BESSETTE, JONATHAN

PREPARED FOR SANDBOX

KUR

EMPOWERING HEALTHCARE

Broken leg

Suggested facilities

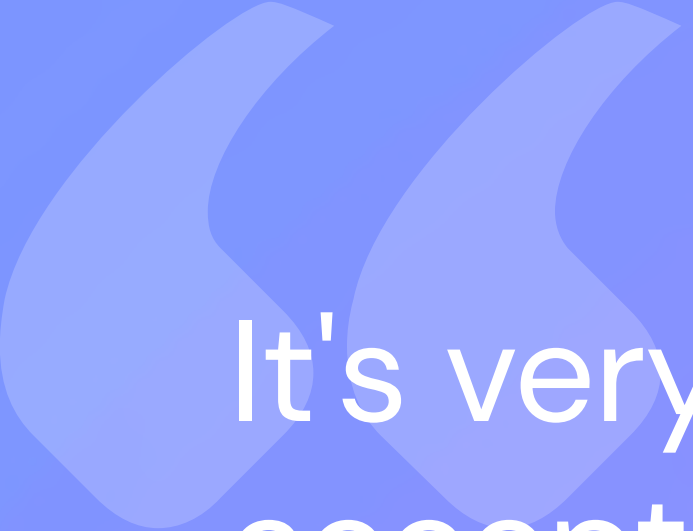**ST. JOHN'S HOSPITAL**
4 minute wait
1.2 miles
• radiology ✅
• orthopedist ✅
Average cost: $127.44

WELLNOW WALK-IN
20 min wait
0.2 miles
• radiology ✅
Average cost: $255.67

Go

Pitch
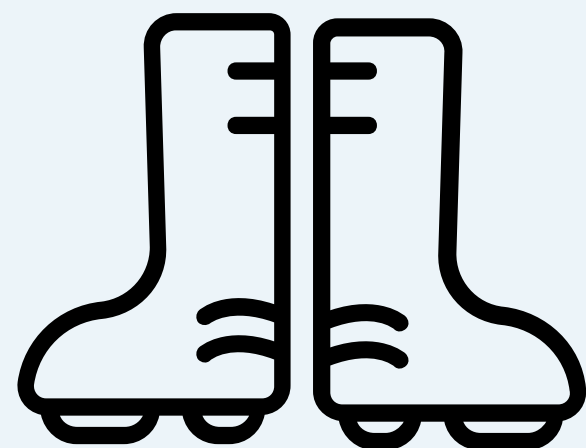
MEET JEFF

Jeff just sprained his ankle and needs help.

However, he is worried about how much an

ER may cost because he is uninsured.

"It's very hard to find out if a provider accepts my insurance, and how much my insurance will even cover. **There is no price transparency.**

JEFF FREIDMAN

FREELANCE GRAPHIC DESIGNER

Pitch

We break down complex medical care information to help you make clear healthcare decisions.

Broken leg

Suggested facilities

ST. JOHN'S HOSPITAL
4 minute wait   1.2 miles   • radiology ✅
                                                    • orthopedist ✅
Average cost: $127.44

WELLNOW WALK-IN
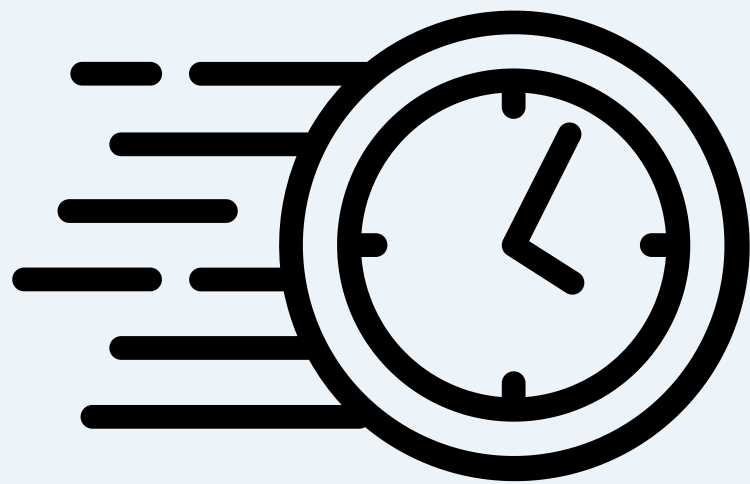20 min wait   0.2 miles   • radiology ✅
Average cost: $255.67

Go

Pitch

There is a lack of cost clarity in healthcare options.

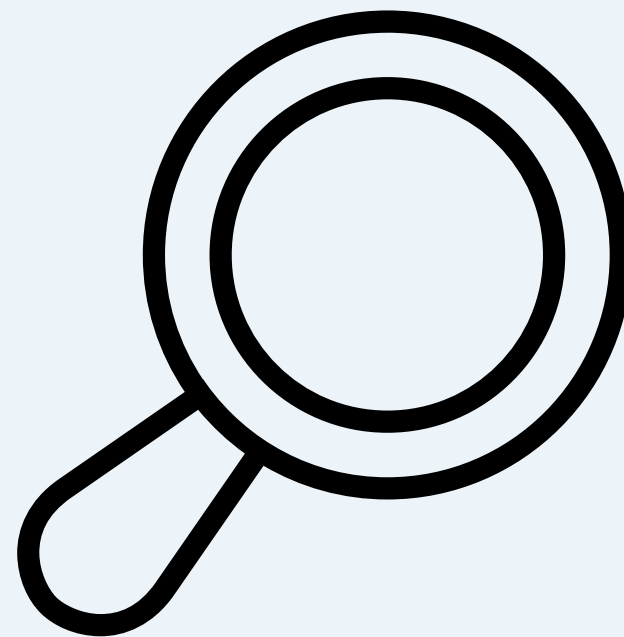# The U.S. recently mandated hospitals and insurance companies report cost data.
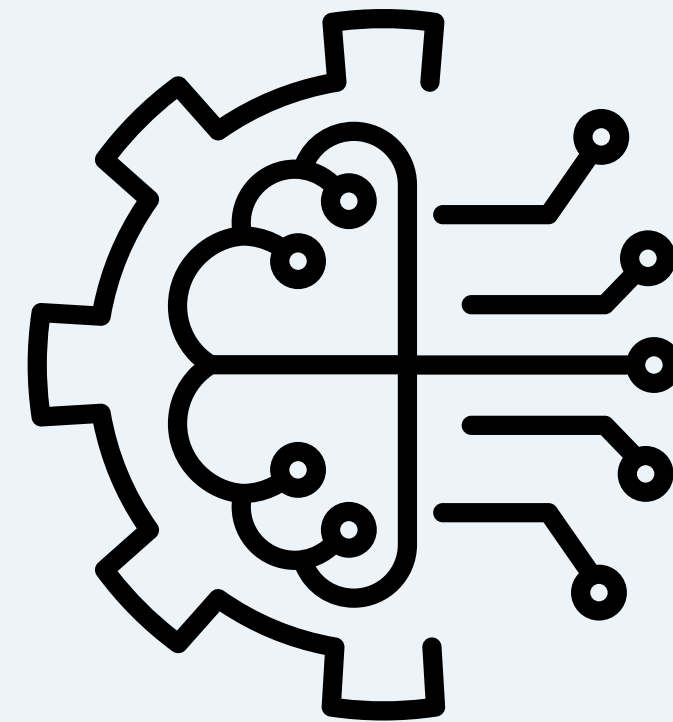
Pitch

Product features

Efficiency

Our **visual map** shows nearby care facilities and can display cost of care, distance, wait-time, quality, reviews, and more.
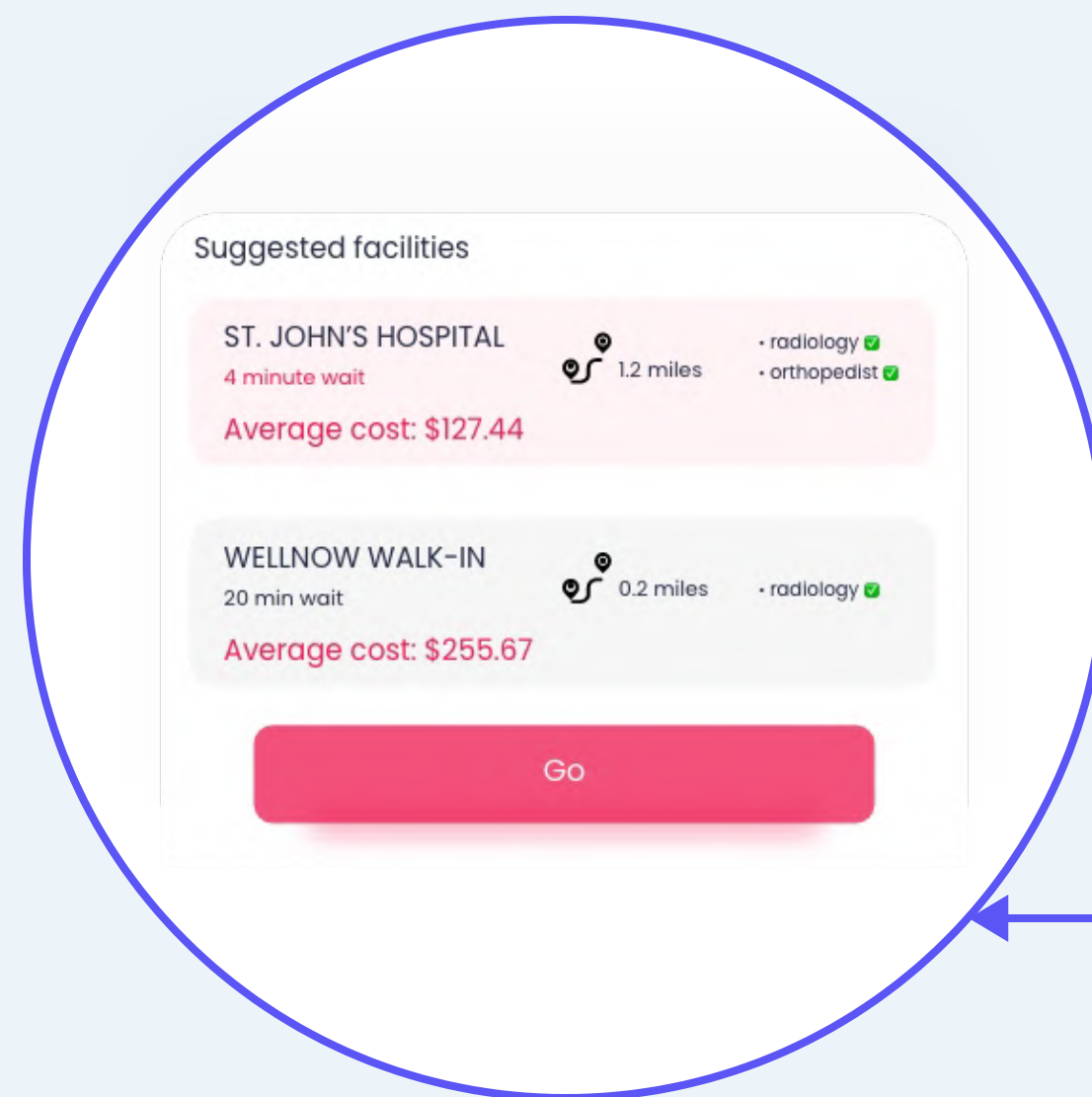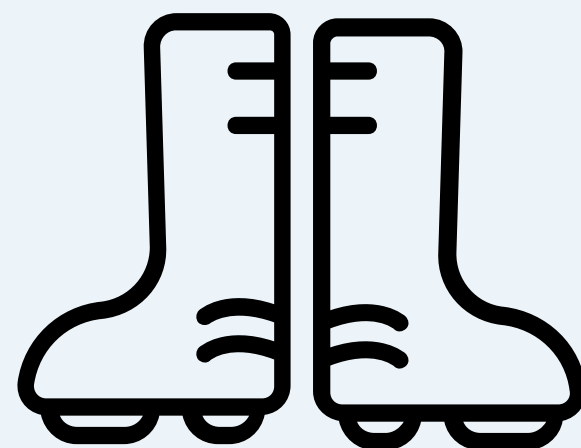
Transparancy

We **estimate the cost of care for your particular need**, whether or not you are insured.

Intelligence

Our recommender system **suggests the best options for your need.** And our clear comparison tools allow you to compare different facilities and doctors.

Pitch

Suggested facilities

ST. JOHN'S HOSPITAL
4 minute wait   1.2 miles   · radiology ✅
Average cost: $127.44   · orthopedist ✅

WELLNOW WALK-IN
20 min wait   0.2 miles   · radiology ✅
Average cost: $255.67

Go

USER EXPERIENCE

Jeff just sprained his ankle and needs help.

However, he is worried about how much an

ER may cost because he is uninsured.

Step One
Jeff opens Kur and types in "sprained ankle".

Step Two
Our map shows open healthcare facilities in the area that may fit her needs.

Step Three
Jeff wants to compare the estimated cost of St. John's Hospital and the WellNow. He uses Kur's quick comparison tool.

Step Four
Jeff is able to quickly decide on an affordable option without sacrificing quality.

Pitch

Kur's team

JON BESSETTE

CEO + FOUNDER
NEW YORK, NY

- ARTIFICIAL INTELLIGENCE
- WEB/APP DEVELOPMENT
- HEALTHCARE

JACOB EASLEY

CTO + FOUNDER
NASHVILLE, TN

- SYSTEMS ENGINEERING
- MACHINE DESIGN
- OPTIMIZATION

BUSINESS MODEL

We aim to make this application **free to all users**.

Revenue sources	Costs
Advertisement	API usage
Paid-partnerships	Web hosting
Care facility sponsorship	Personnel

MARKET OPPORTUNITY

Total Addressable Market (TAM)
329.5 million people. Everyone deserves transparent healthcare options.

**Serviceable Addressable Market (SAM)**
280 million people use websites and/or smartphones.

Initial Target Market
There are 57 million freelancers as of 2021. Of those, 40.1% are uninsured.

Market Share
With a penetration rate of 5%, we will initially be targeting 1 million uninsured freelancers who are active on web apps such as Fiverr, Upwork, etc.

TAM
329.5M

SAM
280M

INITIAL TARGET MARKET
57M

MARKET SHARE
1M

Pitch
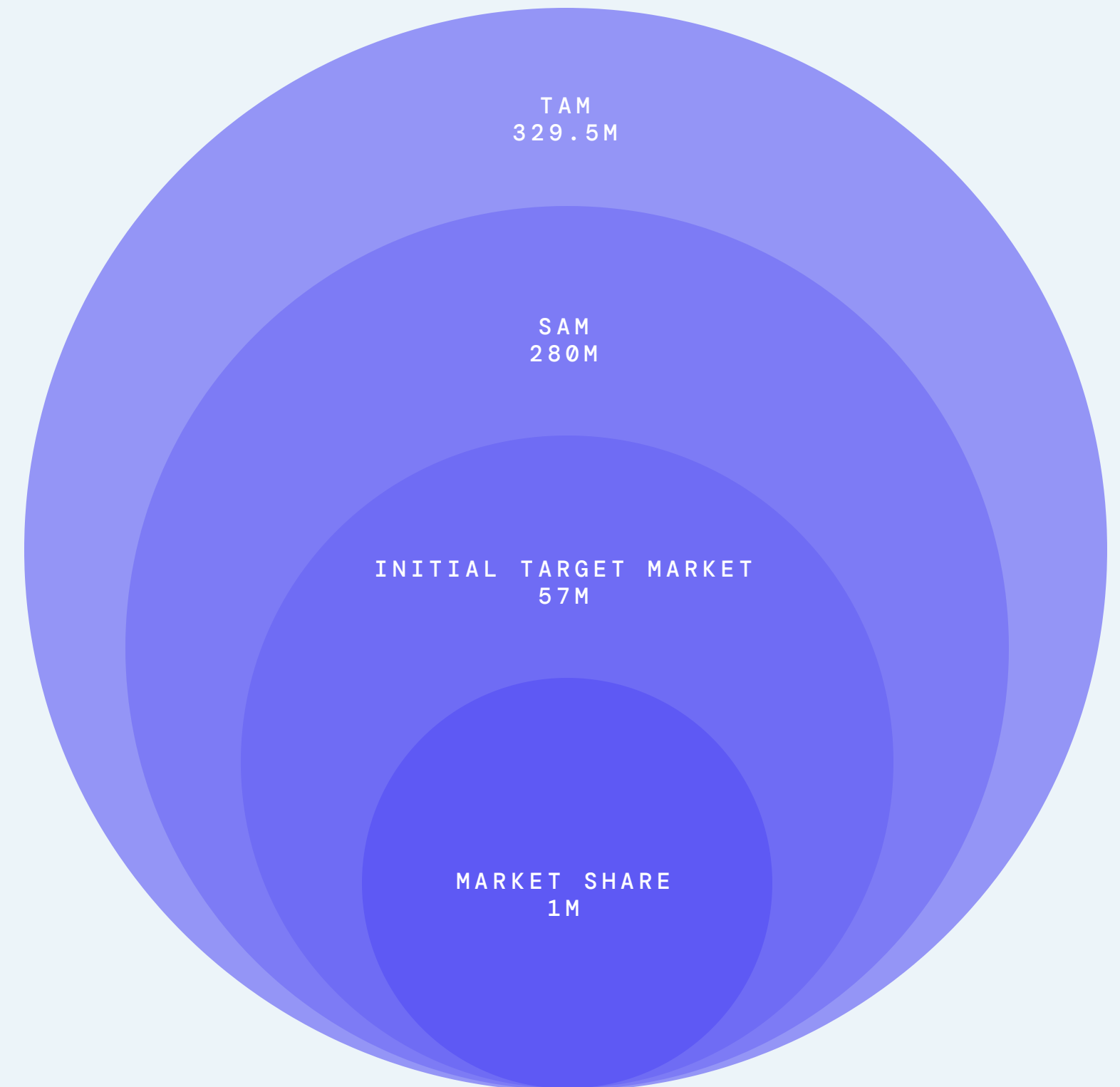
Our early adopters are **uninsured freelancers.**

These freelancers, small business owners, and those in the gig-economy are most likely to be uninsured. We first plan on advertising at schools and universities, freelancer websites, social service agencies, and to small businesses to reach this group.

SOCIAL CHANNELS

REFERRALS

WORD OF MOUTH

ADVERTISING

PARTNERSHIPS

PR & MEDIA

Pitch

There is currently no platform that **clearly** shows the **cost** of healthcare.

	Cost	Ease of use	Reviews	Wait time	Map	Recommender system	Facility Capabilities	Free	Insurance Coverage
Kur	✅	✅	✅	✅	✅	✅	✅	✅	✅
ZocDoc	❌	✅	✅	✅	✅	✅	❌	✅	✅
Turquoise Health	✅	❌	❌	❌	❌	❌	✅	✅	✅
Change Healthcare	✅	❌	❌	❌	❌	❌	✅	❌	✅

Pitch

We aim to empower individuals to choose the healthcare they deserve.

KUR

THANK YOU

JBESSETT@MIT.EDU

JONATHAN BESSETTE, JACOB EASLEY

Pitch