

Case Study



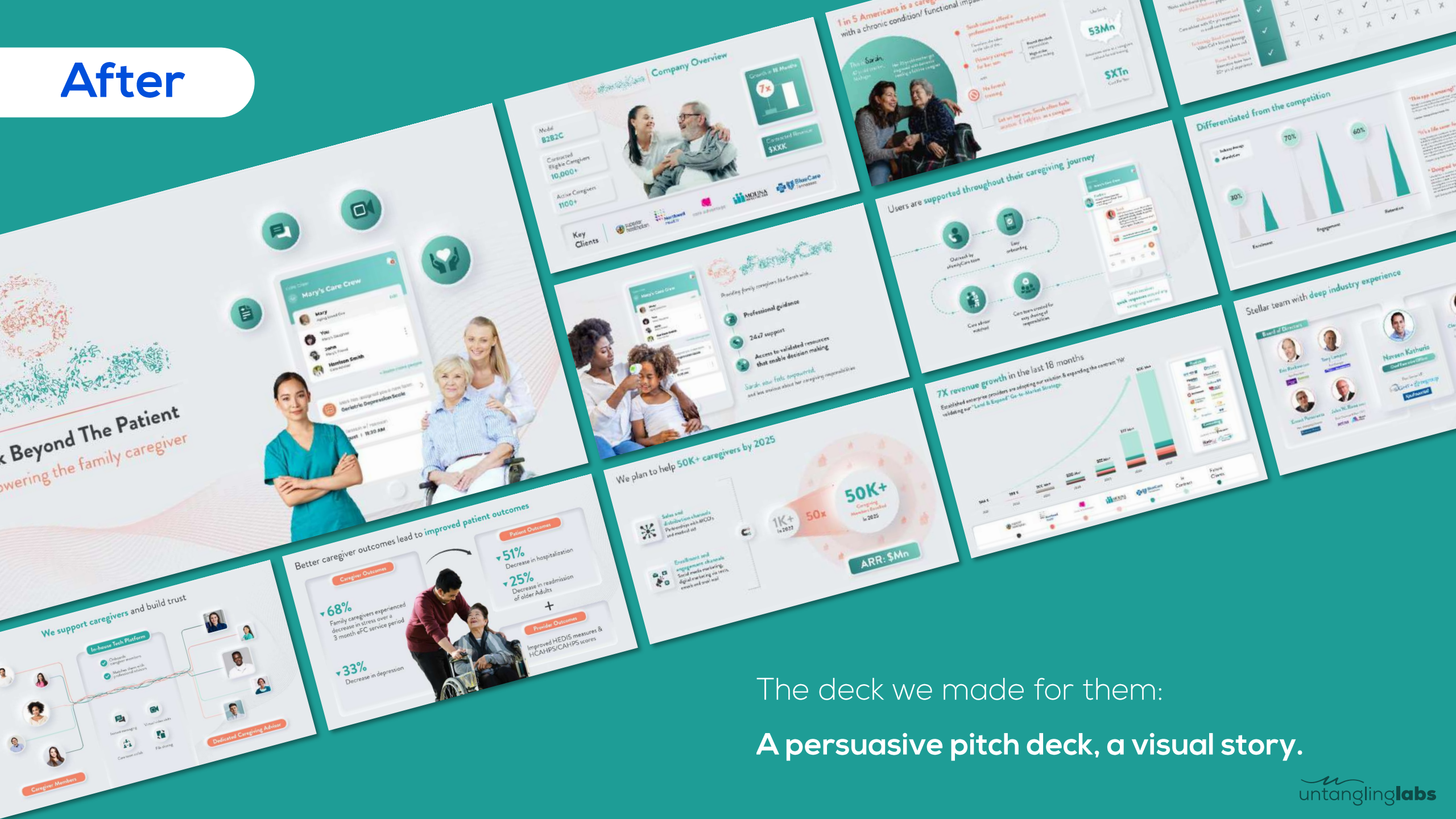
Crafting a **compelling investor pitch deck**
for a health-tech startup

Before



The client's existing pitch deck:
An inefficient presentation of their business.

After



The deck we made for them:

A persuasive pitch deck, a visual story.

Before

Need for the ~~Problem~~ Solution

Supporting Family Caregivers who care for chronically ill patients



83% of caregiving for chronic illness by family caregivers
73% of caregiver recipients have medication non-adherence, mobility impairment or cognitive decline



83% of caregivers report increased stress
46% of caregivers report being depressed



Average of 24 hours/week providing care for loved one
72% of family caregivers indicate no support from healthcare workers

**Cold, factual data & text
to provide context**

Ineffective in generating
empathy towards the
need for a solution.

After

1 in 5 Americans is a caregiver to a family member
with a chronic condition/ functional impairments

This is Sarah,
47 yr old teacher,
Michigan

Her 76 yr old mother got
diagnosed with dementia
needing a fulltime caregiver

**Sarah cannot afford a
professional caregiver out-of-pocket**

Therefore, she takes
on the role of the...

**Primary caregiver
for her mother**

Round-the-clock
responsibilities
High-stakes
decision making

with

**No formal
training**

Let on her own, Sarah often feels
anxious & helpless as a caregiver.

Like Sarah,

53Mn

Americans serve as caregivers
without formal training

\$3Tn

Cost Per Year

**Persona-based, visual
data storytelling**

Effectively conveying the
context & building a strong case
for the need for a solution.

Before

Personal Caregiver Support Through Digital Health



Virtual Support of Family Caregivers

Prompt Messaging and in-app video

Dedicated Care Advisers who are Social Workers or Nurses

Caregiver works with the same Care Adviser during their ongoing service

Mobile and Web-browser applications

Advising: Expert Coaching about Health

Navigating: Finding the Right Services

Training: Education of Caregiver

Targeting high-risk, high-cost chronically

Avoids unnecessary hospitalizations, emergency nursing home placement and work absence

Unengaging, visually-dull
introduction to the solution

Despite lengthy explanations,
workings of the solution,
remained unclear

Empowering Family Caregivers



73% of Adult Recipients of
Caregiving have at least 1 of
3 Functional Limitations



3-Pronged Approach to
Support of Family Caregivers

Medication

- Reconciliation and adherence

Mobility

- Assessment and plan to prevent falls

Mentation

- Recognition and Management of behavioral or cognitive problems

Advising

- Expert advice and coaching
- Support for medical and functional impairment
- Collaboration with clinicians

Navigating

- Address social determinants of health
- Resource identification and referral

Training

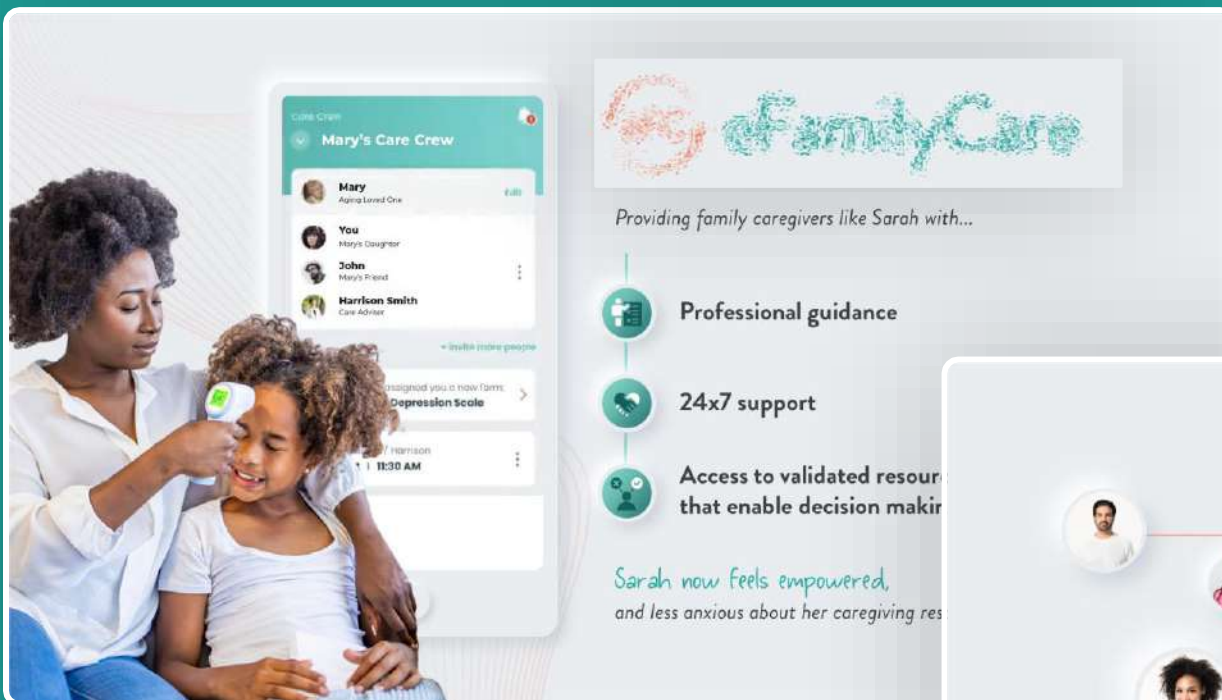
- Learning library and assessment tools

The John A. Hartford Foundation (JAHF) and the Institute for Healthcare Improvement (IHI):
Age-Friendly Health Systems: A Guide to Using the 4Ms While Caring for Older Adults, 2022.

AARP and the National Alliance for Caregiving: Care Giving in the US:
Research Report, 2020.



After



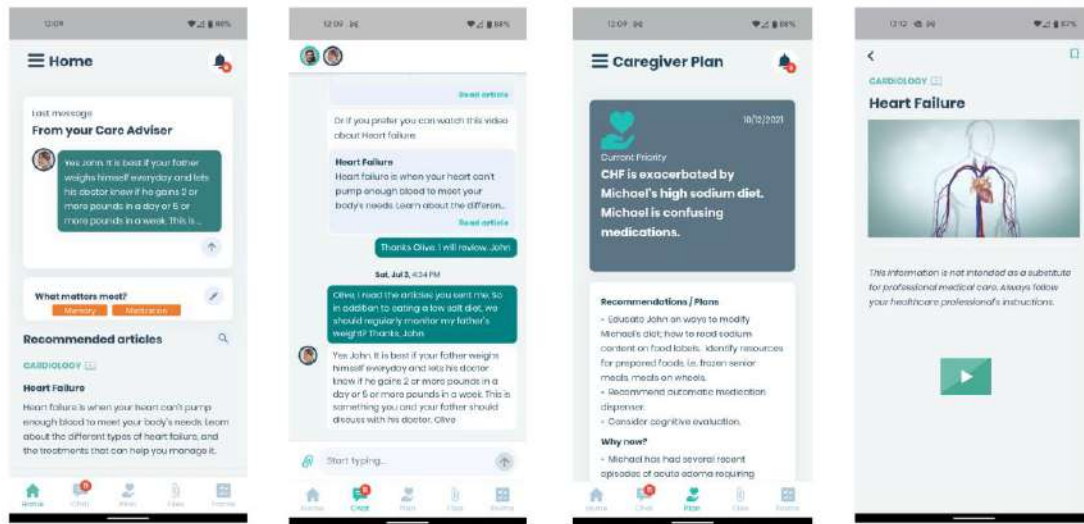
Engaging & visually appealing
introduction to the solution

Crisp content & messaging
communicating solution's workings,
features & value propositions.



Before

Mobile Technology

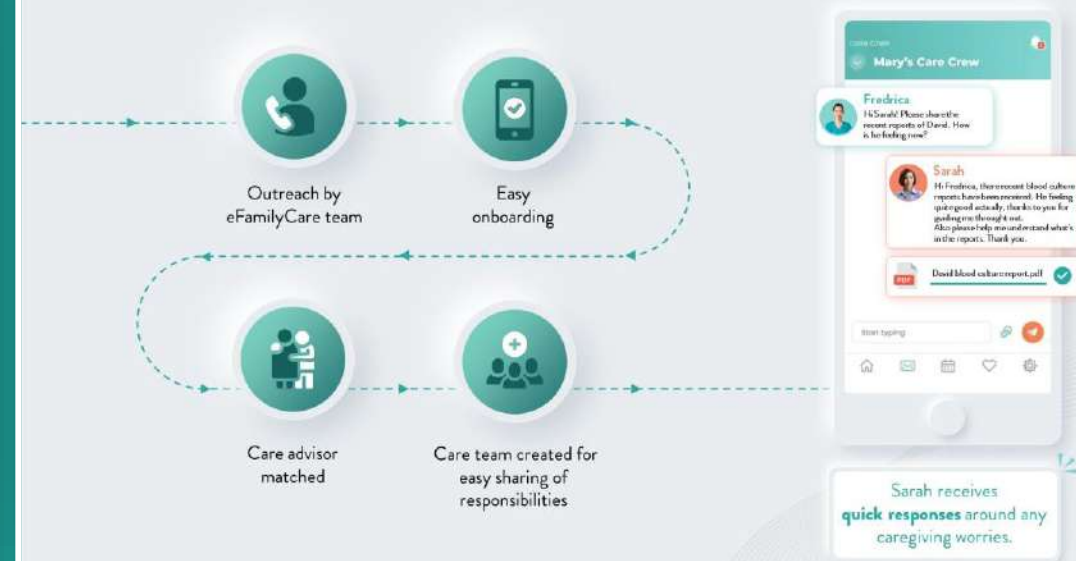


Showcasing different
screenshots of the tech

VS

After

Users are supported throughout their caregiving journey



Highlighting how tech is designed to
create value in users' lives

Before

Advising Family Caregivers



Support of Family Caregivers Improves Health

Hospitalization
of Adults
Decreased by

50%

National Bureau of Economic Research 2016

Readmission
of Older Adults
Decreased by

25%

Journal of American Geriatric Society 2017

Depression
in Family
Caregivers
Decreased by

33%

Journal of the American Geriatric Society 2008

Institutional
Placement of
Adults with
Alzheimer's

44%

Gerontologist 2013



Vague messaging & **ineffectively**
categorised data metrics

After

Better caregiver outcomes lead to **improved patient outcomes**

Caregiver Outcomes

▼ 68%

Family caregivers experienced
decrease in stress over a
3 month eFC service period

▼ 33%

Decrease in depression

Patient Outcomes

▼ 51%

Decrease in hospitalization

▼ 25%

Decrease in readmission
of older Adults

+

Provider Outcomes

Improved HEDIS measures &
HCAHPS/CAHPS scores



vs

Highlighting the **solution's outcome**
categorised for diverse stakeholders

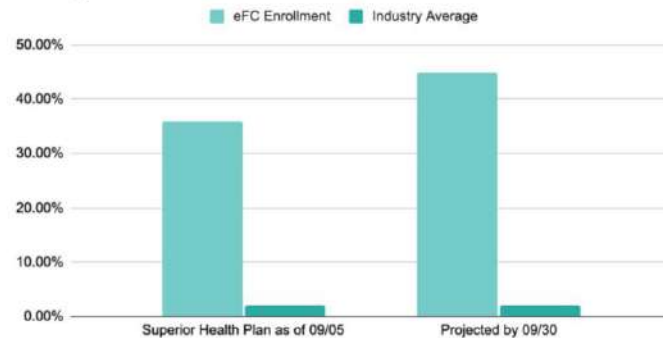
Before

Enrollment

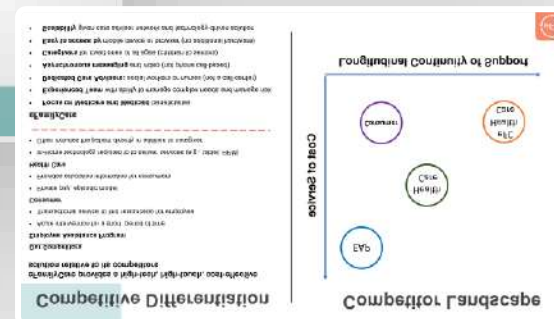


Enrollment Rates are Significantly Outpacing Industry Averages

eFC Enrollment Rate as % of Reachable Population vs Industry Average Enrollment



Inadequate portrayal of the investment rationale



After

We plan to help **50K+ caregivers by 2025**



Sales and distribution channels
Partnerships with MCO's and medical aid



Enrollment and engagement channels
Social media marketing, digital marketing via texts, emails and snail mail



1K+
In 2022

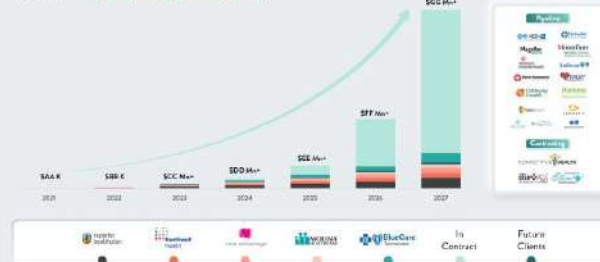
50x

50K+
Caregiving
Members Enrolled
In 2025

ARR: \$Mn

7X revenue growth in the last 18 months

Established enterprise providers are adopting our solution & expanding the contract YoY validating our "Land & Expand" Go-to-Market Strategy.



Strong investment rationale
illustrated through plans,
projections & clear takeaways

Competitor Analysis

	Unguard	Unguard	Unguard	Unguard	Unguard	Unguard	Unguard
Focus on chronicity & conditions across full spectrum of age	✓	✓	✗	✓	✗	✗	✓
Works with diverse population including Medicaid & Medicare populations	✓	✗	✓	✗	✗	✓	✓
Dedicated 4.5 Human-led Care cohort with 10+ yrs experience in a call center approach	✓	✗	✗	✗	✗	✓	✗
Relaycare Brand Consistent Video Call + Instant Message on just phone call	✓	✗	✓	✗	✓	✗	✗
Proven Track Record: Operative from 2010 - 2020+ yrs of experience	✓	✗	✗	✗	✗	✓	✗

Products & Services

See what more we can do for you
with **visual storytelling** ...

Sales Pitch Decks



...s in this journey together

- We instrument heavily
- We collect feedback
- We share feedback
- We strategize, execute & get results

We help in this journey together

- product market fit
- GTM strategy
- product functionality
- and more...

Leads compounds over time with driving RevOps

Leads	Conversion Rate	Win Rate	Annual Contract Value	ARR
100	0.3	0.2	\$10,000	\$12,000
100	0.35	0.25	\$12,000	\$25,000

More than 2x revenue

ideagarage

No-Brainer Growth Genie for SAAS Startups

For hyper growth, we need to move from...

Founder led 'everything'

Team led revenue operations

Bringing the **privileges of MNCs** to startups

ideagarage

Overall growth strategy

Likes of McKinsey, BCG

Purely management consulting

They cater to needs for 500+ employees

Transfer of employee from them is also very difficult.

Our company's goal is to take you

AA Revenue
BB Users
Series A Funded

XX Revenue
YY Users
Series B Funded

Increase growth with **RevOps**

B2B tech companies that leaned on RevOps experienced 10-20% increase in sales productivity. - BCG

Modular in our offerings for you to pick & pay

- Lead Generation
- Sales
- Customer Success
- Lead Generation & Sales
- Sales & Customer Success
- Lead Generation & Customer Success
- Lead Generation, Sales & Customer Success

Customer Discovery

- Identify customer pain points
- Feedback on positioning the product

Market Discovery

- Identify ideal customer profile
- Identify repeatability of sales

Working model options you can choose

Build

Keep going RevOps for you at per person cost and billing according to the number of people

Build & operate

Once the results are produced, you can grow multiple continue to grow

And y entire resp

Getting skilled people

Sales Brochures



“There is no digital strategy anymore, just strategy in a digital world.”

For any business/enterprise owner
More digital = More power

99% of businesses in India have implemented digital online strategy to reach new customers

900Mn active Internet users across the country (2022)

*Source: Tech Business Standard | Researcher: Researcher | Jan 2023

micro access Your one-stop digital transformation partner

You simply tell us:

- The company vision
- Your budget
- Scale & operations requirements

We at MicroAccess:

- Clearly understand your requirements
- Suggest the best product offering
- Provide a single product & service
- Install & integrate seamlessly
- Post support through our dedicated personnel
- Monitor & replace parts on-site

The more information, the better. High quality team experience. Eliminated risks & redundancies. Ease of scalability. Reduced cost of old-time, manual & customer service over time.

Enjoy the maximum benefits of an efficient digital transformation

Website Design

Secure, Compliant Tech Solutions for Healthcare

Engineering and product talent guided by experienced entrepreneurs helps you deliver your product vision.

[Connect with us](#)



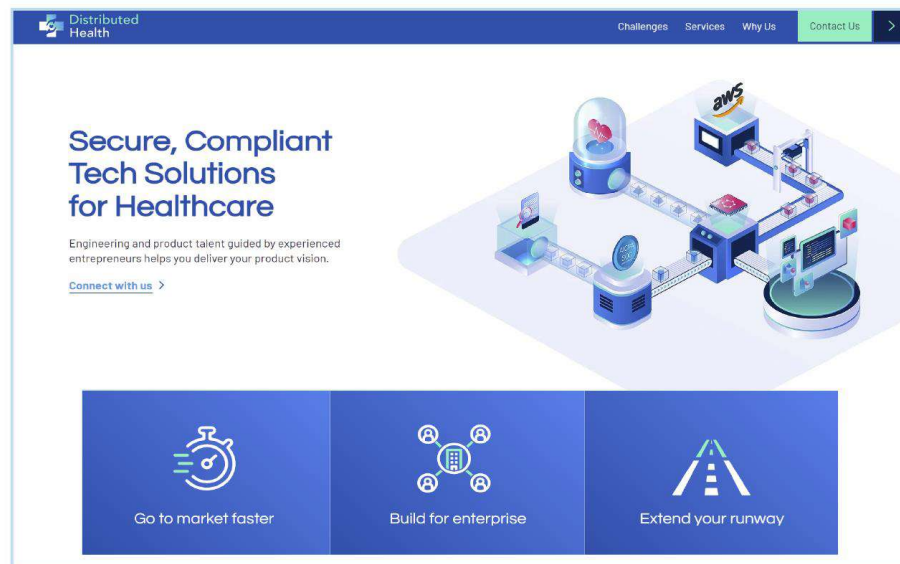
Go to market faster



Build for enterprise



Extend your runway



Challenges

Enterprise buyers, including health plans, hospital systems and employers require the **highest levels of security and compliance**. Outsourcing vendors are unable to build data infrastructure or implement development practices to meet these stringent and extensive requirements.

Building a product without these considerations is a **blocker to adoption and retention** of enterprise clients.

Our Services



Build functional product **prototypes**



Launch your **Initial Product**



Scale enterprise ready **solutions**



Wow investors and clients with **impressive decks**

Contact

We would love to help you achieve your product goals and the major milestones for your startup!

Reach out at info@distributedhealth.com

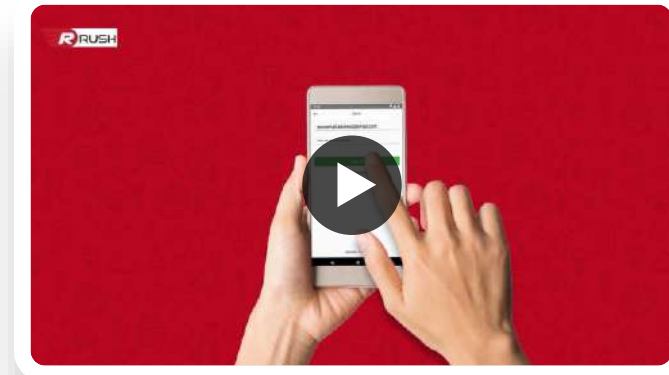
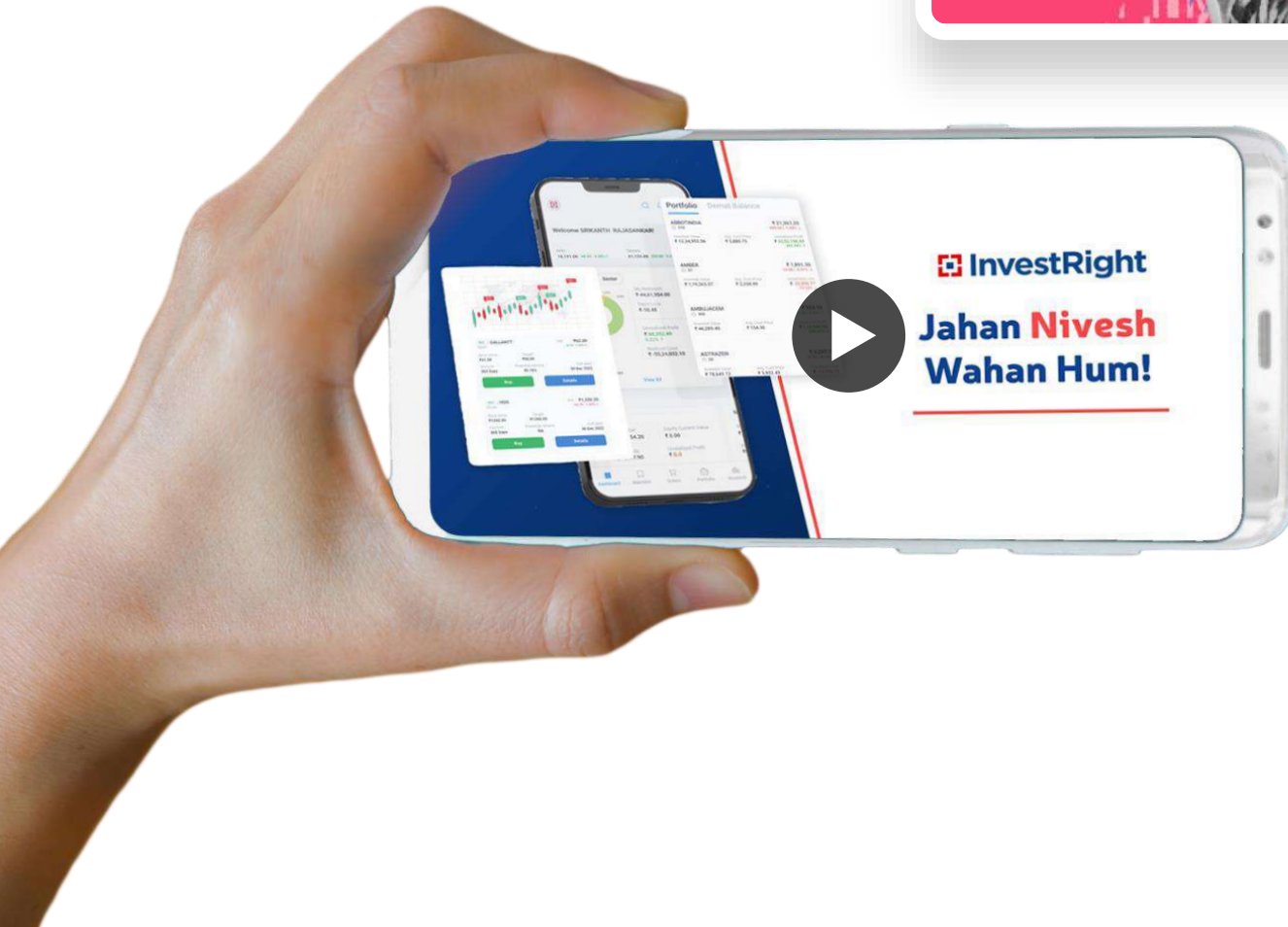
First Name Last Name

Email

Message

Explainer Vids

(Click to redirect to the video)



Exhibition Design



Studio led by a **passionate team of creative heads**



Meenakshi Baruah

Business Narrative Strategist
and Creative Director

- Loves exploring down rabbit holes
- Observing as a deliberate amateur
- Gifted GIF-er
- A people person



Sandeep Motwani

Communication Design Wizard
and Art Director

- Intellectually curious
- Jack-o-hacks
- FPS gamer
- Learn-unlearn-relearn

200+

Decks Reviewed

100+

Founders Helped

\$200Mn+

Funds Raised



Empowering brilliant founders,
to win with stories.



+91 9101254969, +91 8770868183



hello@untanglinglabs.com



www.untanglinglabs.com