Eprosystem™

Innovation to Simplify Healthcare

Presents the Business Plan for

FaceCure
Interconnected Health Care

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FaceCure
Interconnected Health Care

Industry Sector: Healthcare Services, Cloud and Web Services, Healthcare IT/Software
Location: Simi Valley, CA
Founded: Dec 1999

Deal Terms
Amount Requested: 24 million
Investment Stage: Initial, Preferred A Series

Introduction
FaceCure has been incubated and launched by Eprosystem, an established company providing certified electronic health record (EHR) systems, web services and transactions, and medical billing services. Eprosystem serves as a strategic partner offering initial capital, human resources, and operational infrastructure.

Opportunity
FaceCure seeks to exploit a unique opportunity in the healthcare delivery system by aiming to improve and/or resolve certain systemic problems within the current model that continue to cause discontentment among patients and providers alike. That is, FaceCure has positioned itself to provide:

- A more immediate, expedient way for patients to seek care.
- A more trusted, convenient way for patients to view provider credentials, read reviews and rate providers.
- A care delivery system in which the patient can be seen at home via FDA-approved, Meaningful-Use technology.
- An interconnected network of active providers that are always ready to perform remote examinations and diagnostics.
- A system in which the administrative processes are removed from the provider's responsibilities.
- A system that allows providers higher income potential, fewer hours worked, and more intimate patient encounters.
- A personable delivery system that increases the quality of care while decreasing the associated costs.

Deal Highlights
- FaceCure currently is the first market mover.
- FaceCure has secured the strategic components needed for the development of its innovative infrastructure.
- FaceCure's aligned partner, Eprosystem, will facilitate the swift execution of its readily scalable market strategies.

Market
FaceCure's business model participates in these high growth markets.

Market	2016	Projected Growth
Healthcare Spending	$3.35 trillion	5.8% annual growth till 2025
Physician and Clinical Services	$603.7 billion	4-6% annual growth
Home Health Care	$83.2 billion	3-5% annual growth
Nursing and Continuing Care	$155.6 billion	3-4% annual growth
Prescription Drugs	$297.7 billion	6-10% annual growth

Currently, there are 1 million practicing providers and a population of 321 million people; FaceCure aims to capture a sizable share of this market.

Products, Services and Competitive Advantage
FaceCure is positioned to become the first company to consolidate the following features in a single platform:
- Patients can log in online for immediate access to complete, comprehensive, government-certified virtual-visit care.
- Patients can evaluate provider credentials from trusted, verifiable sources.
- Patients can access clinical reports including lab results, medications, allergies, diagnoses, and treatment plans.
- Patients can access an active network of primary care providers and specialists that are always ready to treat them.
- Patients can experience increased quality of care without leaving the comfort of their own homes.

- Providers can work from anywhere, anytime, with increased revenue and decreased overhead/costs/inefficiencies.

Competitors
- The current market does not present a direct competitor whose aggregate services are identical to FaceCure.
- Indirect competitors include retail clinics, urgent care centers, established medical groups and private practices, electronic health record systems and healthcare related websites.

Financial Forecast

	2019	**2020**	**2021**
Revenue	$11,100,770	$36,927,417	$77,470,414
Operating Expense	$10,511,865	$24,425,970	$52,974010
Operating Income	$588,905	$12,501,448	$24,496,404

Revenue Model

Revenue Source	**Percentage of Revenue**
Patient Registrations	29.37%
Provider Revenue Sharing	57.65%
Pharmaceutical Revenue Sharing	9.52%
Medical Billing Services	3.46%

FaceCure Milestones

May 1, 2018	Launched FaceCure app (android and ios), website (www.facecure.org) and employ operational infrastructure. (Complete)
June 1, 2019	Develop initial 3 test markets.
Jan 15, 2020	Expand test markets to 10.
Jan 15, 2021	Scale nationwide to 20 markets.

While healthcare costs continue to spiral out of control, FaceCure recognizes the imminent need for change in the current healthcare delivery system. Through innovative thinking, it has created a platform to improve the quality of care, increase efficiency in the care delivery system, and enhance both patient and provider satisfaction, all while reducing costs. First, FaceCure brings back nostalgically personal house-call care by enabling a provider to treat patients in the comfort of their own homes. Second, FaceCure helps to reduce the time needed for documentation, thereby giving the providers more time to care for their patients. Third, it provides patients with the tools needed to be proactive in their own health. Fourth, it creates an ecosystem that promotes relationships and communications between patients and care providers. Fifth, it allows providers to worry less about running the business of medicine and to focus more on practicing medicine itself.

Developed by the Eprosystem technology team, FaceCure is an app that works on any desktop and mobile device that is seamlessly integrated with EproMedical EHR and Dictum Health IDM100 tablet via the cloud. This highly innovative app allows providers to treat patients in the comfort of their own homes. With the integration of the FDA-approved vital data-capturing tablet, it provides care providers the capability to confidently complete a full examination and render diagnoses. In addition, by collaborating with local pharmacies for home delivery of medications, FaceCure's delivery model presents a comprehensive platform of care that is more expedient, efficient, immediate, cost-effective, personal and secure.

KEY ADVANTAGES FOR PATIENTS	KEY ADVANTAGES FOR PROVIDERS
Patients receive full exam at home via FDA certified technology.	Providers can practice medicine independent of administrative processes and billing.
Patients experience minimal wait time and frustration.	Providers can choose when and where they want to practice.
Patients can access specialists' consultations faster.	Providers can practice in the absence of staffing issues and office politics.
Patients can arrange for home-delivered prescriptions.	Providers can practice outside of overhead expenses.
Patients can view clinical reports including lab results, medications, diagnoses and treatments around the clock.	Providers can access real-time patient information and vitals signs.
Patients enjoy immediate access to a large group of readily available providers.	Providers can collaborate with system-integrated group of other participating providers and supporting services.
Patients can verify providers' credentials and obtain unbiased reviews from other authentic, system-confirmed patients.	Providers can enjoy increased intimacy with patients and streamlined reimbursements like never before.

FaceCure Infrastructure

FaceCure App: Patient logins for registration, inputs demographic, medical history and insurance/payment information, and request for a medical exam visit. FaceCure delivers to the patient a list of online primary care providers and specialists prescreened for the acceptance of the patient's insurance plan. FaceCure helps in the selection of a provider by enabling patients to view a provider's credentials and read reviews and ratings from other authentic, system-confirmed reviewers. By integrating with EproMedical EHR, FaceCure provides real-time insurance benefits and copay information to login users. Users also have access to the patient portal that provides the clinical summary of all past visits, including laboratory results, lists of medications and allergies, diagnoses, and procedures.

EproMedical Stage 3 Certified Complete EHR: EproMedical is the only EHR that integrates seamlessly with FaceCure and the IDM100 tablet. EproMedical is accessible from any device and operating system, including mobile devices such

as smart phones, tablets, and laptops. Once the EHR collects and saves all relevant clinical information, FaceCure is capable of forwarding clinical summaries to the appropriate treating providers. EproMedical is a complete certified EHR capable of supporting electronic prescriptions, e-claims, e-labs, verification of eligibility and benefits in real-time, and native integration with HL7, EDI, and CCDA messages.

My HealthNet Patient Portal: The patient portal, integrated with EproMedical EHR and FaceCure, is easily accessible using any device. The portal provides the clinical summaries, referral reports and other clinical reports that are available to FaceCure users.

IDM100 Tablet: EproSystem has an integrated partnership with Dictum Health, a company that created the IDM100 – the only tablet that is FDA certified for remote diagnosis. The tablet obtains vital information such as blood pressure, temperature, heart and lung sounds via digital stethoscope, spirometry, oxygen saturation levels, height, weight, capturing images via otoscope, dermatoscope or ocular cam, electrocardiogram, ultrasound or hearing test. The data from the tablet instantaneously uploads to our integrated Meaningful Use Stage 3 Certified EHR for the provider to review.
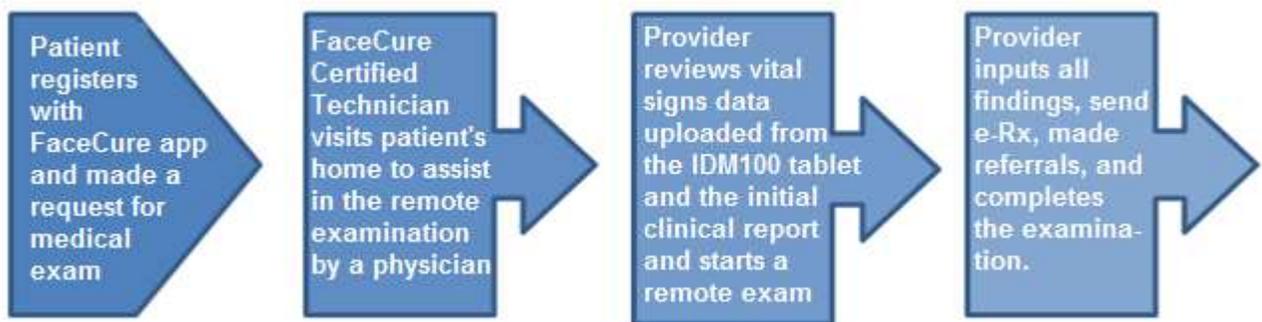
Network of Certified FaceCure Technician, Phlebotomist, and Registered Nurse: FaceCure has built a network for dispatching a certified technician or RN to visit the patient's home and so facilitate the process of the physician's remote examination. FaceCure will pursue potential partnerships with Uber and Lyft to offer FaceCure certification programs while providing equipment to qualified Uber and Lyft drivers.

Network of Credentialed Primary Care and Specialty Providers: FaceCure provides a network of always-online active providers that are ready for remote examinations.

Network of contracted local pharmacies: FaceCure's contracted pharmacies will provide timely fill prescription orders and delivery of medications.

Network of Supportive Care Partners: FaceCure will forge partnerships with skill nursing facilities and homecare providers.

FOUR-STEP VISIT PROCESS

Patient registers with FaceCure app and made a request for medical exam → FaceCure Certified Technician visits patient's home to assist in the remote examination by a physician → Provider reviews vital signs data uploaded from the IDM100 tablet and the initial clinical report and starts a remote exam → Provider inputs all findings, send e-Rx, made referrals, and completes the examination.

STEP ONE

- Patient downloads the FaceCure app and registers.
- Patient inputs demographic, medical history, insurance and payment information within the app.
- Patient agrees to the terms of service and to a $10 monthly fee after our test market is complete.
    - Legal agreements, such as consent to treat, HIPAA disclosure and Patient Bill of Rights notification are also signed by the patient within the app.

- FaceCure automatically verifies insurance eligibility and benefits.
- The patient inputs in the active symptoms and reasons for requesting a primary care visit.
- FaceCure will then deliver a list of online active providers that have prescreened to accept the patient insurance plan and are ready for a remote exam.
- Patient can view the providers' credentials, read the review and ratings from other confirmed real users and select a provider.

STEP TWO
- FaceCure will filter the inputs from the patient and depend on the complexity of the case; it will sends an alert to a FaceCure certified technician or RN to prepared for a visit to the patient's home.
- Once arrived, the technician or RN will do initial findings with the patient and inputs in the chief complains, HPI (history of present Illness) in to the cloud-based EproMedical EHR.
- The technician or RN will then proceed to take vital signs, which include blood pressures, pulse, height, weight, and temperature from the IDM100 tablet. The data will auto-upload directly into EproMedical EHR.

STEP THREE
- Once, the technician has adequately entered all the initial findings. FaceCure will identify the selected provider and forward the initial clinical report to the provider for review.
- The provider will then alert the technician and patient that he/she is ready for a remote examination. The technician confirms the alert and remotely connects to patient and the provider for a video remote examination via the IDM100 tablet.
- As the provider examines the patient, additional tests might be in need. The provider will then instruct the technician to perform a host of tests that are available from the IDM100 tablet. The additional tests might include ECG 3 & 12 lead, SP02, spirometry, listen to heart and lung using the digital stethoscope, audiometry, capturing images from the otoscope, dermatoscope or ocular cam, glucometer and/or ultrasound.
- The provider inputs in all the findings and renders diagnoses into the cloud-based EproMedical EHR.
- The provider will then electronically send a prescription to a local contracted pharmacy that will fill the prescription and deliver the medications to the patient. With the exception of controlled substance such as narcotic, the technician will be able to provide transportation for the patient to pick up the medications in person.
- For high complexities case a referral to a FaceCure networked specialist might be necessary. The patient will then be able to view a list of available specialists and select a specialist of his/her choice.
- FaceCure will immediately forward a clinical summary to the selected specialist. He/she can review the report then alert the technician to be ready for a remote exam. The technician connects the patient and the specialist for a remote exam via the IDM100 tablet.
- Once completed, The FaceCure technician departs the patient's home.

STEP FOUR
- A FaceCure medical billing service team will process claims for payments and collect copays from the patient via FaceCure.

MARKET ANALYSIS

According to a report from the Department of Health and Human Services, healthcare spending will reach 3.35 trillion in 2016, with growth projected at an average of 5.8% from 2015 to 2025. According to Harvard Business Review, about 30% or close to $1 trillion a year ends up in waste due to redundancy and inefficiency in the current system.

Recent, broad-spectrum market influences are reshaping the healthcare industry like never before. On the service side, the industry is managing increased costs generated from technological advancements in medicine and curative intervention, confidentiality and security concerns, reduction in reimbursements and federal healthcare spending, malpractice liability crisis, greater reimbursement bureaucracy, and the complexities of MACRA and meaningful use requirements. On the consumer side, the industry is responding to increasing pressure from patients for more access to medical records, the rise in social media marketing, resistance to treatments due to increasing out of pocket costs for patients and business partners demanding automated e-business integration. One consensus from all stakeholders in the industry is Healthcare will have to control the costs. Many experts believe the most viable solution is to begin managing administrative and clinical costs. In general, they share an agreement that the market pressures are pushing healthcare toward a radical and fundamental change in the current care delivery system.

As the industry slides toward a state of emergency, the government's meaningful use requirements create an even more expensive, complex and a daunting set of barriers for new product entry. It effectively stifles innovation and reduces global competitiveness for the entire U.S. health IT industry by including over-regulated features, and functions with complicated requirements. The certification criteria focused on a too many features that are not beneficial to either patients or providers. Meaningful use has effectively lost its way. In a 15-minute exam visit, the expectation for a provider to see a patient, communicate empathetically, complete fact-finding documentations to fulfill the MACRA requirements and to justify an ICD-10 code, achieve 140 quality measures, never commit malpractice, and clearly communicate with patient and care team is unrealistic. It may all be possible if a provider only see 10 patients a day, but not in the current climate of declining reimbursements and an ever greater reimbursement bureaucracy. Healthcare is clearly critical in need of innovations and out of the box practical solutions. But, the shackles of meaningful use standards have created an extremely high barrier of entry and essentially halt all innovations that might otherwise help the industry out of its current state. Patients and providers continue to endure a system where the costs of care continue to climb while the quality of care steadily falls.

Patients are victims of circumstance when it comes to healthcare delivery services in the current, outdated state. Even in the best of scenarios, wait times to see a physician are lengthy. A recent trend has seen a sharp rise in utilization of retail clinics and urgent care centers. These clinics offer an immediate appointment or a walk-in visit, when it is difficult to secure a visit to a primary care physician on the same day. These clinics benefit from patients' need to see a physician immediately. However, the cost for such a visit is usually higher, but conveniences fee many is willing to pay for readily accessible care. FaceCure is poised to capture the opportunity of this trend by providing the most convenient and cost effective way for patients to get care. With the proliferation of the internet and online services, patients are now more educated consumers. The option for an in-home, immediate physician consultation will certainly be very receptive to the masses. FaceCure is in a prime position to take advantage of this trend toward an increasingly interconnected and patient friendly healthcare delivery system.

The consumer is a powerful force in the industry. If a solution is greatly beneficial to the consumer, a shift in the healthcare landscape will happen. In 2016, there are approximately 1 million practicing US physicians and with a population of 321 million people. FaceCure is determined to deliver innovations that will vastly improve the current care delivery system to capture a major share of the market. Once consumers and providers learn of the benefits of FaceCure, the adoption and utilization rate will be rapid. With the world in a constant shortage of physicians, FaceCure has plans to expand globally with its business model.

FaceCure's business model participates in these high growth markets.

Market	2016	Projected Growth
Healthcare Spending	$3 trillion	5.8% annually growth till 2025
Physician and Clinical Services	$603.7 billion	4-6% annual growth
Home Health Care	$83.2 billion	3-5% annual growth
Nursing and Continuing Care	$155.6 billion	3-4% annual growth
Prescription Drugs	$297.7 billion	6-10% annual growth

COMPETITORS

FaceCure will compete indirectly with a variety of healthcare providers and IT vendors, including electronic health record systems, healthcare related websites, retail clinics, urgent care centers, established medical groups and private practices. However, the current market does not present a direct competitor with similar services to FaceCure.

Competitive Advantages
FaceCure will be the first to market for the business model it has created. We have an integrated certified complete EHR and vital data-capturing tablet that is FDA certified for remote diagnosis to serve as two main components to build FaceCure's infrastructure. The app created a novel business process that has not been previously seen in the healthcare world. Facecure has teamed up with film industry leaders to act us their liaison's. Clifton Collins Jr. from the new hit HBO series WestWorld is currently discussing our solution with the larger movie studios and television stations.

Major competitive advantages include:
- The most patient friendly, innovative, comprehensive and integrated healthcare delivery solutions on the market
- Drastic improvement of the current healthcare delivery system
- The first product and service of this type to the market
- Integrated platform used for communications and relationship building between patients and providers
- Provides significant benefits for both consumers and providers
- Increased quality of care with decreased cost of care
- 24/7 access to care without leaving the comfort of home

Competitive Disadvantages
- Lack of sufficient resources leaves Eprosystem without the ability to:
  o engage in an extensive marketing campaign
  o hire key employees
  o advance the existing R&D progress
  o expand nationally
- Competitors may have some or all of the key resources and may capitalize on FaceCure potential delay of progress due to lack of capital.

RISKS

The market for FaceCure is governed by rapid technological change, burdensome government regulations, frequent changes in industry standards and variant customer requirements. FaceCure operates in a dynamic and rapidly changing global industry. These conditions present numerous risks and uncertainties for the company.

Internal Risks
FaceCure success will depend in its ability to attract, train and retain highly skilled technical, sales, marketing and executive personnel. EproSystem may need to grant a number of stock options to attract the highest quality personnel. Failure to do so could disrupt product research and development, hamper marketing and sales efforts, and increase costs.

Success will depend on the ability to:
- Develop, enhance and expand core applications
- Successfully integrate third-party products
- Provide innovative clinical and administrative solutions
- Enter new markets
- Develop and introduce new products that keep pace with technological developments
- Readily integrate internet and communications advancements

External Risks
- EproSystem is dependent on the Internet being accepted and widely used for commerce. FaceCure was strategically developed with the internet as the app's backbone and will depend on continued usage of the web to foster long-term growth. A disruption in internet services would pose a serious threat to FaceCure operations. However, this scenario would be a healthcare wide disaster not singularly applied to FaceCure.
- EproSystem cannot be assured the remote examination markets for FaceCure will continue to develop, that it will be able to compete effectively nor insure generation of significant revenues.
- Health care is a highly regulated industry, at the federal, state and local levels. Regulatory authorities have broad discretionary powers to interpret and enforce existing laws and regulations and further extend their reach and applicability. The future growth of remote examinations in the United States could be hindered if the existing laws and regulations are not updated to meet the needs of an internet connected society.
  - o Laws that could conceivably affect remote examinations operation and R & D activities include:
    - ➢ Laws governing the corporate practice of medicine
    - ➢ Regulations concerning diagnostic imaging
    - ➢ Electronic medical records regulations and interconnection barriers
    - ➢ Health-care reform legislation.
    - ➢ Interstate medicine practice and insurance reimbursement regulations
  - o If the interpretation of health-care laws and regulations the company is working from prove inaccurate, FaceCure prospects would be materially and adversely affected. However, the executive team makes every effort to offer products that are and will continue to comply with existing and future regulations.

FaceCure's primary objective is to position itself as the premier, interconnected healthcare hub for physicians and patients. The company aims to command a sizable portion of the market share and create a critical mass within three years. The strategy is to create consumer and providers' awareness of the benefits FaceCure provides and promote this evolutionary business model as a vast improvement in patient satisfaction and increase in quality of care.

FaceCure Marketing Approach:
1. *Increase Product Awareness.* Advertise through various mediums, including health-related websites, television, magazines and healthcare events.
2. *Demonstrate Product Functionality.* Saturate the market with product presentations and seminars promoting the many solutions and benefits provided through FaceCure.
3. *Provide End User Free Trials.* Create a direct promotion campaign targeting the individual consumer.
4. *Tap Existing Customer Base.* Encourage referrals through the existing Eprosystem customer base.
5. *Film Industry Leaders. Using our film industry leaders now connected to FaceCure to help educate the public.*

The company will adopt and incorporate additional marketing strategies as growth in the market share occurs. A national and international marketing strategy will also be developed as the products gain market acceptance.

Growth Strategy

FaceCure's strategy is a multitier revenue-growth business model:

Tier 1: The first tier of revenue growth will be generated by the $10 per month charge to patients which provides them with 24/7 access to their personal health records and a network of online-active providers.

Tier 2: The second tier of revenue growth will be generated from the revenue sharing model with providers. For each claim billed, FaceCure will deduct 45% from the amount billed; the remaining 55% will be reimbursed to the provider. Providers typically pay overhead above 70% of the amount collected. This arrangement offers the provider a substantial increase in income. It also frees hours of his or her day from office management to invest more quality time with each patient.

Tier 3: The third tier will come from a revenue sharing model with contracted partners such as pharmacies. The contracted pharmacies will pay 3% of the prescription revenue submitted through the FaceCure network. Healthcare support services, such as home care providers, will pay an annual fee for being a credentialed network partner.

Tier 4: The fourth tier will be raised from FaceCure medical billing services. FaceCure will collect 6% of the total collection payments from providers to send claims and work with account receivable.

Immediate revenue growth will depend on continuing penetration of the market and rapid app acceptance to establish a solid market share. Initial growth will depend on the number of patients' registrations and providers' acceptance. Once traction into the market is gained, sustainable growth will depend on the volume generated from increasing patients' registrations and utilization frequencies.

Exit Strategies

The following actions items are viable exit strategies for FaceCure:

- Private Sale
- Leverage Buyout
- Public Offering - FaceCure's projected performance should position the company to file for IPO after 3-5 years in operation.

Dr. Khang Nguyen | **Founder and President**

Dr. Nguyen founded EproSystem in 1999. He oversees all business operations including product development, marketing, professional services, finance and administration. Dr. Nguyen graduated from Cal State University of Northridge in 1983 with a bachelor degree in Biology and Chemistry. In 1987, he graduated from Tufts University Dental School. From 1987 to 1989, Dr. Nguyen worked at a few private practices and clinics before starting his own private practice at the end of 1989, which continues to operate successfully to this day. He has extensive knowledge in computer technology, especially in Internet infrastructure. He plays a major role in identifying industry-leading technologies used to create the basis foundation and architecture for Eprosystem applications providing EHR services in the United States with recent international growth.

Arthur Runyan | **Chief Operating Officer**

Bouncing between Los Angeles and Las Vegas, Arthur serves as the co-President and co-Founder of Greco Medical Billing, Chief Operating Officer of EproSystems as well as the C.O.O. of FaceCure Medical. He brings approximately fifteen years' experience in product management, project management, and product development in the software industry to the FaceCure team. Arthur has also reified over 32 businesses nationwide working both as a consultant and operator. With a Bachelor's Degree in Business and a healthy knowledge of his field, Arthur is determined to make FaceCure, a project virtually limitless in scope, his most fruitful and coveted yet.

Brandon Fowler | **Full Stack Web Developer / Data Scientist**

Brandon Fowler serves as FaceCure's Lead Web Developer and Search Engine Optimization Consultant, specializing in full stack web development with an emphasis on front-end and user-friendly designs. He successfully launched Calypso Development in 2013, a multi-purpose, all-inclusive company providing a range of services from content management to websites, and SEO to videography. The company continues to prosper with clients growing across the 50 States. Native-born to Las Vegas, Nevada, he believes in a calculated risk but doesn't have time for the gamble. "Vegas wasn't built on winners." Brandon has 14 years of real-world, entrepreneurial experience in his field and views FaceCure, a relative of his industry, as unprecedented, commending their ideologies and loyalty to customer service. "I've been pitched dozens of projects to participate in over the last five years. FaceCure is the first I accepted."

Duc Nguyen, M.D., F.C.C.P., F.A.A.C. | **Chief Medical Director**

Specializing in Pulmonary and Critical Medicine, Dr. Nguyen was born in Vietnam and moved to the United States when he was thirteen years of age. At the end of his adolescence and the beginning of adulthood, Dr. Nguyen was trained in Internal Medicine at the University of San Francisco and completed the program in 1996. He went on to finish his fellowship in Pulmonary and Critical Care Medicine at UCLA in 1999. Because of his relationships with patients, science, and his passion for the development of quality care, Dr. Nguyen was voted America's Top Physician in 2010. He currently is the Medical Director of the Intensive Care Unit at Simi Valley Adventist Hospital, geographically close to EproSystem Inc., the company that conceived FaceCure.

Parviz Akhavan D.O. | **Chief Medical Officer**

Dr. Parviz Akhavan is a family medicine doctor in Los Angeles, California. In 1996, he graduated from Kirksville College of Osteopathic Medicine (KCOM), a 100-year old institute founded by Dr. Andrew Still. Proudly approaching medicine in an hollistic manner, Dr. Akhavan treats the patient's overall health with as much vigilance and care as he does their disease. Achieving more than 22 years of diverse experience, especially as a practitioner of the familial, Dr. Akhavan has developed his own style and, because of this, is an established and respected physician within the medical community.

Isaac Liss | **Content Development / Consulting**

Born in 1985 in San Jose, California and having recently moved to Las Vegas, Nevada, Isaac has been interested in the artistic constructs of business for close to fifteen years. As a graduate from Portland State University in 2013 with a degree in Film, Isaac has entrenched himself in activities ranging from graphics design to videography and editing, musical compositions to content writing and blockchain smart-contract formulation. Isaac operates as an employee of Calypso Development and a contributor to client FaceCure Medical. His position with FaceCure includes co-authoring the White Paper, Blockchain consultation, and developing content for their website.

Shawn Parra | **Patient Care & Service Coordination**

Shawn is active in patient care and service coordination, bringing 17 years of experience to connecting consumers with services and programs of quality care. He has a Bachelors of Arts in Social Work from Slippery Rock University in Pennsylvania. Shawn's also a military veteran that continues to give back to his country by advocating for patient rights, timely medical service and commensurate coverage for wounded warriors. Armed with the knowledge of conditions, procedures, and regulations, all wrapped within his humanitarian heart, Shawn is an asset to the FaceCure team and is incarnate of what we strive to become collectively.

Michelle Cortez | **Director of Medical Billing**

Greco Medical Billing's co-President and co-Founder, Michelle has also been with FaceCure since its inception. She has 28 years experience in the healthcare field both as an administrator and consultant; in that time, she's worked in single and multi-specialty practices, primary care, surgical groups and academia's medical centers. Leading with a hands-on approach to the daily operations of these organizations, Michelle has developed proven strategies in the management of billing, personnel, budgeting, marketing, contracting, accounts receivable, accounts payable and planning.

Brent Hurt | **Vice President of Sales**

Brent Hurt serves as FaceCure's VP of Sales, bringing with him 17 years as a dealer of medical devices. Brent has led and trained teams within large Fortune 100 companies like Medtronic and JNJ, and recently spent the past 3 years with MedTech Startup companies. He is excited about FaceCure's ability to bring industry changing medical technology to market and improve healthcare access.

Marandy Huebner | **Director of Marketing**

Serving as the Director of Marketing for FaceCure, Marandy brings with her 12 years of professional experiences throughout the realm of advertising. During her career she's successfully marketed, on a national-level, large App and Software development companies in California and the United States. Marandy is very excited to be one of the key directors in the process of bringing FaceCure to life.

Brendan Cashman | **Patient Technician Manager**

Brendan Cashman serves as FaceCure's Director of Project Management, providing 12 years' experience in big business. Brendan is committed to, and is an integral piece of, FaceCure's solid and driven team of professionals who make the future of healthcare a reality. His expertise is in development, networking, and project management and will aid FaceCure greatly with his ideas, leadership, and belief in our mission.

Rachel McCarty | **Technician Trainer**

Rachel's position with FaceCure is Technician Trainer, stemming from her vast history of clerical experiences. From tech support, customer service, sales, account maintenance, translation, and various other responsibilities, Rachel is a marksman facilitator, operating as the nucleus within her previous organizations. And as a FaceCure trainer, she'll help craft and disseminate curricula adherent of regulation, ensuring technicians are adequately trained before live-visits. Rachel will also articulate the analysis and data she discovers to the proper recipients, incalculably improving our hiring process and longevity within the healthcare industry.

***Clifton Collings Jr.* | Ambassador**

Before becoming an ambassador of FaceCure, Clifton Collins Jr. had starred in many films including *Traffic* (2000), Robert Redford's *The Last Castle* (2001) co-starring James Gandolfini and Mark Ruffalo, *Babel* (2006), *Star-Trek* (2009), *Pacific Rim* (2013) and his newest, a television series, entitled *Westworld* (2016–) has taken the world by storm. Collins was born in Los Angeles, California and comes from a silver-screen background. His grandpa, Pedro Gonzalez Gonzalez, most famous for the humorous roles he played as John Wayne's sidekick in the 50's and 60's, paved Clifton's way to pursue his own dreams in modern cinema and television. Clifton is an asset to both global pop-culture and FaceCure, earning every opportunity he's been given by being consistently talented, humble and authentic in his beliefs.

***Rob Prior* | Ambassador**

Rob Prior is an ambidextrous American painter and businessman whose career spans the course of three decades. From gaming and comics to television and film, Rob's passion has been on full display, working with the likes of Stan Lee, Todd McFarlane, and Kevin Eastman. Other notable projects include working with Game of Thrones, Budweiser, Nikon, and Starwars. Based out of Los Angeles, California with his wife and children, Rob has recently become a proponent of FaceCure and what they're striving to accomplish. Welcome to the team, Rob Prior!

Outside Consultants:

Dr. Nick Nguyen | UC Irvine Medical | Surgery

Dr. Edward Chavez | Private Practice | Family Medicine

Dr. Pranav Mehta | Private Practice | Internal Medicine

Dr. David Cevallos | Hospital Based | Internal Medicine

Dr. Lewit Worrell | Private Practice | Ears, Nose and Throat

Dr. Lisa Ma | Mosaic Medical group | Family Medicine

Dr. Thao Hoang | Talbert Medical Group | Critical Care/General Medicine

Michael Giesler | Business Consultant | USC Business School

FINANCIAL PLAN & PROJECTIONS

EproSystem seeks to raise $24,000,000 in exchange for equity position. FaceCure is ready for test markets in the fourth quarter of 2018. The company requests a 3-stage fund distribution:

Stage One:

The initial $6 million will finance continued efforts in the Research and Development of CureCoin, an Employee Portal on the FaceCure App, Technician Curricula for training purposes, franchising, germinal marketing preparations, legalities, and the hiring of all employees necessary while introducing the product to a few test markets (4th quarter 2018).

Stage Two:

$9 million will finance further test markets and prepare for a nationwide launch. In addition, FaceCure will begin exploring and securing Exchanges for the purchase of CureCoin, programming smart contracts before the implementation of the Genesis Block, licensing or building algorithms for High-Frequency Trading, Debit Card installments and interconnectivity with CureCoin, legalities, continued Research and Development, etc.
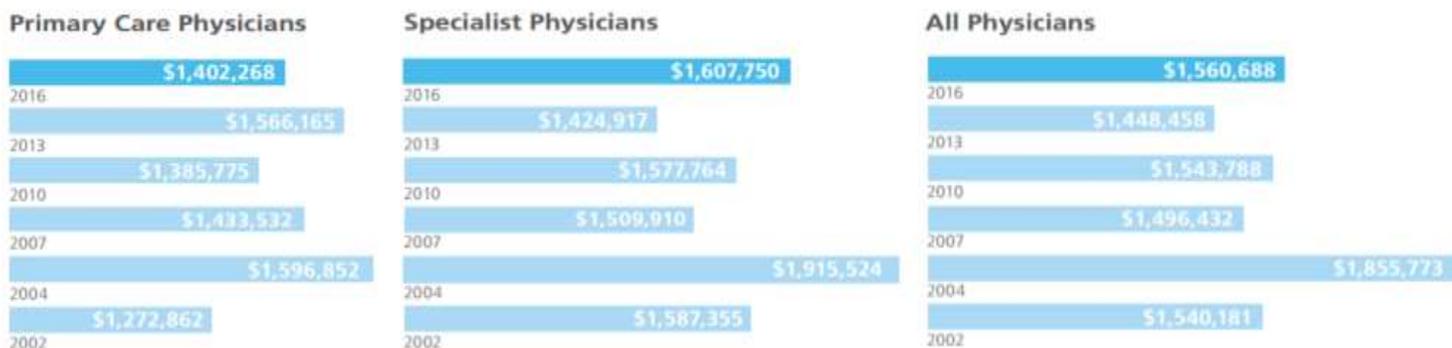
Stage Three:

The $9 million of stage three will finance the nationwide implementation of FaceCure, including the launch of its marketing campaign, the continued funding of the Blockchain development team, corporate, the hiring of technicians across the United States, the training of Franchisees, Research and Development of PODS (Portable Observation and Diagnostic Systems) to be utilized in pharmaceutical retailers (such as Safeway, Smiths, Walgreens, RiteAid), and a variety of else to become and remain successful.

Revenue Model

FaceCure's sources of revenue will include:

1. Patient Registrations: Subscription-based stream of $10 per month per patient.

2. Revenue Sharing: 45% of the total collection from each provider visit.
   * *Average physician revenue in 2016 = $1,560,688. (Meritt Hawkins)*

Primary Care Physicians

2016	$1,402,268
2013	$1,566,165
2010	$1,385,775
2007	$1,433,532
2004	$1,596,852
2002	$1,272,862

Specialist Physicians

2016	$1,607,750
2013	$1,424,917
2010	$1,577,764
2007	$1,509,910
2004	$1,915,524
2002	$1,587,355

All Physicians

2016	$1,560,688
2013	$1,448,458
2010	$1,543,788
2007	$1,496,432
2004	$1,855,773
2002	$1,540,181

3. Pharmaceutical Revenue Sharing: 3% of each pharmaceutical transaction.
   Average personal annual prescription drug cost = $1,370 (Express Scripts)

4. Medical Billing: 6% of total amount collected per provider transaction.

Revenue Source	Percentage of Revenue
1. Patient Registration	29.37%
2. Provider Revenue Sharing	57.65%
3. Pharmaceutical Revenue Sharing	9.52%
4. Medical Billing Services	3.46%

Financial Forecast

1. **2019.** After launching in three test markets in the first quarter of 2019, the first year's number of user registrations will approach 50,000 with eight credentialed providers.

2. **2020.** Pursuant to the anticipated launch in 10 markets, the projected number of user registrations will equal 150,000 with 18 credentialed providers.

3. **2021.** Pursuant to the anticipated doubling of markets to 20, the projected number of user registrations will equal 300,000 users with 30 credentialed providers.

	2019	2020	2021
Revenue	$11,100,770	$36,927,417	$77,470,414
Patient Registrations	$3,260,400	$12,519,197	$27,769,195
Providers Revenue Sharing	$6,400,000	$19,200,000	$38,400,000
Pharmaceutical Revenue Sharing	$1,056,370	$4,056,220	$8,997,219
Medical Billing Services	$384,000	$1,152,000	2,304,000
Operating Expense	$11,771,865	$24,425,970	$52,974,010
Operating Income	($671,096)	$12,501,448	$24,496,404

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