



Dr Tony Trpkovski
Chairman, Founder and CEO



Executive Summary

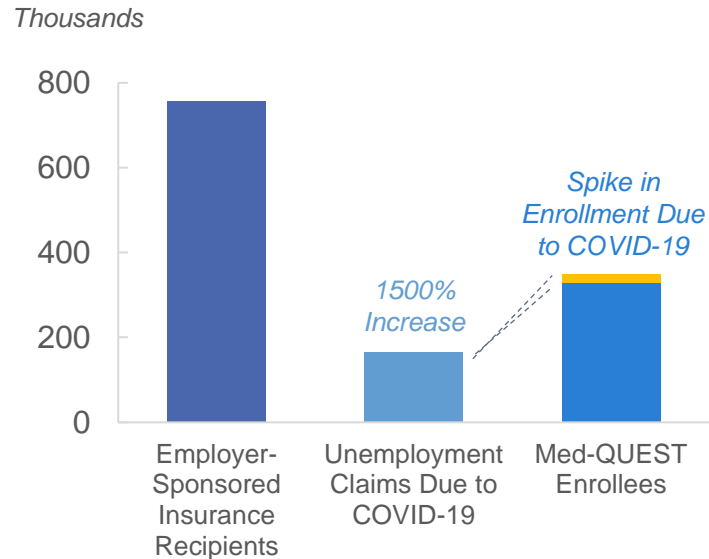
- **Market Opportunity:** NIU Health provides an innovative model that delivers 24/7 virtual and in-person medical/urgent care to possibly 1M+ Hawai'i Residents including the insured and uninsured
- **Advanced Technology:** Secure and reliable artificial intelligence cloud-based patent pending technology platform with 24/7 Telehealth and engagement capabilities
- **Significant Market:** goal to capture >500+k users by year 3 with ability 300+k consults annually providing low-cost access that works with existing payer/provider networks and businesses
- **Strong Team:** Leveraging the best talent with decades of experience in the Hawai'i healthcare system
- **Strategic Partnership Opportunities:** working together with medical care organizations and businesses

The Problem

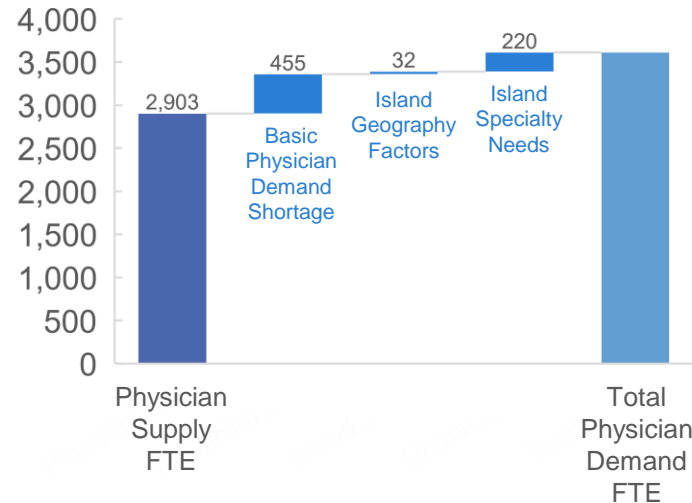
Covid-19 has exacerbated a challenged healthcare system



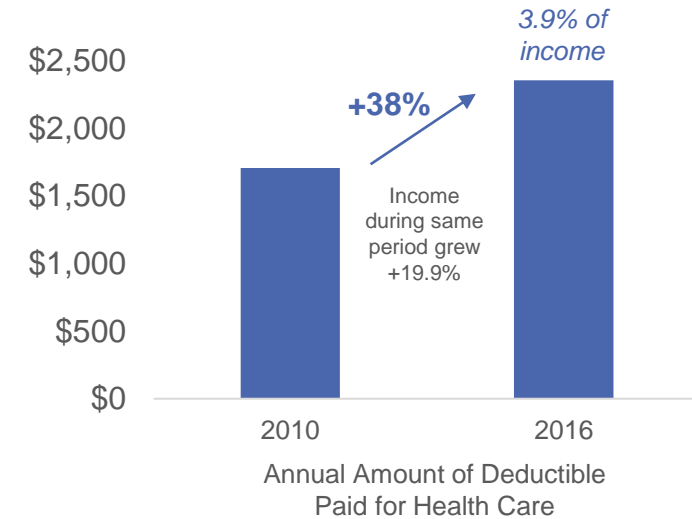
20-30% of the Hawai'i workforce has lost health insurance coverage



Hawai'i has a shortage of ~700 full-time physicians



Out of pockets health costs are growing 2X as fast as income



Concerns about safety, cost, and access to care are reducing visits to health care providers, causing many clinics to struggle and many Hawai'i Residents to avoid or unable to seek the care they need.

The NIU Solution

A new model to deliver healthcare in Hawai'i



NIU is an accessible, cost-effective, sustainable care approach that coexists with the existing healthcare system

High quality healthcare at low cost

*Disrupts the traditional payment model to enable high quality care at a very low cost for **all Hawai'i Residents, even those with private or public health insurance***

24/7 Access

*Creates 24/7 virtual and physical medical care using local care providers via a state-of-the-art telemedicine and health hub infrastructure that **leverages advanced artificial intelligence diagnostic capabilities***

User friendly website, Intuitive App-based interface

*Offers a full suite of health care services through a **user friendly, easy-to-use iOS / Android App** and website*

Scalable, resilient and secure technology platform

*Builds a secure and reliable **artificial intelligence cloud-based patent pending technology platform** that is scalable and extendable to enable new services and delivery regions*

AI based Business Intelligence Platform

*Leverages **analytics** to develop insight on users and to improve services and products*

The NIU Platform

NIU is designed to attract and engage members



Different from transactional telemedicine services and traditional urgent care centers, NIU is a platform with high-value services that will create a long-lasting “sticky” relationship with users

NIU Business Model

Multiple revenue sources offset health care delivery costs



Subscriptions

- Individual subscriptions
- Corporate subscriptions
- Med-QUEST MCO fees

Care Delivery

- Prescription dispensing
 - Pre-paid prescriptions at competitive prices
 - Lifestyle drugs at discount rates with strong margins
- Diagnostic lab services

Advertising and Sponsorship

- In-App / Website advertising
- Local sponsorship arrangements
- Affiliate for product advertising and marketplace

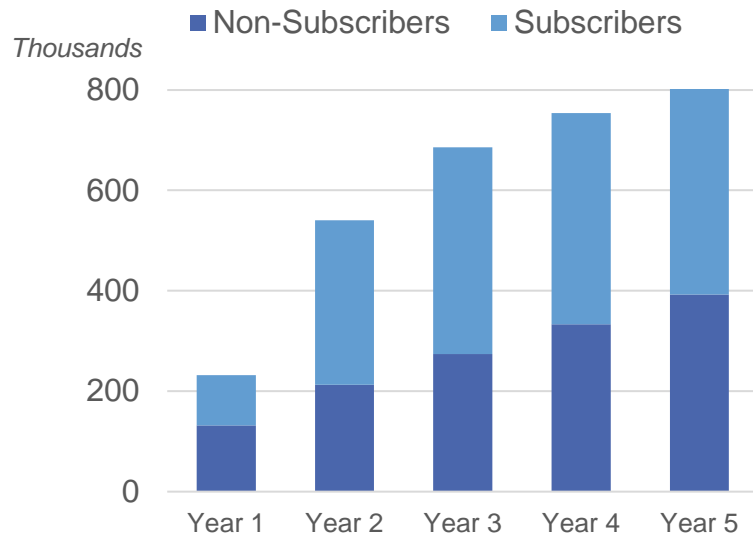
Advertising revenue will have an increasing share as the NIU user base grows

The Market

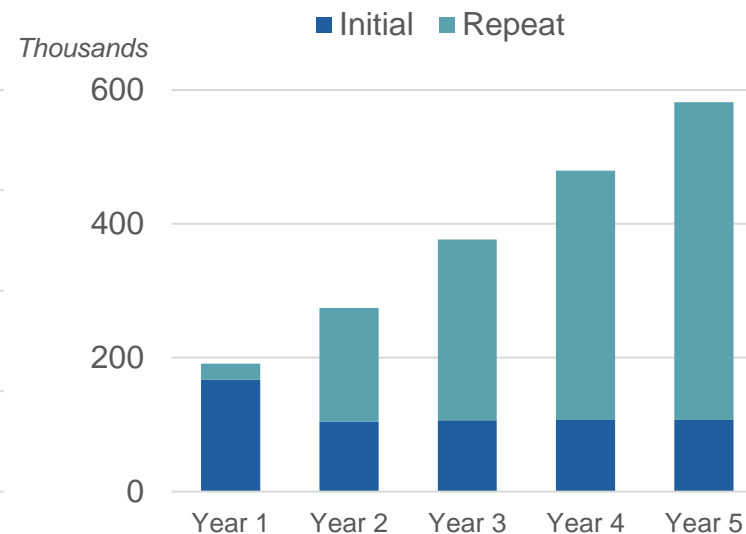
NIU will be serving 1M+ Hawai'i Residents in the next 3 years



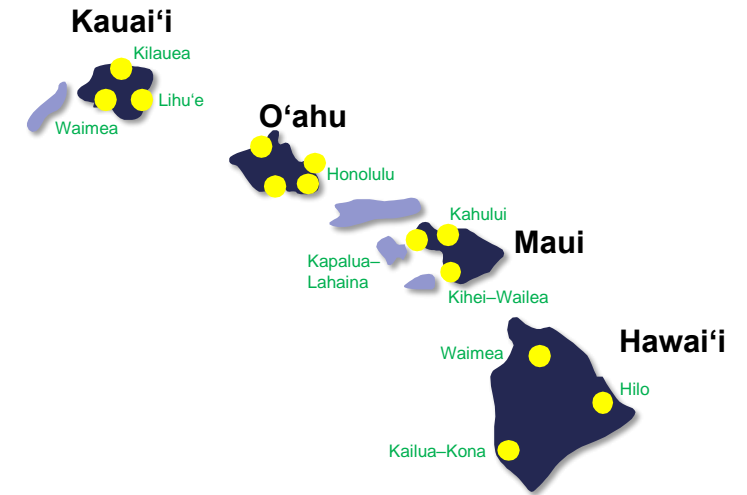
Members



Consults



Health Hub Locations



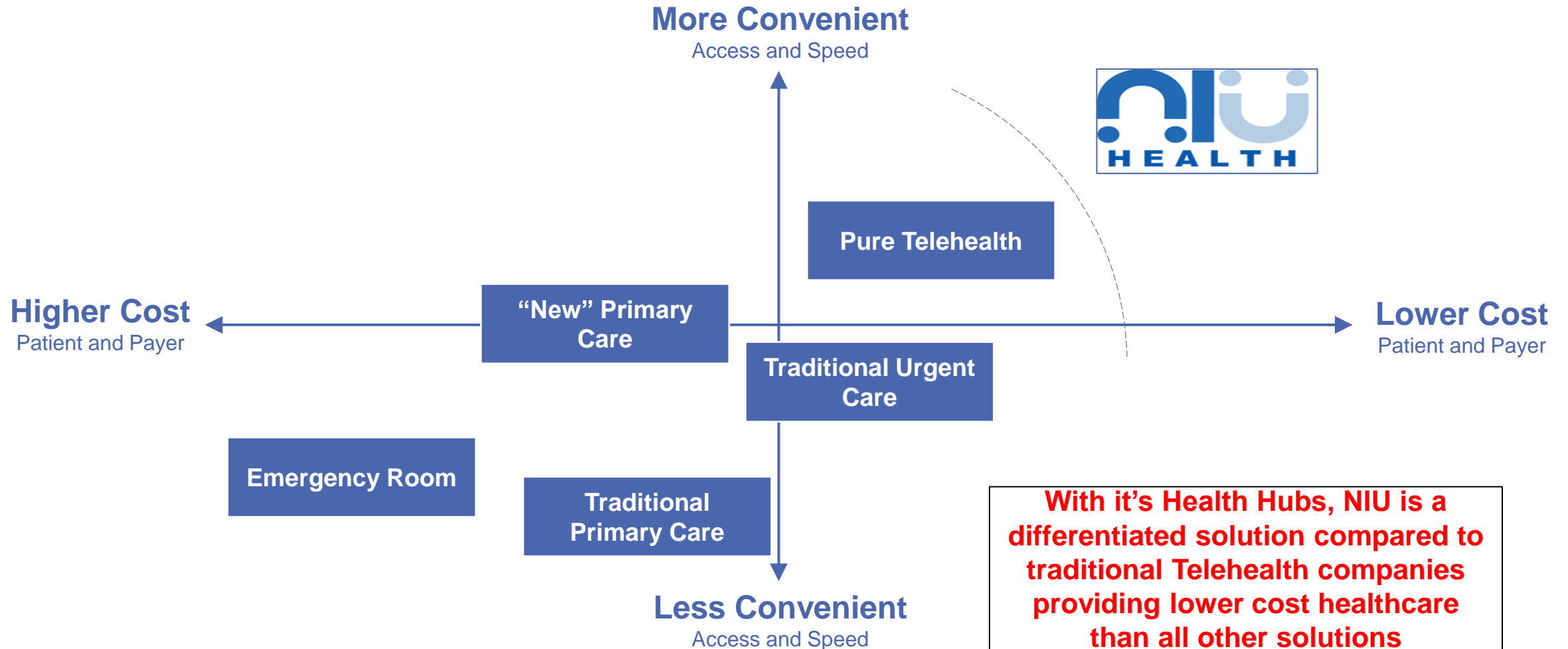
NIU's sticky engagement model will create a base of non-subscription users in addition to subscribers paying for access to health care

NIU's easy access and low-cost care delivery model will create repeat users which will drive subscription renewal revenue

NIU will build ~13 Health Hubs over a 3-year period, starting on O'ahu at launch and expanding to other islands beginning Year 2

NIU Market Opportunity

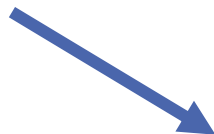
NIU has a differentiated positioning in the market



Strategic Partnership Possibilities



Medical Care Organizations and local businesses



Cost Reduction and Containment

- 24/7 access to NIU Health platform and semi contactless Health Hubs will improve the care of Hawaii residents by filling in the “healthcare gaps” by increasing access and reducing costs
- Leverage NIU’s AI based advanced diagnostics telehealth platform
- Leverage NIU’s social content, community groups and media platform to extend reach and to further engage patients of all ages.

Enhance care services for patients

- NIU becomes a new low-cost alternative
- Leverage NIU’s 24/7 health hub services
- Dedicated content channel on NIU’s platform <https://www.youtube.com/watch?v=2kDI9iY0U7E>
- Leverage NIU’s advertising monetization platform

Growth Strategy

NIU Health will build a community to engage with high-value medical care and services



Launch

- Subscriptions
- Prescriptions and labs
- Advertising and sponsorship

Growth

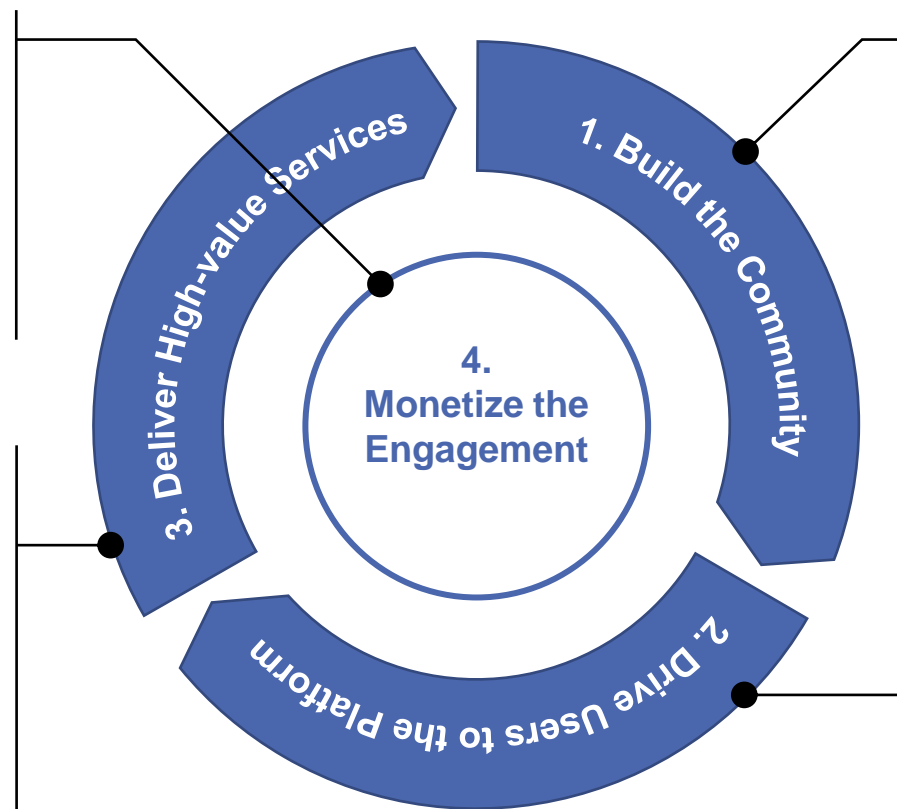
- Targeted advertising
- Data monetization

Launch

- Medical, mental health, dermatology
- Medication dispensing and basic labs
- Health products and local marketplace

Growth

- Non-medical partner referrals (e.g., fitness, health coaching)
- Expanded health products marketplace



Launch

- Launch O'ahu with 2-3 Health Hubs
- Website, iOS and Android applications

Growth

- Big Island, Maui and Kaua'i
- Additional Health Hubs

Launch

- NIU-curated content for Social Hub
- Mainstream social media presence
- Heavy PR and targeted advertising

Growth

- Local events
- Guest content providers

NIU Health growth strategy creates a business model built on continuous engagement with users

The NIU Executive Team



Executive Team

Dr. Tony Trpkovski, Chairman, Founder and CEO



- Practicing in local community for over 15 years
- *Doctors of Waikiki / Urgent Care*, Co-Founder and Principal, September 2018 to present
- *Trpkovski Advisory group CEO* 2014 to present
- *Wound-tech CMO* from 2018-2020
- Co-inventor **True Hero Shields**- sold over 600+K units to date
- *Straub Clinic and Hospital*, Primary Care Physician and Hospitalist, 2012 to 2018
- *Kaua'i Medical Clinic*, Chief of Medicine, 2006 to 2012



Paul Coelho, DNP, APRN-RX Chief Nurse Executive

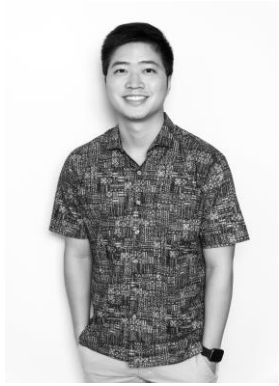
- *Doctors of Waikiki / Urgent Care*, Advanced Practice Nurse, January 2019 to present
- *Cardiology Associates Inc, Honolulu*, Advanced Practice Nurse and Registered Nurse, 2012 to 2018
- *University of Hawaii Clinics at Kakaako*, Nurse Manager, 2015 to 2017



Ricky Lew, Chief Technical Officer

- *University of Nevada-Reno Computer Science*
- *University of Arizona MBA*

NIU Health Ohana



Doctors of Waikiki (Operational Metrics)



- ❑ Operating since November 2018
- ❑ Averaging 80-100 patient visits per day (to date >30 k new patient encounters)
- ❑ Waikiki's only urgent care clinic open 8am – midnight 365 days a year
- ❑ Providing primary care and urgent care services to both Hawaii tourists and residents



The NIU Team Advisors



Board of Advisors

Sudhir Ispahani, CEO Alpha Global Partners

- Global voice in the development of Telecommunications and Broadband, built the worlds largest Broadband Network as Chairman of the Technology Board and CTO, Liberty Global. Active investor in Silicon Valley and host of a Global Podcast

Dr. Raymond Choi, Stanford Hospital, MD Anderson, Houston

- Co-founder and general partner of Valley Capital Partners, focusing on early-stage technology investments in AI, fintech, cybersecurity and health technologies.
- Stanford-trained physician, practiced at Stanford University Hospital and MD Anderson, Houston TX

Paul Trpkovski, Entrepreneur & Inventor

- Filed and sold over 40 US & International patents in multiple industries >6M
- CEO/Founder – Gearhead Archery a manufacturer of high-end archery consumer products >2M sales, 9+ patents
- Board of Directors – Cardinal Glass Automation, a division of Cardinal Glass >800 annual sales
- Director of Engineering, Northwestern University Sensory Motor Performance Program

Dr. Nikesh Kotecha, Stanford University

- VP of Informatics at the Parker Institute for Cancer Immunotherapy (PICI), San Francisco CA.
- Consulting faculty member in the Computational and Systems Immunology program at Stanford University and advisor at StartXMed, a Stanford startup accelerator.
- PhD in Biomedical Informatics from Stanford University, a BS in Biomedical Engineering from Boston University and over 15 years of experience building analytic applications to address scientific and informatics problems in healthcare.