



Healthcare Technology

Improving health by reducing  
opioid prescriptions through  
cannabinoid-based therapeutics  
utilizing AI technology!



# Management



## **ELAINE K. RICHER, RPH, Co-Founder & Chief Executive Officer**

Ms. Richer is a highly seasoned Pharmacist and healthcare professional that has held leadership roles in three Fortune 500 companies that include Rite Aid, Walgreens, and CVS Caremark. She has successfully trained and managed diverse teams of pharmacists and has in-depth experience in all aspects of the Pharmacy benefit managers (PBM) industry that are companies that manage prescription drug benefits on behalf of health insurers, Medicare Part D drug plans, large employers, and other payers. Ms. Richer is a graduate of Long Island University School of Pharmacy and has been a licensed pharmacist in New Jersey and Florida for over 20 years.



## **JACQUES NIR, LCSW, Chief Operations Officer**

Mr. Nir has been the Director of Substance Abuse outpatient programs at the redesigned New York State OASAS (Office of Alcoholism and Substance Abuse Services) inpatient element treatment facilities for the past 12 years. Mr. Nir has provided quality care as a Licensed Clinical Social Worker (LCSW) for 24 years and been responsible for multi-million-dollar budgets with OASAS and the New York Office of Mental Health. Mr. Nir is a graduate of Columbia University School of Social Work and Adjunct Professor at Columbia University School of Social Work.



COLUMBIA  
UNIVERSITY



# The Problem



## **THE OPIOID EPEDEMIC COSTS LIVES AND MONEY!**

- 399,000 people died from opioid overdose from 1999 to 2017.
- Annual deaths from opioid overdoses are "projected to reach nearly 82,000 by 2025, resulting in approximately 700,000 deaths from 2016 to 2025.
- According to the National Institutes of Health (NIH), substance abuse costs the country over \$600 billion per year.



## **THE CURRENT METHOD OF PRESCRIBING CANNABIS IS INADEQUATE!**

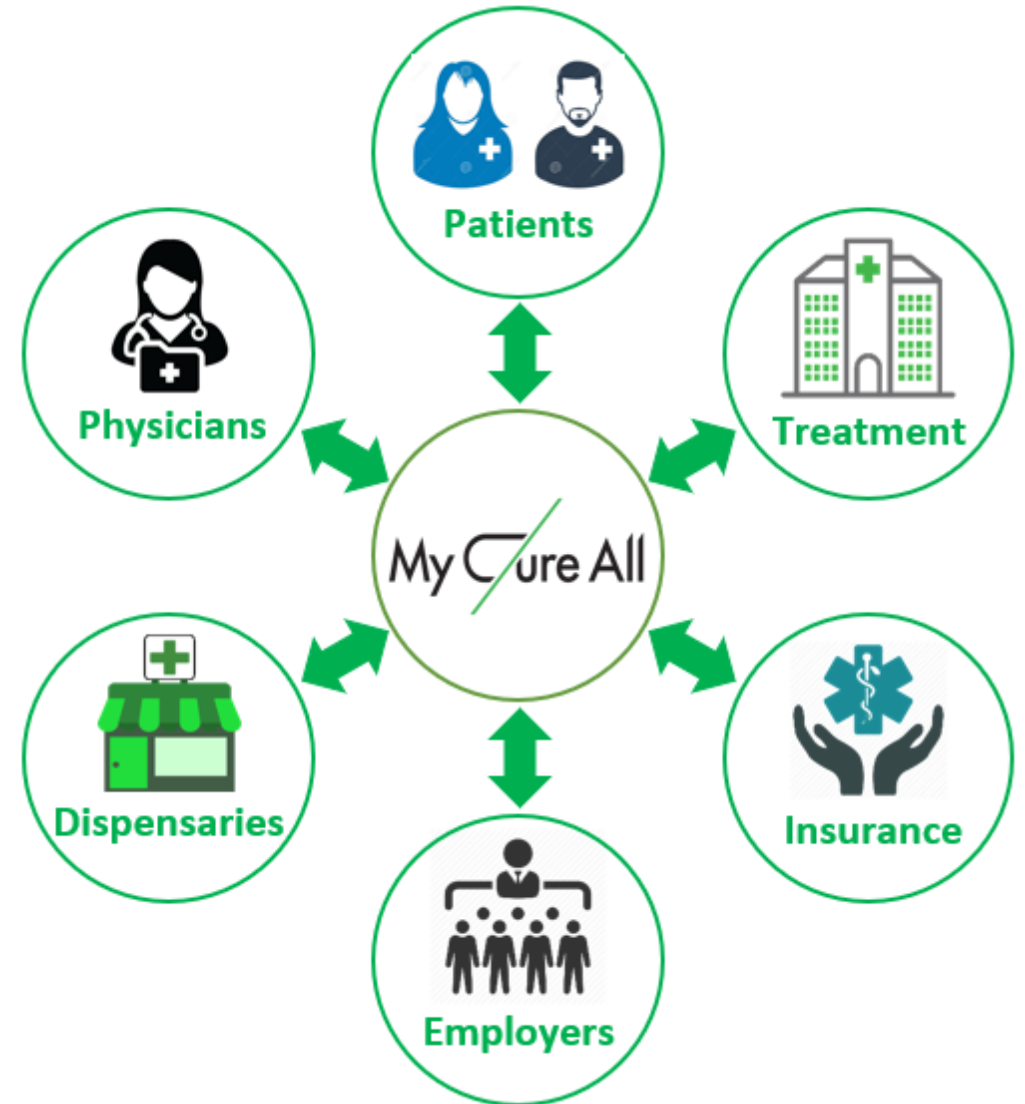
- Medical cannabis is being established in the scientific community as a medication of choice for pain management instead of opioids, but the current method of prescribing is inadequate.



# A Solution

## MyCureAll Ecosystem

MyCureAll website and mobile App connects *Patients* to *Physicians*, *Dispensaries* and *Medical Insurance* and advise them on what Strain/Strength of Medical Cannabis and CBD products are optimal for their specific medical conditions.





# A Solution

*The revolutionary Patent Pending My Cure All Web Application platform that:*



**Patients** Able to receive the strain and strength for their medical condition(s), allowing for safer more effective treatment; allows patients to actively participate in their wellness through targeted and consistent treatment plans.



**Physicians** Receive access to standardized protocols and treatment plans for prescribing medical cannabis based on the patient's condition(s), age, sex, etc.



**Dispensaries** Able to better manage inventory of various cannabis strains while providing effective care based on patient needs.



**Substance Abuse Treatment Providers** Able to integrate medical cannabis for opioid dependent clients with MAT treatment.



**Insurance Companies** Decrease spending on dangerous opioid treatments and subsequent, ineffective opioid addiction rehab programs, by providing effective cannabis usage

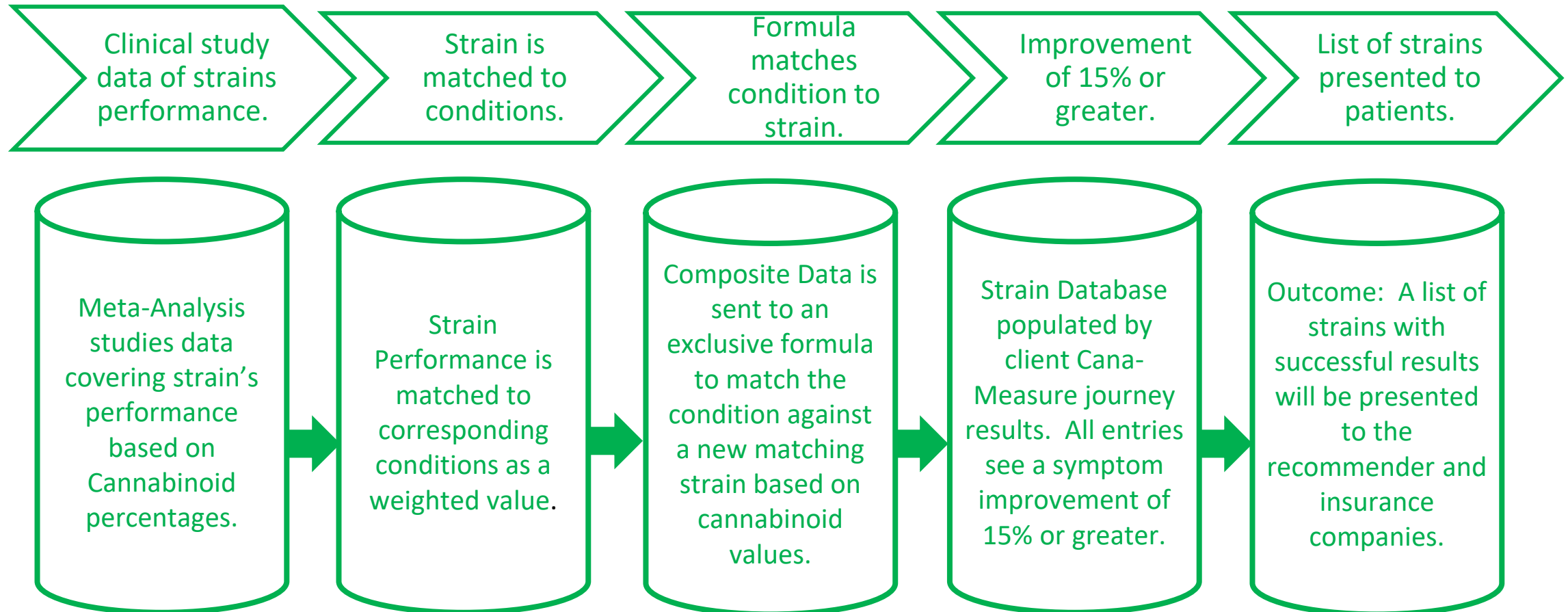


**Employers** Play an active role in providing appropriate healthcare resources to their employees.



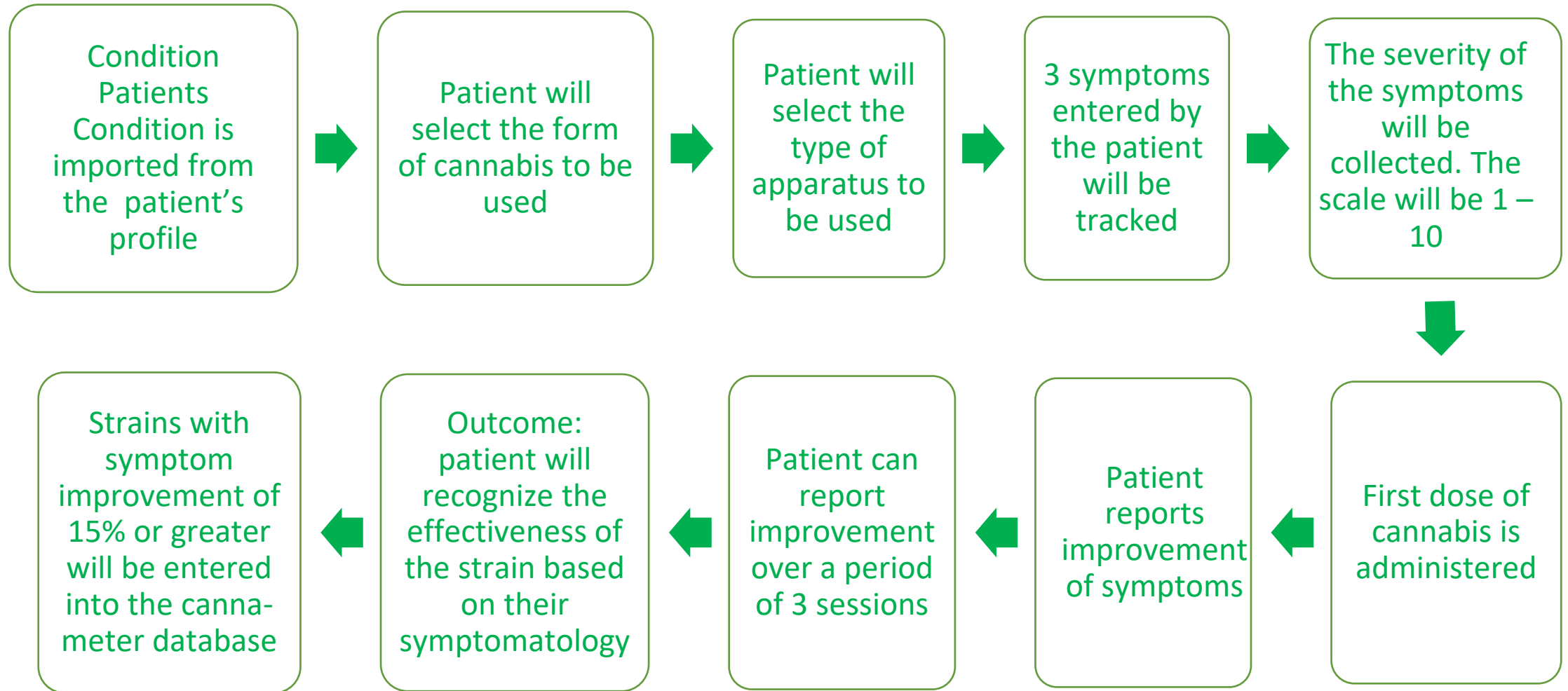
# Canna-Meter Process™

Natural, Safer, more Effective Symptom Management Solution for Cannabis and CBD Products



# Canna-Measure™ Process

Canna-Measure™ records and with AI technology reports the symptom improvement.



# Markets

MyCureAll is uniquely positioned at the intersection of multiple industry markets that include digital health, telemedicine, non-opioid pain treatment, cannabis and CBD.



**\$41B**

**U.S. Legal Cannabis**

\$8 Billion 2018

\$41 Billion by 2025



**\$97B**

**Global Cannabis**

\$10 Billion in 2018

\$ 97 Billion by 2026



**\$22B**

**Global CBD**

\$3 Billion in 2018

\$22 billion in 2026

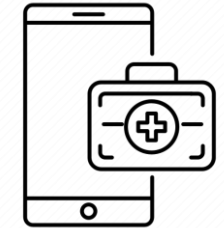


**\$31B**

**Non-Opioid Pain  
Treatments**

\$13.8 Billion in 2019

\$22 Billion in 2024



**\$509B**

**Digital Health**

\$95 Billion in 2018

\$509 Billion in 2029



# Marketing Strategy & Tactics



- PR
- Social
- Mobile Ads
- Videos
- Web
- TV
- Radio
- Direct Mail
- Brand Ambassadors
- Influencers
- Affinity
- Affiliate
- Events

- Free / Trial Version
- DR mobile ads
- Incentivized
- Email
- Re-targeting
- Pre-loads
- Cross selling

- DR Mobile / Web
- Notifications
- Upsell
- Discounts / offers
- Bulk sales
- CRM

- Loyalty program
- Social integration
- Updates
- Notifications
- CRM
- Product extensions

# Sales Process



- Selling process will start with four states for our first 18 to 36 months of business: New Jersey, New York, Pennsylvania, and Florida.
- MCA has received state clearance from Department of Health (DOH) and Department of Insurance (DOI) to operate in all 4 states.
- 33 states, Washington D.C., and a number of territories offer medical cannabis as a legal treatment option



## MyCureAll Web App

- App Store Optimization
- App Title
- Keyword-Rich Description
- Choose Appealing Icon
- Brand Ambassadors
- Channel Partners
- Dispensaries
- Medical Professionals
- Events
- Influencers
- Media
- Sales
- Social Media

## MyCureAll CBD Products

- Affiliate Marketing
- Brand Ambassadors
- Call Center
- Celebrity Strategy
- Distributor
- Events
- Influencers
- Marketing Partners
- Media
- Medical Professionals
- Online Stores
- Retail Stores
- Sales Reps
- SEO
- Social Media
- Treatment Facilities
- Videos
- Website



# Revenue Streams

## App



## Physicians



## Dispensaries



## Products



## Retail



## Ecommerce



## Target Markets



513,000

Current medical marijuana card holders and medical marijuana users by our target states.



9,252,628

Patients currently on a consistent opioid regimen for chronic pain and other conditions.



12,313,725

Patients with chronic conditions or symptoms that are not being managed with other treatments but that can be alleviated with the use of medical cannabis.



767,514

Patients in drug addiction treatment programs that can wean off drugs with the help of cannabis

## Market Size

=

**22,846,867**

Approximate total Market Size

# of People for NJ, NY, PA, and FL

# Competition

~~My Cure All~~



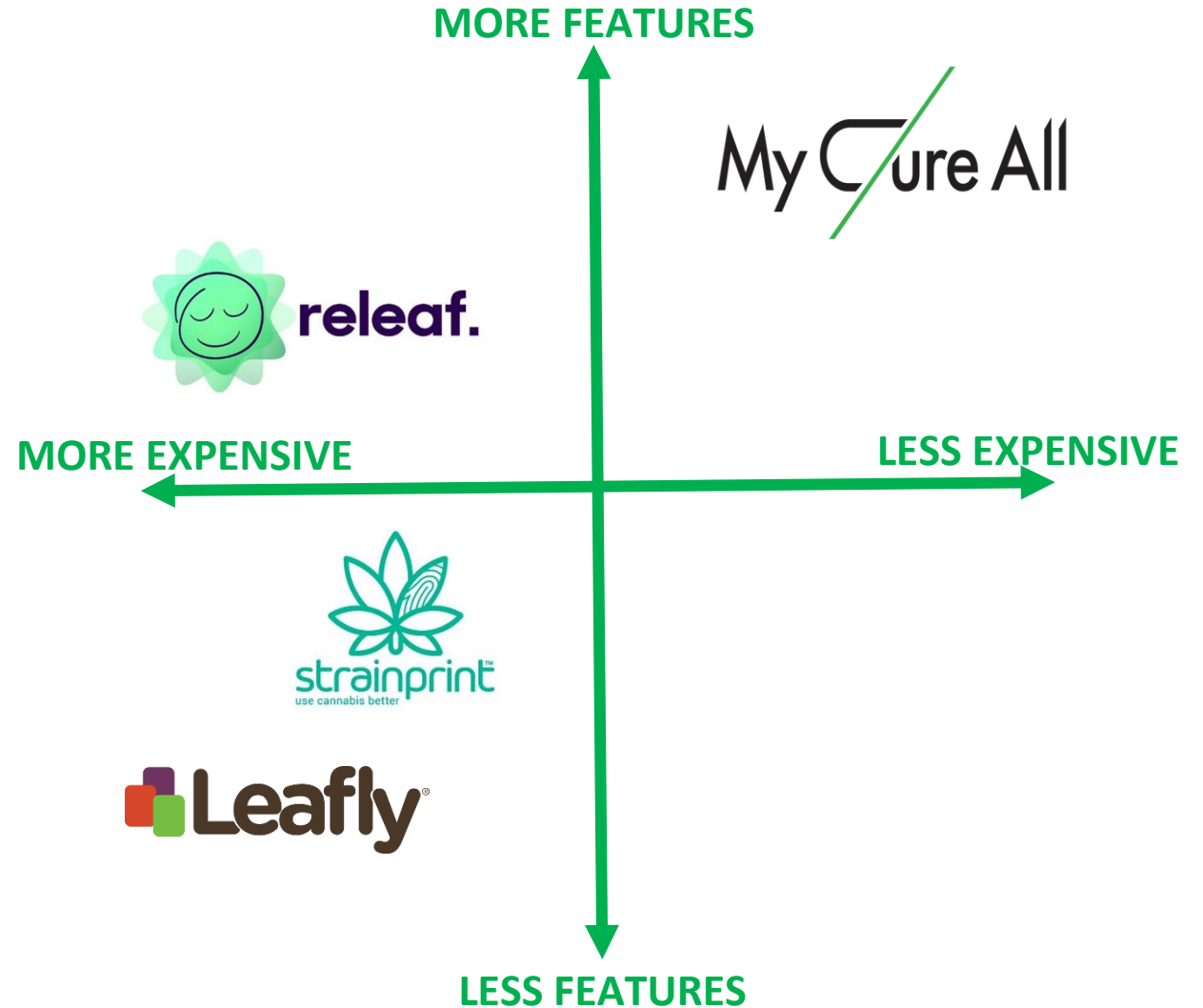
**LEAFLY HOLDINGS** - Leafly generates revenue by selling online display advertising and priority listing packages to companies in the cannabis industry.



**RELEAF** - An app that allows users to personally track their own healthcare when it comes to medical cannabis use.



**STRAINPRINT || CANADA** - App that functions as a data-collection tool that allows users to enter the symptoms they are experiencing, the cannabis strains they are using, and then track.



# Competitive Differentiator



## Standardized Set of Protocols

Providing doctors with a first-ever standardized set of protocols when it comes to prescribing medical cannabis by detailing all cannabis strains with respect to the conditions they treat.



## Streamline the Recommendation Process

Connecting patients to doctors and dispensaries to streamline the recommendation process for medical cannabis.

### MyCureAll App Features

- Self and Recommender Admin Assessments: PHQ-9; RODS; GAD; PTSD
- Reminder SMS or email for Recommender and Dispensary
- “Canna-Measure”: Develop Personalized Treatment Plans
- Store 5 PDF Files for Medical and Benefits
- Find a dispensary with GPS
- Create Insurance Claim: Puff Journey Results
- View Patients Assessments and Puff Journey Results
- Register with Multiple offices
- Validations Protocol
- View ICD 10 with Conditions
- View insurance Types
- List and Schedule Availability
- “Canna-Measure” - Treatment Plan: Subjective and Objective Results
- “Canna-Meter ” tool: Informed Recommendation Demonstration
- Verification Process
- Search Patient Population by State, Zip Code, Symptom or Condition with ICD 10 Codes



# Management Team & Advisors

The Management team is comprised of pharmacists, medical professionals, social workers, and substance abuse and mental health professionals that bring pharmaceutical precision and extensive expertise to the field of medical cannabis.



**Elaine K. Richer, RPH**  
CEO



**Jacques Nir, LCSW**  
COO



**Danny Milhan**  
MIS Director



**Dr. Cynthia C Chirwa**  
Medical Advisor



**Dr. Mark Duckshtine**  
Medical Board Member



**Peter Thurlow Esq.**  
Legal Board Member



**Karen Berger, PharmD**  
Medical Writer



**Christa Rapaport Esq.**  
Legal Board Member

# Operations



**MyCureAll** is headquartered in Fairlawn, New Jersey.

## Staffing

MyCureAll will initially operate without a staff being run by its founding members that will manage third party vendors. As the platform grows to new levels the company will hire new staff members on an at-need basis.



## App Purchasing Procedures

All registrations and downloading activity will be completed by the MyCureAll WebApp platform.



## MyCureAll App

Management of third-party vendors

- Software Development
- Marketing
- Sales
- Customer service

## MyCureAll CBD Products

Management of third-party vendors



- Hemp Farmers
- Formulations
- Product Manufacturing
- Packaging
- Website Sales
- Fulfillment
- Customer Service

# Projected Revenue



## 3-Year & 5-Year Financial Projections for MyCureAll App States: New Jersey, New York , Pennsylvania and Florida

	FY 2020	FY 2021	FY 2025
Patients signed up on App	200,000	5,000,000	25,000,000
Recommenders signed up on App	1,000	1,500	18,000
Targeted Marketing Revenue	\$21,000	\$2,700,000	\$21,000,000
Subscription Revenue Recommenders (\$89)	\$356,000	\$1,602,000	\$19,224,000
Subscription Revenue Dispensaries (\$525)	\$55,680	\$1,575,000	\$9,450,000
CEU Courses (\$187)		\$106,000	\$1,309,000
CBD Reveune	\$340,324	\$1.205,200	\$8,908,302
Total Revenue	\$773,004	\$7,188,200	\$59,891,302

	FY 2020	FY 2021	FY 2025 (33 states)
Revenue	\$773,004	\$7,188,200	\$59,891,302
Operating Expenses	\$700,454	\$3,987,079	\$6,987,459
EBITDA	\$73,450	\$2,796,921	\$52,903,843

# Investment Offering

## ISSUER

MyCureAll, LLC

## OFFERING SIZE

\$750,000

## CONVERTIBLE NOTE

Three (3) Year 7% Interest, Paid Quarterly,  
20% Discount Convertible Feature

## CONVERSION PRICE

20% Discount on next priced round of funding

## CONVERSION SECURITIES

Convertible Note option to exchange all or a  
portion of their Notes for MyCureAll, LLC  
Membership Units (“Equity”)

## Use of Funds

\$350K

Marketing & Sales

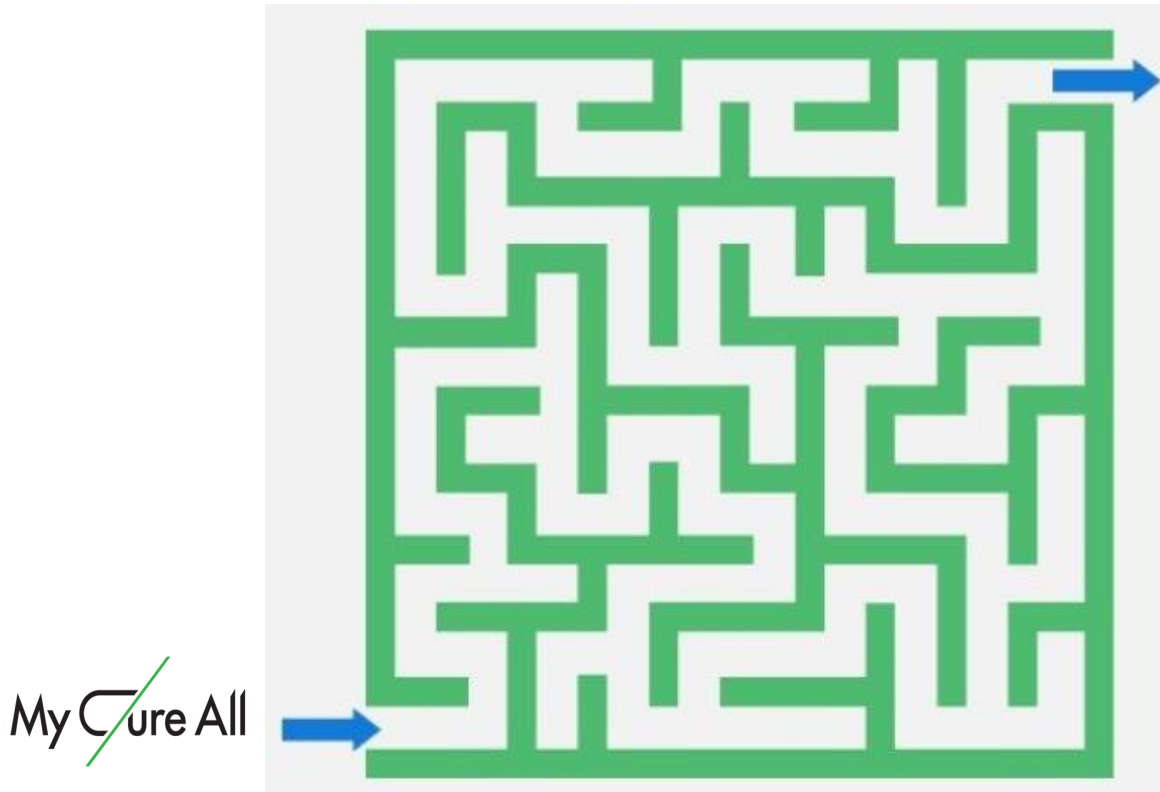
\$250K

Software Development

\$150K

Operations

# Exit Strategy



## **Acquisition:**

- Cannabis: MSO Operators, CBD
- CPG: Pharma: GW Pfizer, Merck, AstraZeneca
- Technology: ?



## **Financial Buyer:**

Will your company generate excess cash flow that could make it attractive to financial buyers to generate a return?



## **IPO:**

Listing on list on multiple exchanges. One reason for listing on several exchanges is that it increases a stock's liquidity, allowing investors to choose from several different markets in which to buy or sell shares of the company.



# Disclaimer

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