



One Line Pitch: Heads Up Health provides a SaaS-based, global health **data analytics product** designed to empower patients, practitioners and enterprises to **transform lives** through intelligent use of health data.

Company Overview: Heads Up Health is building a disruptive approach to health information management. Our product is solving the data fragmentation problem in healthcare by electronically integrating and organizing health data out of the **highly fragmented** medical systems, doctor's offices, PDF files, spreadsheets, paper records, wearable devices and mobile apps.

We aggregate all of this data into a cloud-based, HIPAA-compliant system and layer on **advanced analytical tools** (machine learning, predictive analytics, dashboards, alerts, correlations, collaboration tools, etc.) to enable **intelligent and simple health data management** in ways that have the potential to transform prevention and treatment globally.

Management: Founder and CEO David Korsunsky most recently served as Director of Alliances at VMware where he led technical integrations and go-to-market strategy with industry leading healthcare software vendors. David has recruited and on-boarded an executive team with deep experience in Electronic Health Records (EHRs), data science, and operations strategy.

Market Opportunity: Health data exists in silos that don't currently integrate with one another: **clinical data, digital health data, genetic and microbiome**. By uniquely aggregating this data, Heads Up Health can add significant value to the healthcare industry by providing powerful tools for preventing, treating and reversing lifestyle-driven chronic disease. With our global health data lake we can begin to uncover previously unknown patterns, treatment options, risk factors, correlations and much more.

Business Model & Traction: We've currently developed three products on top of our data warehouse. The first is our B2C offering where users can sign up on our website and use our product in a subscription model. Current pricing is \$9/month or \$79/year. We are north of 800 paying subscribers with \$5K MRR (20% MoM growth) on our MVP product.

Second, we sell a portal to health practitioners and clinics (nutritionists, naturopaths, functional medicine, trainers etc). This is based on a per member/per month fee where practitioners pay for each client they are managing through our system. We see an addressable market of 200K health coaches nationwide each with 50-100 clients and we believe we can capture 10% of this market in the next 18 months.

Lastly, we offer a private label version where enterprise clients can customize the product to suit their needs. We charge for software customization, annual private label licensing fees and a per member / per month fee. We've launched our first two licensing deals (one cancer treatment clinic and one cellular inflammation clinic) and both are generating commercial revenue. We have a \$2M sales pipeline of deals, many with signed LOI's, waiting for a similar solution once we are ready to scale.

Company Profile
URL: www.headsuphealth.com
Industry: Digital Health
Location: Scottsdale, AZ
Contact: David Korsunsky
Email: dave@headsuphealth.com
Team Size: 6
Founded: 2014
Product: Health data analytics
Stage: MVP
Registered users: 12,500