pathroot™

A comprehensive platform that improves addiction recovery through monitoring and family support

2024 Investor Presentation

54 Million Americans Have Substance Use Disorder (SUD)

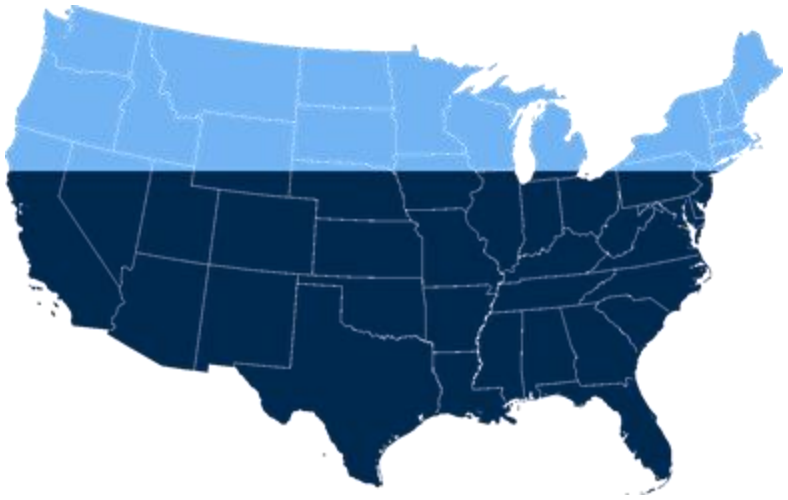


Fig. 1

- **13 million** with a SUD received treatment in 2023
- **67%** of adults reported past or present addiction in their family (Fig. 1)
- Over **1 in 5** adults with full-time employment have SUD

Sources: Kaiser Family Foundation and SAMHSA

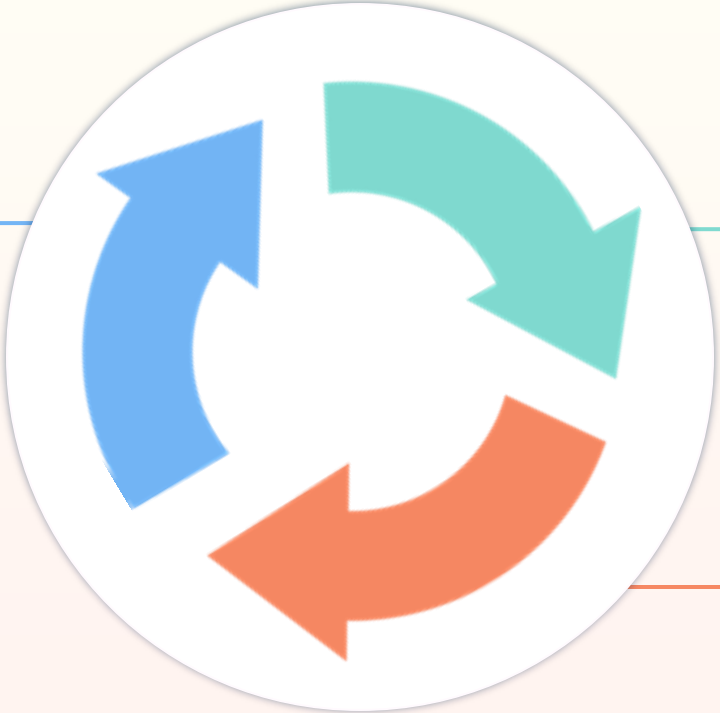
85% Relapse In The First Year After Treatment

Rehab

$10-$80K per stay

Struggle

Poor support and aftercare



Relapse

Repeat treatment 5-7 times

> $1 Trillion Annual Impact to the U.S. Economy

In direct treatment, medical complications, lost employee productivity, legal costs, and law enforcement/incarceration costs

Source: SAMHSA (Substance Abuse and Mental Health Services Administration)

Monitoring & Family Support Significantly Reduce Relapse

80% more likely to adhere to treatment

57% stay drug free for 12 or more months

40% more people achieve long term recovery

Source: SAMHSA (Substance Abuse and Mental Health Services Administration)

pathroot

Recover Your Family

Pathroot's comprehensive digital platform provides monitoring, guidance, community and engagement to reduce relapse and improve recovery.

Wearables & AI Create an Early Warning System

Integrated with Wearables to Receive Data

Everyday wearables including Apple, FitBit, Garmin, Oura, Samsung & more

Predicts Potential Relapse

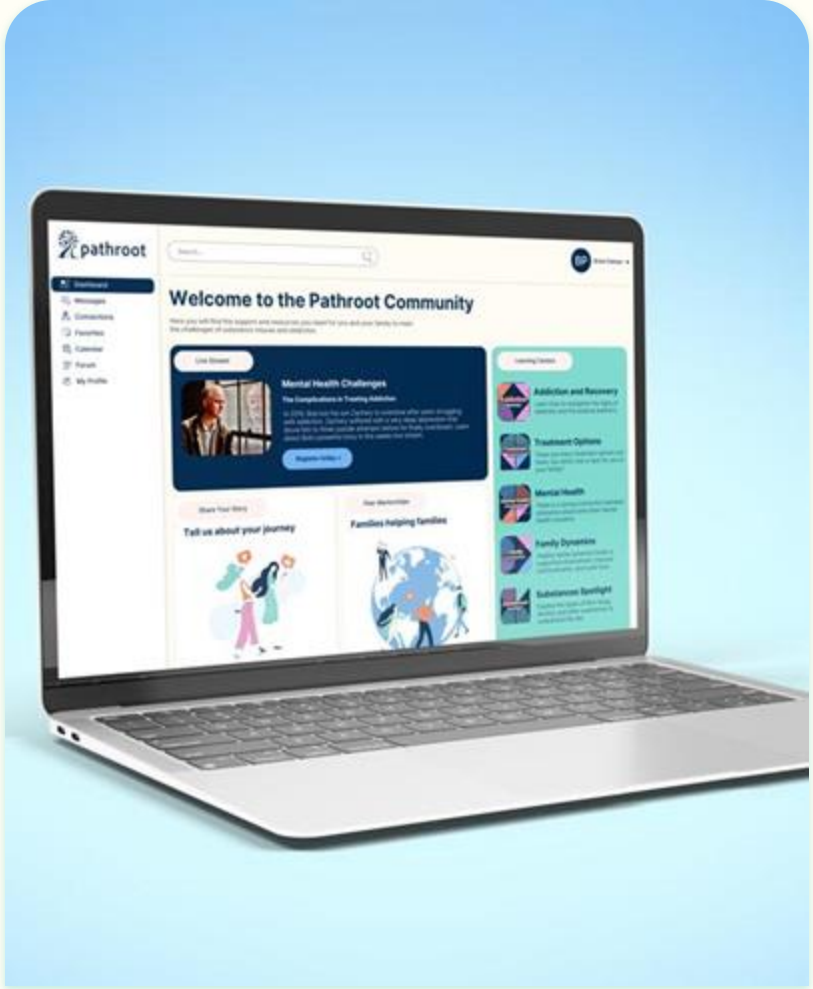
Identifies patterns and trends in activity, stress levels, sleep patterns, health metrics and uses AI to predict potential relapse.

Alerts Individual & Family

Customized alert settings for stress, sleep, and activity levels to provide timely reminders or interventions.

Recommends Corrective Action

Early Intervention leads to lower relapse rates and overdose deaths



Digital Engagement Platform for Comprehensive Family Support

Community Support

Support groups, discussion forums, shared stories

Peer Mentors

Trained volunteers that offer guidance, encouragement and advice

Learning Centers

Curated resources from experts and learning tracks for a deeper dive

Connections to Resources

Ask an expert, connect to treatment and clinical resources

***Platform features in Appendix**

Enterprise Tested with a 10-Year Commercial Track Record

Feature Rich

Content management, live and on-demand video, member management, email outreach, incentivised rewards, , forums

Scalable

Built on autoscaling AWS architecture to handle spikes in demand

Enterprise Grade

Vetted by Deloitte for security and integrity + used by Verizon and other enterprise organizations

HIPAA Compliant

Encryption in-transit/at rest, access controls, audit history, etc.

Market Opportunity

Add-on to EAP Systems, Family Support for Treatment Programs, Direct to Consumer

74M

Employee Assistance Programs

14.4K

Addiction Treatment Programs

54M

Americans with Substance Use Disorder

- Add-on to EAP
- Add Family Support
- B2C Opportunity

Go To Market Strategy

Add-on to EAP, Family Support for Treatment and Telehealth Programs, Direct to Consumer

Employee Assistance Programs

Value Proposition

Employers have a significant financial incentive to reduce the cost of addiction

Model

Offer a per employee fee with conversion to corporate license

Acquisition Strategy

Distribution model that integrates with existing systems and offers white labeling.

Treatment & Telehealth Programs

Value Proposition

Recurring revenue stream and long-term financial relationship with patient and family

Model

Offer a per family subscription with rebate to treatment program

Acquisition Strategy

Direct sales to treatment programs to establish referral relationships.

B2C

Value Proposition

Families and addicts need ongoing support to prevent relapse and improve recovery.

Model

Freemium offerings with upgrade to paid subscriptions

Acquisition Strategy

A social-first model using emotional storytelling, influencers, and education

Pathroot is an Ideal Acquisition Candidate

Multiple growth opportunities to maximize impact and reach target penetration

EAP, Managed Care

Reduce Cost & Expand Services

Teladoc, Pelago, GuideWell, CuraLinc, Lyra Health, Magellan Health/ Centene, ComPsych, Lifestance.

Payor Behavioral Health

Reduce Cost & Expand Services

CVS Health/Aetna, Evernorth/Cigna, Google Health, UHC/Optum Behavioral Care, Humana, HCA Healthcare, Summit BHC, Carelon Behavioral Health/Elevance.

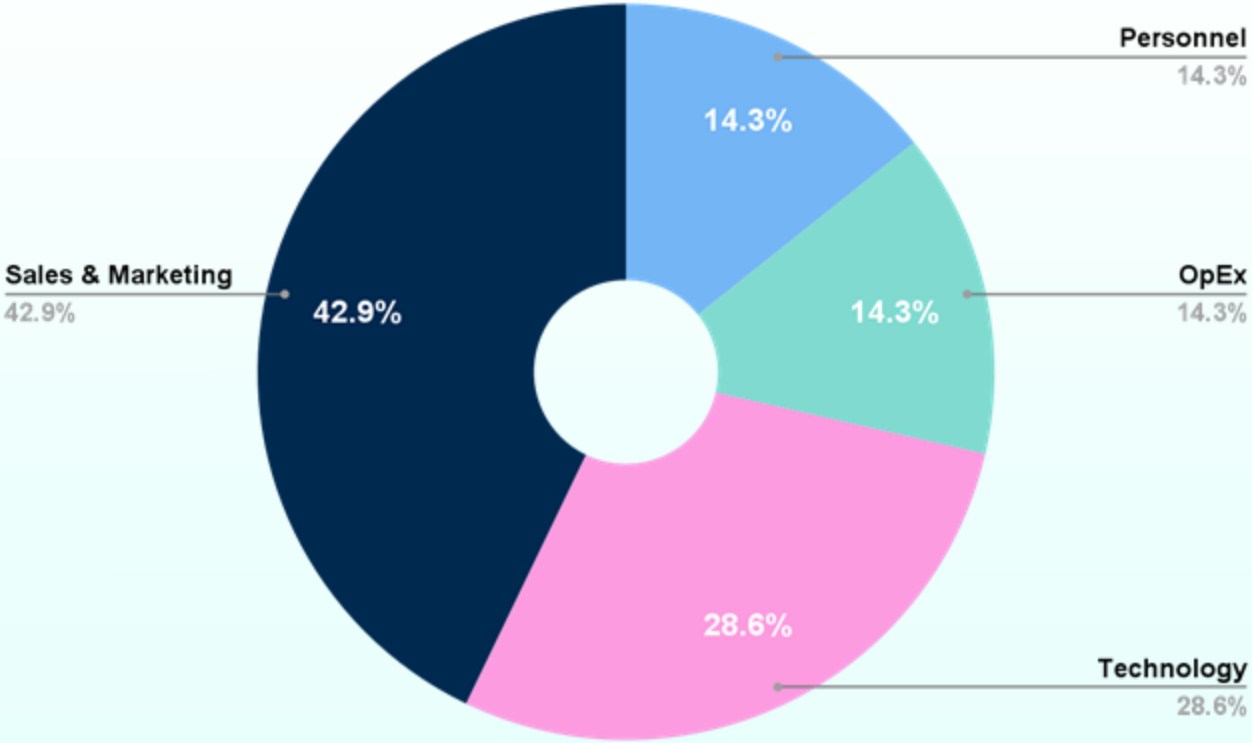
Device Providers

Expand Product Offering

Garmin, Google Health/Fitbit, Masimo, BestBuy Health, Samsung USA, Oura.

The Ask

We are seeking seed round of $5,000,000 for a 25% equity stake



Experienced team in technology & treatment

with decades of combined experience and a history of successful exits

Mike Guardalabene
Co-Founder

14+ Years B2B/C SaaS Expertise
11+ Years Product Management
Masters of Science in Analytics
CSM
CSPO

Brent Palmer
Co-Founder

17+ Years in Technology Sector
7+ Years Marketing Director
SEO & Web Specialist

Carolyn Bradfield
Director

3 self-funded tech startups/exits
1 treatment program startup and exit

Bruce Ahern
Chairman

3 successful startups/exits
Expertise telehealth
Expertise addiction treatment
Expertise remote patient monitoring

Leadership

Board Members

Recover Your Family

https://business.pathroot.com

Bruce Ahern
bahern@interactlifeline.com

Appendix

Pathroot Advisors

Richard Strobridge

CEO: RxHealth
Founder: Entra Health
VP: Commure+Athelas
VP: Signant Health
Founder: Healthcare Technologies
VP Ops: Stryker Communications

Teresa Wren

Owner: Wren Wellbeing
Assistant VP: Kennesaw State
Counselor: MARR
Certified Master Addictions Counselor

Sandy Newes

PhD, Psychology
Co-Founder: Living Medicine Institute
CoFounder-Peak Experience Training
Licensed, North Carolina
Clinical Practice

Christina Wafford

CFO: ProCern Technology Solutions
CFO: Convey Services
CFO: Accruit
Director Sales Ops: Raindance Communications

Mary Flora

Ph.D, Psychology
MBA, Business
LCMHCS, LCAS, CCS
Clinical Director: Stonewater Adolescent Academy, Montford Hall, Asheville Academy for Girls

Curt Allen

Managing Partner: X4 Advisors
SVP: Vonage
SVP: Windstream
President: X4 Solutions

Year Over Year Revenue EAP Projection

	2025E	2026E	2027E	2028E
Total Addressable Market (Employees)	74M	74M	74M	74M
Market Penetration	.05%	.15%	.3%	.5%
Number Of Employees	37,000	111,000	222,000	370,000
Annual Revenue	$2.2MM	$6.7MM	$13MM	$22MM

Year Over Year Revenue Treatment Projection

	2025E	2026E	2027E	2028E
Total Addressable Market (Facilities)	17.3K	17.3K	17.3K	17.3K
Market Penetration	.05%	.3%	1%	2%
Number Of Families (50 per facility)	433	2,595	8,650	17,300
Annual Revenue	$.2MM	$1.2MM	$4.2MM	$8.3MM

Feature Rich Platform with Enterprise Track Record

Members
Customized CRM • Secures data • Segments into types • Custom journey • Tracks engagement • Application & payment

Engagement
Incentivized Engagement • Discussion forums • Directories • Chat • Support groups • Gamification

Video
Integrated with Zoom, Teams and Vimeo • Live streaming • Webinars • On Demand

Outreach
Emails & newsletters • Text messaging • Surveys• Tracks delivery, opens, clicks

Reporting
Tracks member activity • Monitor attendance • Content views

Content & Resources
Hub and Spoke™ to distribute assets to multiple portals • Directories • Document viewer • Visual text editor • Email & social sharing

Addiction is a lifelong disease

Families stay subscribed to Pathroot for long-term support.

Monitor

Preventing Relapse

Pathroot helps families stay on top of their loved one's recovery by being proactive when the loved one is at risk.

Support

Ongoing Support

Families have ongoing access to addiction experts, family therapists, and other resources to support recovery.

Community

A Sense Of Belonging

Families have a community that helps them bond with others and help heal the long-term trauma of addiction.

Long-Term Recurring Subscriptions