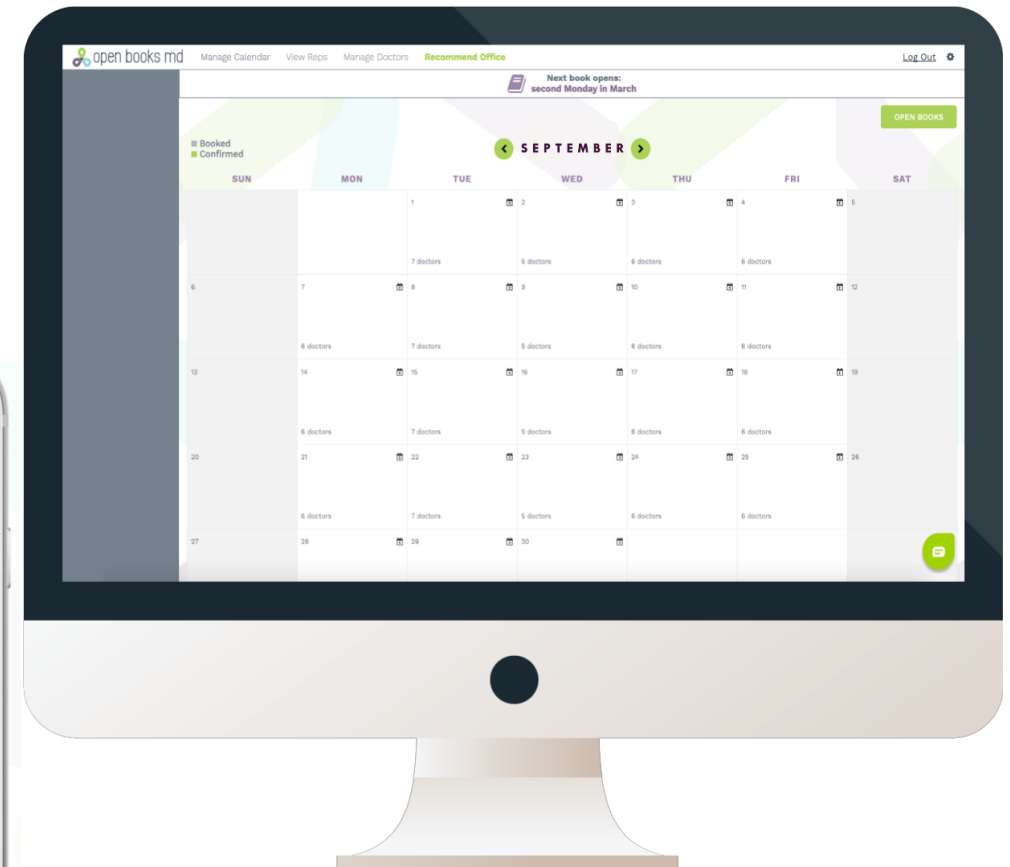
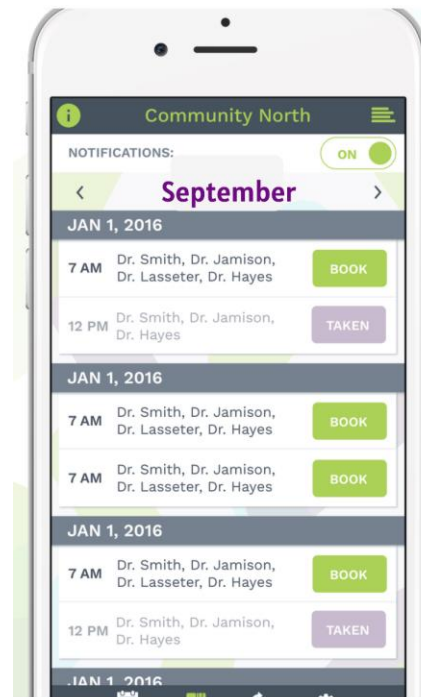




# OPEN BOOKS MD

## Easy Appointment Scheduling for Physician- Rep Interactions





# THE PROBLEM

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- Doctors value rep interactions, but finding time and scheduling them is a barrier.
  - Paper-managed meetings cost doctor's offices 40+ work hours per month, unnecessary friction and restricted access.
  - A 2X increase in new drug launches in the next decade will lead to more reps and more demand for share of voice.
  - Doctors struggle to keep up with clinical updates and are slower to react to new therapies, adverse reactions and label changes when access is restricted.
  - 1 billion has been spent by Pharma on unsuccessful attempts to meet with doctors.
-

- Introducing Open Books MD, the go-to scheduling-app for pharma-reps who want to deliver lifesaving information on novel products and therapies to doctors who need it.
- Think of Open Table for reps where doctors can post their availability online, and reps can reserve an open time slot; No calls, no drop-ins, no disruption to patient care - just the meeting.
- We created a solution that saves doctor's offices 40+ hours per month, reps 12+hours per week and has created over 4K medical information meetings to date.





# COMPETITION & DIFFERENTIATION

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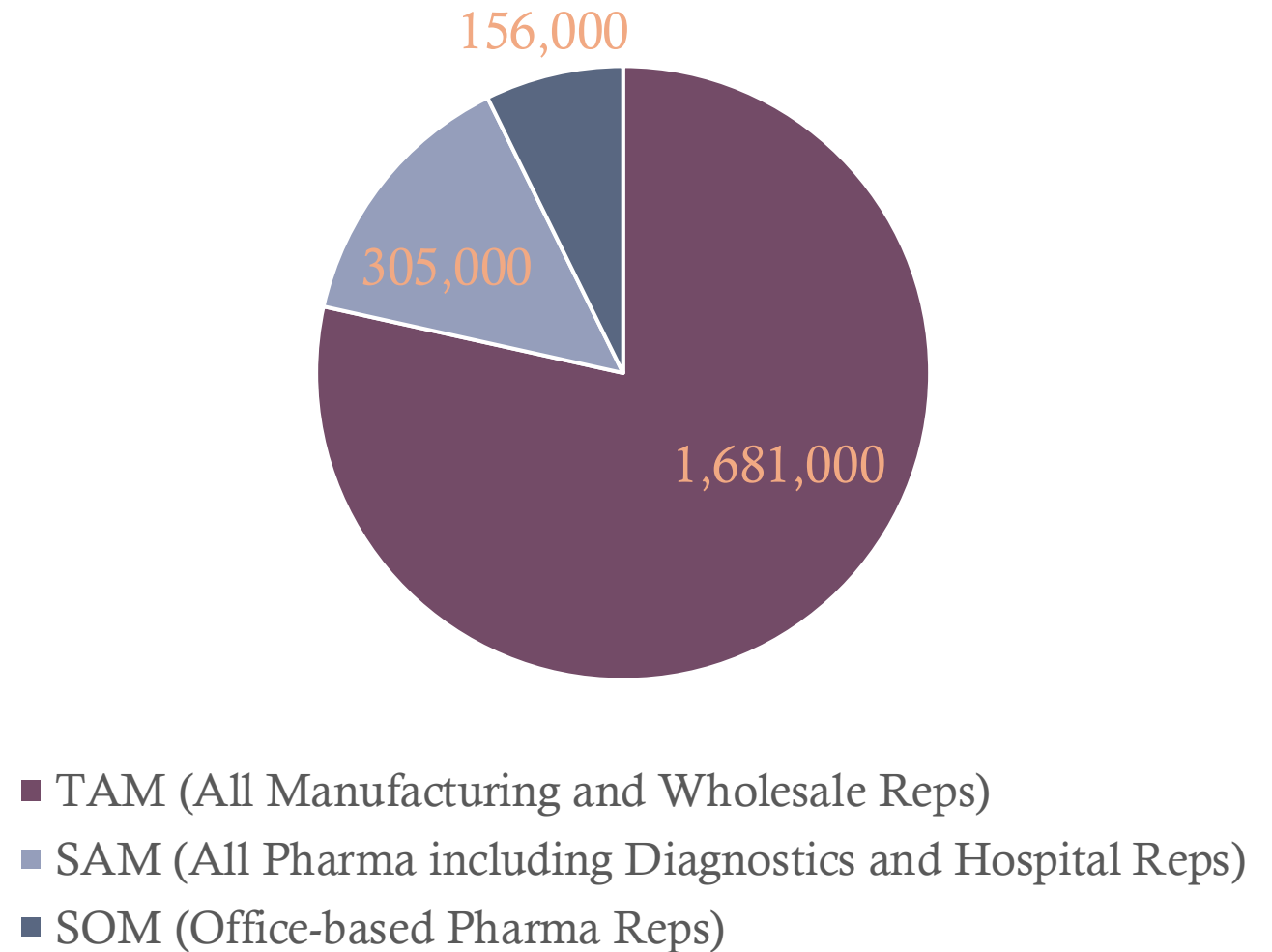
Feature/Attribute	RxVantage	Paper-Managed	Open Books MD
Price	\$125	None	\$25
Ease of Use	Moderate	Difficult	Simple
Target Market	Oncology	Most	All
Unique Features	Basic	None	Advanced

# MARKET OPPORTUNITY

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- Pharmaceutical sales rep growth trend set to increase 3.8% between 2022-2032
- Software as a Service Freemium business model (highly scalable)
- Monthly (\$25) and Annual subscriptions (\$240) charged to Pharma companies who want access to platform & doctors
- Customer acquisition: Outbound call and direct mail campaign to onboard medical practices with an average CAC of \$90
- Rep acquisition from in-office promotion and signage

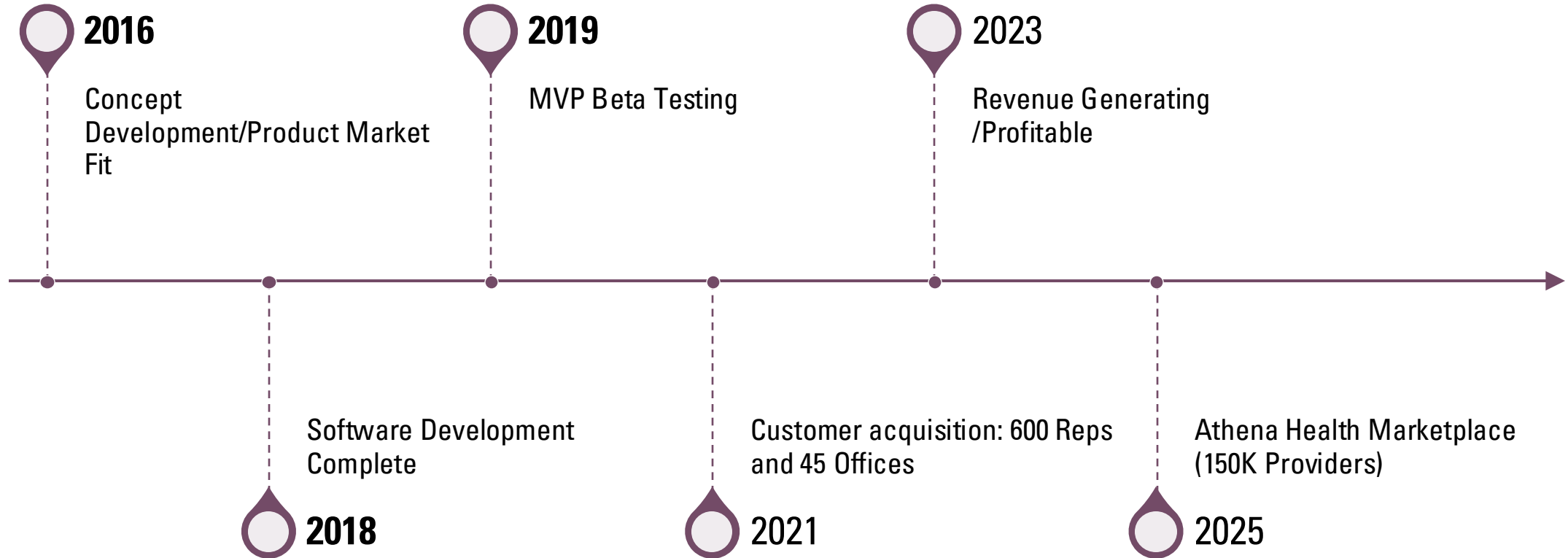
## Total B2B Sales Reps in the U.S. 2023





# MILESTONES & TRACTION

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# 3 YEAR FINANCIAL PROJECTIONS

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- CONSERVATIVE

2025 \$1,500,000

2026 \$6,000,000

2027 \$13,500,00

- MODERATE

2025 \$4,200,000

2026 \$12,600,000

2027 \$22,680,000



# ABOUT THE FOUNDER

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**CHERE COFER**

**Founder/CEO**

[Chere@openbooksmd.com](mailto:Chere@openbooksmd.com)

**424-259-1408**

Seeking 250K

75K Invested  
and  
bootstrapped

100%  
Ownership

25 years  
Pharma  
experience

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# USE OF FUNDS - \$250K

- Sales and Marketing
  - Outbound Call Campaign 100,000
  - Customer Success 20,000
  - Direct mail campaign 10,000
  - Conference Exhibition 20,000
  - WOSB certification 350
- Customer Conversion 20,000
- Customer Support 20,000
- Development 50,000
- Accounting/Legal 10,000



*Exit Strategy: CRM (Salesforce/Veeva) Vendor Management (Vendormate)*