

*Kirsten Hund Blair, Co-founder & CEO*  
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**Delaware C-Corp, based in NJ**

**Management:**

- **Executive Leadership:** Kirsten Hund Blair, Co-founder & CEO; Kevin McClarren, President & COO
- **Board of Directors:** Tom Amato, Co-founder & Board Chair; Kirsten Hund Blair; Chuck Hobbs; Bob Lem; Kevin McClarren; Don Parker
- **Advisors:** Stephen Ban; Ed Greene, Ph.D.; Marie O’Neill, M.D.; Vin Shelton; Janelle Spence; Joe Studholme, Co-founder; Benedikt von Schroder

**Number of Employees:** 4

**Finance:**

- **Auditor:** DBS Partners
- **Current Investors:** Jumpstart Foundry, 521 Capital, Union Atlantic Ventures, & 12 individuals
- **Financing to Date:** Over \$597K
- **Amount of Financing Sought:**
  - \$350K remaining in current raise of \$500K in Conv. Notes (10% interest) or SAFEs.
  - In 2025, we anticipate a raise of \$3M at a higher valuation.
  - Investors qualify for incentive programs from State of NJ, regardless of the investor’s location.
- **Valuation:** \$3M

**Legal:**

- Duane Morris

**Executive Summary:** OurREACH™ is a HIPAA-compliant collaborative software platform & app, with data analytics & AI. It equips healthcare & social service providers & payors to engage their patients/clients much more fully, whether intensively or "light touch," including "between visits." It's empowering & actionable for patients/clients in health & Social Drivers of Health (SDoHs). It generates new data analytics never before available to providers & payors, to improve & target programs. It saves staff time, fits into customer workflows & integrates with EHRs & CRMs. It also can stand alone. Improved patient/client outcomes lead to lower healthcare costs, crucial in preventive & value-based care, as well as lower recidivism in the reentry arena.

**Company History:** Founded in 2018, Lambent has a seasoned team with deep expertise in healthcare, social services & business. We have strong traction with customers that can be scaled & a robust pipeline. We’ve been chosen for highly selective programs, including 2024 Jumpstarter Foundry, 2024 Lion’s Den, 2023 WCBA, 2021 MassChallenge Accelerator, & SOCAP21 & SOCAP22 Programs. Our team, including Board of Directors & Advisors, has 9 successful exits.

**Market Opportunity / Unmet Need:** \$3.7 billion in Total Addressable Market, built from the bottom-up, regarding {total number of organizations, segmented by size & type} X {\$ for potential revenue/org for Lambent}: 1) \$801 million for Healthcare, covering community health centers, hospitals & payors; 2) \$2.6 billion for Social Services spanning family services, and 3) \$279 million for Reentry programs from jails & prisons. In each case, we address both the needs of the orgs. & those they serve.

**Products/Services – Launched & Pipeline:** Six flagship orgs. (five social services & one reentry) are customers. We have a strong pipeline in healthcare, social services & reentry; we plan to secure additional flagship accounts & build out in regional & national networks. We’ve partnered with Viocare (nutrition assessment company) as a strategic partner for social services & community health (incl. together receiving a food security grant from State of NJ). We are also allied with pediatric leader CAHMI.

**Commercial / Technical Milestones:** Our next milestones will be to secure flagship accounts in a community health center & in a hospital. We also plan to scale into the networks of our re-entry & social service customers.

**Intellectual Property:** We own our IP & vigorously protect it, via copyrights & confidentiality / invention assignment / non-compete agreements.

**Competition:** Enterprise portals (in EHRs & CRMs) don't robustly engage families. Retail apps for parenting, health & goal-setting don't significantly connect with providers/payors or address SDoHs. Referral & assessment tools target different parts of the provider workflow. No other tech engages families as fully on pain points in health & SDoHs, while still equipping providers/payors.

**Financial Projections (Unaudited) 2023 Actual; Others Projected**

	2023	2024	2025	2026	2027	2028
Revenue	\$21,600	\$327k	\$4.3m	\$20.9m	\$59.8m	\$102.1m
Gross Profit	\$17,103	\$271k	\$3.6m	\$18.3m	\$52.3m	\$90.9m
EBITDA	(\$24,377)	(\$65k)	\$1.3m	\$6.5m	\$19m	\$33.7m
Net Profit	(\$21,517) incl w-o	(\$65k)	\$929k	\$4.7m	\$13.8m	\$24.4m