Uzobi

Peace of mind, when
you're at your most vulnerable.

INVESTMENT OPPORTUNITY

Presented by: Dr. Nneka Sederstrom Co-Founder and CEO

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WHY WE DO WHAT WE DO

“We are a health tech company working to simplify the complex process of medical decision making by elevating the patient’s voice. We help make sure that your needs are central to decision-making and ensure that your family and your providers are aware of what you value…so that all decisions about your health will maintain your values. Instead of things being done *to* you they're done *with* you – even when you’re in your most vulnerable state.”

Nneka Sederstrom, PhD, MPH, MA, FCCP, FCCM,
President & CEO

BRAND OVERVIEW

GLOBAL VISION:

Bring medical planning clarity to people's most vulnerable moments

PRODUCT TRUTH:

We simplify the very complex process of medical decision making

BRAND IDEA:

Elevate the patient's voice to make sure their values stay at the forefront

BIG IDEA:

We give you the ability to live your best life for as long as you can

BRAND OVERVIEW

BRAND POV

We believe that everyone should be able to have their values protected and respected during their most vulnerable moments - by family and caregivers alike.

BRAND PROMISE

We exist to give peace-of-mind to people when they need it most. To assure their values are known and carried out when they may not have a voice. We help articulate their wishes when they are most vulnerable.

BRAND VALUES

Clarity: The first step in creating a plan for what matters most. We strive for clarity and truth in all things.

Compassion: We've been through the tough situations and end-of-life times and have true empathy for all involved - especially the patient.

BRAND ATTRIBUTES

Unique: Our value lies in our level of expertise and unique institutional knowledge. Each member of our team is distinguished in their fields and as a result has built relationships and connections at all levels. We can frame the platform and the conversation in a way that will allow Uzobi to create real change from the inside.

Ethical: We employ Clinical Ethicists to consult with patients and caregivers on best options based on their values - including second opinions.

THE UZOBI ADVANTAGE

- We use proprietary patient data to provide products/services that will enhance ethics and advanced care planning for the patient
- We simplify the process of giving back individual medical decision-making authority to the patient
- We are the first virtual clinical consultation platform for ethics and advanced care planning
- We ensure people's identity and values guide their healthcare journey/experience
- We incorporate AI and ML to meet our vision/mission directives

WHY STAY WITH UZOBI?

- Value-added consulting services and patient-derived/focused medical tools
- Access to clinical ethics consultants
- Knowledge and experience in healthcare
- Patients can access their information via subscription through an electronic device or website
- Controlled printing will be allowed with required watermarking feature and data valid for a specific amount of time only promoting continuous updating
- Working with existing Uzobi partner Purview, a HIPAA-compliant third-party EHR resource, for consulting services (www.purview.net)

WHO ARE WE SERVING?

- Patients
- Providers
- Payers
- Hospital systems

WHAT PRODUCTS WE ARE OFFERING?

01

BLUEPRINTS™
- Values Directive
- Cultural Directive
-Pregnancy Directive

02

Virtual Clinical Ethics Consultation
- Initial consults
- Second opinions

THE CLINICAL ETHICISTS

The Core of Our Model

WHAT DOES A CLINICAL ETHICIST DO?

A clinical ethicist acts as a consultant for providers, patients, and caregivers. Their job is to assess, evaluate, and make recommendations based on principals of medical ethics in hospitals and clinics.

OUR PRODUCT

WHAT IS BLUEPRINT ™?

01

A series of questions asked to generate a wholistic view of a persons identity and what they value.

02

These data points are used to generate “directives” to help with health care decision making conversations and processes

Our most vulnerable moments shouldn’t be ruined by financial worry...But for many, the burden of cost weighs on their minds while they suffer.

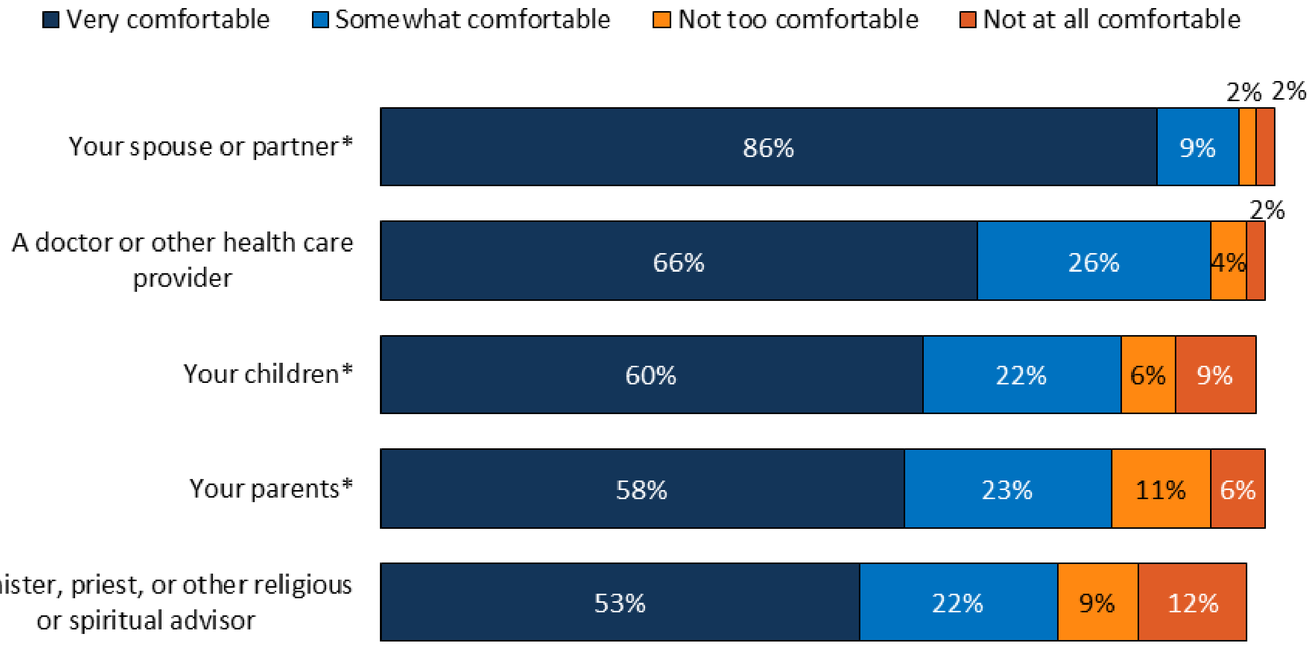
UzObi is dedicated to decreasing financial burdens and creating a focus on equitable care.

UZOBI IS THE SOLUTION

TO AN EVER-EXISTING NEED

Large Shares Would Be Comfortable Talking About End-of-Life Wishes with Doctors

How comfortable would you be talking about your own end-of-life medical wishes with each of the following?



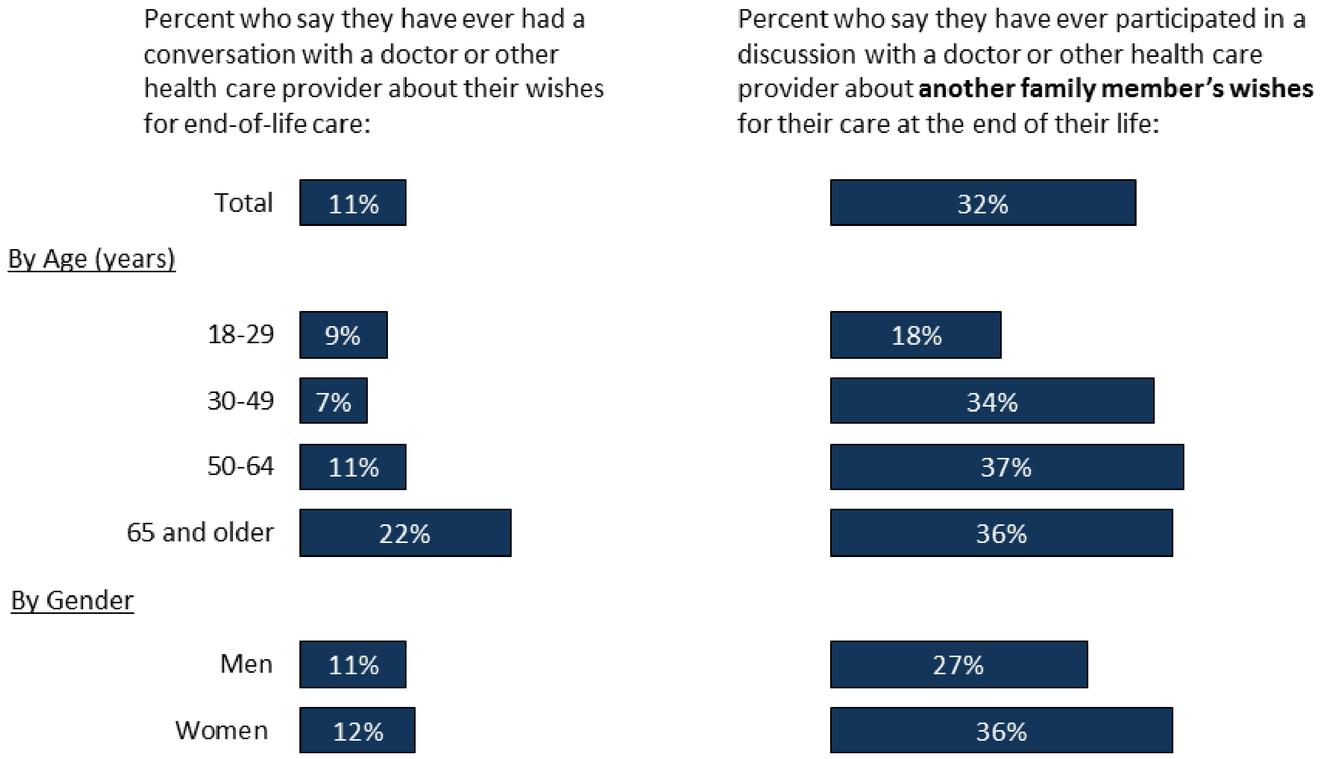
* "Your spouse or partner" only asked of those who said they are married or living with a partner; "Your children" only asked of those who have children, including adult children; "Your parents" only asked of those with one or more living parents.
NOTE: Not applicable (Vol.) and Not sure/No answer responses not shown.
SOURCE: Kaiser Family Foundation/The Economist Four-Country Survey of Aging and End-of-Life Medical Care (conducted March 30-May 29, 2016)

THE HENRY J. KAISER FAMILY FOUNDATION

UZOBI IS THE SOLUTION

TO AN EVER-EXISTING NEED

1 in 10 Report Discussing Their Own End-of-Life Care Wishes With a Health Care Provider



SOURCE: Kaiser Family Foundation/The Economist Four-Country Survey of Aging and End-of-Life Medical Care (conducted March 30-May 29, 2016)

We are facing a significant crisis in America with the cost of end of life care and/or critical healthcare needs.

Uzobi's mission is two-fold: Reduce the financial burden on individuals and families, AND minimize the financial burden on the system itself. Instead, that money can go to the cost of preventive medicine and addressing racial health disparities.

in healthcare costs

on end-of-life care

in the last year of life

Additional financial costs to families for out-of-pocket expenses range from $14,000 to $32,379.

END-OF-LIFE PATIENTS ARE JUST THE BEGINNING

THE BOTTOM UP APPROACH

TAM
$365 BILLION

The **Total Available Market (TAM)** is approximately 210 million Americans who do not have any advance care planning documentation and would benefit from personal Clinical Ethics services.

SAM
$130 BILLION

The **Service Available Market (SAM)** is approximately 63 million insured Americans who need advance care planning and can use Clinical Ethics services to address end-of-life care planning, or planning for times of medical crisis when they are most vulnerable.

SOM
$1.3 BILLION

The **Serviceable Obtainable Market (SOM)** is approximately 1% of the insured Americans who need advance care planning services, including about 5,800 urban and rural hospital systems – the majority of which lack any access to Clinical Ethics services.

PILOTS

Hennepin Healthcare

THE UNIVERSITY OF MISSISSIPPI MEDICAL CENTER

BlueCross BlueShield Minnesota

Cayaba Care

CASE STUDIES

WHAT:

We've seen what life looks like when you don't have directives in place. Family turmoil, financial hardship...or ending up alone when you need your loved ones the most.

WHEN:

We never know when the need for these decisions will occur – so our aim is to prepare you with an empowering, positive solution.

HOW:

Our Clinical Ethicists will lend assistance to those who do not currently have access to these services, and our software will assure those directives are set in place.

So your situation is controlled by your choice...not the system's.

THE NEED

DECISION AID FOR A GENERIC HEALTHCARE JOURNEY

As we go through life, we engage with the healthcare system at ever-increasing levels. Imagine having a clear plan with our goals and values laid out ahead of time in a digital directive.

Whether we have an upcoming surgery or a new diagnosis, our personalized directives allow us to focus on what really matters and help your doctors create care plans that center around your values.

THE NEED

UNPREPARED FAMILY

We tend to think big medical decisions will only be made by our partners or adult children. But, there's no promise that bad things will only happen when our family members are prepared. In America, 18 is an adult.

Ensuring that our families are prepared for the "what ifs" removes the burden from family members – and is truly a gift to them.

THE NEED

END-OF-LIFE SUPPORT

One thing we will all have to deal with is end-of-life. Since most of us don't know when that is, we tend to put off thinking about our wants and values.

A digital directive planned out with a Clinical Ethicist helps loved ones honor the direction we choose for our last days. Personalized end-of-life care planning services that flex and flow with your wishes ensure your voice stays present – even when others can no longer hear it.

ASK YOURSELF...

What do you want your most vulnerable moments to look and feel like?

What sounds do you want to hear – like the voices of your children, the sweet whispers of your partner?

Who do you want taking care of you?

Do you desire a second opinion?

Do you want to be treated with Western medicine or try an Eastern alternative?

What smells should be in the air at end-of-life?

What do you want to feel?

Where do you want to be? When recovering? Or in hospice?

Who should be with you, touching you, loving you?

Hold that image in your mind. Feel the peace that comes with that.

That's what UzObi will provide and ensure for you or your loved one – so you don't have to worry about articulating your wishes when you're at your most vulnerable.

OUR TEAM

PRESIDENT & CEO

DR. NNEKA SEDERSTROM

PhD, MPH, MA, FCCP, FCCM

- 20+ years clinical ethics and health equity experience
- World renowned expert in end-of-life care
- Speaker and educator on end of life, clinical ethics, and health equity

OUR TEAM

CHIEF STRATEGY & INNOVATION OFFICER

DR. SERGE-ALAIN WANDJI

PhD, MS, MS

- Co-founder of DiaspoCare, LLC – a medical start-up
- Over 20 years experience in healthcare technology and invocation

OUR TEAM

CHIEF MEDICAL OFFICER

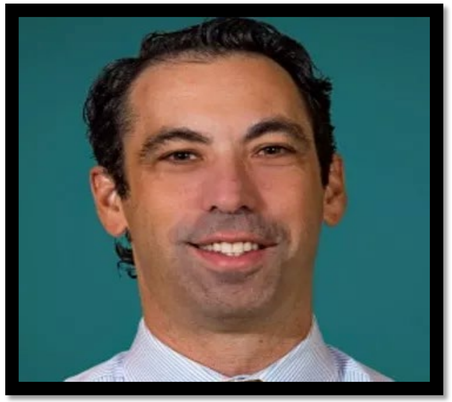
DR. BENJAMIN MOSES

MD, MS, FCCP, FCCM

- Board-certified in Anesthesiology and Critical Care Medicine.
- 20 years of experience in military and academic medicine, and veteran's healthcare.

Additional Co-founding Team Members

Ifeanyi Mokwunye
Chief Technology Officer



Dr. Esteban Gershanik
Chief Medical Informatics Officer

Stan Alleyne
Chief MarCom Officer

Clinical Ethics Consultants

Dr. Jennifer Needle

O Mary Dwyer, JD

Sirin Yilmaz, PhD(c)

Dr. Patrick Smith

THE ASK

NOTE: Uzobi is approved for the Angel Tax Credit

Seed round Q1 2023

Convertible notes and SAFE are available

Fundraising goal = $2,000,000

THE FUTURE

Partnerships with Payors to establish member benefit

Provider referral source – prescribe directives

Scalable platform design and development

Professional agreements with healthcare systems

Deploy UzObi, Inc Ambassador Program

NEXT STEPS

We are actively engaging in fundraising to take UzObi to the next level.

OUR GOALS

- Partner with payors to establish using UzObi services as a member benefit
- Create a referral process for providers to prescribe directives to patients
- Upgrade our platform to include the connectivity needed to create a full comprehensive experience – and scale with growth
- Create professional agreements with healthcare systems to provide clinical ethics services or augment existing services
- Develop and deploy the UzObi Inc. Ambassador program to generate users and social media buzz

APPENDIX

COMPETITION & COMPARABLES

INTELLECTUAL PROPERTY

1 - PATENT PENDING

1 - PROVISIONAL PATENT

ADVISOR

For almost 20 years, Chris has worked as a leader, innovator and serial entrepreneur in the financial technology services industry. His work experience has ranged from the co-founding of several “industry first” fin-tech startups to having made key contributions to the growth, innovation and profitability of some of the largest, most forward-thinking financial institutions in the world.

In companies ranging from leading French bank, Societe Generale (SGCowen division), to the ground-breaking alternative trading systems (ATS) of NYFIX Millennium to the innovative agency algorithmic trading desk at Piper Jaffray or the industry-advancing work of his own startups, he has consistently delivered an innovative bent to the results-oriented, bottom line driven approach he brings to any group, division or company that he has either led or with which he has had the privilege of working.

More recently, efforts have been focused as adviser/consultant to a variety of technology-oriented startups engaged in cybersecurity (behavioral biometrics), bitcoin/blockchain (storage hardware and exchange solutions), digital video platform as well as emerging market-focused manufacturing technologies.

He earned a double major Bachelor of Arts degree in English & Political Science (with further emphasis in Economics) from the University of Wisconsin-Madison.

THANK YOU!

Dr. Nneka Sederstrom
nsederstrom@uzobiinc.com
uzobiinc.com

Presented by: Dr. Nneka Sederstrom Co-Founder and CEO