

Totali, Inc.

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<http://resilient.mom>



Resilient Mom

Financial Information

Company Stage: 14 Customers

Monthly Net Burn: \$0, indefinite runway

Pre-money Valuation: \$3,000,000

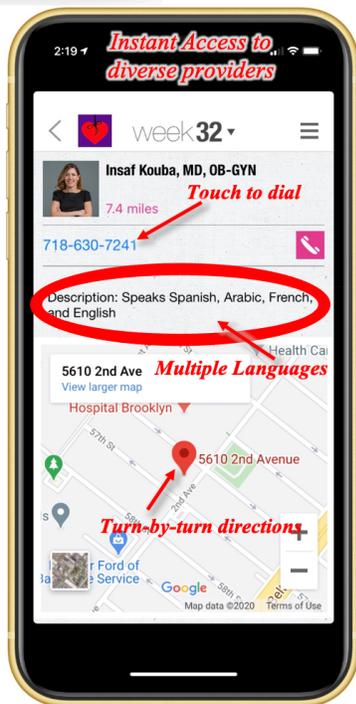
Capital sought: \$500,000

Team

CEO Jeffrey Bonar. *Informatics, Infrastructure.*

COO Tiffany McKeever, *Compliance, Equity, Advocacy, Health Service Delivery, Women's Health.*

CMO Tanya Abreu *Public Relations, Women's Health, Industry Expertise, Grassroots Marketing*



The Maternal Health Crisis

According to the Centers for Disease Control (CDC) May 2019 Vital Signs Report, every year in the United States, approximately 50,000 mothers are severely injured and nearly 700 women die from pregnancy-related complications. The situation is significantly worse for women of color who are three to four times more likely to die in childbirth than white women – regardless of education, income, or any other socio-economic factors.

The maternal mortality crisis is not a crisis of delivering better medical support for women with known conditions. The proper medical treatment of high-risk maternity medical conditions is well understood. When treatment is timely and comprehensive in the pregnancy, success rates for both mom and baby are very high. Such successful results produce significant health outcomes while appreciably reducing costs for medical payors. Unfortunately, that proper care is missed for 60% of the women in the USA where pregnancies have poor outcomes. There are many reasons for this, including missed early contact with medical resources, fragmented healthcare delivery, unaddressed social determinant issues (including transportation, family planning, nutrition and childcare issues), implicit racial bias issues related to how pregnant moms are understood, and absent peer support.

Totali Inc. has developed a unique and potent evidence-based digital health approach to driving earlier care, connecting moms to trusted social and peer support, and providing earlier and more thorough attention on social determinant support.

The Resilient Mom Platform builds on existing medical digital health tools, expanding to include a unique community-hospital partnership to attract and engage women of color into the necessary medical relationship required for those tools to produce positive health outcomes. It innovates by adding evidence-based outreach and social media engagement along with mobile app features to attract women to earlier care, better social determinant of health (SDOH) support, and postpartum care - all proven to improve maternal and child health. Leveraging the community engagement and trust we follow with a 24/7 smartwatch monitoring where appropriate. Our community engagement includes easy access to community support and peer resources (e.g., "mommie influencers"), early identification of high-risk patients, resources to improve diet and exercise, alongside of access to medical support.

The core Resilient Mom Platform has been demonstrated to engage and add new maternity patients at 14 hospitals including NYU Langone (ranked #9 in the US News and World Report ranking). Each of those hospitals was fully customized in 2 days with no programming. Our first full Resilient Mom rollout will be with Broward Health, a top ten safety net hospital with a strong commitment to improving maternal health safety in their population which is predominantly women of color.

Totally Pregnant charges \$50,000 per hospital per year.

Target Market

\$50 billion per year are spent in the US on pregnancies gone wrong. Hospitals are increasingly under pressure to address poor maternal health quality, glaring health equity disparities and the high cost of these two issues.

We currently market the Resilient Mom platform to safety net hospitals where these problems are most pronounced. Broward Health is a top 10 safety net hospital with an aggressive new strategy to impact their maternal and child health results. 290 other safety net hospitals in the US have maternity services.

Competitors

Most competitive maternal health tools *assume an engaged relationship with a physician*. They miss the 60% of adverse outcomes where this is not the case.

Marketing Strategy

Direct marketing to hospital marketing and women's services staff. As a digital health anchor in the women's health community, our app connects providers and patients to the integrated delivery network to support use of services in the community. Hospitals are increasingly under pressure to address poor maternal health quality, glaring health equity disparities and the high cost of these two issues.

Funding

We are currently operating on a cash flow break-even basis.

Exit Strategy

The company is built as a take-over target. Acquisition within 24 months.