



## MARKET TRENDS AND DEMAND

### Medicine is becoming more and more complex

Today, a medical Specialist cannot be as deeply specialized in all sub-specialties, diseases and/or treatments of his/her specialty.

Degree of knowledge/ experience is getting highly complex.

**Patient empowerment is an increasing trend:** people gaining control over their own lives, and make informed decisions about their health and treatment. More and more people want to actively choose the "best" specialist for their condition/disease.

Today, patient referral to Medical Specialists is non-systematic, incomplete and inefficient. It's getting more complex to identify the right Specialist with the required sub-specialty.

**Strong demand for more transparency and relevant information** to help patients choose the best Specialist.

## WISDOC VALUE PROPOSITION FOR DOCTORS

In a context where Specialists are not allowed to do advertising, WISDOC offers

- Unique opportunity for Specialists to **differentiate** and be identified based on
  - number of **recommendations from patients**
  - quality of their services
  - sub-specialties** recommended by patients
- Access to new patients**
- Extended online profile** providing relevant and practical information to patients
- Personal website**
- Online appointment booking** (under development)
- "LinkedIn" for doctors**

## ACHIEVEMENTS TO DATE

- Project launched in January 2016 by 4 co-founders
- Company incorporated in March 2016
- First €50k of private seed financing raised in April 2016
- WISDOC brand registered in France, Benelux and EEC
- URLs (.com, .eu, .fr, .be and .co) purchased
- Specialists' database built for France et Benelux, with more than 437.000 General Practitioners, Specialists and Dentists
- V 1.0 of website launched in 3 languages (Fr, NL and En) at end of May 2016
- First employee (web developer) hired in August 2016
- Mobile apps (iOS and Android) available since October 2016
- Launching now communication and marketing campaign targeting public and doctors

## FINANCIAL PROJECTIONS

(Euros 000)	Year 1	Year 2	Year 3	Year 4	Year 5
<b>Adoption and Activity (at end of year)</b>					
# of active users/patients (x000)	0.2	86	338	791	1,195
% of total target population (~177M)	0.00%	0.05%	0.19%	0.45%	0.68%
# of Specialists Premium accounts	1	1,672	7,397	18,050	29,847
% of total specialists population (~3.1M)	0.00%	0.05%	0.24%	0.58%	0.96%
<b>Revenue</b>	-	71	461	1,350	2,526
Advertising	-	40	228	607	1,101
Specialists subscriptions	-	32	233	744	1,425
<b>Direct Cost of Sales</b>	41	153	342	517	546
<b>Gross Margin</b>	(41)	(82)	119	833	1,980
<b>Operating expenses</b>	8	260	473	529	539
<b>EBITDA</b>	(49)	(342)	(354)	304	1,440

## WISDOC VALUE PROPOSITION FOR PATIENTS

WISDOC is a unique platform and online source of information for searching and selecting a medical Specialist based on:

- Practitioner's **specialty and sub-specialty**: specific diseases, diagnostic procedures, surgical or medical treatments
- Recommendations**:
  - from all patients/WISDOC users
  - from your own personal *Friends & Family community*
  - from GROUPS, such as *patient associations*
- Evaluations and comments** on Specialists' soft skills: listening skills, clarity of explanations on disease and treatment, follow-up and availability
- Objective information** indicated by the Specialists
- Practitioner's **location**

More than 437.000 specialists (GP's, Specialists and Dentists) and 1.800 hospitals pre-listed for Benelux and France.

## REVENUE MODEL

### Business model

Website and App free for users, public and Specialists (Freemium account), to maximize adoption and network effect.

### Revenues from

- Subscription fees from Specialists' Premium accounts**:
  - differentiation through recommendations and recommended sub-specialties from patients
  - access to new patients,
  - online appointment booking (under development)
- Advertising**: provide to advertisers a dedicated quality health-oriented platform for their ads geared at patients and doctors (all or targeted categories)
- Partnerships**: provide WISDOC services to Partners' affiliates in a customized format

## COMPLEMENTARY CO-FOUNDING & MANAGEMENT TEAM



**Laurent Pirard**  
Chief Executive  
Operation

Strategy Consulting  
US start-up  
Finance  
Project Management



**Maxime Dewelle**  
Chief Technical  
Officer

Co-founder & CTO  
TagTagCity  
Web development  
SEO  
Online Communication



**Sofie Vanderhasselt**  
Chief Marketing  
officer

On- & offline  
communication  
Graphic designer



**Denis Franchimont**  
Expert Adviser &  
Chairman

Gastroenterologist  
Clinical Director &  
Prof. of  
Gastroenterology,  
Erasmus Hospital  
Research Director  
FNRS

## FUNDING NEEDS & USE OF PROCEEDS

We are looking for a total seed investment of €500k from private investors.

With this seed capital, plan is to hire Digital Marketing Manager, Community Manager and business development team to:

- Deliver commercial and marketing campaigns in Benelux and France to Specialists and users/patients (key focus)
- Continuously improve of website and apps (iOS & Android),
- Secure recurring sources of information for qualitative Specialists contact database
- Prepare launch in Germany, Italy, Spain and Portugal

Expected additional capital requirement in next 2 years: €1.5-2.0M.