**The Auctus Group LLC.**

***Your Practice CEO***

**Integrated Workplace Management System for Specialty Physicians**

**Executive Summary:**

* Financial & operations firm for exclusively plastic surgeons & dermatologists
* Full vertically integrated back office solution
* Revenue Cycle Management (RCM)core competency
* Human mastery of nuanced industry sub-segment with service and experience focus
* Artificial Intelligence (AI) and Robotic Process Automation (RPA) leveraged solutions
* Industry’s finest human capital managing technology and iteratively improving processes
* Northstar KPI: AI Velocity

**Company Description:**

* Founded in 2012 - $700 bucks and a laptop
* Human capital experience in-office with clients front to back office
* National, remote workforce, with offshore resources
* 200-240% growth annually since inception
* Socially capitalistic

**Market Analysis:**

* Medical Billing 29.5 Billion / 12% CAGR by 2020 and shift to third party billing services
* 3 Billion + opportunity with plastic surgeons and dermatologists alone - Serviceable   
  Addressable Market
* 10 Billion + opportunity with high complexity coding outpatient focused specialties (ophthalmology, podiatry, orthopaedic, pain management, gastroenterology, etc.) - Total Addressable Market (TAM)
* Assuming .5% topline margin increase for authorization/benefits, credentialing/contracting present upsell opportunities of ¼ Billion respectively for SAM and ¾ Billion per opportunity for TAM
* Ancillary service lines of staffing, Bookkeeping, HR, IT, Marketing allow the inflation of rates to Managed Service Organization pricing models (percentage of top line revenues), which drives the metered rate up 3-4x, with commensurate inflation ratios within a SaaS model.
* Today, 25% of billing companies serve nationwide, 30% therein specialize with specific medical specialties and 0% offer the ancillary services lines of HR, Bookkeeping, Authorizations and Contracting in a single solution.

**Management Team:**

* Holocracy/EOS flat org structure w/ internal accountability and leadership by servitude model
* 100% employee retention less involuntary termination
* 95% female, 50%+ minority
* Advisory Board:

[David Mann MD](https://www.linkedin.com/in/david-mann-md-b00647a9/) [Daniel Titcomb](https://www.linkedin.com/in/dan-titcomb-a5373718/) [Joel Carter](https://www.linkedin.com/in/joel-carter-7614725/) [Ellen Katz](https://www.linkedin.com/mynetwork/invite-sent/ellen-katz-98a87927/?isSendInvite=true)

[Danish Nagda MD](https://www.linkedin.com/in/nagda/) [Jason Martin MD](https://www.jasonmartinmd.com/) [Michael Kritsmar](https://www.linkedin.com/in/michael-kritsmar-cpa-abv-9b56167/)

**Service/Product Line:**

* **Accounts Receivable**
  + **ContractingCredentialing**
  + **Benefit Estimations**
  + **Authorizations**
  + **Full Revenue Cycle Management**
* **Accounts Payable**
  + Reconciliations
  + Chart of Account Management
  + Vendor Contract Negotiations
* **Operations**
  + Workflow Optimization
  + Staffing
  + Vendor Partner Assessment
  + Software Implementations
  + Human Resources
  + Fractional Executive Operations
* **Business Development**
  + Business Plan Development
  + Strategy Development
  + Tactical Execution
  + Practice Vertical Segmentation
  + MedSpa Practice Launches

**Marketing Strategy:**

* Reputation Marketing: 97% retention over 7 years. Near 100% retention annually, with no contract terms since inception.
* Channel Partnerships: 25% current business to sign monthly via channel partnership signings w/ access to 65% TAM all signed 2019.
* Referral Marketing: Strong reputation has led to 50% current referrals sourced from industry professional/technical firms
* Technology & Service First Messaging
* Market Expansion: Expanding into fully modularized HR/Benefits platform, staffing, IT and marketing spaces to allow full operational coverage further differentiates, which drives at our long term strategy...
* MSO in a Box: Novel and disruptive approach to the market by putting selling power in physician’s hands by simply doing what we already do using the tools we already have.

**Funding Request and Use:**

* We are seeking a revolving line of $150,000 to finance our scaling growth in addition to an additional $500,000 in equity sales at a valuation of 12M. To date, the co-owners, friends, families have invested $115,000 to meet working capital requirements with the additional funding coming in the form of a business loans in the total amount of $90,000.
* These funds will be used in the following fashion:
  + 90K towards eliminating high interest loans (immediate paydown with no early repayment penalties)
  + 130K towards open liabilities (clears liabilities over 12 months)
  + 140K towards technological advancements
    - Centralized internal system platform (12 month ROI via hard cost reduction plus soft cost reduction) 22K over 6 months
    - Launch of Blue Prism System including onboarding internal annual salary for operation technician and software licensing for 12 months (60K licensing x4, 70K annual salary, 10K implementation)
  + 150K working capital as we scale

**Financial Projections:**

140K towards technological advancements

* Topline
  + 2018 900K
  + 2019 1.4M
  + 2020 5M
  + 2021 17M
  + 2022 34M
* Net
  + 2018 10K
  + 2019 100K
  + 2020 3.6M
  + 2021 15.5M
  + 2022 33.4M