

Executive Summary

Contact Information

Face2Face Health
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Management Team

- [Ami Anand Shah](#), MD, FACP, FAARM, Founder & CEO & Chief Medical Officer
- [Zarme Shahnawaz](#), MBBS, BSc(med), FRACGP, Medical Director
- [Dominic A. Ambrosio](#), MA, COO
- [Lilla Dale McManis](#), MEd, PhD, CKO
- [Monica Hein](#), CDO
- [Bryan Kawira](#), CTO
- [Mayank Talwar](#), MBA, CFA
- [Jennifer Kirschenbaum](#), Esq, General Counsel

Industry

- Health Tech
- Education
- Systems Software

Business Advisory Board

- [John Pennett](#), CPA
- [Selena Cuffe](#), MBA
- [Curt McAllister](#), MS
- [Sanjay Hiranandani](#), BA
- [Praveen Tyle](#), PhD
- [Ameeth Sankaran](#), MBA
- [Kathleen Greenler Sexton](#), BA
- [Steven Sandquist](#), MBA
- [Gregg McNulty](#)

Clinical/Education Advisory Board

- [Monica Mirchandani](#), DO
- [Zarme Shahnawaz](#), MBBS, BSc(med), FRACGP
- [Enrique Jinete](#), PhD
- [Betsy Daly](#), BFA
- [Mona Jauhar](#), RDN
- [Kimberly Davis](#), MS

Company Background

We are a transformative digital health platform providing parents with a single, end-to-end solution to help optimize healthcare for their kids. Our solution uniquely integrates health literacy e-learning courses on top medical conditions developed by hundreds of experts from over 90 specialties with valuable tools such as vetted apps/toys/books for each condition (**LEARN**); telemedicine access to multidisciplinary healthcare professionals, educators & advocates for advice or treatment (**CARE**); expert-led webinars; & web-forum communities for sharing knowledge & support (**SHARE**) across 5 pillars of care: General Health, Emotional Health, Development, Mind/Body/Nutrition, and Education/Advocacy.

Company History

A dual-board certified physician in Internal Medicine and Integrative Medicine with over 15 years of telemedicine experience, our founder could not find a solution when her twins were diagnosed with challenges. As a result, she envisioned a single accessible platform where parents could receive needed education, care, and support.

Market Opportunity

- 88% of the US population is not fully health literate, which costs corporate America \$150B annually
- 1/5 of children in the US & 250M globally have challenges; the top 20 conditions cost \$400B annually
- Children with challenges = 10X increase risk for adult chronic conditions; only 20% are screened
- Absenteeism in corporate America costs \$76B annually due to children's illness
- American Academy of Pediatrics: 85% outpatient and 40% of ER visits can be via telehealth (\$9B savings)

Focused on two lucrative markets: 1) *Telemedicine: \$29B in 2018, CAGR of 22.1% - \$118.13B in 2025*; 2) *E-Learning: \$190B in 2018, CAGR - \$238B in 2024*. The conditions we cover represent direct healthcare costs of nearly a trillion dollars.

U.S. healthcare spending on children: The Institute for Health Metrics and Evaluation: \$149.6B in 1996; \$233.5 billion in 2013. The Centers for Medicare & Medicaid Services: 2014, \$291B.

Product and Services

HIPAA compliant, meaningful use (MU) certified, encrypted, cloud-based platform compatible with any browser on any device. Our platform includes **LEARN** - vetted, peer-reviewed courses, **CARE** - scheduled, on-demand, and concierge consults with multi-disciplinary experts, and **SHARE** - tips and support through online community forums.

Commercial and Technical Milestones (Executed and Pipeline)

Working Mother Media (200K subscribers), Living 2.0 (1,500 associations), Meridian Medical Practice Solutions, (80K providers), Medical Practices (patient promotions), NFL Alumni Association (member promotions), CHADIS screening platform (20K pediatricians), Fullscript Nutraceuticals, Mint Benefits (lead generation), Rethink My Therapy (reseller). United Nations (authorized to do business). Ask the Expert & CARE launched May/June 2020 with 300+ providers, positioned to scale quickly.

Intellectual Property: Patent-pending machine learning guides clinic decisions. Multiple trademarks and copyrights granted.

Competition: Our integrative approach and focus on children is unique in the industry.

Due Diligence Room/Financial Projections: available upon request

Accelerators/Incubators: NYU Edtech (now StartED), NJIT and Elab NYC

Funding: *Current:* \$1.1M (Founder and an Advisory Board member); \$2M raise via convertible debt

Website: www.f2fhealth.com

Our sizzle reel : <https://www.youtube.com/watch?v=pSBS2joNvzc>

Working Mother Magazine article : <https://www.workingmother.com/getting-a-childs-diagnosis>

¹Zion Market Research ²Adroit Market Research ³Global Market Insights ⁴PRN Newswire