

Company name

Digital health for [condition / care
pathway]

Raising \$[X] · [Date]

The clinical problem

Specific patient population. Burden of disease. Current standard of care and where it fails.

The solution

What the product does. Clinical mechanism. Decision-support, monitoring, diagnostic, therapeutic.

Clinical evidence

Peer-reviewed studies, RCTs, real-world evidence. Cite. Effect size with confidence interval.

Regulatory pathway

MHRA / FDA / CE-mark / UKCA classification. Class I / IIa / IIb / III.
Approval status.

Reimbursement model

NHS tariff, private insurance, employer-pay, patient-pay. CPT or HRG codes if applicable.

Market

Patient population x annual cost. Care-setting (hospital, primary care, home). Health economic case.

Traction

Pilot sites, patients enrolled, clinical outcomes, NHS contracts.

Business model

Per-patient-per-month, per-site licence, value-based contract. Gross margin, COGS.

Team

Founders, clinical advisors, regulatory advisors. Medical or scientific credibility.

Competition

Existing care pathway, digital competitors, our wedge, switching cost.

Roadmap

Pipeline indications, additional clinical studies, geographic expansion.

The ask

\$(X) at \$(Y) post. Runway to clinical milestone. Use of funds: R&D, clinical, regulatory.

Thank you

Contact and data room.