



Company Name: Xplosion Technology/Greens
Location: 1803 Ambassador Court,
Missouri City, Texas
Founded: 02/2017
Team: Kehlin Swain & Isis Ashford

Website Link: [Greens.health Website](https://www.greens.health)
Product Link: https://www.canva.com/design/DAFoX8y-LEE/VclhbzaLHi9C2mKEr7lJhA/view?utm_content=DAFoX8y-LEE&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink
Funding to Date: \$750,000

Opportunity Overview

Business Summary:

Xplosion Technology is a mHealth company dedicated to bridging healthcare disparities in vulnerable communities through innovative digital solutions. Leveraging advanced AI and mobile platforms, Xplosion focuses on enhancing medication adherence and streamlining health screenings, particularly for chronic diseases and SDOH. Through strategic partnerships and a commitment to equity, Xplosion aims to revolutionize patient care and drive positive health outcomes.

Team Details:

The Xplosion team is led by Kehlin Swain, a three-time Private Investigator and CEO who has successfully secured \$600,000 in SBIR grants from the National Science Foundation and Air Force in less than 12 months. Isis Swain, a serial entrepreneur, brings her expertise in business growth, having propelled her previous fitness brand to \$500,000 in sales within a short span of 10 months. The team has a proven track record in accelerator programs, consistently receiving follow-on funding from investors.

Investment Thesis:

Xplosion Technology, a scalable SaaS digital health company, targets diabetes care gaps, especially in adolescents, using data-driven AI. With a mission-centered approach to health equity, an experienced team, and early market validation, Xplosion caters to the growing demand for advanced digital health platforms with a B2B2C business model.

Notable Risks and Concerns:

- Can this team be reimbursed or contracted for services by Medicaid?
- What is the regulatory plan for the go-to-market strategy?
- Can this team improve the accuracy of the AI system and enhance patient adherence?

Company Overview

Product Summary:

Xplosion Technology/Greens is a cutting-edge digital health platform tailored for adolescent diabetes management, emphasizing health equity and inclusivity. Harnessing machine learning and real-time data analytics, it offers personalized tools like pre-bolus reminders, tailored educational content, and a robust family/peer support system. Additionally, our dashboard provides managed care organizations with vital data points, enabling them to identify areas for improvement and deliver superior patient care. This seamless integration with clinician portals ensures efficient communication and remote monitoring.

Market Opportunity:

The market size for diabetes management solutions, particularly targeting adolescents, is substantial and growing. With over 1.1 million children and adolescents living with type 1 diabetes globally, and 244,000 in the United States alone, there is a large potential customer base. Additionally, the digital health market for diabetes management is projected to reach 36 billions of dollars by 2028. Xplosion's focus on health equity and its comprehensive platform positions it well to capture a significant share of this market and make a positive impact on the lives of adolescent diabetes patients. We are poised to seize the opportunity presented by recent CMS policies to promote Health Equity and Value-Based Care

Go-To-Market:

Our go-to-market strategy zeroes in on forging strategic alliances with outpatient clinics and hospitals catering to BIPOC communities on government insurance, especially those residing in food deserts and situated 10+ miles from their nearest pharmacy. Recognizing the challenges clinical teams face due to the overwhelming cases linked to social determinants of health, we streamline their process. We assist in swiftly pinpointing and addressing these determinants by collaborating with local nonprofits equipped to meet these needs. We specifically target Managed Care organizations in the Southeast, home to over 9.3 million diabetic members. This approach not only offers a vast platform to serve a substantial demographic but also ensures that healthcare providers can more efficiently close health disparity gaps.

Traction / Business Model / Revenue Streams:

Xplosion Technology has achieved significant milestones, including receiving a \$370,000 NSF & Alabama SBIR Phase I grant, participating in the Gener8tor accelerator, securing \$5k pilot programs with Children's of Alabama and Camp Seale Harris, and landing a \$75,000 pilot contract with the Airforce. Team has raise \$380k in equity notably from Gener8tor and Techstars Accelerator. Their business model focuses on improving diabetes management through a platform for patient engagement and personalized feedback, generating revenue from \$2600 annual subscription fees charged to insurance and health providers. Direct sales to hospitals and insurance providers, along with partnerships with diabetes camps, aid in customer acquisition, while scaling involves expanding language support and R&D efforts.

Competition:

Competitors are Nutrino , Unite.us , Yumlish, and Undermyfork. Xplosion Technology differentiates itself by specifically targeting adolescent diabetes management with a deep emphasis on health equity. Unlike other platforms, we utilize advanced machine learning for personalized health coaches and offer managed care organizations a unique dashboard to optimize patient care. Our integrated approach with clinician portals and commitment to reducing health disparities sets us apart in the digital health arena.