

# MedForums

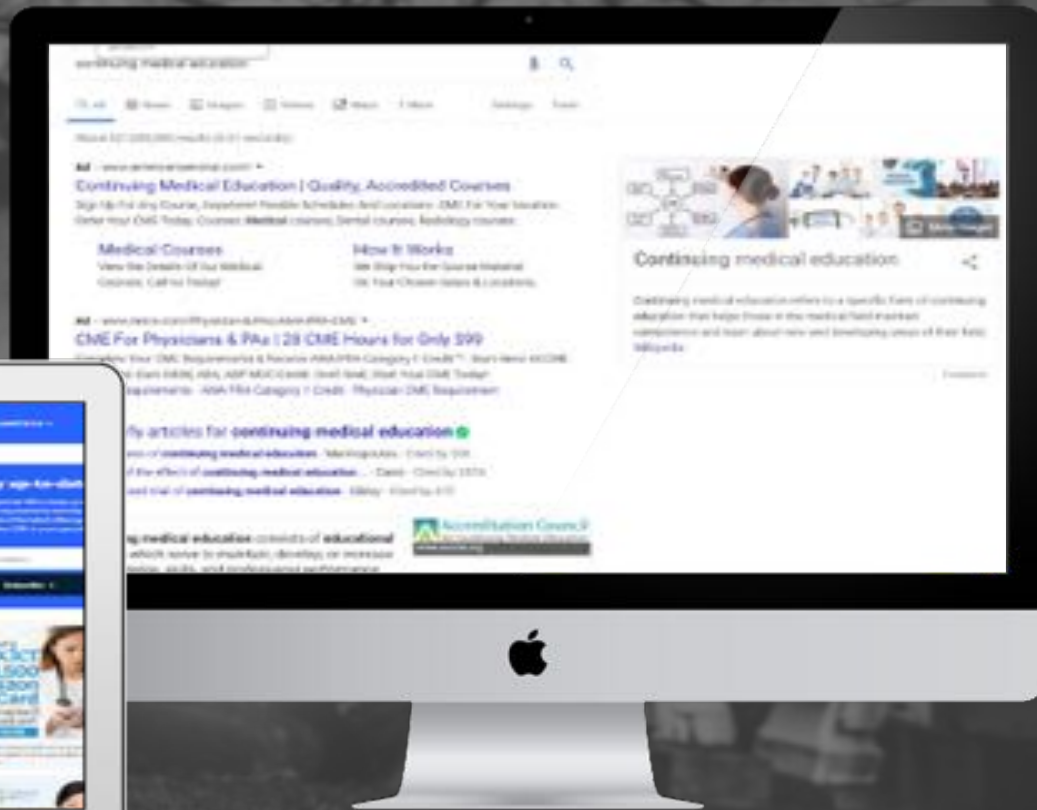
A red outline of a speech bubble with two small white squares at the top, positioned to the right of the word "MedForums".

*Yelp for Continuing Medical Education Resources*



# Problem

- ▶ Hard to Find Content
- ▶ Lack of Reviews
- ▶ Stressful Experience





# Solution

- ▶ Quickly Find Education
- ▶ Read Peer Reviews
- ▶ Save Time & Reduce Stress

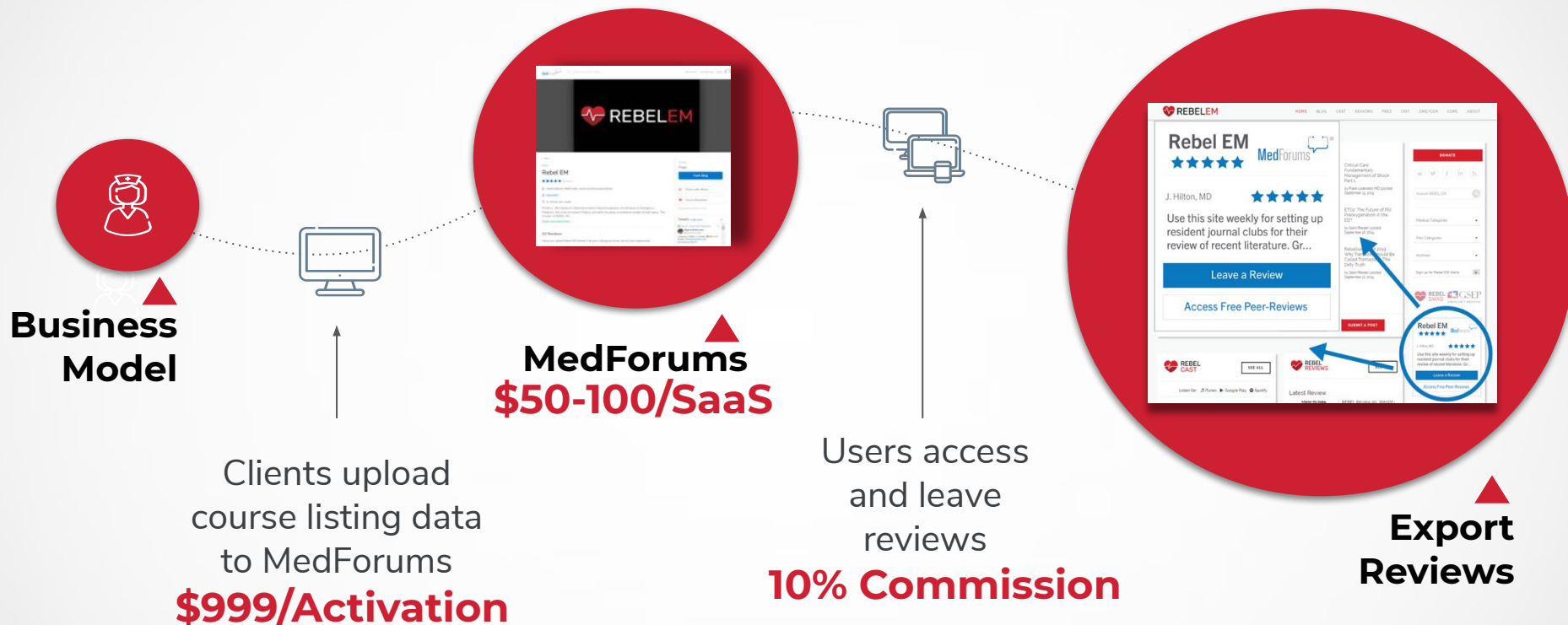




# Confidence

# Trust

# Access



## Increase Profits

## Social Proof



# Traction

**771k** sessions



**51%** registered  
users leave reviews



\$35k spent on  
marketing



User growth



**6** clients



**59** registered  
education providers



**440%** increase of  
resources listed



**Industry recognition**



STARTUP  
+ HEALTH

SAEM'S  
*got Talent*

S<sup>+</sup>PE  
society of physician entrepreneurs



# Go-to-Market



Physicians, residents, medical students, advanced practice providers



Strategic partnerships, speciality societies, education institutions, health systems, insurance, pharma



Education Content Producers



# Growth Strategy - Partnerships



...and 22 more



# Growth Strategy - Contracts

BOARD VITALS™

REBELEM

EB  
MEDICINE

First10EM  
When minutes matter...

dkbmed

RuralEM

Wild Med  
Adventures

HIPPO  
EDUCATION

RoshReview

RadiMD®

MEDCHALLENGER  
CLINICAL TRAINING, EVALUATION AND VALIDATION

CEME  
Center for Emergency Medical Education

OSMOSIS

MD+  
CALC

...and 178 more





# Growth Strategy - Audience Expansion



**Physicians**



**Residents**



**Medical  
Students**



**Physician  
Assistants**



**Nurse  
Practitioners**



**Therapists**



**Nurses**



**Pharmacists**



**Chiropractors**



**Dentists**



# Competition

Company	Targeted Interaction w/ Physicians	Rated & Reviewed	Social Proof	Exported Reviews	Informal & Formal Resources	Education Data
<b>MedForums</b> 	✓	✓	✓	✓	✓	✓
MyCME	✓					
CME List	✓					
eMed Events	✓					



# Team



**ANGELA DAYTON, MS**  
CEO & President | Founder



**BRETT EVANSON, MISM**  
Chief Technology Officer



SMART RHINO LABS



**JOHN DAYTON, MD**  
Chief Medical Officer | Founder



School of Medicine  
& Health Sciences

THE GEORGE WASHINGTON UNIVERSITY



**ANGELA BROOKS, MBA**  
Chief Marketing Officer



**MITCHELL BARNECK, MD**  
Medical Resident Advisor



**NATE TANG, (FUTURE) MD**  
Medical Student Advisor



**TOM ORMONDROYD, MBA**  
Education Producer Advisor





# TAM

# SAM

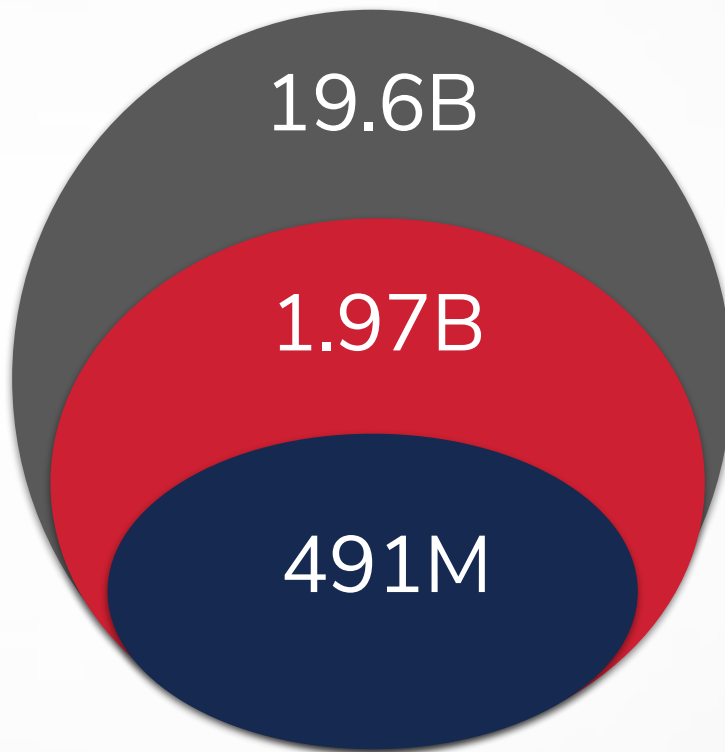
# SOM

## INCLUDES:

- ▶ 3,700 Content Companies  
\$999 activation
- ▶ 225,000 Resources  
\$1200/yr license
- ▶ 41.4M Interactions  
\$450-900/yr commission

## DOES NOT INCLUDE:

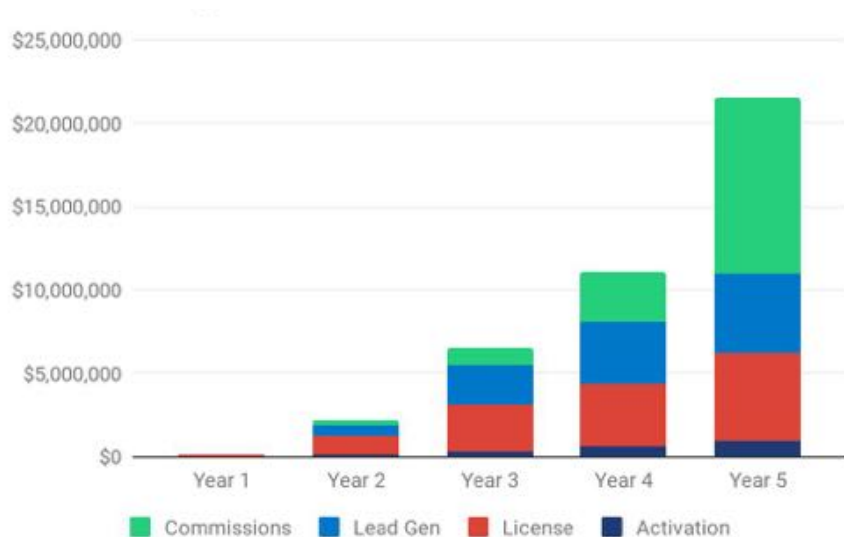
- ▶ \$24B Physician Advertising
- ▶ Test Prep Resources
- ▶ Access to Data
- ▶ Enterprise Integration



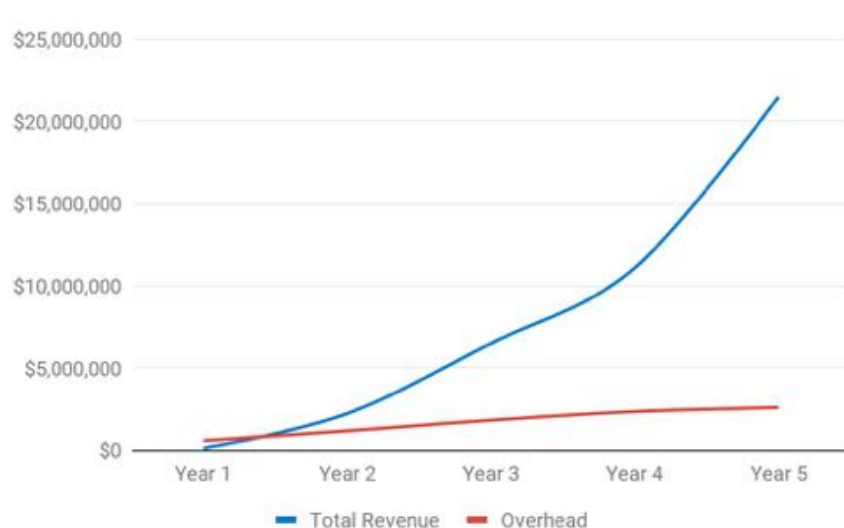


# Financial Projections

## Revenue Projection



## Total Revenue and Overhead





# The Ask



**Investments**



**Connections**

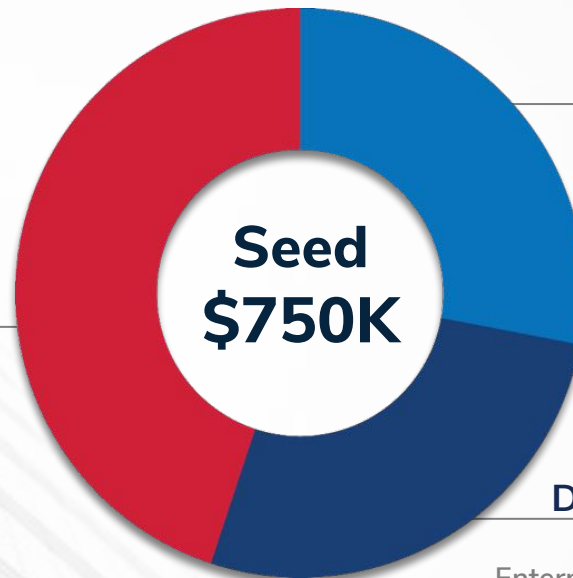


**Advisors**

## Marketing

45%

Sales  
Partnerships  
Conferences  
Sponsorships  
Scholarships  
Fellowships  
Online  
Lead Generation



## Operations

28%

Sales Rep  
User Rep  
Partnership Rep

## Development

27%

Enterprise Integration  
Approved Google Partner  
Application Dev.  
Content Hosting



# Q1 - Q4 Milestones

- |                             |                             |
|-----------------------------|-----------------------------|
| ▶ 4 Clients                 | ▶ 32 Clients                |
| ▶ 10 MedForums Review Badge | ▶ 45 MedForums Review Badge |
| ▶ 3 Strategic Partnerships  | ▶ 15 Strategic Partnerships |
| ▶ 25% Increase of Users     | ▶ 175% Increase of Users    |
| ▶ \$8K Revenue              | ▶ \$70,400K Revenue         |
| ▶ 1 Supporter Partner       | ▶ 2 Supporter Partners      |

# MedForums



*Yelp for Continuing Medical Education*

Angela Dayton, MS

Chief Executive Officer & President

Angela@MedForums.com | 801-628-5064



# USER TESTIMONIAL

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As a busy Physician Assistant who has worked in pain mgmt, addiction medicine, and urgent care specialties, it has been a challenge to find high yield CME activities and trusted educational resources that improves my practice. My time is also valuable and limited. MedForums.com understands that, and provides a one-stop shop that I can easily search and tailor to my specific needs. But it is not only a gateway to peer-reviewed and respected resources, it is a multidisciplinary community for healthcare providers. And that I feel, is one of it's largest strengths. At MedForums, I can feel connected to others who share my interests, and together we can improve each other and the lives of our patients. The medical community has been in need of such a platform for quite some time, and I am happy to see that it is finally here. I believe Medforums has huge potential for growth and widespread adoption.

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- Ryan Creek, MPAS, PA-C

# CLIENT TESTIMONIAL

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What a neat idea – a Yelp-like forum for medical education. I wish I had thought of that! And it looks like you're getting great engagement. We look forward to the reviews since we know they love PEER (and *Critical Decisions in Emergency Medicine*, too, and other resources).

**Marta Foster**

Senior Editor

American College of Emergency Physicians

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# Custom Technology Stack

- ▶ Hosting: AWS (Elastic Beanstalk)
- ▶ CDN: AWS Cloudfront
- ▶ Web App Framework - Python / Django
- ▶ DB: Amazon RDS (MariaDB)



# Exit Potential

COMPANY	FOCUS	USERS	EXIT
 QuantiaMD	Medical News and Education	200K	Sold After \$40M Raise
 SERMO	Physician Surveys	800K	Sold After \$40M Raise
 WebMD Medscape	Disease & Treatment Reference	7M/ Month	\$2.8B Sale
 doximity	Physicians Networking	800K	\$650M Valuation



# Integration Approach

## Clients



## Partnerships



## Opportunities

- ▶ Speciality Societies
- ▶ Health Systems
- ▶ Insurance Companies
- ▶ Supporters
- ▶ Strategic Business Alliances
- ▶ Government Agencies