

Introduction

VeoMed is a Social Business Software (SBS) platform for the medical industry designed to facilitate better communication, collaboration, and information sharing around best practices of medicine. The VeoMed platform enables the brightest minds in the industry to work together to find common solutions to important medical challenges, and confidentially interface with colleagues around healthcare issues. On VeoMed, rich media information becomes vastly more accessible, highly beneficial personal connections are made, and product ideas pollinate in ways they couldn't before. Communities of interest spring up around products, services, and ideas.

Social media has become a critical channel for improving communication and collaboration on a local and global level. Emerging collaborative web technology is forever changing traditional one-dimensional communication. Medical organizations and professionals are increasingly challenged to re-think how they interface with one another.

Two years in the making, VeoMed is a turnkey solution that addresses many of the inefficiencies and frustrations of the modern medical landscape, including: marketing spend wastage, restrictive government regulations, and disruptive communication technologies. Currently, there is no clear "viable" social media solution catering to the unique needs of the healthcare sector. Consumer applications like Facebook, YouTube, and Twitter fail to deliver a comprehensive solution for the needs of medical professionals.

Time is of the essence as the healthcare industry seeks to 'crack the code' for utilizing the promise of social networking. VeoMed is ideally positioned to empower stakeholders in the industry by enabling medical marketers to build interactive communities around its products and services. The opportunity is ripe for VeoMed to become the medical industry's preeminent online communication, collaboration, and information sharing platform over the next several years.

Thomas Chandy and Aaron Krinsky founded VeoMed in January 2008. The Company is a California LLC in process of converting to a Delaware C corporation. Since inception, VeoMed has completed the pilot phase of its technology development, achieved early adoption by thought leaders and high profile institutions in several focused areas of medicine including (Urology, Oncology, Radiology, Anesthesiology, and Emergency Medicine), and commenced selling its services.

To capture market share with an accelerated sales effort, VeoMed is currently raising capital to aggressively position itself as a leader in social communications for the medical field, demonstrating a clear path to substantial revenue and shareholder value.



Investment Overview

The Company seeks an investment of \$3,000,000 for building out the sales force, the technology platform, and the management team. With 12 to 18 months of development, VeoMed can capture a significant market share, separating itself from the competition. VeoMed also plans to raise a larger amount of capital within 12 to 18 months to help strengthen its position as the leader in social communications and healthcare technologies.

VeoMed anticipates that it will be able to operate at a profit within two years of completion of this financing. As the Company grows and launches new products and services, management will focus on preparations for making VeoMed a viable merger or acquisition candidate. This focus will include the cultivation of key industry relationships and strategic partnerships that will both contribute to the growth and profitability of the Company, and help establish a network of prospective buyers should this exit strategy be pursued.

Projections (\$)	Year 1	Year 2	Year 3
Revenues	\$1,465,569	\$8,942,380	\$25,492,554
Cost of Sales	\$141,515	\$1,283,097	\$1,781,233
Gross Margin	\$1,324,054	\$7,659,283	\$23,711,321
Gross Margin %	90%	86%	93%
Sales, General & Administrative	\$1,952,603	\$6,338,551	\$9,791,107
Operating Income / EBITDA	(\$628,549)	\$1,320,731	\$13,920,214
Operating Margin %	-43%	15%	55%

Corporate Data ¹

Entity Type	Delaware C Corporation
Common Shares Authorized	100,000,000
Preferred Shares Authorized	10,000,000
Common Shares Outstanding	15,000,000
Preferred Shares Outstanding	0
Total Shares Outstanding	15,000,000
Asking Price	\$1.00
Market Cap (pre-funding)	\$15,000,000
Shares reserved	750,000
Series A Shares (fully subscribed)	2,500,000
Market Cap (post-funding estimate)	\$18,250,000

¹ This table is prepared on a proforma basis assuming the conversion of VeoMed from a limited liability company to a corporation. Such conversion would take place immediately prior to the closing of the Series A Financing.

Use of Proceeds

Marketing and Sales	\$1,400,000
Technology Development	\$700,000
Working capital	\$600,000
Financing fees	\$300,000
Total	\$3,000,000



VeoMed Solutions

Medical marketers spend over \$10 billion annually in the US and face significant challenges in a changing marketplace. VeoMed's software platform is a knowledge asset that can be utilized as a solution for a variety of stakeholders in the medical industry.

Problem – Marketing Spend Wastage

Promotional spending for the U.S. medical industry includes traditional marketing techniques and expensive in-person visits by medical sales representatives, and it not clear that these traditional marketing strategies are effective. Senior marketers currently estimate that over half of their entire marketing spend failed to deliver any results.² Over 75% also believe they are not realizing the full revenue potential of their current customers.

→ VeoMed Solution

VeoMed enables medical marketers to engage directly with customers on a personalized, one-to-one basis within an interactive collaborative community. On the VeoMed platform, medical marketers enable healthcare professionals to connect with their products and services. With an average cost for a sales call ranging from \$500 to \$1,500, creating community around products and services reduces the need for personal visits and other expensive traditional approaches. Customers interacting in a collaborative community will slash costs, increase sales, and generate new sales leads.

Problem – Legislation on Physician Contact

Medical marketers also have an emerging challenge in the form of the Physician Payment Sunshine Act (January 2009) and new PhRMA Code of Conduct that restrict and limit traditional direct marketing to physicians. This new regulation has completely changed the way medical marketers can reach their target audience. No longer can they take their clients to dinner, ball games, or even give them pens to promote their products.

→ VeoMed Solution

VeoMed offers a transparent communication solution for medical marketers to build community around their product or service. Through the VeoMed platform, medical marketers can share relevant information related to their products directly with their clients. Training becomes available 24/7 within a product community with other like-minded professionals. VeoMed moves traditional one dimensional customer conversations out of email and the telephone into the shared space of interactive community

Problem – How to Integrate Social Media Marketing

US marketers spent nearly \$1 billion to advertise their brands on the largest social media sites in 2008, according to eMarketer; yet, medical marketers still lack a niche platform for their target audience. Medical marketers face ongoing frustration in trying to utilize existing social media channels such as FaceBook, Twitter, and YouTube, which do not cater to the needs of customers and lack of any meaningful ROI analytics.

→ VeoMed Solution

VeoMed delivers on the promise of social networking for the medical industry by integrating all collaborative applications and technologies into a single platform controlled by the client. VeoMed is a comprehensive solution for the discovery, design, development, and deployment of social media strategies for the medical industry. VeoMed is a one-stop resource for social media marketing.



Revenue Generation

VeoMed generate revenue via monthly software platform license fees purchased by medical marketers. A trial period enables these marketers to use VeoMed at discounted rates while experiencing firsthand the benefits and financial returns the platform. Monthly license fees are expected to be in the range of \$3,200 on a recurring basis. A significant ROI is built into this fee structure, making the sale of the VeoMed platform highly attractive to marketing executives, as well as CEOs and CFOs. Once integrated, there is very strong internal inertia for long-term adoption of the platform.

VeoMed offers creative and social media marketing services for companies needing additional assistance in integrating this powerful platform in their ongoing marketing activities. The Company also generates revenue through affiliate sales for a wide range of products and services on a commission basis. As its audience increases in size, VeoMed will also sell a variety of sponsorship and advertising programs.

Marketing and Sales

VeoMed's marketing efforts are focused on "Community Outreach" to healthcare organizations with substantial membership bases. The VeoMed platform is offered for free to hospitals, doctors, nurses, researchers, technicians, societies, associations, and advocacy groups. These medical groups have the most clout and the ability to move the medical marketplace. Greater traction in these communities makes it easier for VeoMed to license its product to paying customers – the medical marketers. An internal sales team will sell the platform to medical device manufacturers and pharmaceutical companies. As these marketers use the white-labeled VeoMed platform, they will help build the Company's "user-base" through their own marketing efforts, further introducing VeoMed to new prospective customers. Thus, a significant viral component is intertwined within the overall marketing strategy.

Management Team

Aaron Krinsky, Chief Executive Officer

Mr. Krinsky is a thought leader in the cross-section of digital media, marketing, and the semantic web. Prior to joining VeoMed, he was in charge of the digital department at the large format film company IMAX, and he also worked on projects for NBC, Universal, and Spike TV. Mr. Krinsky graduated from Yale University with a double major in film and philosophy.

Thomas Chandy, President

Mr. Chandy is a technology project manager and designer with expertise in building complex web applications for the medical field. He has built interactive web-based tools and applications for Harvard Medical School, Harvard's Care Group, Pocket Medicine inc., and Wikidoc.org. Mr. Chandy graduated from Cornell University with a double major in Architecture and City Planning, and Masters in International Development Planning.

Marc Strauss, Editor-in-Chief

Mr. Straus has an extensive background in medical publishing. Before becoming VeoMed's Editor-in-Chief, he served as Publishing Director for Cambridge University Press' Science, Technical, and Medical Division, and as Editor-in-Chief of the McGraw-Hill Medical Publishing Division.

Reuben Jacob, Chief Technical Officer

Mr. Jacob brings extensive expertise in data architecture, telecommunications, and software development. He built several telecommunication and software companies in India, the U.S. and Europe including Common Point and Paykraft.com. Mr. Jacob is currently the President and Co-Founder of Acrodelon. He holds a Bachelors degree in Engineering from the National Institute of Technology in Calcutta, India.

Other team members and advisors bring expertise in the medical industry, finance, sales and marketing, business development, and operations. The Company has identified strong candidates for several key positions that will be filled soon after funding.



Financial Projections

The table below represents VeoMed, Inc. financial projections based upon an equity investment of \$3,000,000.

Pro Forma Financial Projections ³	2010	2011	2012
Revenues			
Medical Device Manufacturers - First Portal	\$586,058	\$2,777,045	\$6,349,512
Medical Device Manufacturers - Additional Portals	\$133,006	\$1,810,040	\$6,994,084
Pharmaceutical Companies - First Portal	\$108,206	\$1,513,358	\$4,389,096
Pharmaceutical Companies - Additional Portals	\$7,232	\$655,326	\$3,858,044
Affiliate Sales	\$15,915	\$155,640	\$489,491
Consulting and Deployment Services	\$600,000	\$1,800,000	\$2,400,000
Advertising	\$15,151	\$230,970	\$1,012,327
Total Revenues	\$1,465,569	\$8,942,380	\$25,492,554
COGS	\$141,515	\$1,283,097	\$1,781,233
Gross Profit	\$1,324,054	\$7,659,283	\$23,711,321
Gross Margin	90.34%	85.65%	93.01%
Expenses			
Selling, General, and Administrative	\$1,952,603	\$6,338,551	\$9,791,107
Total Expenses	\$1,952,603	\$6,338,551	\$9,791,107
EBITDA	(\$628,549)	\$1,320,731	\$13,920,214
Income Tax Provision	\$0	\$195,921	\$4,164,364
Net Income	(\$628,549)	\$1,124,810	\$9,755,850
Net Margin	-42.89%	12.58%	38.27%
Revenue Per Share	\$0.080	\$0.490	\$1.397
Earnings Per Share	(\$0.034)	\$0.062	\$0.535

³ These projections were prepared for the purposes of illustrating the anticipated revenues and expenses of the Company over the projected period if the Company meets its forecasted operating results. No forecast should be taken as more than educated assumptions.

Exit Strategy

As the Company grows and launches new products and services, management will focus on preparations for making VeoMed a viable merger or acquisition candidate. This focus will include the cultivation of key industry relationships and strategic partnerships that will both contribute to the growth and profitability of the Company, and help establish a network of prospective buyers should this exit strategy be pursued. As was stated earlier, VeoMed may also elect to raise a larger round of capital within 12 to 18 months to support a vastly expanded opportunity that becomes more clearly defined between now and then. Lastly, management may initiate the filing processes for enabling the Company's stock to be sold on the NASDAQ over-the-counter market in the second or third year.

Contact Information

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