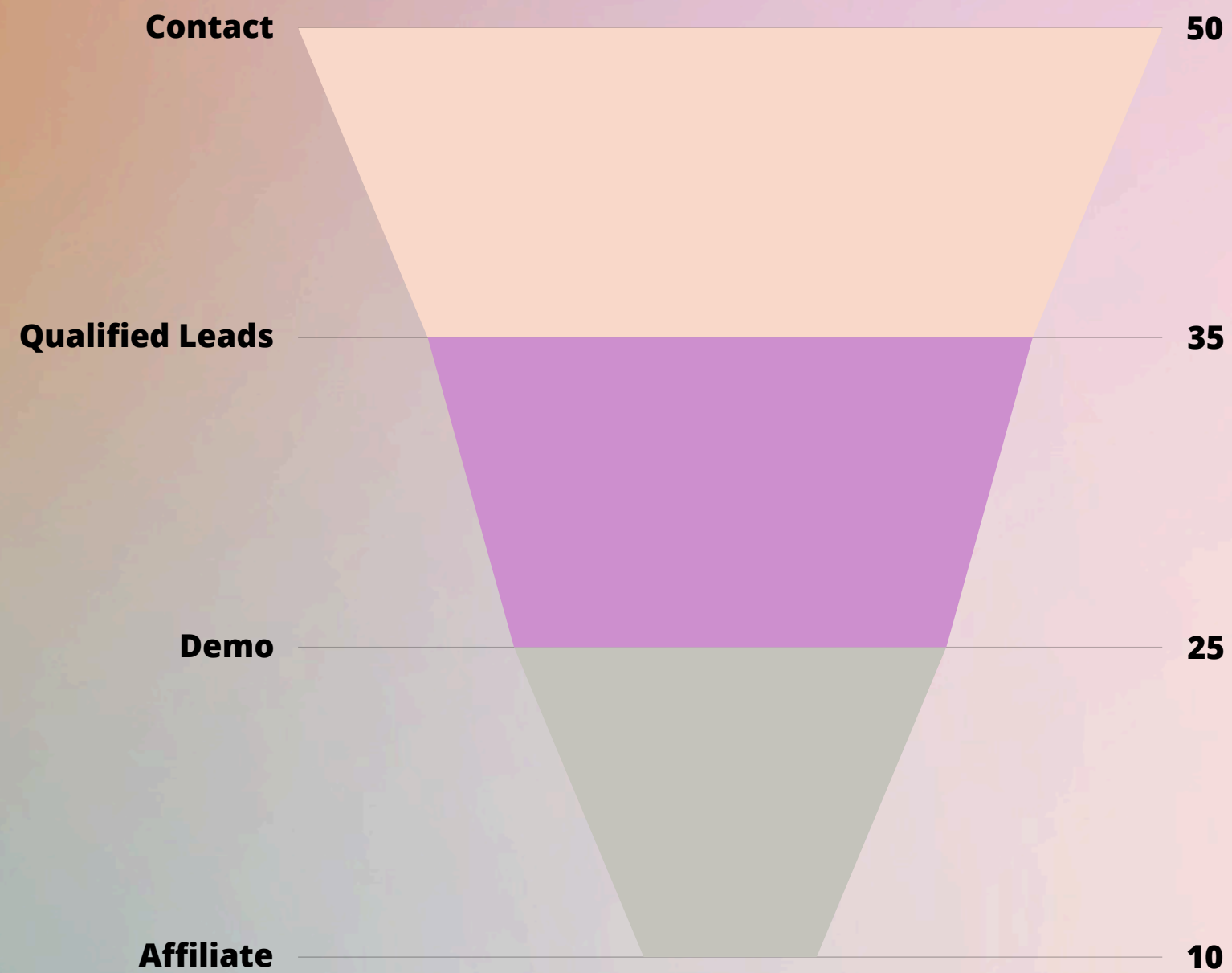
Revenue Model & Pricing



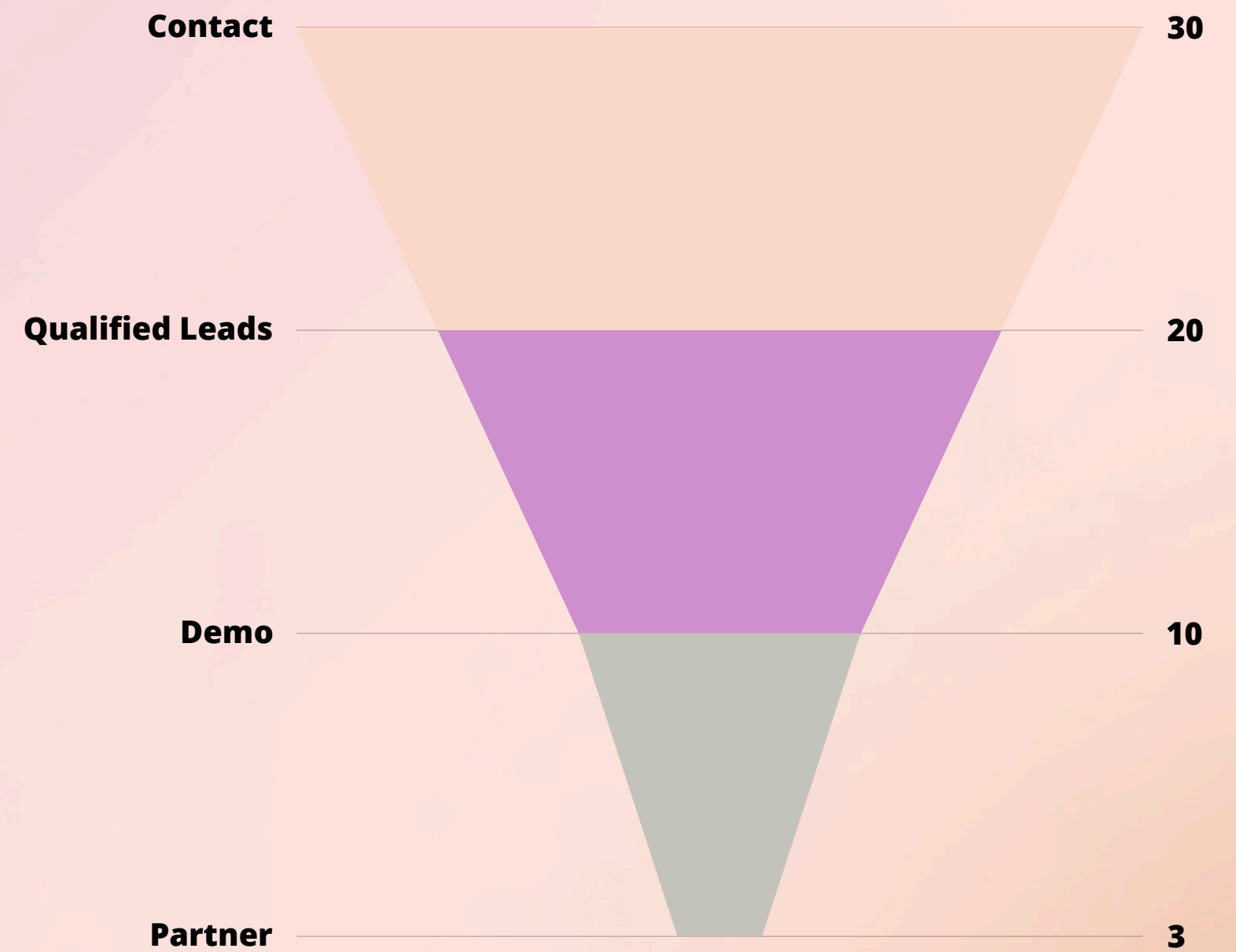
*Price raise to \$19.99/month in 2026

Go to Market Approach

Affiliate Funnel



Partner Funnel

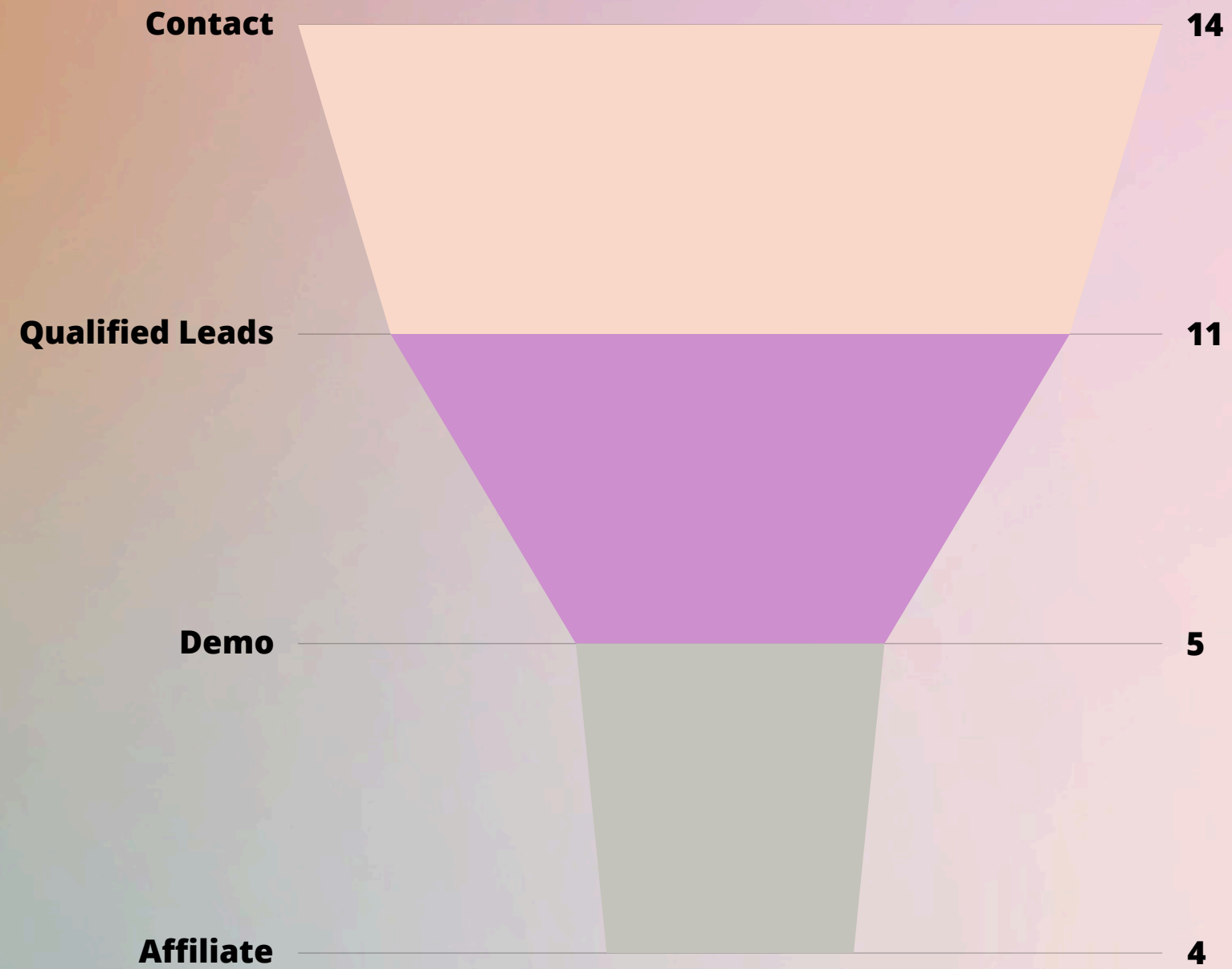


Current Traction

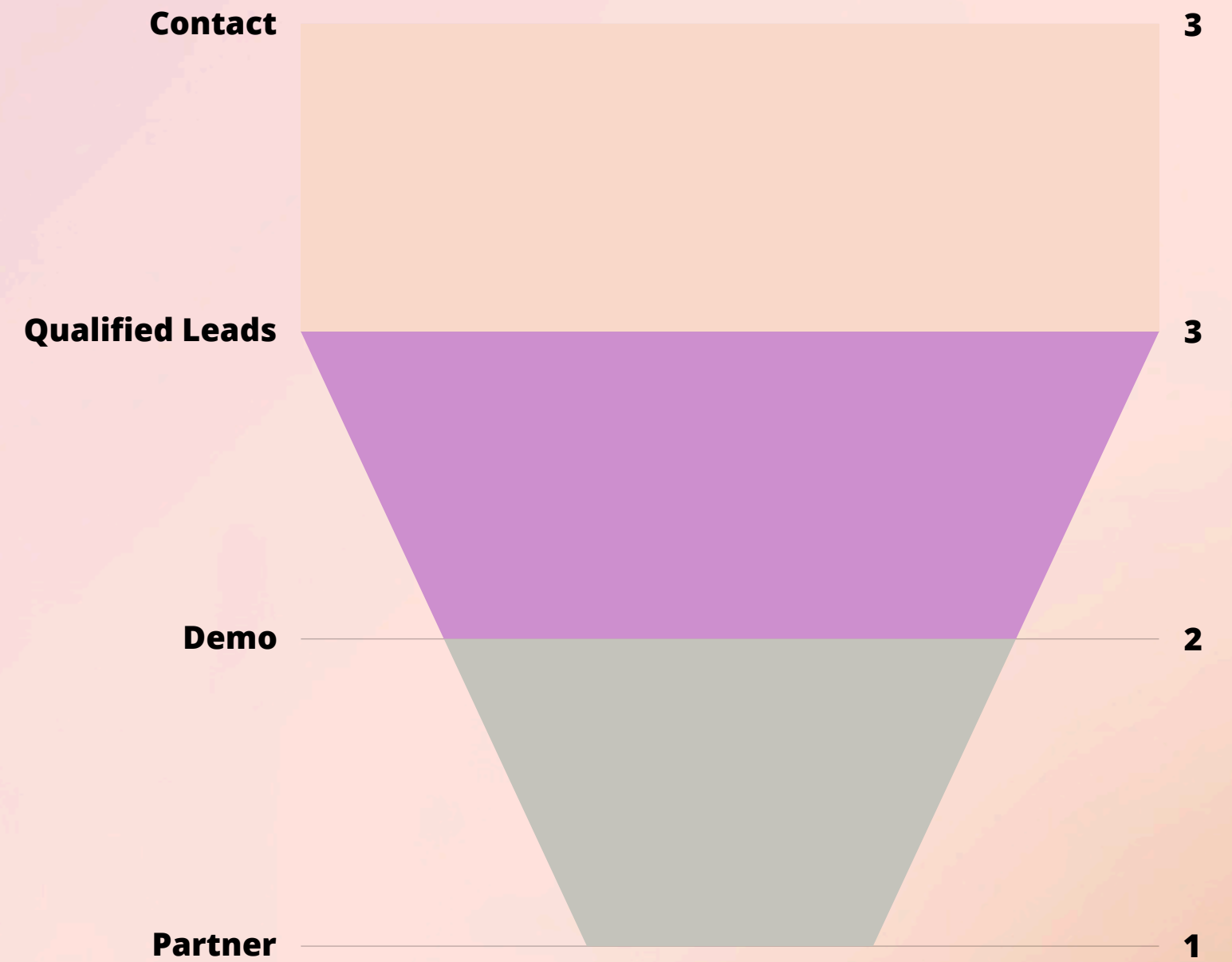
B2B conversations started 11/6/24

This slide was last updated: 11/18/24

Affiliate Funnel



Partner Funnel



Key Activities

	Q1 2024	Q2 2024	Q3 2024	Q4 2024	2025	2026	2027	2028
R&D								
UW Phase I	UW Phase I							
UW Phase II		UW Phase II						
Beta Testing & Refinement v1			Beta Testing & Refinement v1					
v2 - integration					v2 - integration			
v3 - analyze & monitor							v3 - analyze & monitor	
USERS								
50-8750		50			300	1,200	2,400	6,000
LICENSING CONTRACTS								
3-30					3	8	18	30
REVENUE								
\$1950-1,529,595		\$1,950			\$60,355	\$261,517	\$626,249	\$1,529,595
FUNDRAISING								
\$600k-3.6M			\$600k			\$1.2M		\$3.6M

Current capital: Raised \$50k pre-seed in Q3 2024

Core Team

Alyssa Antcliff, M.S., CCC-SLP, CEO

Speech-Language Pathologist

Purdue University Master's Degree | Undergraduate minors in Psychology & Business Management

American Speech-Language-Hearing Association Member & Gerontology Affiliate

Assistive Technology Industry Association Presenter



Bruce Jones, CTO

Senior Software Consultant at Microsoft

28 years of software design, development, and team lead experience



Jessica Huber, PhD, CCC-SLP, Advisor

Inventor & Co-Founder at SpeechVive



Milestones + Ask

10 affiliates, 3 enterprise partners, first 250 users

\$550k

Product

\$185,000

- Finalized R&D for v1
- Mobile optimization
- Build out provider portal
- Onboarding process optimization

Sales & Marketing

\$300,000

- Advertising & materials
- Relevant trade shows & conferences
- Product marketing
- Outreach
- Sales pipeline & onboarding activities

Operations

\$65,000


- Accounting
- Legal contracts, policies, and compliances
- Operational systems & IT
- Grant applications


THANK YOU!




Alyssa Antcliff, M.S., CCC-SLP

CEO & Co-founder

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Fishers, IN 46038



Financials & Projections

Individual CLV ~\$4000

	2024 (projected)	2025 (projected)	2026 (projected)	2027 (projected)	2028 (projected)
Number of Accounts	50	300	1,200	2,400	6,000
Number of Affiliates	3	25	40	60	85
Number of Enterprises (future)	1	3	8	18	30
Number of Standalone Users	40	225	920	1,680	4,500
Number of Users within Enterprises	10	45	200	540	1,200
Number of Providers within Enterprises	0	30	80	180	300
Revenue from Users (\$)	\$750	\$30,355	\$165,517	\$302,249	\$809,595
Revenue from Enterprises (\$)	\$1,200	\$30,000	\$96,000	\$324,000	\$720,000
Total Revenue (\$)	\$1,950	\$60,355	\$261,517	\$626,249	\$1,529,595
COGS (\$)	\$24,000	\$57,500	\$132,000	\$172,000	\$252,000
Gross Profit (\$)	-\$22,051	\$2,855	\$129,517	\$454,249	\$1,277,595
Gross Margin (blended %)	-1131%	5%	50%	73%	84%
MRR (\$)	\$162	\$5,030	\$21,793	\$52,187	\$127,466
ARR (\$)	\$1,950	\$60,355	\$261,517	\$626,249	\$1,529,595
ARR Growth Rate YoY (%)		2995.91%	333.30%	139.47%	144.25%
SG&A Total	\$31,300	\$383,200	\$591,520	\$791,998	\$1,210,398
Management & Admin Payroll (\$)	\$20,000	\$210,000	\$315,000	\$400,000	\$610,000
Sales & Marketing Compensation (\$)	\$0	\$140,000	\$240,000	\$350,000	\$550,000
Other Operating Expenses (\$)	\$11,300	\$33,200	\$36,520	\$41,998	\$50,398
Operating Profit (\$)	-\$53,351	-\$380,345	-\$462,003	-\$337,749	\$67,197
Operating Profit Margin (%)	-2736.62%	-630.18%	-176.66%	-53.93%	4.39%
Net Profit (\$)	-\$64,651	-\$413,545	-\$498,523	-\$379,747	\$16,800
Net Profit Margin (%)	-3316.26%	-685.19%	-190.63%	-60.64%	1.10%
Beginning Cash Balance (\$)	-\$5,493	\$29,856	\$116,311	\$817,788	\$438,041
Cash from Operations (\$)	-\$64,651	-\$413,545	-\$498,523	-\$379,747	\$16,800
Cash from Financing (\$)	\$100,000	\$500,000	\$1,200,000	\$0	\$3,600,000
Ending Cash Balance (\$)	\$29,856	\$116,311	\$817,788	\$438,041	\$4,054,841
Cumulative Headcount (FTEs)	2.5	4	7.5	10	14
CAC (\$)	\$0.00	\$466.67	\$200.00	\$145.83	\$91.67
CAC Payback (months)	0.00	31.13	10.01	7.30	4.59
Annual Churn Rate (%)	10%	10%	10%	10%	10%

Exit Strategy

- 7-year timeline
- \$200M target

Potential Buyers

- Health-focused ventures
- Electronic Health Record (EHR) Systems
 - Epic / Cerner / Athenahealth / NextGen Healthcare
- Tech companies
 - Amazon
 - Google
- Medical companies
 - CVS Health (already on their radar)
 - Digital Health Corp
 - Stryker
 - Phillips

Legal & Accounting

Legal Considerations

- Delaware C-Corp
- Owned & operated in Indiana
 - Alyssa Antcliff (IN) owns 63% of the company; Bruce Jones (IN) owns 27%
 - Employee equity pool is 10%
- IndiAide is currently patent pending from a 2020 application and will not pursue patents further at this time
- HIPAA, SOC 2, HL7, and related compliances will be necessary when connecting to EHRs
 - Anticipated future partner in EHR connectivity if necessary: Redox

Legal Team

- Camron Legal Group

Accounting

- CLH CPAs & Consultants

