

**Medcurio's VennU Access Platform enables superior digital automation & use of AI for health system clinical, financial & operational processes.**

*Saves money. Reduces time. Increases revenue. Improves Healthcare.*

## SNAPSHOT

**Industry:** Health Technology

**Domain:** Real-time Access to All Epic EHR data to support AI & Automation

**Secret Sauce:** VennU Access gives fast, easy, flexible real-time access to all Epic EHR data with no-code APIs. 4 pending patents

**Clients:** 9 health systems, \$150B combined annual revenue

**Competition:** None

**Market:** Health systems, HIT Vendors, & IT platforms (e.g., SFC): TAM, SAM, SOM of \$5B, \$1B, \$250M

**Business Model:** Multi-year 90% of revenue from enterprise Licensing

**Pre-Series A Investment:** \$1.3M SAFE, 25% discount on Series A. \$750K committed with \$400K from AMA's 2047 Accelerator

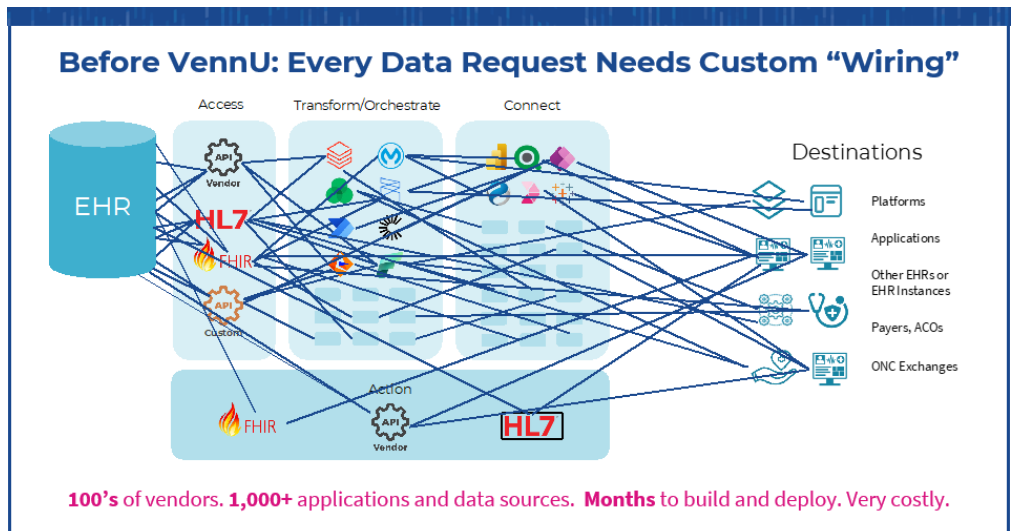
**Use of Funds:** Marketing, sales, ops & managing Salesforce relationship

**ARR:** Break even by 2025

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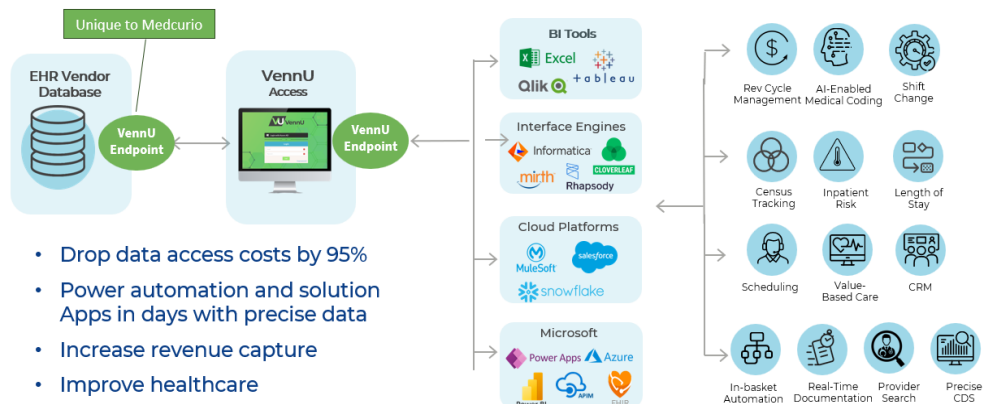
**Problem:** Epic EHR data are locked away, limiting advances in use of the EHR with AI and other digital solutions. Existing real-time EHR interoperability tools are difficult, costly, and limiting - severely stunting innovation.



**Solution:** Medcurio's VennU Access platform equips health systems with easy, fast & flexible real-time access to all Epic data in a way that successfully and consistently drives digital/AI automation solutions. The patent pending VennU Access platform rapidly generates, deploys, and maintains codeless APIs, powering **any** digital solution with **precise on-time** data. VennU's no-code technology eliminates the need for costly programmers and enables health systems and HIT vendors to do in hours what used to take weeks-months. VennU APIs can be modified & re-purposed in minutes. Moreover, APIs can be exported and adapted across EHR instances. Click here, [VennU Access](#), to see how it works.

## After VennU: One Endpoint for All APIs Simplifies Data Access

Do More with Epic. Do More with HIT Apps. Do More with AI.



**Business Model:** 90% of revenues from multi-year licenses. TAM of \$5B+, SAM of \$1B, and SOM of \$250M. VennU Enterprise license is based on a health systems annual revenue and ranges from \$100K to \$280K per year for one production database. Clients have the option for a **Let’s Get Started & Demonstrate Value** project for \$10K-\$28k+. Separately, in our Salesforce (SFC) partnership, health systems can purchase a ‘Restricted Use License’ for SFC CRM that includes the VennU-SFC app.

**Target Market:** *Now:* Health systems using the Epic EHR. *2025:* Systems using Meditech and Oracle EHRs and HIT Vendor connections to VennU.

**Sales and Marketing:** Concurrently expanding the IRL direct and digital sales and marketing by combining employees with contractors, optimizing and expanding partnerships, and expanding into the clinical trials/research life sciences market. VennU technology is currently optimized for **Intersystem’s** IRIS technology used by health systems with an Epic EHR, which represents ~70% of the market. In Q3-2025 VennU will be adapted to Meditech, that also uses **Intersystem’s** IRIS Technology, and to Oracle EHR. Medcurio is a partner with **Salesforce** and **Microsoft**, works with **Prominence Advisors** (KLAS #1) for customer support and product upselling, and works with RSM International in co-selling their **AI In-basket Automation App**.

**Competition:** None. Other like Redox, Rhapsody, and MuleSoft, sell existing 10+ year-old EHR interoperability technologies re-packaged with substantial support services.

*VennU is the only real-time EHR interoperability technology that:*

- 1) Uses codeless APIs*
- 2) Uses a single endpoint to the EHR database for all APIs*
- 3) Gives access to 100% of EHR data*
- 4) Modify APIs in minutes*
- 5) Export APIs to other EHR instances*
- 6) Automatically manages APIs affected by schema changes*


**Management:** *Walter ‘Buzz’ Stewart, PhD, MPH, CEO* has start-up success

(e.g., bootstrapped IMR to a \$30M exit) and spent 16 years founding and leading R&D centers for data analytics and digital health at Geisinger (2003-12) and Sutter Health (2012-18). Co-founder *Kristen Wilson-Jones* was Sutter’s VP, Data Services for 10 years and CTO of the R&D Center. *Christa Bruce, COO* teamed with Buzz at Geisinger and Sutter and has expertise in operations and health system change management and tech adoption. *Douglas Goldstein, Chief Growth Officer*, has served as an executive leader with health tech companies, health systems and consulting leaders specializing in health innovation and commercialization.

**Projections & Milestones:** based on projected capital rounds of \$1.3 pre-series A in 2024 and \$5M Series A financing in mid-2025.

YEAR	2024	2025	2026	2027
ARR	\$900,000	\$2,807,000	\$6,350,000	\$16,760,000
Expenses	\$(2,124,500)	\$(2,750,000)	\$(5,812,500)	\$(8,512,500)

**Status & Timeline:** With two-years of successful efforts to form partnerships and recent successes engaging the largest health systems in the US, Medcurio is positioned for accelerated growth in recognition and revenues. Current investments will support continued efforts for a scalable approach to sales funnel development, software licensing, customer support and success, and upselling.



**Revolutionary EHR Data Interoperability**  
Enables access to all EHR data at 5% of the usual cost & time  
Makes it so much easier to develop, deploy, modify, and maintain apps in production

Time and Costs	VennU APIs	Cashe Coded - Custom APIs
Time to create & deploy an API	Hours - Days	2-6 Months
Time to modify an API	Minutes - Hours	2-8 weeks
Cost to create an API		\$20,000 per API
Cost to modify an API	A fraction of the Custom API cost	\$8,000 per API
Cost to maintain an API		\$4,000 per API
Transaction Costs	None	Only for EHR vendor APIs
Managing schema change	Automatically detected	Detected when an App breaks
Scaling across EHR instances	Hours	Weeks to Months

## OUR STORY AND BUSINESS OPPORTUNITY


Automation is the key to solving healthcare's persistent challenges. AI and other software advances are expected to leverage the \$100B+ investment in electronic health record (EHR) data to drive workforce, patient experience, and financial solutions. The automation revolution will come alive when it is **easy** to fuel solutions with precise data when, where, and how it is needed. We know this from our 16-year digital health R&D journey at Geisinger and Sutter. Trying to get precise real-time data required endless work, blew budgets, and killed solutions. The technologies that we used then are the ones widely used today by Redox, Rhapsody, MuleSoft, and others. They remain inadequate to power the automation that will transform healthcare. We launched Medcurio to meet healthcare's modern needs to power transformation with real-time data.

Limits to real-time EHR data interoperability severely constrain the EHR-HIT solution ecosystem from substantially improving the effective use of EHRs and from meaningful digital transformation. While EHRs are the cornerstone to digital transformation, real change will be powered by HIT solutions. Advances in no/low-code tools are making it easier and easier to create solutions that will enhance and expand EHR functions, mitigate adverse effects of EHRs, and use data outside the EHR to expand digital transformation. But this kind of change requires effective EHR-HIT communication, where the real-time use of EHR data serves as the lifeblood to optimize complementary strengths. Market leading HIT solutions need to be easily and securely fueled with precisely the right data, at the right time and where it is easy to maintain and modify the data as the solution itself is updated or improved. This is not possible with existing standardized tools.

Medcurio eliminates barriers to real-time EHR data communications between EHRs and HIT solutions and enables an eco-system that enhances and expands EHR functions, mitigates adverse effects of EHRs, and enables HIT solutions to get work done with real-time data. Our VennU Access platform is self-serve and the only no-code API technology that integrates with EHRs. VennU Access is used to rapidly generate, deploy, and maintain codeless APIs powering any digital solution with precise on-time data. What takes weeks-months with existing tools can be done in hours-days at a fraction of the cost. With VennU, health systems easily access any of their EHR data to optimize EHR and HIT solution synergies with APIs that: 1) are created and deployed with clicks not code; 2) can be modified in minutes to keep pace with software changes; and 3) can be re-used and scaled across EHR instances. VennU Access is also designed to complement and easily extend uses of HL7 and FHIR interoperability.





### Medcurio VennU Platform

Imagine Accessing EHR data with 95% Less Effort



<b>Precise 100% real-time data access</b>	<b>Securely get any EHR data just as you need it</b> NO data Gaps or Bloat and unlimited precision in defining what data are needed when
<b>Easy, fast &amp; low cost to use</b>	<b>Configure &amp; deploy APIs without a line of code</b> Build, deploy, and modify APIs and triggers – in hours to days with minimal cost and maintenance.
<b>Build once, re-use again &amp; again</b>	<b>Multiply the value of initial work</b> Easily reuse & adapt APIs for new projects or new EHR instances – getting a multiple return on work done the first time.

Our Partners:



Find us in the **Azure Marketplace**

**InterSystems**  
Solution Partner  
Partner Directory

Medcurio is backed by HealthDAT, a venture studio founded by the American Medical Association.

**HEALTH 2047**

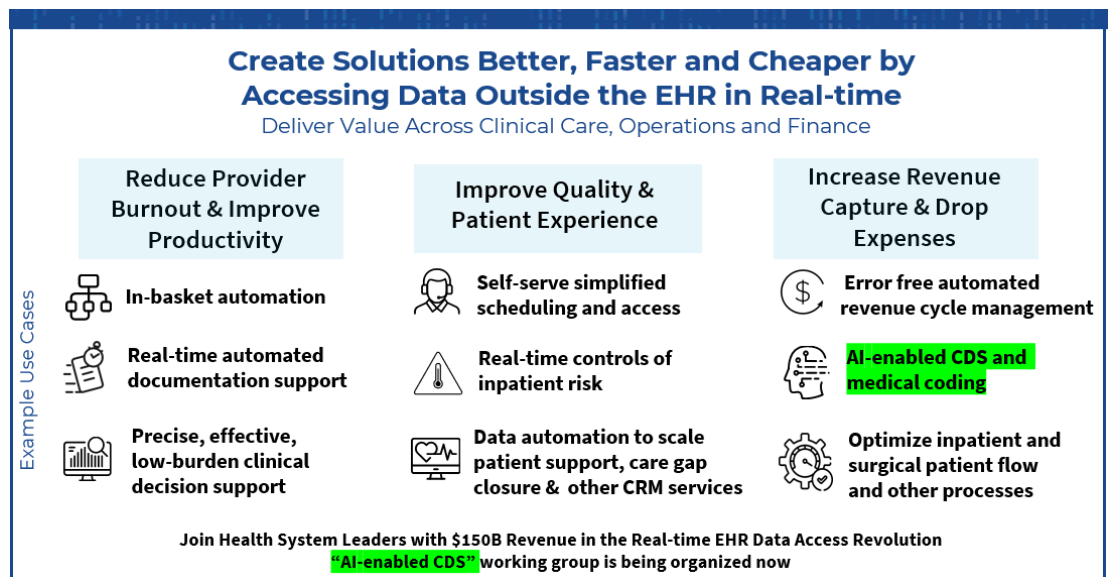
**AUTOMATION AND REAL-TIME DATA:** Stunning advances in no/low-code AI-enabled software technology tools are making it easier and easier to create solutions designed to automate manual and cognitive human processes. But a solution designed to automate only works when it is fueled with precisely the right data, at the right time.

And it only works consistently when it is easy to maintain and modify the data as the solution itself is updated or improved.

Today, the kind of real-time EHR data precision required to drive automated solutions in healthcare is impossible. Less than a third of EHR data can be accessed in real-time with existing tools. These tools are costly, cumbersome, and time-consuming to use, modify, and maintain. Endless time and resources are spent keeping sub-optimal solutions working as user interest decays to nothing.

Sophisticated software/data cloud platforms like those offered by Salesforce (SFC) and Microsoft (MSFT) are increasingly used in many business sectors to automate. Adoption and use of these platforms by health systems is constrained because it is too difficult to fuel platform-designed solutions with the right data at scale. HIT Vendor start-ups continue to fail because the substantial time and effort required to integrate their solutions with real-time data limits how much can be invested in developing the actual solution.

**REVOLUTIONIZING HOW DIGITAL IS POWERED:** Medcurio makes it **easy** for health systems to use their EHR data to get work done with third party solutions and ones they develop on their own. Our VennU Access platform is self-serve and is used to rapidly generate, deploy, and maintain codeless APIs powering any digital solution with precise on-time data. What takes weeks-months with existing tools can be done in hours-days at a fraction of the cost. With VennU, health systems easily access any of their EHR data to unlock use case solutions that: 1) are created and deployed with clicks not code; 2) can be modified in minutes to keep pace with software changes; and 3) can be re-used and scaled across EHR instances. VennU is also supercharged with Atlas, a starter kit of APIs and SFC and MSFT connectors, accelerating time to putting data into action. The VennU experience transforms what an organization envisions doing with automation and AI. For example, through easy and fast access and control of their EHR data, health systems have rapidly scaled integration of EHR data with SFC-CRM for patient support and care protocols - saving call agents hours of time searching for data, doubling the amount of outreach to new and managed patients, and improving patient experience.



**BUSINESS DEVELOPMENT:** Medcurio has nine large health systems (e.g., CommonSpirit, Mercy, Fairview) customers using VennU, two of which serve as product development partners. Currently terms are being negotiated with Kaiser/Risant and planning discussions are in process with other health systems. (*request customer list as needed*).

Medcurio pairs a channel partner strategy alongside direct sales for a scalable approach to sales funnel development, software licensing, customer support and success, and upselling. **1) Salesforce (SFC)**, Medcurio is developing an on-platform application to seamlessly interface VennU with Health Cloud. For the first time, health systems will be able to stream any EHR data to rapidly unlock and diversify CRM patient support and services, minimize wait time, and offload integration expenses. SFC has a dedicated alliance partner to guide and promote the VennU-for-SFC app to SFC account executives and sales engineers. **2) Microsoft (MSFT)**,



Medcurio is designated a “transactional” partner and can directly sell VennU from the MSFT Marketplace to current MSFT customers. MSFT has dedicated Independent Software Vendor (ISV) resources to promote VennU and the Power Connector (that makes it easy to link VennU with any MSFT Power solution) to MSFT account executives and sales engineers. Of note, Medcurio was nominated to the MSFT Accelerator program, a more systematic pathway to health system customers. **3) Prominence Advisors (PA)** serves as Medcurio’s system integrator partner. They support current and new customers to accelerate and expand use of VennU with SFC, MSFT, and other products. This partnership allows Medcurio to maintain critical customer relationships while limiting its customer support costs. Further, the arrangement aligns incentives for PA to drive customer use of VennU and driving overall LTV of each customer through upsell enterprise licenses and other products. (*Channel partner references available upon request*).

**PROJECTIONS and FUNDRAISING:** Health systems are the initial customer segment. There is an increased urgency by the larger health systems to leverage their investment in EHR data to drive AI-enabled automation; a trend that is even more evident in the 70% of systems using Epic. Medcurio’s VennU technology is adapted for use with the Intersystem’s Cache database so that customers can, for the first time, completely and with ease, unlock their own Epic EHR data. Medcurio is positioned to support the rapid growth in health system interest in AI given its robust channel partner strategy, development partnerships, and initial multi-year large system customers.

The company is raising a \$1.3M SAFE with a 25% discount to support: 1) the development of the VennU-SFC application; 2) week-to-week management of SFC channels to account executives and health system prospects; 3) expanding channel opportunities with MSFT; 4) managing Kaiser/Risant multi-system implementations along with other active prospects; and 5) upselling customers to enterprise licenses. automated solutions powered by VennU that we will co-sell, co-own, and own to accelerate revenue growth.



Improve healthcare quality and processes with real-time EHR data access to power AI and automation solutions powered by your team and Medcurio’s VennU platform



- **Save time** - Implement in days not months
- **Reduce costs** - Drop data access costs and resource use by 90%
- **Increase Revenue Capture** - while optimizing clinical, financial and operational performance

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