Summary: Founded in 2000, 3 Net Wise, Inc. is an innovative Telehealth solutions provider with headquarters in Chicago, Illinois. The innovative and patent-pending TeleMedAssist™ system allows patients to virtually visit and collaborate with primary care physicians, medical specialists, pharmacists, nurses and other clinicians using our secure 256-bit Advanced Encryption Standard data transmissions protocol and HIPAA compliant web portal. Our plug-and-play TeleMedAssist™ system allows patients to use commercially available off-the-shelf wireless/Bluetooth capable medical peripherals that automatically connect with our proprietary Telehealth communication system. Our innovative TeleMedAssist™ system does not require the patient to own a computer, have a phone line or internet access. We provide an internet-ready, easy-to-use and cost-effective Telehealth unit which weighs less than 30 ounces.

Products: 3 Net Wise, Inc. has developed an innovative and patent-pending Telehealth platform which is medical device agnostic—our technology allows virtually any wireless/Bluetooth enabled medical peripheral to seamlessly integrate with our patent-pending TeleMedAssist™ communication device. Patients can use any commercially available off-the-shelf wireless/Bluetooth capable medical peripherals found in any pharmacy and seamlessly connect to our TeleMedAssist™ system. The plug-and-play connectivity allows patients to take and upload his or her vital signs to our secure web portal where the clinicians can read the patient’s vital signs in real-time. Additionally our system can record the Telehealth session and store the file in the patient’s Electronic Medical Record (EMR) which eliminates medical billing fraud and abuse.

Business Model: 3 Net Wise, Inc. charges a Per Member Per Month (PMPM) of between $150 to $600 depending upon whether the customer wants a technology only solution or a turn-key solution complete with a nurse call center with nurses who remotely monitor customer’s patients. Telehealth visits are reimbursed as regular face-to-face physician office visits in 35 states.

Target Markets: 3 Net Wise, Inc.’s target market includes Managed Care Organizations (MCOs), Hospitals, Health Insurance Companies, Centers for Medicare & Medicaid (CMS) and Veterans Affairs.

Sales/Marketing Strategy: Go-to-market plans include working with communications companies in the health information technology space to sell our TeleMedAssist™ system to our target customers. We will also leverage our internal sales force to sell directly to hospitals, MCOs and Health Insurance companies.

Competitive Advantages: Proprietary, patent-pending TeleMedAssist™ system provides innovative Medical Collaboration and Medical Billing Fraud & Abuse technologies which saves millions of dollars in reduced medical errors, hospital re admissions, emergency room visits and medical billing fraud. TeleMedAssist™ system is medical device agnostic and connects with any commercially available off-the-shelf wireless/Bluetooth medical peripheral. Our TeleMedAssist™ system doesn't require the patient to own a computer, a phone line or internet access. TeleMedAssist™ weighs less than 30 ounces. The fully reimbursable Telehealth visits allow patients to conduct live, secure and remote audio/video sessions with his or her physician from the convenience of patient’s home.

Competition: 3 Net Wise, Inc. is the first Telehealth company which provides a secure web portal which allows medical collaboration between patients and up to 4 clinicians simultaneously. Additionally our TeleMedAssist™ system is device agnostic in terms of our ability to plug-and-play with virtually any wireless/Bluetooth medical device. No other competitor provides a Telehealth platform which automatically records the Telehealth session and appends it to the patient’s EMR thereby eliminating medical billing fraud and abuse.

Next Milestones: Conduct a 30-day Hospital Re Admissions pilot with a hospital beginning June 2012. Deploy our TeleMedAssist™ system in the homes of 500 patients by the end of 2012.

Funding Strategy/Exit Options: Currently seeking funding of $2MM to fund marketing, sales and operations hires, validation of proof points, and scaling of go-to-market initiatives. Drive to operating cash breakeven YE '12. Extend TeleMedAssist™ platform and scale market reach. Leverage non-dilutive funding to grow business to scale & profitability with IPO or exit to MCOs Hospital system or Health Insurance Provider (WellPoint, Blue Cross Blue Shield, Humana) or technology communications integrator (AT&T, Verizon).

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<tr>
<th>Year</th>
<th>2012</th>
<th>2013</th>
<th>2014</th>
<th>2015</th>
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<td>Revenue</td>
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Company Profile
URL: www.3netwise.com
Industry: Health IT
Employees: 2 FTE; 3 contract
Founded: August 1, 2000

Contact
Sherrod A. Woods, CEO
www.linkedin.com/pub/sherrod-woods/7/1a2/538
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Use of Funds
1. Sales team hires and supporting marketing infrastructure
2. Director of Operations hire
3. Expedited IP Issuance

Financial Information (USD)
2012 Revenue: $500,000 (est); 2012 Monthly Net Burn: $40,000
Previous Capital: $150,000
Seeking: $2,000,000

Management
Sherrod A. Woods, CEO
www.linkedin.com/pub/sherrod-woods/7/1a2/538
Dr. William McDiade, Chief Medical Officer
http://www.linkedin.com/profile/view?id=11910466&trk=tab_pro

Key External Advisors
Senior Business Advisor: Marty Coyne II
www.linkedin.com/in/martincoyne2
Senior Business Advisor, COO: Bob Peterhans
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Senior Business Advisor, CFO: Randy Sessler
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