Medicaid Guru

Medicaid Made Easy
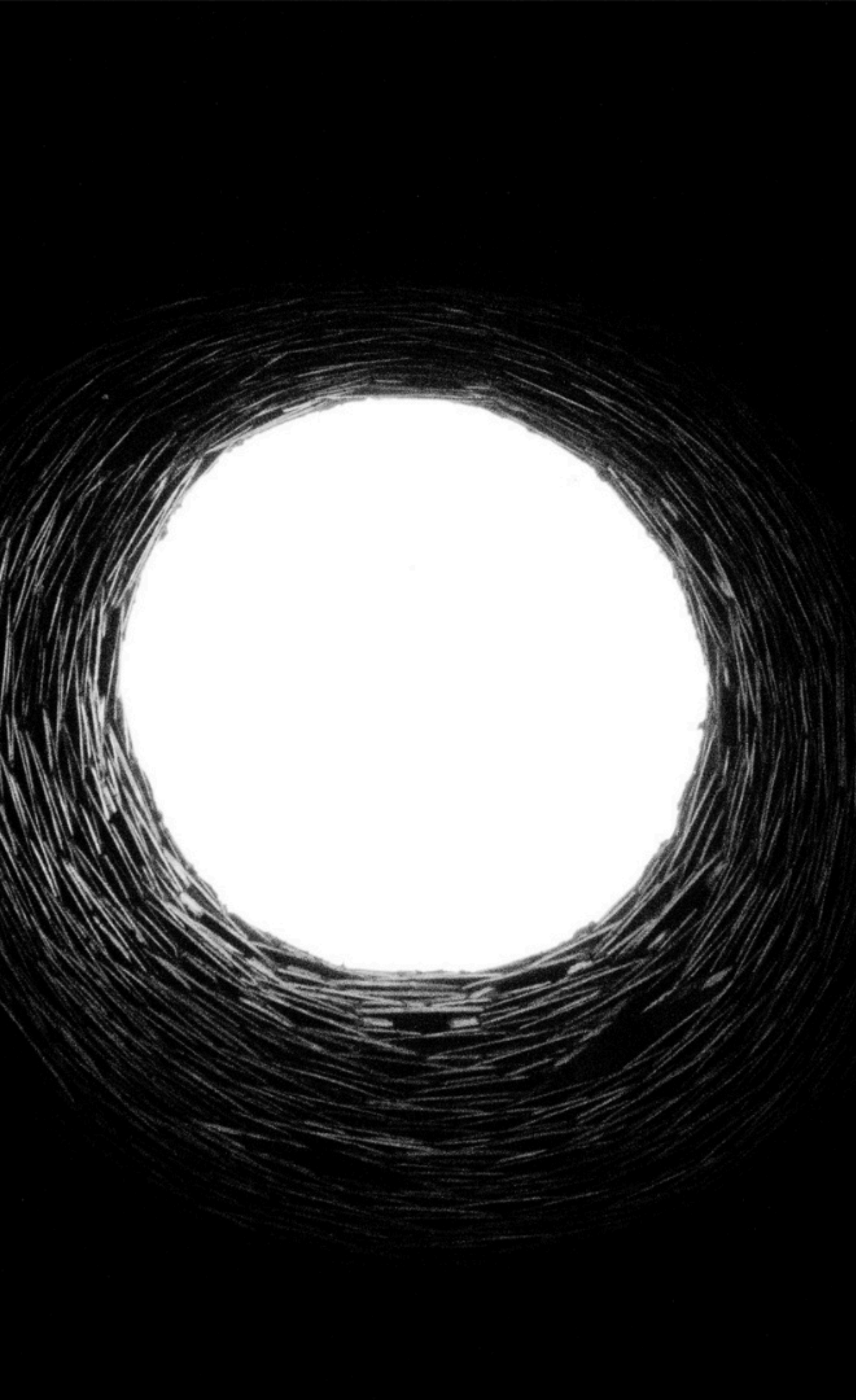
Meet the Team

Sam - Founder of Advanta, a medicaid consulting firm servicing the Tri State area for over 5 years.

The Opportunity

Millions of individuals nationwide turn to Medicaid as a vital financial resource for their long-term care requirements. However, the intricate maze of state and federal regulations presents a formidable challenge, compelling many applicants to invest thousands in advisors and attorneys to navigate the process. Those unable to afford such professional guidance often find themselves adrift, with blogs and search engine results as their sole beacons of information. This lack of proper guidance significantly increases the risk of application denials. Consequently, there's an urgent and clear demand for a more accessible and user-friendly alternative to assist in the Medicaid application process.

Applicant Profile

Long Term Care Medicaid full enrollment	Current enrollees	11,000,000
LTCS	Long Term Care Services	1,900,000
HCBS	Home Care Based Services	7,400,000
Yearly Increase	2013-2023	400,000
Average lifespan of LTCS		1.1-2.2 Years
Approx. New yearly applicants		2,000,000

The Solution

Medicaid Guru represents a groundbreaking solution in the form of an advanced AI-driven Large Language Model (LLM), meticulously crafted to steer applicants through the complexities of the Medicaid application process. For a modest monthly fee, this innovative platform offers comprehensive guidance not only for initial applications but also for subsequent redeterminations. This approach empowers users to confidently pursue their essential healthcare benefits without the daunting prospect of navigating the system solo or the financial burden of spending thousands of dollars they may not have. Medicaid Guru stands as a beacon of support, demystifying the Medicaid application process and making it accessible and manageable for all.

Pre Paid Burial

$30 Billion Float Capital

By allowing users to proactively manage their burial expenses, we not only provide peace of mind and financial planning convenience but also establish a new revenue stream for the platform. Funds paid for these services will be securely held in a trust fund, where they are invested in legally compliant, safe investment options. This approach not only ensures the safety and growth of these funds but also creates a continuous revenue source through the accrued interest. This feature not only aligns with our commitment to offering comprehensive Medicaid guidance but also positions Medicaid Guru as a forward-thinking leader in the industry, catering to the evolving needs of our users while simultaneously tapping into a profitable and ethically responsible financial model.

$1.1 Billion

ANNUALLY, WITH 2.0 MILLION USERS EACH PAYING $69.95 PER MONTH OVER AN EIGHT-MONTH PERIOD, THE GENERATED REVENUE AMOUNTS TO AN IMPRESSIVE $1.1 BILLION.

$878 Million

PROCESSING 11 MILLION ANNUAL REDETERMINATION APPLICATIONS AT A RATE OF $39.95 FOR A TWO-MONTH PERIOD RESULTS IN A GENERATED REVENUE OF $878 MILLION.

$1.5 Billion

WITH AN ESTIMATED 5 MILLION YEARLY PRE-PAID FUNERALS, ASSUMING A 5% RETURN ON THE INVESTMENT FLOAT, THE PROJECTED REVENUE GENERATION STANDS AT $1.5 BILLION

Raise Use:

Our initial funding will be strategically allocated to several key areas to ensure a robust launch and sustainable growth. Firstly, we will focus on the development of our platform, starting in New York State, which will serve as a launchpad for our subsequent nationwide expansion.
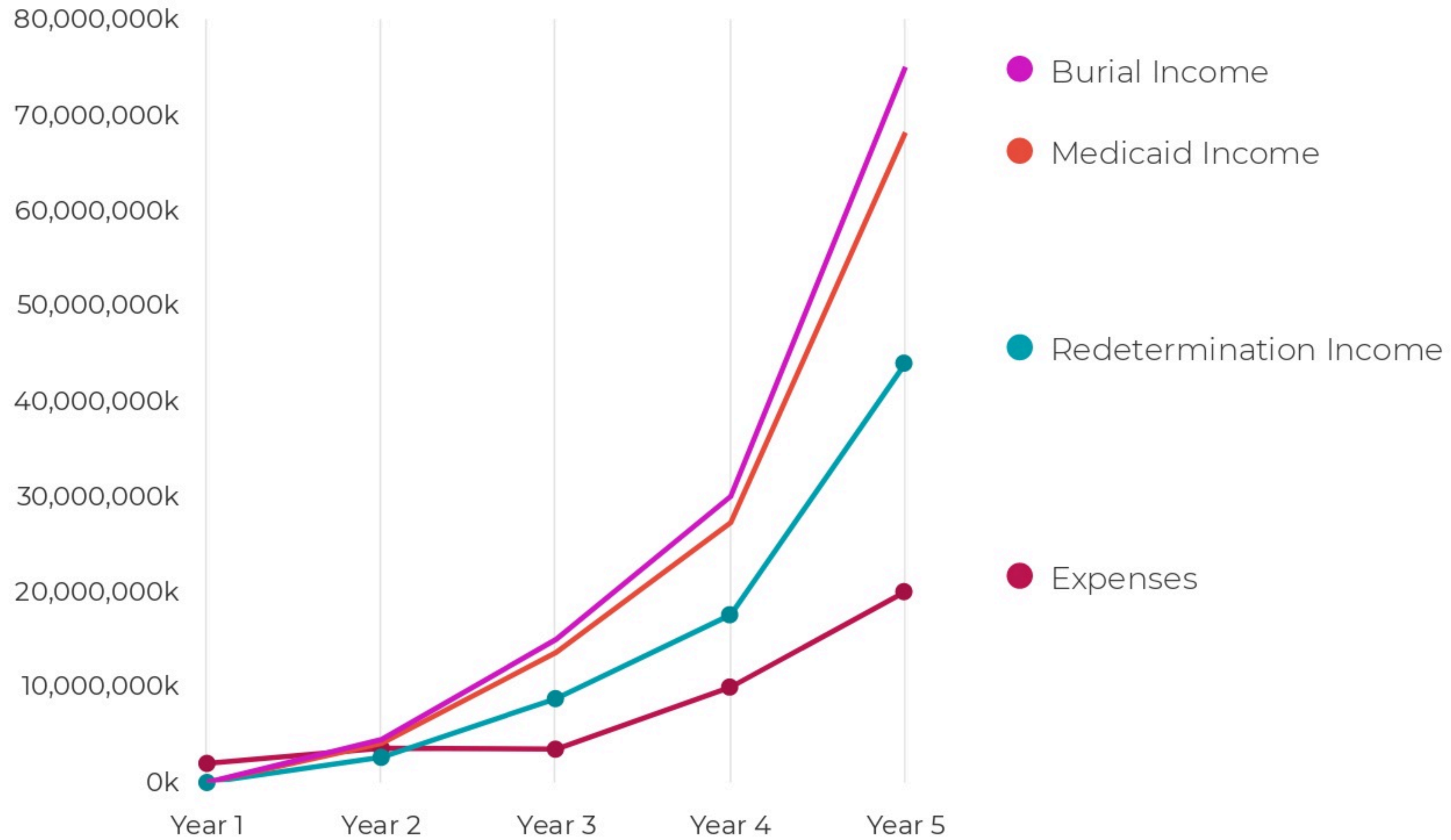
In parallel, a significant portion of our budget will be dedicated to marketing efforts. This includes a comprehensive pay-per-click (PPC) advertising campaign aimed at increasing visibility and driving user engagement.

Additionally, we plan to invest in direct sales initiatives targeting healthcare facilities, where we anticipate a strong interest in Medicaid Guru as an essential tool for their patients and clients.

Another critical aspect of our expenditure will be engaging a legal consultant. This expert's role will be to ensure that the Medicaid Guru platform accurately incorporates and stays current with the complex web of state and federal Medicaid laws. This will not only enhance the reliability of our service but also provide our users with the most accurate and up-to-date guidance possible.
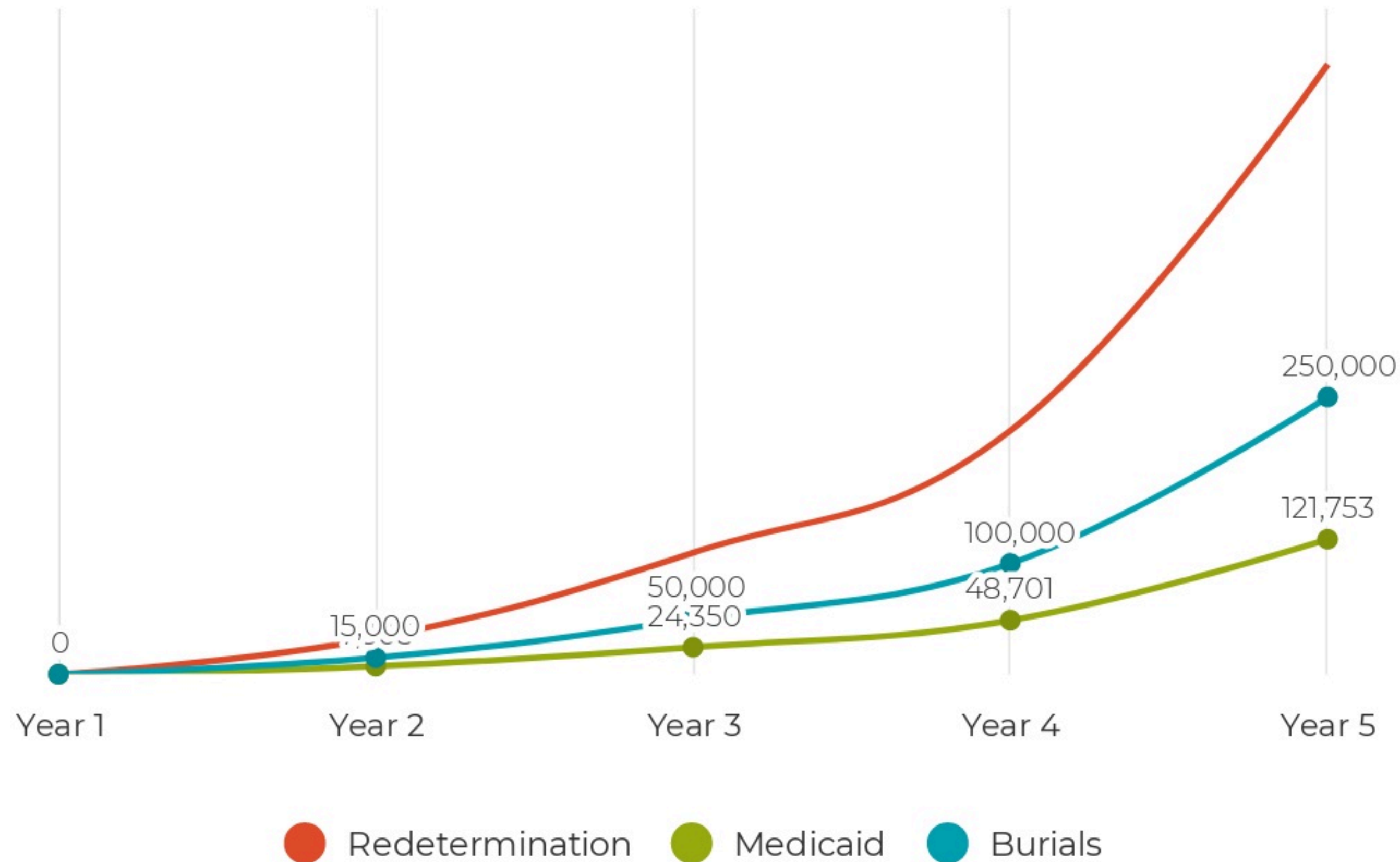
Through these focused investments, we aim to establish Medicaid Guru as a trusted, efficient, and user-friendly solution for Medicaid applicants, paving the way for a successful expansion across the United States.

Performance

Legend:
- Burial Income
- Medicaid Income
- Redetermination Income
- Expenses

Y-axis: 0k, 10,000,000k, 20,000,000k, 30,000,000k, 40,000,000k, 50,000,000k, 60,000,000k, 70,000,000k, 80,000,000k

X-axis: Year 1, Year 2, Year 3, Year 4, Year 5