



MEDBRIGHTAI

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OTCQB:MBAIF

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**No securities regulatory authority has expressed an opinion about these securities and it is an offence to claim otherwise.**



**We invest in health and technology companies changing how care is delivered.**

MedBright AI focuses on the intersection of healthcare and technology to match personalized patient needs with enhanced revenue opportunities.



# Solving the \$200B waiting room problem

The problem: Sitting in a waiting room is a symptom of a massive pain point for patients and doctors - the broken resource matching system in healthcare.

Patients are usually assigned a standard 20 minute time slot on a first come, first served basis rather than by actual medical and time needs.

Patients waste time, doctors work longer hours and face burnout due to backups in the schedule, and ***clinics lose revenue***.

# Introducing Our Flagship Product

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*MedMatrix uses artificial intelligence to predict patient needs and dynamically prioritize resources to meet them, improving clinic revenue, patient satisfaction and physician burnout.*

# How MedMatrix Works

Converting existing healthcare data into AI-powered improvements

## DATA SOURCES

- Clinic EHR Data
- Personal Interaction Data
- Facility Resource Data
- +20 additional sources



## IMPROVEMENTS

- Predicted Patient Needs
- Resource Matching
- Revenue Generation
- Growth Opportunities

1

### ANALYZE

Ingest and analyze clinic historical data to assess future performance

2

### LEARN

Use MedMatrix proprietary AI models to learn from clinic data and simulate improved performance using MedMatrix engine

3

### MATCH

Medmatrix dynamically matches resources and patient needs, improving both physician and patient experience ***without changing clinical software.***

4

### GROW REVENUE

Dynamic matching has been estimated to increase clinic revenues by an average of 10% without increasing costs, ***potentially growing profits by 100%***



# First Mover in Massive Market

## 10% Improvement in \$2.2T market is \$220B opportunity

Targeting 1% penetration into outpatient market in next 24 months to potentially result in \$300M/yr revenue with 80% margins.

## Resource matching is a traditionally ignored problem

Technology solutions have focused on digital transformation of healthcare records and diagnostic capabilities, not on operational overhead. The complexity of scheduling could not be solved previously without new technology breakthroughs in AI and predictive analytics.

## Technology is ready for immediate commercialization

Platform is ready for use, built by proven team who previously developed AI-powered resource matching technology serving 30M customers per month



**Healthcare Services**  
**\$2.2 Trillion**

**Outpatient Services**  
**\$660 Billion**

**MedBright Initial  
Outpatient Focus**  
**\$6.6B**

# Go To Market Playbook



Prove value in outpatient clinics to grow into inpatient services

## First target market: outpatient clinics

Goal to have \$100M-\$150M of clinic revenue using MedMatrix in coming months and increase those revenues in clinics by 10%.

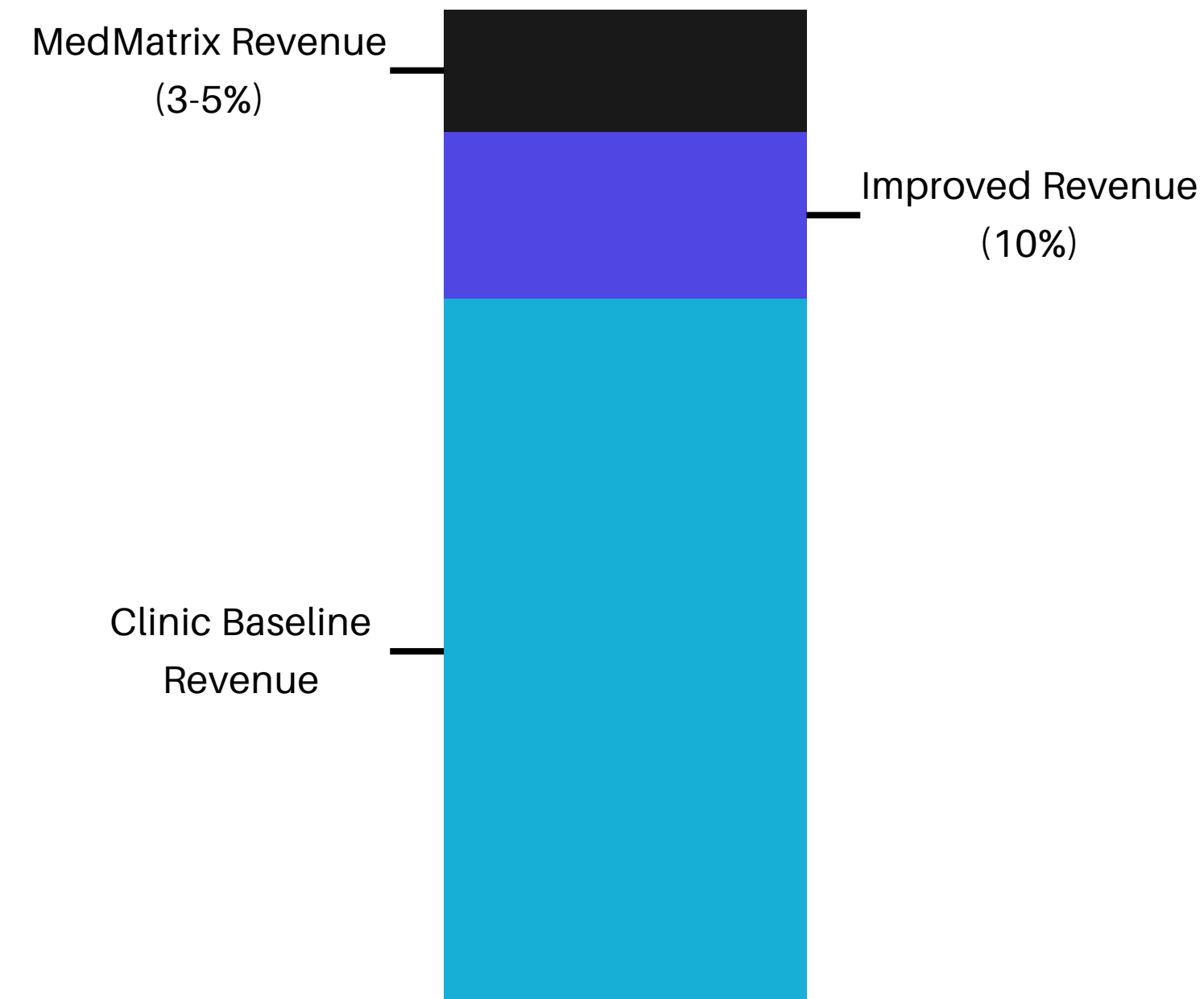
## Proven outpatient success opens access to hospitals and inpatient services

Expands addressable market from \$660B to \$2.2T in US alone, representing \$220B of untapped revenue that MedMatrix can unlock.

## Unique business model allows for rapid commercialization

MedMatrix requires no new administrator training, and no upfront cost to clinic.

MedMatrix Rev Share Model





# Clinical Dashboard

Identify optimizations and improvements for clinics in real time

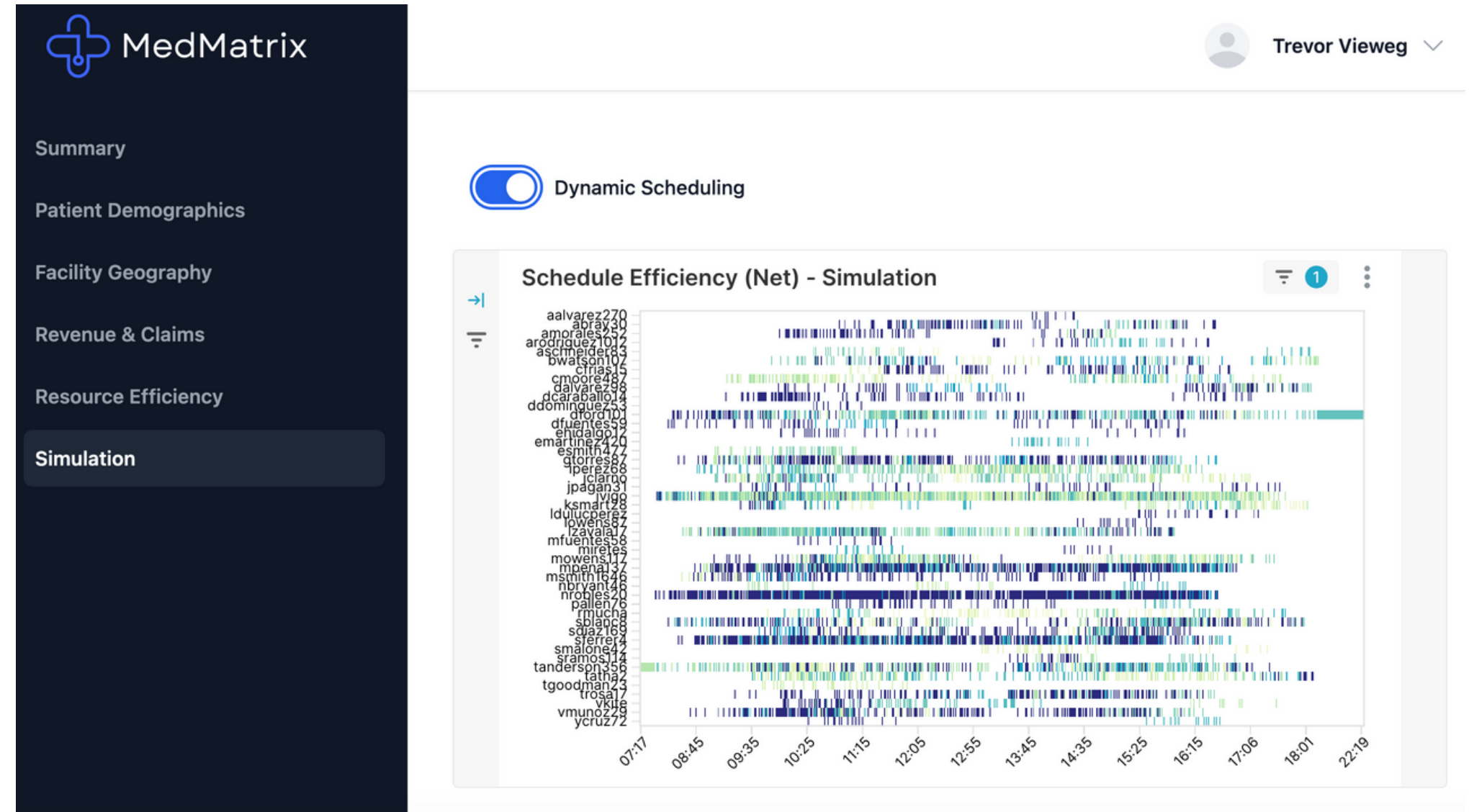


## Predict your patients needs

50+ different data sets are analyzed to predict patient needs and resource utilization in clinics. Includes EHR's, claims data, credit data, and others, to accurately predict patient behaviour in real-time.

## Increased revenue

In beta testing, we saw a 12% increase in revenue due to dynamic scheduling and resource matching with no additional changes or costs.



# MEDBRIGHT AI MANAGEMENT & DIRECTORS

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**Trevor Vieweg, CEO & Investment Committee Board Member**, is a co-founder of Limmi, an AI platform focused on powering the world's most complex healthcare data analytics systems. He previously served as the Chief Technology Officer of Sea Machines Robotics, a venture backed robotics start-up, as well as Head of Product Development at Viasat (NASDAQ:VSAT). He holds a bachelor's degree in mechanical & aerospace engineering from Cornell University and a master's degree in enterprise software architecture from the University of California San Diego.

**Dr. Jaime Gerber, MD, FACC, RPVI, Chairman of the Board**, is a cardiologist specializing in preventive cardiology, as well as complex cardiology cases that involve coronary artery disease, peripheral artery disease, and risk factor modification. Additionally, Dr. Gerber is a Professor of Medicine at Yale Medical School, is the co-director of the Yale Executive Health program, and directs the Yale New Haven Heart & Vascular Center laboratory for vascular ultrasound testing for peripheral arterial disease. He has broad experience in medical systems management and healthcare start-ups.

**Dr. Konita Wilks, DDS, Director**, applies mission-driven, strategic thinking to improve hospital operations and patient outcomes as the CEO of Olive View-UCLA Medical Center in Los Angeles, CA, a 355-bed general acute care hospital that employs nearly 5500 persons and has a \$900-million dollar annual operating budget. She has over 25 years of experience as a dynamic, visionary leader in healthcare and the military. Prior to her role as CEO, she served as the Medical Director of Quality and Patient Safety Officer and Chief of Dental Services for Los Angeles County Health Services. Dr. Wilks is a U.S. Naval Academy graduate, naval officer, and combat veteran who fought in support of Operation Iraqi Freedom and Enduring Freedom in the Persian Gulf. She received her doctorate from the UCLA School of Dentistry.

# MEDBRIGHT AI MANAGEMENT & DIRECTORS CONT'D

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**Geoff Balderson – CFO**, has an extensive background in business and has worked in the capital markets for over 20 years. He currently acts as an officer and director of multiple TSX Venture and Canadian Securities Exchange listed companies. Mr. Balderson is the President of Harmony Corporate Services Ltd., a Vancouver based company that provides administrative services to publicly listed companies. Prior to this he was an Investment Advisor with two Canadian investment dealers. Mr. Balderson is a graduate of the Sauder School of Business at the University of British Columbia.

**Alnoor Nathoo - Director & Investment Committee Board Member**, is an accomplished businessman having funded and managed various investments in the venture space over the past 30 years. Mr. Nathoo is principal of a privately held hotel development company which over the past two decades has developed and sold over 10 hotels across Canada.

**Chris Cherry - Director**, is a Chartered Accountant and Certified General Accountant with more than 15 years of corporate accounting and audit experience. In his former experience as an auditor, he held positions with KPMG and Davidson and C. LLP in Vancouver. He serves as a Director, CFO and Secretary on several public companies. Mr. Cherry is a CPA having obtained the Chartered Accountant designation in February 2009 and the Certified General Accountant designation in 2004. In his former experience as an auditor, he held positions with KPMG and Davidson and Co. LLP in Vancouver, where he gained experience as an auditor for junior public companies.



# MEDBRIGHT AI INVESTMENT COMMITTEE

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## **Michael Dalsin, Chairman of Investment Committee**

Mr. Dalsin is an investment expert with over 25 years experience specializing in healthcare products, technology and services. Mr. Dalsin was Chairman of Patient Home Monitoring, which has now become two Nasdaq companies: VieMed Healthcare Inc. (NASDAQ:VMD), and Quipt Home Medical (NASDAQ:QIPT). He was the founder and Industry Advisor to The Healthcare Special Opportunity Fund, a listed Canadian company. He has been asked to be a recurring guest lecturer at Yale University Medical School on the topic of fund flows and capital in the global healthcare economy.

## **Trevor Vieweg, Investment Committee Board Member**

Mr. Vieweg is a co-founder of Limmi, an AI platform focused on powering the world's most complex healthcare data analytics systems. He previously served as the Chief Technology Officer of Sea Machines Robotics, a venture backed robotics start-up, as well as Head of Product Development at Viasat (NASDAQ:VSAT). He holds a bachelor's degree in mechanical & aerospace engineering from Cornell University and a master's degree in enterprise software architecture from the University of California San Diego.

## **Alnoor Nathoo, Investment Committee Board Member**

Mr. Nathoo is an accomplished businessman having funded and managed various investments in the venture space over the past 30 years. Mr. Nathoo is principal of a privately held hotel development company which over the past two decades has developed and sold over 10 hotels across Canada.

# Major players looking to seize investment opportunities in patient facing facilities:



October 2022: VillageMD, backed by Walgreens, to buy SumitHealth City MD for **\$8.9B** to create a multi-payor platform.



February 2023: Amazon closes deal to acquire One Medical for **\$3.9B** for primary care clinics.



March 2023: CVS closes deal to acquire Signify Health for **\$8B** for national clinic network.



June 2023: Cityblock, a private tech-enabled unicorn in the value-based care space, valued at **\$6.3** billion.



July 2023: PE firms have shown increasing interest in acquiring physician practices, with the number of deals studied rising from 75 in 2012, to 484 in 2021.

# CAPITAL STRUCTURE

MedBright AI Investments

CSE: MBAI, OTCQB:MBAIF

Basic Shares Outstanding	94.6M
Warrants Outstanding	9.57 @ \$0.35
Director & Officer Options	900K @ \$0.25
<b>Fully Diluted</b>	<b>105.7M</b>







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# Appendix

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# About Us

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MedBright AI is a capital allocator focused on investing in healthcare technology companies.

Our mission is to construct a portfolio of synergistic investments that generate superior returns for shareholders. Our strategic investments combine to create an leading AI-platform, [MedMatrix](#), with trained models powered by machine learning to continuously learn and create operational efficiencies in the healthcare space.



# MedMatrix



MedBright's portfolio AI Platform [MedMatrix](#) offers two HIPAA & PIPEDA compliant products



## MedMatrix Diligence

A clinic assessment and diagnostic tool



## MedMatrix MD

A virtual in-clinic assistant to match clinic resources with patient needs



# MedMatrix MD

An in-clinic optimization platform for doctors

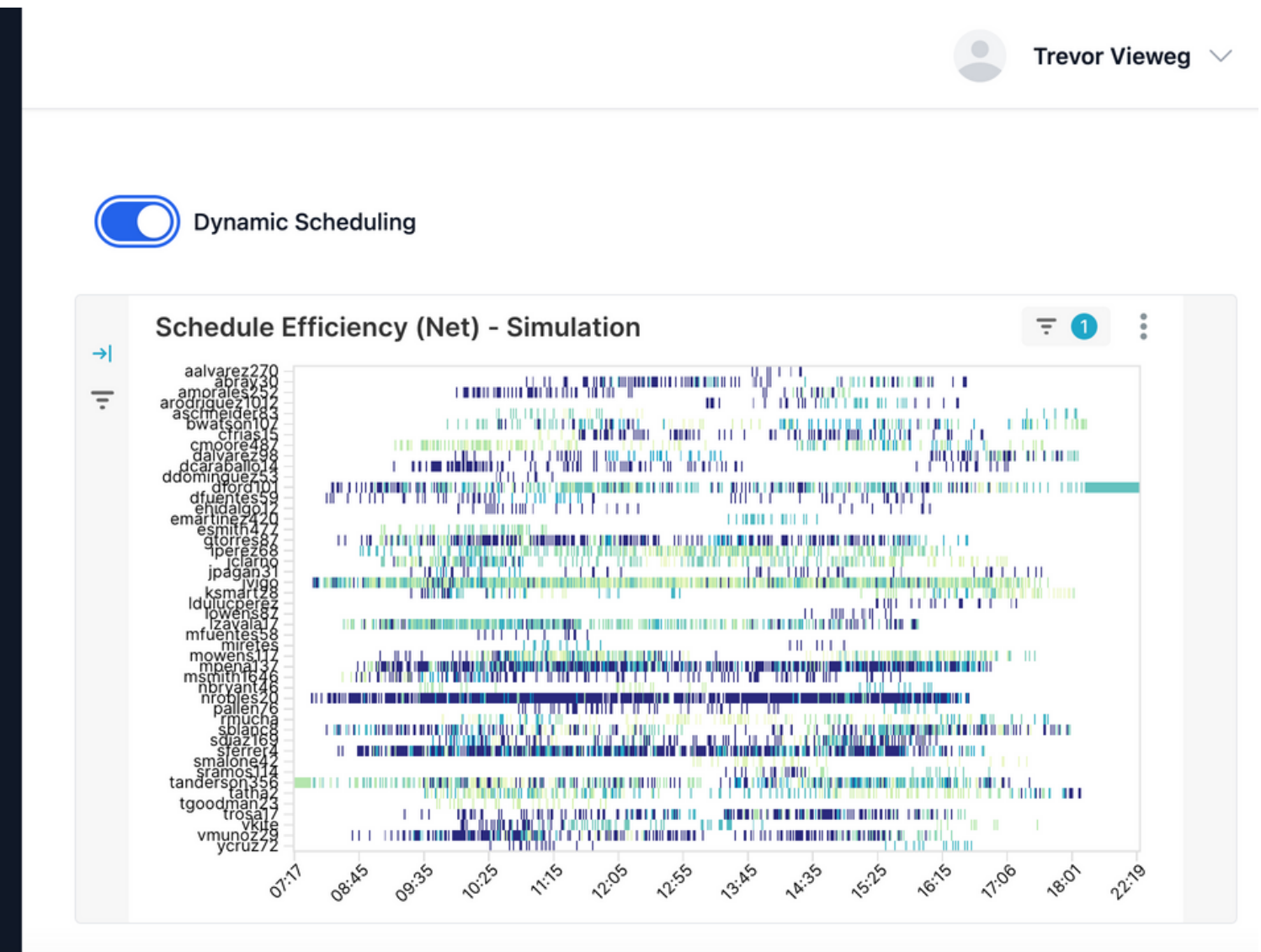
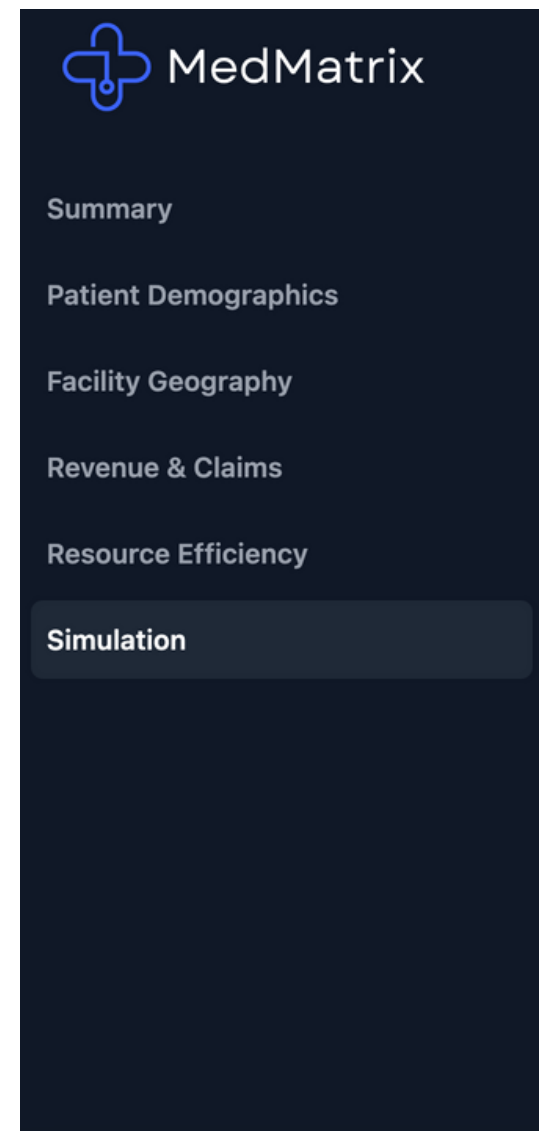


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# MedMatrix Diligence



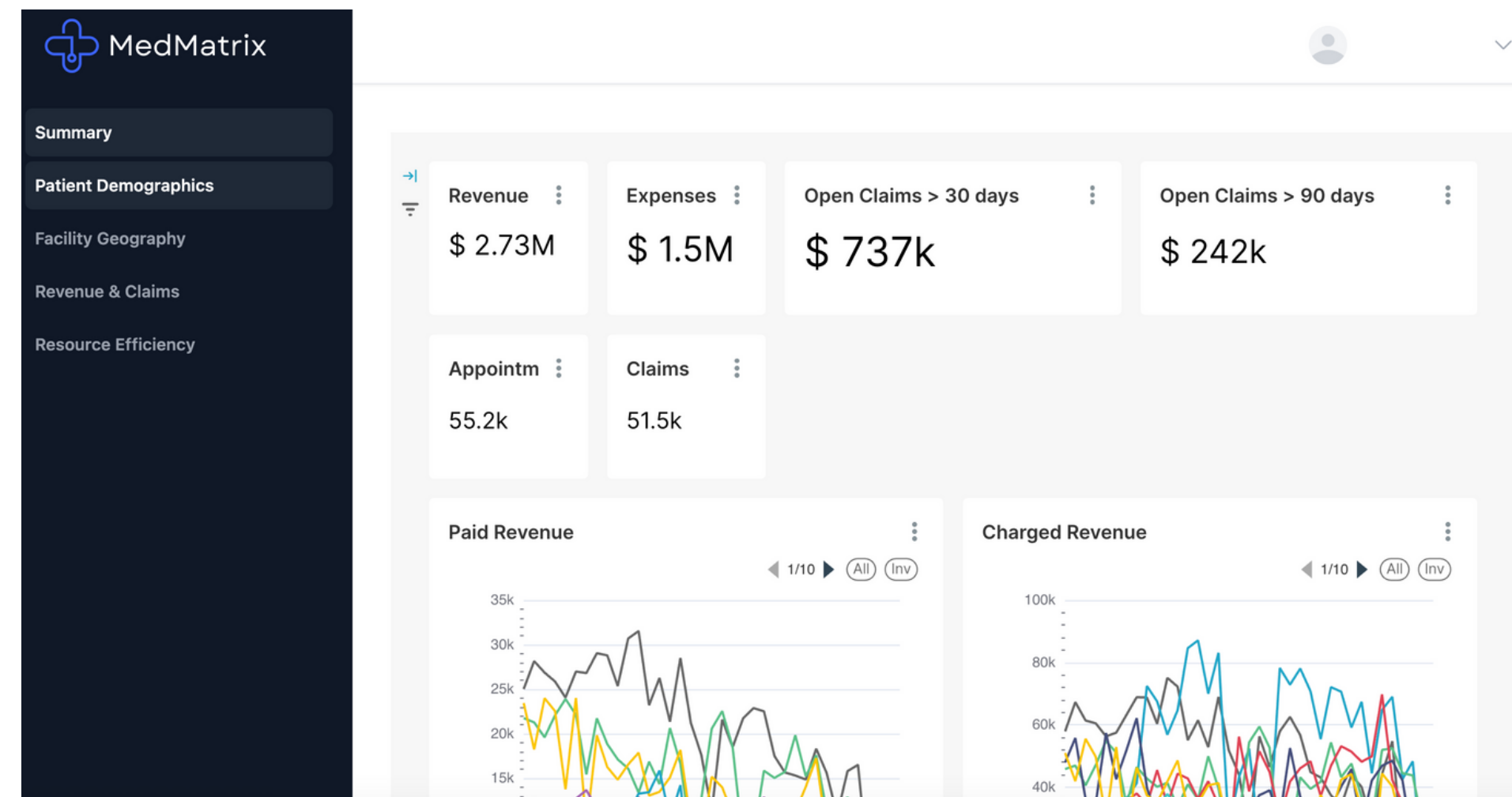
A clinic evaluation and assessment tool for owners and investors

## For Investors and Operators

MedMatrix Diligence is the ultimate tool to evaluate an existing clinic, an acquisition, or assess expansion opportunities such as location, clinic size, population demographic, and more.

## A Diagnostic Check for Clinics

The platform assesses over 50 datasets, including unique clinic data, and creates millions of simulations of that clinic in seconds to provide a detailed and actionable summary of how to improve clinic operations, revenue cycle management, patient scheduling, and patient outcomes.



# Healthcare Services Market Size

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- The total U.S. Healthcare Market is valued at \$4.4T
- Administrative overhead estimated to be up to \$1T, or 25%, of total spend
- Healthcare services valued at \$2T yearly
- Outpatient services valued at over \$660B yearly
- Over 45k addressable hospitals worldwide, 12 million doctors, 29 million nurses
- U.S. Concierge Medicine Market valued at over \$6.1B today with 10% CAGR through 2030 to \$13B. Growing faster than overall healthcare market as patients get frustrated with wait times and physicians suffer burnout.