



For more information:
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Embark Healthcare, Inc.

"Your healthcare choices respected. Your legacy protected."

www.embarkhealth.com
(currently private)
User name: launchfn
Password: embark

Industry:

Healthcare/Estate Products

Describe Industry:

Inexpensive, IT-based, scalable products that empower patients and families during and after end-of-life episode.

Management:

Michael Brouters: CEO
(United, Humana, Cogent executive)

Michelle Mercer, RN: COO
(Humana/Cogent COO)

William Behnke: Sales
(Cogent, WebVMC Sales VP)

Mike Martinez: CIO
(Cogent CIO)

Board of Directors:

Kenneth Burdick: Chairman
(former President and CEO, United Healthcare)

Jeremy Jones: (former Chairman, Apria Healthcare)

Revenues:

2009 projected: \$3.5M

2010 projected: \$54M

2011 projected: \$118M

Current Debt:

State of Kansas: \$435K

City of Colby Kansas: \$500K

(Embark holds deed on 14,000 sq ft service center)

Previous Investment:

F&F seed: \$500K

Other Rounds: \$510K

Structure: Common

Financing Sought:

\$1.5M @ \$1 per common share

Use of Proceeds:

Finalize and test systems, launch co-marketing and direct marketing programs

About Embark Healthcare, Inc.: Embark Healthcare, Inc. is a privately funded, Delaware Corporation established with the goal of improving the end-of-life process for patients, families, loved ones, and caregivers.

Embark's Advance Directives Clearinghouse (ADC) empowers patients and their loved ones to document their own healthcare choices and to make these decisions available and enforceable wherever and whenever they are needed. The ADC plugs gaps in the U.S. health care system that have caused many dying patients to receive unwanted care. Embark's Advance Directives Clearinghouse is offered primarily through health plans, hospitals, employers, charities, associations, and directly to consumers.

Embark's Heir Registry (HR) allows members to store (and subsequently communicate) all the critical information they feel their loved ones should have after their death, helping to avoid futile, time consuming, emotionally draining searches through files and shoe boxes.

Unique Value Proposition:

To Members: Empowering themselves and their families in controlling their most difficult health care episodes and in preserving their assets more effectively than current methodologies, at a fraction of the cost.

To Health Care Group Sponsors: Enhancing patient's rights, family choice, and overall peace-of-mind while minimizing wasted, unwanted services.

To Health Care Providers: Providing better care, better HEDIS outcomes, while lowering misunderstandings and turmoil on their toughest cases.

To Charities: Offering positive programs and solutions to their donors and constituents while improving their revenue stream with a new, significant source.

To Associations and Employers: Offering a significant value added voluntary benefit to their constituents while increasing their involvement with local charities.

Key Success Factors:

- Speed to mass marketing campaigns with major organizations
- Penetration rate by campaign type
- Automation of as many processes as possible
- Effective training and QA programs for service reps
- Healthcare reform and unabated rising healthcare costs

Key Risk Factors:

- Lack of capital
- Systems inability to sufficiently automate processes
- Miniscule penetration rate from sponsored, group co-marketing campaigns

Status: 1. Large Sales Pipeline with 18 contracts outstanding 2. Nation's largest organizations in discussions to co-market 3. Two, redundant Service Centers 90% completed 3. Policies/protocols/training modules completed 4. Marketing materials completed 5. Major partnerships in place

Funding structure preferred: Common Shares

Exit Strategy: 1. Acquisition: healthcare IT firm (Google, Microsoft) or disease management firm (Healthways, etc). 2. IPO as Healthcare IT firm. 3. Dividends from high margin business.

Documents Available: Private Placement Memorandum, Power Point, Articles, business plan, marketing materials, Member materials, detailed projections, Competitor Analysis (what we are not), Facts sheet about end-of-life misunderstandings, Duke Study on cost savings for Medicare, more.

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