

# Company name

Digital health for [condition / care  
pathway]

Raising \$[X] · [Date]

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# The clinical problem

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

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# The solution

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

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# Clinical evidence

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

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# Regulatory pathway

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

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# Reimbursement model

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

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# Market

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

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# Traction

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

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# Business model

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

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# Team

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

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# Competition

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

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# Roadmap

Pipeline indications, additional clinical studies, geographic expansion.

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# The ask

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

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# Thank you

Contact and data room.