

CHIEFY

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Maya Ber Lerner
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Industry: Healthcare technology,
Software as a Service (SaaS)

Management:

Maya Ber Lerner, co-founder, CEO

Over 15 years in B2B key
management roles including VP
Product Management, VP
International Sales and Strategic
Channel Management

Assaf Ziv, co-founder, CTO, CIO, CISO

Co-founded drupe, a B2C company
with 20M+ users. Over 15 years'
experience in building software
products.

Seeking director of Sales

Board: Seeking members

Scientific Advisory:

Roe Ber, MD, co-founder

Neurosurgery resident, NYU Langone
Former combat pilot with
20 years' experience practicing and
teaching air force teamwork
methodologies

Douglas Kondziolka, MD

Neurosurgeon, NYU Langone
President of the American
Academy of Neurological Surgery

David Harter, MD

Neurosurgeon, NYU Langone
Director, Neurosurgery Residency
Program

Employees: 3

Finance:

Accounting/tax: JP CPA LLC

Funding to Date: \$500,000

(neurosurgeons and angel investors)

Financing Sought: \$2M

For:

Product development
Customer acquisition

Legal: H-F & Co. Law Offices

Business Description / Company Background:

Perioperative orchestration spans dozens of stakeholders that need to be perfectly coordinated for an efficient, safe and successful surgery. Team collaboration becomes more challenging with increasing complexity and technology, additional cross-functional stakeholders, and staff turnover. The result of miscommunications is operating room waste (Michigan State University and Rutgers University research shows an average of \$1800 per procedure preventable unplanned costs), patient safety risk (80% of adverse events are caused by communication failures) and inefficiency (94% of >90 clinicians we talked to reported perioperative inefficiencies and communication challenges). Chiefy is a perioperative team collaboration platform that makes it easy for surgeons, nurses, anesthesiologists and other stakeholders to align on the case plan before procedures. It allows capturing lessons, notes and feedback after procedures and drives continuous improvement. Chiefy bakes quality and communication best practices seamlessly into daily operations - improving team productivity, perioperative efficiency, and surgical quality. The product incorporates cross-industry learnings from Dr. Ber's air force teamwork expertise, as well as Agile and Lean methodologies. An NYU Langone research on the app was published in the Journal of Neurosurgery. Chiefy has been used in over 2,100 cases resulting in estimated hospital cost savings in excess of \$1M.

Market Opportunity / Unmet Need:

Over 65M inpatient and outpatient surgical procedures take place every year in the US (National Quality Forum, Agency for Healthcare Research and Quality). With an average preventable direct cost of \$1800 per procedure, the potential savings in OR efficiency improvement are over \$117B.

Products / Services – Launched & Pipeline:

Chiefy is a surgical team collaboration SaaS that is available to surgical stakeholders on mobile or web. It provides AI-powered surgical case planning, asynchronous virtual huddle and team communication on surgical plans, and just-in-time information for each team member. It eliminates manual administrative tasks, collects personal and organizational memory, and bakes quality best-practices into the daily operations.

Commercial / Technical Milestones:

- 2020 - Won NYU Langone Biomed challenge award (\$30K).
- 2020 - Company incorporated.
- 2021 - Chiefy prototype research at NYU Langone published in Journal of Neurosurgery showed 35% statistically significant reduction in last minute changes in the operating room (major equipment patient position, medication and anesthesia plan and more).
- 2022 - Over 2,100 cases on the app with estimated >\$1M savings.
- 2022 - First academic center pilot in progress (phase 1 includes surgeons, nurses, anesthesiologists and intra-op monitoring teams, with enterprise single-sign-on). Phase 2 includes EMR integration.
- 2022 - Successful IT approval by two academic centers.
- In progress: Leading academic centers in pipeline; leverages existing clinical network.

Financial Forecast (Unaudited):

- B2C2B to academic teaching hospitals and leading surgical centers.
- Case-based SaaS. Price reflects a fraction of the cost savings from improved clinician productivity and efficiency/standardization, and patient safety.
- During year 1 converting from free pilots to paying customers

	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue in thousands	\$260	\$950	\$2,450	\$6,250	\$17,000
Growth Rate		265%	158%	155%	172%
Gross Profit	\$238	\$880	\$2,286	\$5,841	\$15,930
Gross Margin	91%	93%	93%	93%	94%