

Lambent Data, Inc.
300 Witherspoon Street, Suite 201
Princeton NJ 08542



Kirsten Hund Blair, Co-founder & CEO
646-320-3674
<https://www.lambentdata.com/>
kirsten@lambentdata.com

Industry: Digital Health

Management:

Executive Leadership:

Kirsten Hund Blair, Co-founder & CEO; Kevin McClarren, President & COO

Board:

Tom Amato, Co-founder & Board Chair;
Kirsten Hund Blair; Chuck Hobbs; Bob Lem;
Kevin McClarren; Don Parker

Advisory Board:

Stephen Ban; Ed Greene, Ph.D.; Marie O'Neill, M.D.; Vin Shelton; Janelle Spence; Joe Studholme, Co-founder; Benedikt von Schroder

Number of Employees: 4

Finance:

Auditor: DBS Partners

Current Investors: Jumpstart Foundry, 521 Capital, Union Atlantic Ventures, & 12 individuals

Financing to Date: Over \$597K

Amount of Financing Sought:

\$350K remaining in current raise of \$500K in Convertible notes or SAFEs. In 2025, we anticipate a raise of \$3M. Investors qualify for incentive programs from State of NJ, regardless of the investor's location.

Legal:

Duane Morris

IP

We own our IP & vigorously protect it, via copyrights & confidentiality/invention assignment/non-compete agreements

Business Description / Company Background:

OurREACH™ is a HIPAA-compliant collaborative software platform & app, with data analytics & AI. It equips healthcare & social service providers & payors to engage their patients/clients much more fully, whether intensively or "light touch," including between visits. It's empowering & actionable for patients/clients to make progress in health & Social Drivers of Health (SDoH). It generates data analytics never before available to providers & payors, to improve & target programs. It saves staff time, fits into customer workflows & integrates with EHRs & CRMs. It also can stand alone. Improved patient/client outcomes lead to lower healthcare costs, crucial in preventive & value-based care, as well as lower recidivism in the reentry arena.

Founded in 2018, Lambent has a seasoned team with deep expertise in healthcare, social services & business. We have strong traction with customers that can be scaled & a robust pipeline. We've been chosen for selective programs, including 2024 Jumpstarter Foundry, 2024 Lion's Den, 2023 WCBA, 2021 MassChallenge Accelerator, & SOCAP21/22. Our team, including Board & Advisors, has 9 successful exits.

Market Opportunity / Unmet Need:

\$3.7B in Total Addressable Market, built from the bottom-up, *{total number of organizations, segmented by size & type} X {potential revenue \$/org for Lambent}*: 1) \$801MM for Healthcare, covering community health centers, hospitals & payors; 2) \$2.6B for Social Services spanning family services, and 3) \$279MM for Reentry programs from jails & prisons. In each case, we address both the needs of the organizations and those they serve.

Products/Services – Launched & Pipeline:

Five flagship organizations (four social services & one reentry) are customers. With a strong pipeline in healthcare, social services & reentry; we plan to secure additional flagship accounts & build out in regional & national networks. We've partnered with Viocare (nutrition assessment company) as a strategic partner for social services & community health (together receiving a food security grant from State of NJ). We are also allied with pediatric leader CAHMI.

Commercial / Technical Milestones:

Our next milestones will be to secure flagship accounts in a community health center & in a hospital. We also plan to scale into the networks of our re-entry & social service customers.

Competition / Competitive Advantages / Customer Benefits:

Enterprise portals (in EHRs & CRMs) don't robustly engage families. Retail apps for parenting, health & goal setting don't significantly connect with providers/payors or address SDoHs. Referral & assessment tools target different parts of the provider workflow. No other tech engages families as fully on pain points in health & SDoHs, while still equipping providers/payors.

Financial Forecast (Unaudited) Year 1 (2023) Actual; Others Projected

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Revenue	\$27,933	\$327k	\$4.3m	\$20.9m	\$59.8m	\$102.1m
Gross Profit	\$17,103	\$271k	\$3.6m	\$18.3m	\$52.6m	\$90.8m
EBITDA	(\$24,377)	(\$65k)	\$854k	\$6.3m	\$24.2m	\$41.9m

Copyright, Lambent Data, 2024 **Primary purpose of Presentation:** Investment, also seeking Business Development