



Investors' Pitch

Pre-Seed Investment Round: \$300,000 for 15 % Equity or SAFE

<https://www.eMedAlert.ai>

The Problem: A \$3 Trillion Crisis in Emergency Care



The Human Cost

Every day, millions of people around the world face life-threatening emergencies, including falls, heart attacks, and strokes.

The tragic reality is that many victims are unable to call for help when every second counts. This delay between incident and response dramatically increases mortality rates, long-term complications, and healthcare costs.

Families live in constant fear, knowing that loved ones—especially the elderly and those with chronic conditions—may be going through an emergency completely alone, without automated detection systems or immediate response capabilities.

\$100B

Falls Cost Globally

Annual economic burden from fall-related injuries across healthcare systems worldwide

\$1T+

Cardiovascular Diseases

Total annual cost of CVD treatment, lost productivity, and emergency interventions

\$890B

Stroke-Related Costs

Global annual expenditure on stroke care, rehabilitation, and disability support

\$300B

Caregiver Burden

Hidden costs of informal caregiving, including lost wages and emotional toll

The Solution: AI-Powered Prevention at Scale

eMedAlert Platform

eMedAlert transforms emergency response through intelligent automation. Our platform integrates with existing smart devices to monitor users continuously, detect health risks in real-time, and alert caregivers immediately—before emergencies escalate.

Unlike reactive emergency systems, eMedAlert emphasizes prevention through behavioral incentives and predictive analytics. By rewarding healthy habits and identifying risks early, we reduce the likelihood of emergencies occurring in the first place.

Built for Primary Care Physicians

In today's healthcare landscape, Primary Care Physicians are overwhelmed with data and facing severe burnout. eMedAlert serves as their AI-driven co-pilot, automating 80% of routine patient inquiries and transforming reactive clinics into proactive, high-efficiency practices that prioritize prevention.



What Is eMedAlert?

eMedAlert is a human-directed, AI-powered health alert platform that uses smart devices to: **(1) monitor users automatically, (2) detect risks in real time, (3) alert caregivers immediately,** and **(4) reward prevention.** It represents both a compelling business opportunity and a social service that delivers measurable value to users, investors, and the healthcare ecosystem.



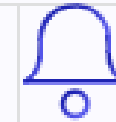
Wearables Input

Continuous monitoring through smartwatches and connected devices



AI Detection

Machine learning algorithms identify patterns and predict health risks



Instant Alerts

Real-time notifications to family, caregivers, and emergency contacts



Telemedicine Integration

Direct connection to healthcare providers for immediate consultation



Prevention Rewards

Token-based incentives encouraging healthy behaviors and compliance



eMedAlert Company Valuation: \$1.7M Pre-Money

eMedAlert is raising **\$300,000** in exchange for **15% equity**, implying a **\$1.7 million pre-money valuation** and a **\$2.0 million post-money valuation**. This valuation reflects a risk-adjusted assessment of progress already achieved, rather than a concept-stage projection.

eMedAlert has moved beyond ideation into validated technical execution, proprietary system design, and early go-to-market readiness in the preventive and remote digital health space. This positions the company significantly ahead of typical pre-seed startups.

Why a \$1.7M Pre-Money Valuation Is Justified

The valuation is driven by four core value pillars that materially reduce execution and market risk:

01

Execution Risk Already Removed

Functional web platform, documented architecture, and proven technical feasibility reduce the primary risk that kills most early-stage ventures

03

Rare Team Expertise in Medical AI

Core team combines healthcare domain knowledge, machine learning engineering, and blockchain integration—a difficult-to-replicate combination

02

Proprietary Technical Documentation & AI Framework

Comprehensive system architecture, AI prevention algorithms, and medical device integration protocols represent defensible intellectual property

04

Early Distribution Leverage & Go-To-Market Readiness

Established partnerships with Primary Care Physicians, Letters of Intent from healthcare facilities, and validated B2B2C distribution channels

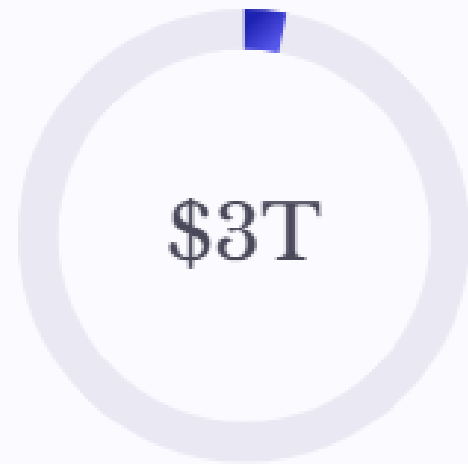
- While the replacement cost of assets already built exceeds \$1M, this valuation is not cost-based. It reflects reduced probability of failure, accelerated time-to-market, and defensibility achieved to date. Comparable preventive and remote digital health startups typically raise at higher pre-money valuations once reaching mobile MVP or early commercialization. The proposed \$1.7M pre-money represents a conservative entry point with clear upside as the company completes mobile integration and transitions to recurring revenues.

eMedAlert Value Creation

Capturing a Fraction of a Massive Market

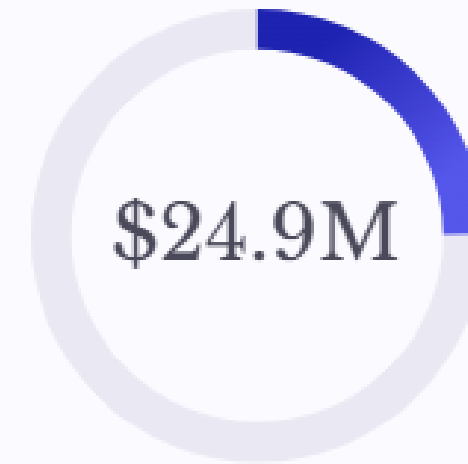
The global healthcare emergency and prevention market represents approximately \$3 trillion annually. Our conservative five-year projection targets just 0.0008% of this enormous market—a realistic and achievable goal that still generates substantial returns.

By Year 5, eMedAlert projects \$24.9 million in annual revenue, with cumulative five-year revenues exceeding \$43 million. This growth is driven by scalable subscription models, strategic B2B partnerships, and expanding geographic reach across multiple continents.



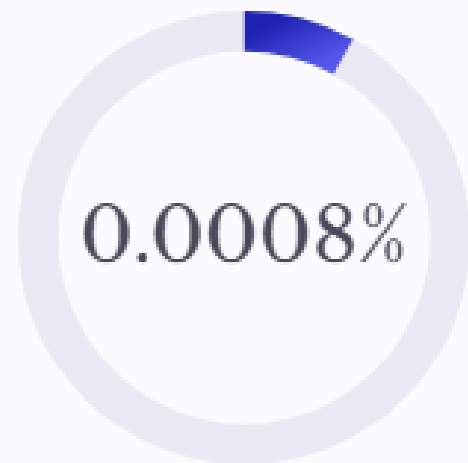
Global Market Size

Total addressable market for emergency healthcare and prevention annually



Year 5 Revenue

Projected annual revenue by end of fifth year of operations



Market Share Target

Conservative penetration rate demonstrating significant growth runway



5-Year Total Revenue

Cumulative revenue generation across the initial five-year period

Revenue Model: Multiple Streams, Sustainable Growth

Our revenue strategy combines recurring subscriptions with strategic B2B partnerships, creating a diversified income foundation that scales efficiently. By integrating healthcare providers directly into our ecosystem through the eMedAlert App's terms and conditions, we ensure seamless transition from initial commitment to sustained premium and referral revenue.

1

Family Doctor Partnerships

Primary Care Physicians integrate eMedAlert as their patient monitoring co-pilot, generating institutional licensing fees and referral income

2

Premium Subscriptions

Monthly and annual subscription tiers offering advanced features, multi-device support, and enhanced AI analytics for power users

3

Smart Device Sales

Proprietary eMedAlert-branded wearables and hardware bundles with pre-configured connectivity and exclusive features

4

Freemium Model

Free basic tier with limited alerts drives user acquisition and creates upgrade funnel to premium features

5

Healthcare Referrals

Commission-based revenue from connecting users to telemedicine providers, specialists, and ancillary healthcare services

Our revenue is driven by a dual-model strategy that converts high-intent Family Doctors (PCPs) and B2B commitments—including **600+ pre-sale packages** from ambassadors and managing partners secured via Letters of Intent—into long-term recurring income through app subscriptions and institutional partnerships.

Our Path to \$24M: Strategic Market Penetration

Step 1: Solid Unit Economics

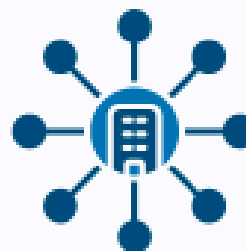
- ARPU: \$10/month (\$120/year per user)
- CAC: \$25 per user
- LTV:CAC = 4.8× (sustainable and scalable)
- Gross margin: 70%+ (efficient software model)
- Validated unit economics, profitable from first user

Step 3: Geographic Expansion in Stages

- Phase 1 – Romania: Full validation (retention, unit economics, medical distribution)
- Phase 2 – Europe: Scaling into EU markets with higher ARPU and similar regulation
- Phase 3 – Africa: Markets with high medical needs, low acquisition cost, local partners
- Phase 4 – Americas (selective): Strategic B2B partnerships with insurers and medical networks



1



2



3

Step 2: High Density B2B2C Distribution

- Partnerships with GPs (central point of integration)
- High density channels: primary care, senior centers, care organizations
- Partner network with recurring incentives (ambassadors & managing partners)
- Reduced CAC through institutional distribution (vs. direct B2C acquisition)

220,000 users × \$120 ARPU = \$24M annual recurring revenue in year 5

Traction: Validated Demand & Early Momentum

eMedAlert has achieved concrete validation across the three critical dimensions of investment risk: real market demand, live functional product, and activated distribution channels. This traction significantly reduces risk and demonstrates execution capability before scaling.



Market Validation (Market Risk ↓)

- Letters of intent from medical facilities
- Real demand, validated by institutional buyers
- Active commercial pipeline with medical partners.



Technical Execution (Execution Risk ↓) - Functional, live web platform

Operational platform that validates the system architecture, core flows and service integration, supported by technical documentation for the monitoring, alerts and AI analysis components that will be implemented in the mobile application.



Activated Distribution (Go-to-Market) Risk ↓

- Operational distribution network
- Managing partners and active ambassadors
- Validated B2B2C channels
- Acceleration of go-to-market through partners

eMedAlert's traction is not theoretical—it's concrete market validation, working technology, and active distribution. The investment risk is significantly reduced.

Building Sustainable Revenue Streams

Our sales pipeline reflects a disciplined approach to converting partnerships into recurring revenue. By focusing on institutional buyers and community organizations, we create predictable, scalable growth channels with high lifetime value.

Type	Pipeline Size	Expected Closing Ratio
<i>Early users (MVP testing)</i>	Pre-signups, 301	20% (60 expected conversion)
<i>Hospitals (Negotiation)</i>	Institutions, 20	20% (4 expected partnerships)
<i>NGO, Churches (MPs)</i>	Organisations, 15	30% expected partnerships
<i>Investors (Funding)</i>	Active discussions, 5	20% (1 likely to close)

Prospecting & Outreach

Identifying high-potential Primary Care Physicians, assisted living facilities, and senior care organizations

Demonstration & Validation

Pilot programs proving ROI through reduced emergency incidents and improved patient outcomes

Letter of Intent Secured

Formal commitments from partners representing 600+ initial users and expansion potential

Contract Execution & Integration

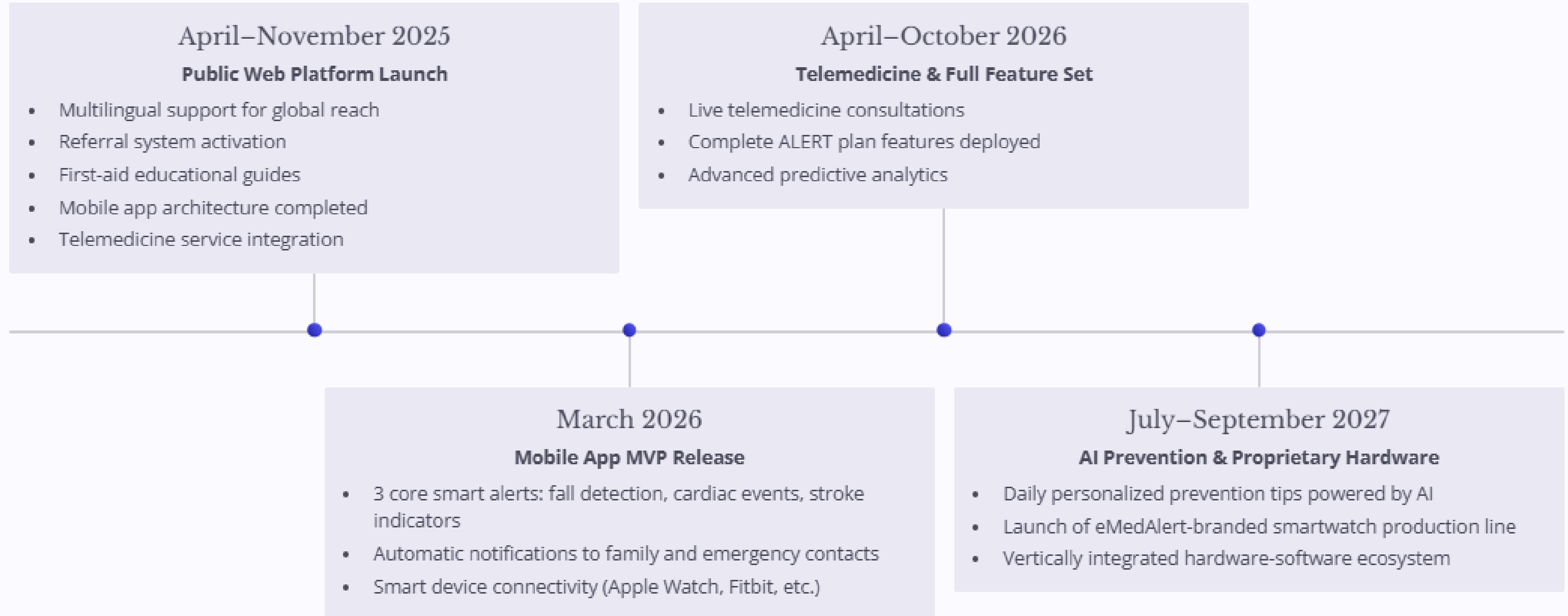
Converting LOIs to paid subscriptions with seamless onboarding and technical integration

Expansion & Upselling

Growing user base within existing partners and adding premium features to increase ARPU

Roadmap: From MVP to Market Leader

Our product roadmap balances rapid feature deployment with rigorous quality standards. Each milestone builds toward a comprehensive preventive health platform that serves users, healthcare providers, and payers simultaneously.



Competition: We Don't Compete—We Complete

Rather than competing directly with tech giants like Apple, Google, and Samsung, eMedAlert fills a critical gap they cannot address: the last-mile connection between consumer health data and Primary Care Physicians. Our defensibility comes from proprietary system design, predictive logic, and HIPAA/GDPR compliance embedded by design.

We Win Through Access & Trust

Big tech excels at data collection and consumer engagement. But they lack integrated workflows for Primary Care Physicians, medical triage logic, and the trust-based community relationships essential for healthcare adoption.

eMedAlert bridges this gap by becoming the **AI co-pilot for PCPs**, turning passive health data into actionable clinical insights.

Feature	Big Tech (Apple/Google)	eMedAlert
Data Collection	✔ Excellent	✔ Excellent
Patient Engagement	✔ High	✔ High
PCP Workflow Integration	✘ None	✔ Native Co-Pilot
Medical Triage Logic	✘ Minimal	✔ AI-Clinical Triage
Doctor-to-Patient Alerting	✘ Manual/None	✔ Automated & Proactive

Prevention First

Human-directed AI platform monitoring users continuously to detect health risks before emergencies occur

Behavioral Rewards

EMA Token incentives drive preventive care compliance and healthy habit formation

Mission-Driven Trust

Ethical model rooted in patient outcomes, not advertising revenue or data monetization

Deep Community Networks

Grassroots connections providing culturally sensitive care that tech giants cannot replicate

eMedAlert: The Co-Pilot for Primary Care

eMedAlert drastically streamlines workflow for Primary Care Physicians (PCPs), addressing two critical modern challenges: **(1) the digital transformation of healthcare**, and **(2) the global physician shortage**. By automating routine tasks and providing AI-driven clinical decision support, we allow physicians to focus on complex cases requiring human judgment.

Automated Patient Triage

Filters Routine Inquiries: Eliminates repetitive, low-level questions from patients, saving hours daily.

Symptom Assessment: The app evaluates symptoms, risks, and vitals, providing preliminary clinical guidance before the patient even contacts the office.

Remote Patient Monitoring (RPM) for Chronic Care

Continuous Tracking: Monitors blood pressure, heart rate, sleep patterns, activity levels, and glucose via compatible devices.

Exception-Based Reporting: The PCP only receives an alert when a reading falls out of normal range, eliminating the need to manually review daily logs.

AI-Driven Predictive Analytics

Early Intervention: AI analyzes patient history to flag red flags—arrhythmias, metabolic risks, or early signs of chronic disease progression.

Proactive Care: Shifts the doctor from reactive treatment to proactive prevention, improving outcomes and reducing costs.

Reduction of Low-Value Visits

Efficiency Gains: Millions of patients visit clinics for minor issues that don't require a physician. eMedAlert resolves up to **80% of routine inquiries** autonomously, freeing up appointment slots for complex cases.

Optimized Consultation Workflow

Structured Data: Patients arrive at appointments with pre-analyzed structured data. The PCP no longer spends the first 10 minutes of a visit manually gathering basic history.

Administrative Burden Relief

Centralized Records: Automatically organizes medical history, symptoms, allergies, and medication lists. Everything is prepared for the physician's review with seamless integration.

eMedAlert is the co-pilot for the modern PCP—not a replacement. In the next 5–10 years, such platforms will be as mandatory to a modern healthcare system as the Electronic Health Record (EHR) is today.

SWOT Analysis: Strategic Position & Risk Mitigation

SWOT

A transparent assessment of our competitive position reveals significant strengths and opportunities, balanced against manageable weaknesses and external threats. Our strategy leverages core advantages while systematically addressing vulnerabilities.

Strengths:

- Mission-Driven Emergency Focus: Clear value proposition addressing life-threatening situations resonates with users and healthcare providers.
- Cross-Platform & Affordable: Device-agnostic approach with low-cost subscriptions ensures broad accessibility.
- Fast, Community-Centered, Ethical Model: Grassroots distribution and transparent operations build trust rapidly.
- Technical Execution Proven: Functional platform reduces primary risk of early-stage failure.



Weaknesses:

- Early Brand Stage: Limited consumer awareness requires sustained marketing investment.
- Limited Funding: Resource constraints necessitate disciplined prioritization and efficient execution.
- Pending Certifications: CE Mark and regulatory approvals in progress but not yet secured.
- Dependency on Partnerships: B2B2C model success relies on third-party healthcare providers.

Opportunities:

- Massive Addressable Markets: Seniors, families with at-risk members, isolated individuals—global demographics favor the solution.
- AI/ML Early-Warning Predictions: Advancing algorithms enable increasingly sophisticated risk detection and prevention.
- Build Global Community for Care: Network effects create defensible moat as user base expands.
- Strategic Partnerships & Acquisitions: Attractive to insurance companies, healthcare systems, and tech platforms seeking vertical integration.



Threats:

- Big Players Entering Emergency Space: Apple, Google, Amazon could launch competitive features—but lack PCP integration.
- Funding Needs: Runway requires disciplined capital deployment and potential follow-on rounds.
- Copycats After Success: Demonstrable traction may attract well-funded imitators—speed to scale is critical.
- Regulatory Changes: Evolving healthcare compliance requirements could increase operational complexity.

Go-to-Market Strategy: Discovery-Driven Growth

Our growth strategy leverages modern discovery channels where consumers and healthcare providers actively search for health solutions. By optimizing for AI-powered search engines, large language models, and traditional app stores, we capture high-intent users at the moment of need.

Where Growth Comes From

People find us through:

- App Stores: Android, Apple, and emerging platforms with optimized metadata and social proof
- Answer Engine Optimization (AEO): Structured content designed for AI assistants like ChatGPT, Perplexity, and Bing Copilot
- Large Language Models (LLMs): Training data partnerships ensuring eMedAlert surfaces in AI-powered recommendations
- Artificial General Intelligence (AGI): Future-proofing our discovery strategy for next-generation search paradigms



This multi-channel approach ensures consistent user acquisition as search behavior evolves from traditional keywords to conversational AI queries.

1

Organic Discovery: AEO, LLM optimization, and SEO drive zero-cost user acquisition.

2

B2B2C Partnerships: Healthcare facilities distribute to 100+ users each through institutional adoption.

3

Community Referrals: Ambassador network and EMA Token rewards amplify word-of-mouth growth.

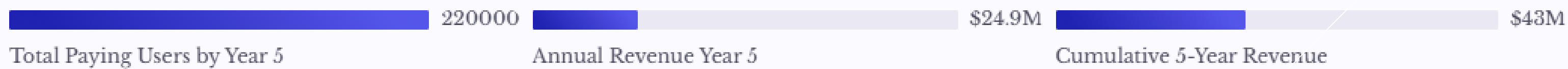
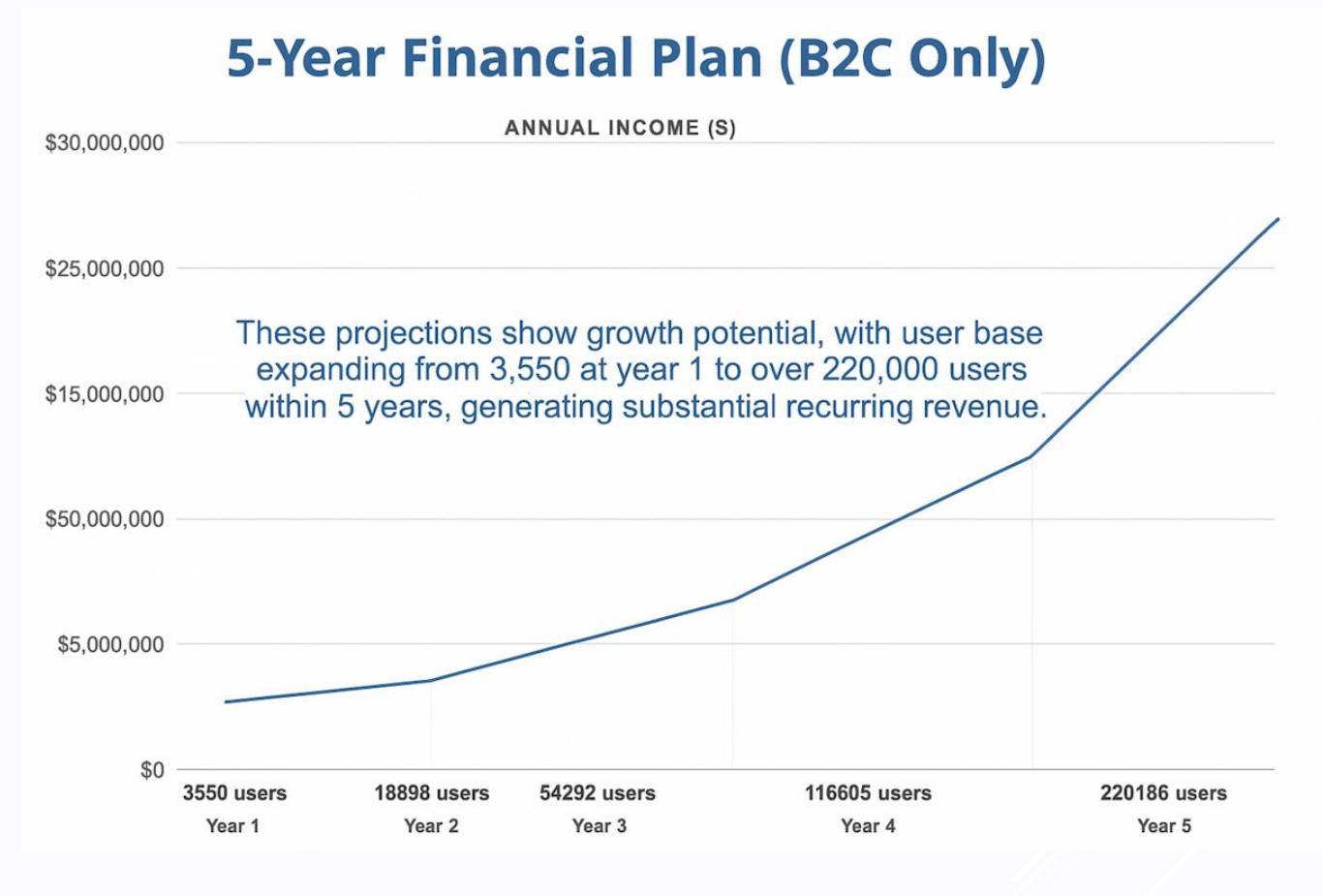
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Paid Acquisition: Targeted ads to high-intent seniors and caregivers supplement organic channels.

5-Year Financial Plan: Path to \$43M Revenue

Our financial projections reflect conservative assumptions based on validated unit economics and partnership commitments. The B2C-only model demonstrates clear path to profitability, with B2B institutional sales providing additional upside not captured in these baseline figures.

Year	Annual revenue	COGS	OPEX	Total cost	Brut profit	Tax	Net profit
1	298,336	104,418	192,619	297,037	1,299	260	1,039
2	1,587,387	555,586	287,257	842,843	744,544	148,909	595,636
3	4,924,805	1,636,410	654,996	2,291,406	2,633,400	526,680	2,106,720
4	11,356,827	3,744,764	987,117	4,731,881	6,624,946	1,324,989	5,299,957
5	24,854,202	7,744,191	1,612,708	9,356,899	15,497,304	3,099,461	1,239,7843
Total	43,021,558	13,785,368	3,734,697	17,520,065	25,501,493	5,100,299	20,401,195



Value Creation: **Total 5-year Revenue = \$43.021.577**

This projection assumes steady user growth through 8282C partnerships, minimal churn due to high switching costs in healthcare, and conservative pricing with no premium tier upsells. Actual performance likely exceeds these figures as institutional licensing, device sales, and referral commissions contribute additional revenue streams.

The Investment Opportunity: \$300K for 15% Equity

Option 1:

- Instrument: Equity = 15%
- Possible in 2 instalments

Option 2:

- Instrument: SAFE (Simple Agreement for Future Equity)
- Valuation Cap: \$1.7 Million
- Target Equity: 15%+ (at conversion)
- Minimum Check Size: \$25,000

This capital gives us 12 to 16 months runway to finalize our product development and secure our first major healthcare partnerships. By SAFE, we can close this round quickly and put 100% of our focus back onto scaling eMedAlert.

Scenario (Case)	Investment	Equity %	Company Profit	Investor Profit	Total ROI	Approx. annualized ROI
Pessimistic	\$300,000	15%	\$10,200,598	\$1,530,090	5.10×	43.6%
Average (Base)	\$300,000	15%	\$20,401,195	\$3,060,179	10.2×	60.1%
Optimistic	\$300,000	15%	\$30,601,793	\$4,590,269	15.30×	74.8%

Tranche 1: \$150,000 Upon Closing

Allocated to finalizing mobile MVP, core system integrations, and device connectivity infrastructure

Tranche 2: \$150,000 Upon Milestone Completion

Released upon completion of predefined technical milestones including device connectivity and operational readiness for market entry

Use of Funds & Forward Outlook

Investment supports transition from product completion to initial commercialization, positioning eMedAlert for first recurring revenues and material valuation step-up in next funding round

- This tranche-based structure reduces execution risk while maintaining a fixed valuation, ensuring alignment between investors and the founding team throughout the development process.

Exit Strategy Options: Multiple Paths to Liquidity

eMedAlert's position at the intersection of preventive health, AI-driven diagnostics, and physician workflow optimization creates multiple compelling exit opportunities. Our strategy prioritizes building sustainable value while maintaining optionality for investor liquidity.

Buyback Option



Timeline: Years 3-5

Founders or the company repurchase investor equity at a predetermined multiple based on trailing revenue or profitability metrics. This provides early liquidity while allowing the team to maintain long-term control and strategic independence.

Secondary Sale



Timeline: Years 2-4

Selling investor shares to strategic healthcare partners, insurance companies, or later-stage venture funds seeking exposure to proven digital health platforms. This option provides liquidity without requiring a full company sale.

Strategic Acquisition (Mid-Term)



Timeline: Years 4-6

Acquired by a healthcare conglomerate, insurance group, or regional health system seeking to vertically integrate remote patient monitoring and preventive care capabilities. Likely acquirers include UnitedHealth, CVS Health, Kaiser Permanente, or European health insurers.

Big-Tech Integration / Ecosystem Acquisition



Timeline: Years 5-7

Acquired by global technology leaders (Apple, Google, Amazon, Microsoft) or major health-tech firms (Philips, Medtronic, Abbott) seeking to complete their healthcare ecosystems with physician-integrated workflows and preventive AI that they cannot easily build in-house.

Each exit path offers attractive risk-adjusted returns. The flexibility across these options reflects eMedAlert's strategic positioning—valuable to multiple buyer categories with different motivations and timelines.

Core Development Team: Proven Expertise

The eMedAlert founding team brings together rare and complementary skills in medical AI, health systems, software engineering and blockchain, as well as community distribution. This multidisciplinary combination is difficult to replicate and represents a major competitive advantage.



Teodor Miroslav Muntean

Co-Founder & Project Manager

- 40+ years leadership & engineering background
- Experience: engineering design, product design
- Skills: AI, blockchain, front-end development



Bogdan Muntean

Co-Founder & CEO

- 20+ years capital markets & finance
- Studied financial markets at top U.S. university
- Strategy, operations, business growth, back-end



Emanuel Pintilii

Chief Data Officer

- Master's degree in statistics & actuarial science
- Expert in predictive modelling & health-risk analytics
- Ensures compliance with GDPR & HIPAA standards



Andrei Iacob

AI Systems Engineer

- Masters in computer science
- Builds ML models for pattern recognition & real-time alerts
- Integrates AI with backend systems for fast response



Albert Jemna

Strategic Negotiator

- Bachelors: Communication & Public Relations
- Now Master's in Negotiation, Conflict Analysis & Management.
- Leads high-value contract negotiation
- Develops strategic partnership frameworks



Adrian Zaharia

Quality Assurance Engineer

- Bachelor's degree in Computer Science
- Ensures that every eMedAlert product consistently meets high-quality standards and requirements



Radu Gheorghies

Software Engineer (GoLang)

- Bachelor's degree in Computer Science
- Backend development
- GoLang specialist for high-reliability components
- Experienced blockchain technology developer



Thank You

Let's Protect What Matters Most

Thank you for your time and consideration. We are committed to protecting what matters most through purposeful innovation. eMedAlert represents a unique opportunity to generate exceptional returns while making a meaningful impact on global health outcomes.

Our combination of proven technical execution, validated market demand, strategic partnerships, and mission-driven focus creates a compelling investment thesis. We invite you to join us in building the future of preventive healthcare.

Contact Information

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