

# kaigie



**[www.kaigie.com](http://www.kaigie.com) – Connecting Healthcare Professionals and Patients**

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## Overview

### www.kaigie.com – Interactive Healthcare Networking Hub



- Early stage startup founded in 2014, an US Corporation located in New Jersey, USA
- Builds an ecosystem between Experts/Healthcare Professionals, Patients, Institutions, Advertisers and Organizations
- Cloud based Interactive Internet Platform – First of its kind with a “Global” Reach
- Provides “value based” Social Networking where like-minded people mingle
- Features and contents available to registered users
- Alternate sales and marketing channel with a robust e-commerce engine
- Created using the “STATE OF ART” designs framework and technology
- Works on multiple devices (PC, Laptop, Tablet, Mobile) and compatible with all browsers and Operating Systems



## Features

<b>PERSONAL PAGE</b>	<ul style="list-style-type: none"><li>• Individual Home page of Healthcare professionals. Includes pictures, videos, short and long profile, contact information.</li></ul>
<b>BLOG/FROM MY DESK</b>	<ul style="list-style-type: none"><li>• Healthcare Information , Video and Pictures</li></ul>
<b>VIDEO ON DEMAND</b>	<ul style="list-style-type: none"><li>• Instructional Pre-recorded Video posted by Professionals</li><li>• Can be Free or Pay-Per-View or Pay-Per-Download</li></ul>
<b>INSTANT MESSAGING (1-1)</b>	<ul style="list-style-type: none"><li>• Instant messaging with individuals (Patients, Peers, Others)</li><li>• Can be Free or Paid</li></ul>
<b>LIVE STREAM</b>	<ul style="list-style-type: none"><li>• Live Stream of Events like Surgery, Lecture, Promotion, etc.</li><li>• Can be Free, Paid or Sponsored</li></ul>
<b>LIVE VIDEO CONSULTATION (1-1)</b>	<ul style="list-style-type: none"><li>• Live Video Consult between Healthcare Professionals and individuals (Patients, Peers, Others)</li><li>• Paid</li></ul>
<b>KAIGIE MEMBER EMAIL ENGINE</b>	<ul style="list-style-type: none"><li>• Email broadcast engine to send emails regarding activities and messages of experts and advertisers to registered members and target group</li></ul>
<b>KAIGIE MEMBER CAMPAIGN ENGINE</b>	<ul style="list-style-type: none"><li>• Email marketing engine to send Messages to all registered members (Patient, Physicians, Others) and target groups</li></ul>



## Benefits

Experts/Healthcare Professionals	Members and Patients	Advertiser and Sponsors
<ul style="list-style-type: none"> <li>•Global Reach – Connects with a members database of patients, peers, institutions and others</li> </ul>	<ul style="list-style-type: none"> <li>•Connects with wide variety of Healthcare professionals at one place</li> </ul>	<ul style="list-style-type: none"> <li>•Global Reach - Advertises and promotes products and services to global members and experts</li> </ul>
<ul style="list-style-type: none"> <li>•Connect and Collaborate with peers, institutions and others</li> </ul>	<ul style="list-style-type: none"> <li>• Learn more from the Experts</li> </ul>	<ul style="list-style-type: none"> <li>•Leverages the global platform for Up-Sell and Cross-Sell</li> </ul>
<ul style="list-style-type: none"> <li>•Cater to global audience using interactive features like – Video, IM, Chat, Live Stream, etc.</li> </ul>	<ul style="list-style-type: none"> <li>•Talks to any Healthcare Professional from home in a Private environment</li> </ul>	<ul style="list-style-type: none"> <li>•Target Marketing - Runs campaign and loyalty programs</li> </ul>
<ul style="list-style-type: none"> <li>•Up-Sell &amp; Cross Sell</li> </ul>	<ul style="list-style-type: none"> <li>• Ask questions to any Expert</li> </ul>	<ul style="list-style-type: none"> <li>•Lower customer acquisition cost</li> </ul>
<ul style="list-style-type: none"> <li>•Employs an alternate global marketing and promotion channel</li> </ul>	<ul style="list-style-type: none"> <li>•Enjoys the “Value Based” Social Networking features and capabilities</li> </ul>	<ul style="list-style-type: none"> <li>• New generation viral marketing approach – Social Networking sites are popular</li> </ul>
<ul style="list-style-type: none"> <li>•Build a “Value Chain” in the Healthcare domain</li> </ul>	<ul style="list-style-type: none"> <li>•Watch Live Stream and videos presented by experts</li> </ul>	

## Research & Findings

Based on our research and surveys:

- According to the 2013 Pew Internet Research [“State of Social Media”](#) report, 67 percent of U.S. internet users actively use social networking tools like Facebook, Twitter, Pinterest and Instagram.
- 80 percent of American web users look online for health information -That’s nearly 200,000,000 people, and roughly 60 percent of the U.S. population overall and is the third most popular online activity.
- 56 % of web users from USA look online for information about a certain medical treatment or procedure.
- 31% of health care professionals use social media for professional networking.
- 41% of people said social media would affect their choice of a specific doctor, hospital, or medical facility.
- 26% of all hospitals in the US participate in social media.
- 60% of doctors say social media improves the quality of care delivered to patients.
- 60% of social media users are the most likely to trust social media posts and activity by doctors over any other group.
- 60% of physicians are following what colleagues are sharing and discussing in Social Media.
- 19% of smartphone users have at least one health app on their phone - Exercise, Diet, and Weight apps are the most popular types.

## Research & Findings (Contd)

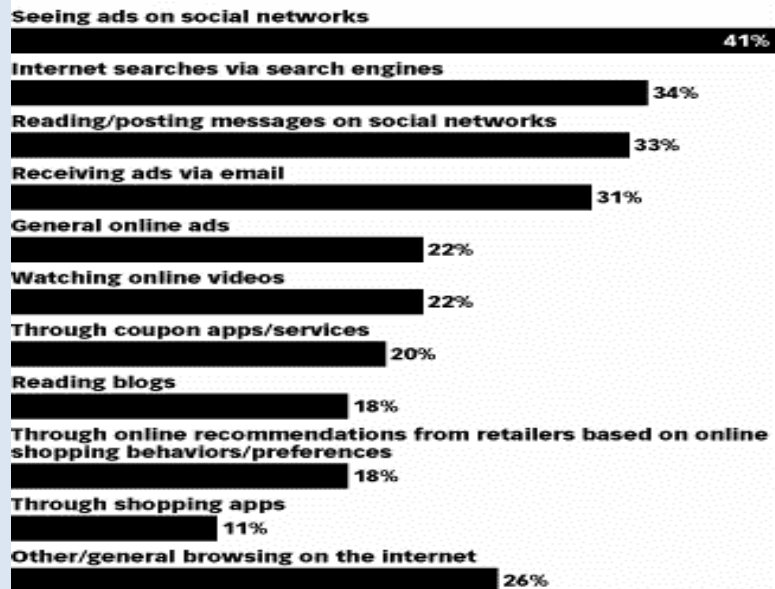
According to a recent report by the Health Research Institute at PwC US, social media is helping companies to have an impact on the healthcare business, and take a more active and engaged role in managing individuals' health.

- **Communication is shifting to public, more open forums** - Which means less money spent on mailings, websites, and other marketing initiatives. According to the report, four characteristics of social media have altered the nature of interactions among people and organizations: user-generated content, community, rapid distribution, and open two-way dialogue.
- **Social information is impacting how and when patients select treatment and providers** - It's no secret that patients are increasingly turning toward social media to make healthcare-related decisions, like what physician to visit and when to seek a second opinion. For example, according to the report, 40 percent of those polled said information found in social media would affect the way they coped with a chronic condition, their approach to diet and exercise, and their selection of a specific doctor.
- **Social media allows for higher levels of trust** - According to the report, patient survey respondents said they would most likely trust information posted via social media (from doctors, hospitals, etc.) and share information with providers via social media. The reason is the individual's trust on their doctors. Healthcare providers have the ability to form human relationships and connect with their patients, the report added, which ultimately leads to increased trust.

## Research & Findings (Contd)

### Payoff of Social Media Marketing for Healthcare

**Ways in Which US Social Network Users\* Typically Discover New Brands, Products or Services, June 2013**  
 % of respondents



Note: n=1,684; \*who engage with brands on social media  
 Source: Wildfire, "Engaged Social Followers Are Your Best Customers: How Marketers Can Leverage Social Tools Throughout The Customer Life Cycle" conducted by Forrester Consulting, Sep 2013  
 164451 [www.eMarketer.com](http://www.eMarketer.com)

#### Ways in which US Social Network Users Typically Discover New Brands, Products and Services

- 41% - Seeing Advertisement on Social Network
- 33% - Reading and Posting messages on Social Network
- 34% - Internet Searches via Google, BING, etc
- 31% - Receiving Ads via email
- 22% - General Online Ads
- 22% - Watching Online Videos
- 20% - Through Coupons apps/services
- 18% - Reading Blogs
- 18% - Through online recommendations
- 11% - Through shopping apps
- 26% - Other

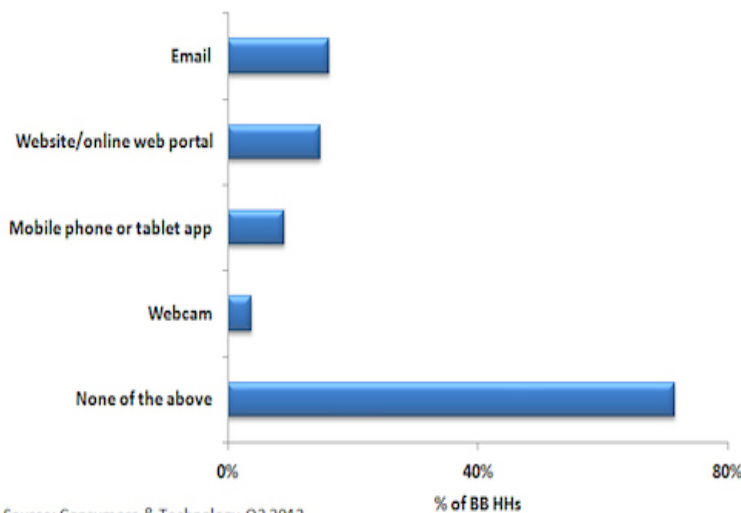


## Research & Findings (Contd)

### Online Tools and Video Consultation - Forecast

#### Online Tools Used to Communicate with Care Professionals (Q3/13)

"Q4000. Have you ever consulted a doctor or other healthcare professional about a health concern using the following online tools?"  
(U.S. BB HHs, n=3,000, ±1.79%)



Source: Consumers & Technology Q3 2013  
© Parks Associates

#### Online Tools used to communicate with Care Professionals – Report from Parks Associates

- The number of households using video consultations with physicians will grow, from 900,000 in 2013 to 22.6 million in 2018, according to a report from Parks Associates.
- Consultation revenues will grow from under \$100 million in 2013 to \$13.7 billion in 2018.
- 11% of broadband households prefer video consultations, 68% Patients prefer face-to-face visits with physicians, 59% prefer telephone consultations and 38% prefer email.
- Virtual healthcare communications will be largely adopted after healthcare providers offer them to patients, according to Parks Associates.
- Patients between the ages of 18 and 34 who have an annual household income of \$50,000 or more are currently the heaviest users of online healthcare communications tools.
- By the 2013 Q3, 28% of broadband households in the US used some type of online healthcare communications.
- Of the 72% who have not used these online tools, 51% are comfortable with the idea of communicating with physicians.



## Five Years - Growth Projection

### Kaigie is Unique with a Vision

COUNTS	YEAR - 1	YEAR - 2	YEAR - 3	YEAR - 4	YEAR - 5
Experts/Healthcare Professionals	250	1000	5,000	20,000	100,000
Year End Total	250	1250	6250	26,250	126,250
Patients/Members	150K	500K	2.5 Million	10 Million	50 Million
Year End Total	150K	650K	3.1 Million	13.1 Million	63.1 Million
Advertisers	50	100	200	400	800
Year End Total	50	150	350	750	1550

#### Note:

- FREE Membership for all Patient till the first anniversary.
- Experts will be charged a nominal monthly fee to maintain and manage the account and contents on Kaigie.
- Sponsors will be charged for advertisement and using the features relevant to the business, eg: Live Stream, Video on Demand, Campaigns, Email Marketing, etc



## Role – Experts/Healthcare Professionals

FEATURES	RESPONSIBILITY(EXPERTS)	RESPONSIBILITY (KAIGIE)
<b>Profile Showcase</b>	Provide Content (Text, Profile Picture)	<ul style="list-style-type: none"><li>• Provide guidelines</li><li>• Host, Manage Content and Storage</li></ul>
<b>Detailed Professional Page</b>	Provide Content (Text, Pictures, Videos)	<ul style="list-style-type: none"><li>• Provide guidelines</li><li>• Host, Manage Content and Storage</li></ul>
<b>Instant Messaging (One – One)</b> Kaigie Recommends: FREE	Respond to questions from global registered patients	<ul style="list-style-type: none"><li>• Ensure Privacy of Communication</li><li>• Host, Manage Content and Storage</li></ul>
<b>Video on Demand</b> Kaigie Recommends: FREE , Paid or Sponsored	Showcase Pre-recorded videos of Surgery, Lecture, Live Stream for Patients, Peers and others to watch	<ul style="list-style-type: none"><li>• Host, Manage Content and Storage of videos</li></ul>
<b>LIVE STREAM</b> Kaigie Recommends: FREE, Paid or Sponsored	Stream Live Surgery, Lectures, Product Launch, etc.	<ul style="list-style-type: none"><li>• Host, Manage Content and Storage</li><li>• Provide LIVE STREAM environment</li><li>• Perform the shooting and streaming - OPTIONAL</li><li>• Advice the Cost of Streaming based on requirement</li></ul>



## Role – Experts/Healthcare Professionals (Contd)

FEATURES	RESPONSIBILITY(EXPERTS)	RESPONSIBILITY (KAIGIE)
<b>LIVE Video Consultation (1-1)</b> Kaigie Recommends: FREE or PAID	Provide Health Consultation to registered patients in a private environment. Also, discuss on healthcare subjects and issues	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage</li> <li>• Provide Methods for Video Content archive and Chat transcript</li> </ul>
<b>Kaigie Member Email Engine</b> Whenever a new expert enrolls or post contents (video, lecture, blog, campaigns, etc), email will be sent to all members.	Provide Content	<ul style="list-style-type: none"> <li>• Advice on content</li> <li>• Deliver content to all registered members using the email engine.</li> <li>• Host, Manage Content.</li> </ul>
<b>Kaigie Member Campaign Engine</b> If an expert runs any campaign the contents (video, campaign message, etc), email will be sent to all members.	Provide Content	<ul style="list-style-type: none"> <li>• Advice on content</li> <li>• Deliver content to all registered members using the email engine.</li> <li>• Host, Manage Content.</li> </ul>

### Charges and Fees:

• There is a Monthly Service Fee that covers Profile Hosting, Picture and Video Hosting, Instant Messaging, Blogs, Expert's Content Broadcasting.  
 • Additionally, there are Fees associated with each of the other features like Video On Demand, Video Consultation, LIVE Stream, Email Marketing, Campaign Management. The Fee will be based on the requirements. The expert can choose one or more of these features based on their needs.

1. Taxes may apply based on the Local and US Federal Tax Rules.
2. Kaigie is providing an interactive platform and will not be responsible for Content or any other Liabilities.



## Role – Advertisers/Sponsors

FEATURES	RESPONSIBILITY(EXPERTS)	RESPONSIBILITY (KAIGIE)
<b>Profile Showcase</b>	Provide Content (Text, Profile Picture)	<ul style="list-style-type: none"> <li>• Provide guidelines</li> <li>• Host, Manage Content and Storage</li> </ul>
<b>Detailed Professional Page</b>	Provide Content (Text, Pictures, Videos)	<ul style="list-style-type: none"> <li>• Provide guidelines</li> <li>• Host, Manage Content and Storage</li> </ul>
<b>Instant Messaging (One – One)</b> Kaigie Recommends: FREE	Respond to questions from global registered patients, experts, peers	<ul style="list-style-type: none"> <li>• Ensure Privacy of Communication</li> <li>• Host, Manage Content and Storage</li> </ul>
<b>LIVE Group Chat (Text)</b> Kaigie Recommends: FREE	Chat with a group of registered patients, peers, others on healthcare subjects and issues	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage</li> <li>• Provide Chat transcript for others to view</li> </ul>
<b>Video on Demand</b> Kaigie Recommends: FREE , Paid or Sponsored	Showcase Pre-recorded videos of Surgery, Lecture, Live Stream for Patients, Peers and others to watch. Provide Content.	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage of four (4) videos per month</li> </ul>
<b>LIVE STREAM</b> Kaigie Recommends: FREE, Paid or Sponsored	Stream Live Surgery, Lectures, Product Launch, etc. Provide Content.	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage</li> <li>• Provide LIVE STREAM environment</li> <li>• Perform the shooting and streaming - OPTIONAL</li> <li>• Advice the Cost of Streaming based on requirement</li> </ul>



## Role – Advertisers/Sponsors

FEATURES	RESPONSIBILITY(ADVERTISERS)	RESPONSIBILITY (KAIGIE)
<b>Kaigie Member Email Engine</b> Whenever a new advertiser or sponsor enrolls email will be sent to all members including experts.	Provide Content	<ul style="list-style-type: none"><li>• Advice on content</li><li>• Deliver content to all registered members using the email engine.</li><li>• Host, Manage Content.</li></ul>
<b>Kaigie Member Campaign Engine</b> If an advertiser runs any campaign, the contents (video, campaign, etc), email will be sent to all members with an additional cost.	Provide Content	<ul style="list-style-type: none"><li>• Advice on content</li><li>• Deliver content to all registered members using the email engine.</li><li>• Host, Manage Content.</li></ul>

### Charges and Fees:

• There is a Monthly Service Fee that covers Profile Hosting, Picture and Video Hosting, Instant Messaging, Blogs, Expert's Content Broadcasting.  
• Additionally, there are Fees associated with each of the other features like Video On Demand, Video Consultation, LIVE Stream, Email Marketing, Campaign Management. The Fee will be based on the requirements. The expert can choose one or more of these features based on their needs.

1. Taxes may apply based on the Local and US Federal Tax Rules.
2. Kaigie is providing an interactive platform and will not be responsible for Content or any other Liabilities.
- 3.



## Role – Patients/Members

FEATURES	RESPONSIBILITY(MEMBERS)	RESPONSIBILITY (KAIGIE)
<b>Home Page</b>	Register and Upload Contents (BIO, Profile, Profile Picture)	<ul style="list-style-type: none"> <li>• Provide platform for registration and login</li> <li>• Host, Manage Content and Storage</li> </ul>
<b>Instant Messaging (One – One)</b> Kaigie Recommends: FREE for 1 year	Ask questions to a featured experts (1-1)	<ul style="list-style-type: none"> <li>• Ensure Privacy of Communication</li> <li>• Host, Manage Content and Storage</li> </ul>
<b>LIVE Group Chat (Text)</b> Kaigie Recommends: FREE for 1 year	Chat with a group of registered patients, peers, others on healthcare subjects and issues with an expert or advertiser	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage</li> <li>• Provide Chat transcript for others to view</li> </ul>
<b>Video on Demand</b> Kaigie Recommends: FREE, Paid or Sponsored	Watch Pre-recorded videos of Surgery, Lecture, etc featured by an expert	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage</li> </ul>
<b>LIVE STREAM</b> Kaigie Recommends: FREE, Paid or Sponsored	Watch Live Stream Surgery, Lectures, Product Launch, etc, hosted by an expert or Advertiser.	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage</li> <li>• Provide LIVE STREAM environment</li> </ul>
<b>LIVE Video Consultation (1-1)</b> Kaigie Recommends: FREE or PAID	•Discuss Health issues with an Expert in a Private setup without an office visit.	<ul style="list-style-type: none"> <li>• Host, Manage Content and Storage</li> </ul>

### Charges & Fees:

1. FREE Membership for all Patient till the first anniversary., subsequently two (2)dollars yearly subscription.
2. Some of the premium contents like Video On Demand, Video Consultation, Live Stream etc maybe charged, by the provider., though not recommended initially.



## Role – Investors

VISION	RESPONSIBILITY (INVESTORS)	RESPONSIBILITY (KAIGIE)
<ul style="list-style-type: none"><li>• The Kaigie team believes that this high performance cloud based interactive platform is highly scalable and can create a sustainable ecosystem between Healthcare Professionals, Patients, Advertisers and Business Partners.</li><li>• As an early stage startup Kaigie encourages individuals and corporations to be a part of this exciting venture as strategic business partner/investor - to add a new dimension to the digital healthcare business.</li><li>• Kaigie plans to offer initial public offering after 5 years.</li></ul>	<ul style="list-style-type: none"><li>• Perform the role of Brand Ambassador</li><li>• Provide Strategic Business Advise</li><li>• Product Enhancement – Suggest potential new features for future software releases</li><li>• Establish Relationship – facilitate Business Relationship with Sponsors, Individual and Institutional Investors and Business Partners</li><li>• Contribute towards Strategic Growth</li><li>• Participate as a Private Equity Investor or Institutional Investor</li><li>• Engage as a Member of the Board of Directors</li></ul>	<ul style="list-style-type: none"><li>• Provide periodic update on the progress and challenges</li><li>• Host monthly and quarterly meeting with all investors</li><li>• Maintain transparency</li></ul>

**Note:**

1. Any registered user (Expert, Advertiser, Member, Sponsor) from the Kaigie platform can be an investor .
2. Anyone who is interested to invest on Kaigie, please contact for investment opportunities.



**kaigie**



**Together We Can Make it Happen**