

# Technology Focused Approach

- iPhone app & web app at **ScriptDash.com**
- Push notifications
- Text to talk
- Automatic refill of prescriptions
- Transparent smart management of insurance
- By generation Y for generation Y

# A better pharmacy experience.

ScriptDash is technology focused **online pharmacy** offering **convenient delivery** of medication.

We offer **recurring** monthly delivery by mail and on-demand delivery within a **2 hour** window.

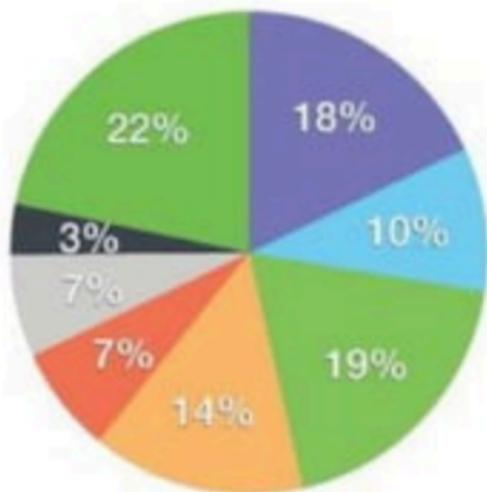
# Why now?

With Obamacare "it is inevitable that there will be a large shift in market share from Walgreens and CVS to better solutions."

-Tom Lee | CEO One Medical Group

- Obamacare tracks improvement of patient care
- Creates financial incentives for adherence
- Calls for efficiency gains
- Opens **window of opportunity** for new entrants

# How big is the market?



- CVS Retail Pharmacy (\$47.1 bln)
- CVS Mail Pharmacy (\$25.4bln)
- Walgreens(\$49.4 bln)
- Express Scripts (\$38.1 bln)
- Walmart (\$18.8 bln)
- Rite Aid (\$18.1 bln)
- United Health (\$8.9 bln)
- All others (\$57.2 bln)

**\$263 Billion** U.S. Market in 2014

# How does ScriptDash work?

## Prescription

Sent to us from the doctor's office or transferred from another pharmacy.

## Sign up

The patient signs up on our website or mobile app and schedules a delivery.

## Delivery

We deliver the medication anywhere in the state of California.

# What's in the delivery?

A great patient experience

1. Medication
2. Plain english instructions
3. Gift: chocolate, candy, etc.
4. Discreet packaging



# Starting with birth control

Birth control is a recurring prescription with an average duration of 15 years. (Age 18-33)

\$9 margin per month

**\$108 annual LCV**

Up to \$1,600 LCV

# Expanding to all prescriptions

160 million active patients in the US

4.1 billion prescriptions filled in 2014

\$12.60 avg. margin per prescription

**\$323 annual LCV** for an average patient

# Cost of Acquisition

## Sell To Doctors

10 man-hours per doctor

\$50 per man-hour

160 monthly prescriptions

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\$3.20 CAC per prescription

## Online Advertising

Facebook, Google, WebMD

Advertising Retargeting

\$18 per conversion

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\$72 CAC per prescription

# Founding Team



**Mattieu  
Gamache-Asselin**

Co-founder

5th engineer  
@ Parse



**Jamie  
Karraker**

Co-founder

Engineer @ Parse  
Engineer @ Facebook



**Vlad  
Blumen**

Co-founder

Founder @ WalkSource  
Biz Dev @ Dell

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# Not Just Better Tech: Life Saver!

