



Intelligent Front-Desk Automation *for* SMBs



**Wendi is a *digital assistant that automates* the front-desk for SMBs.**

In our first vertical, *healthcare*, “administration” represents an \$812B annual cost to practices — *a sum 13% greater than the entire US defense budget.*

Intelligent Front-Desk Automation for **SMBs**

## *Problem*

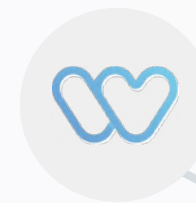
**The "Great Resignation"**  
has left most American businesses  
overwhelmed...

...understaffed and struggling to keep up with customer calls, texts, emails, requests, appointments, and administrative tasks.

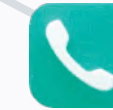
In healthcare, this problem is magnified by complexity.

# Solution

**A multi-channel digital assistant** who intelligently converts leads into customers and automates the ongoing customer:business relationship.



## Responds to Calls.



*Wendi: "Sorry we missed your call! But, I'm Wendi, a digital assistant - let me see how I can help."*

*Patient: "Great, can you tell me if you take Aetna insurance?..."*



Hello, I would like to setup an appointment for this week.

Wendi: I can help you schedule an appointment. Does Wednesday, 11am work for you?

Yes, thank you!

## Available via SMS.



## Can live on the Web.

Dr. Office

(323) 879-7564

✕  
CLOSE



Nice to meet you! Let me get a bit more info so I can see if we're a good fit for you.

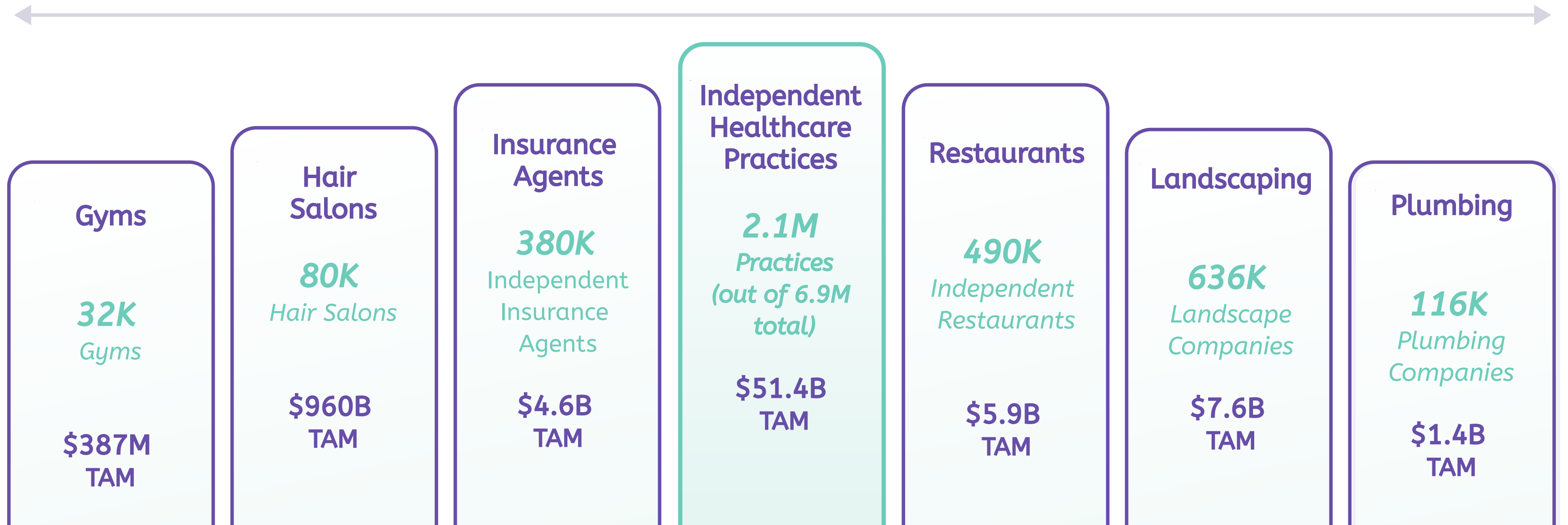


 Patient Inquiry Form

# Total Addressable Market



HORIZONTAL EXPANSION OPPORTUNITIES



# Features



## Automation

- **Responding to customer/patients**
- **New patient screenings**
- **Insurance verification**
- **Scheduling** (new and existing patients)
- **Intake paperwork** (e-signable documents + assessments)
- **Cancellations/ rescheduling**

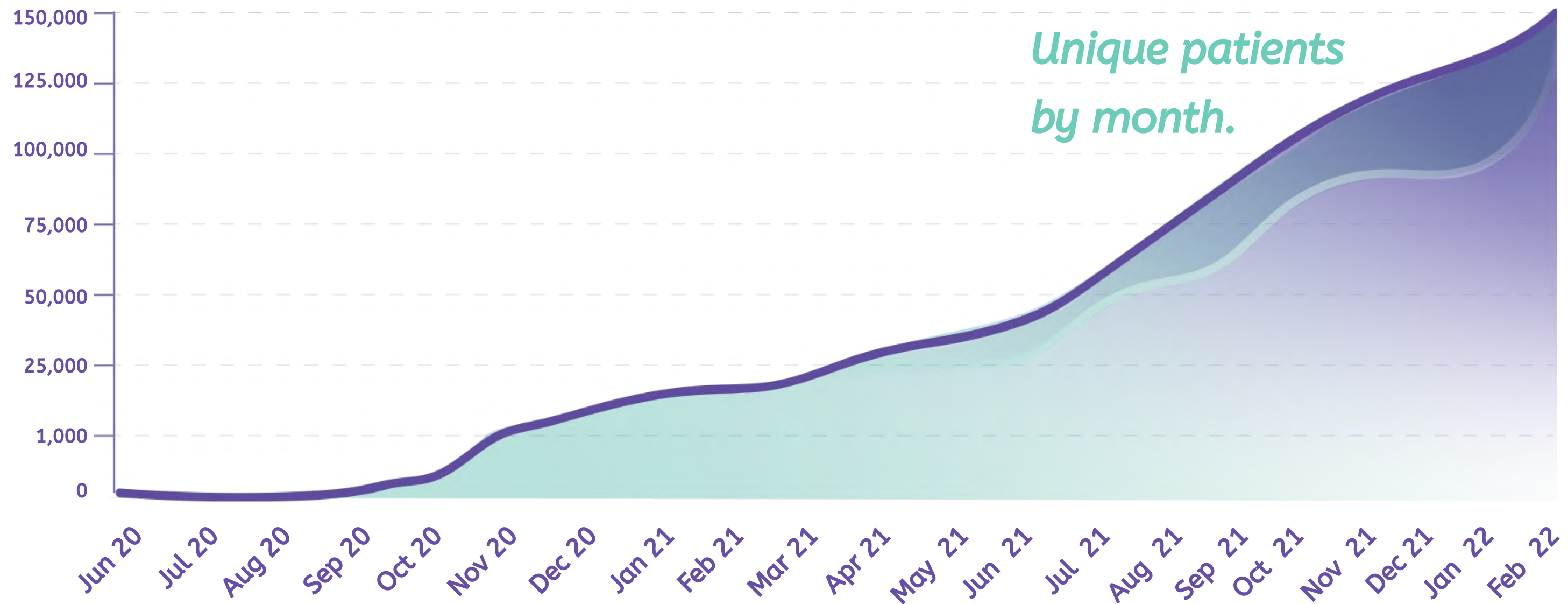
## Technology

- **Insurance Benefits-Aware Chatbot:** While several web and SMS-based “chatbots” exist in healthcare, none are “benefits-aware.”
- **Multi-Channel HIPAA-Compliant Telecom:** Fully integrated web chat/SMS/telephony that provides a ubiquitous digital entry point for patients.
- **“WendiNet” for Groups:** Wendi screens patients clinically and financially, and match patients to providers.

# Traction



- Wendi launched summer, 2020, and has since grown to support **170 practices nationwide**.
- Wendi now interacts with **150,000 patients a month** (Jan. 2022)



# MRR & Projections



# Funnel Metrics



*\*From recent marketing cohort*



- ❑ ACV \$2,388
- ❑ Sales Cycle 3 weeks
- ❑ Lead > Schedule Demo > Demo > Free Trial
- ❑ Revenue Churn: 2.75%
- ❑ Logo Churn: 3%

# Current Customer Profile

**Any Independent Healthcare Practice (non-hospital)**

**Average size:** 1–10 clinicians

**Examples:** psychiatrist, group counseling center, primary care clinic, chiropractors, physical therapy centers

**Key pain points:** understaffed administratively, miss 50% of phone calls, front desk always overwhelmed, insurance verifications and paperwork are tediously time-consuming, hiring extra staff is cost-prohibitive (a trend amplified by the Great Resignation)



# Total Addressable Market

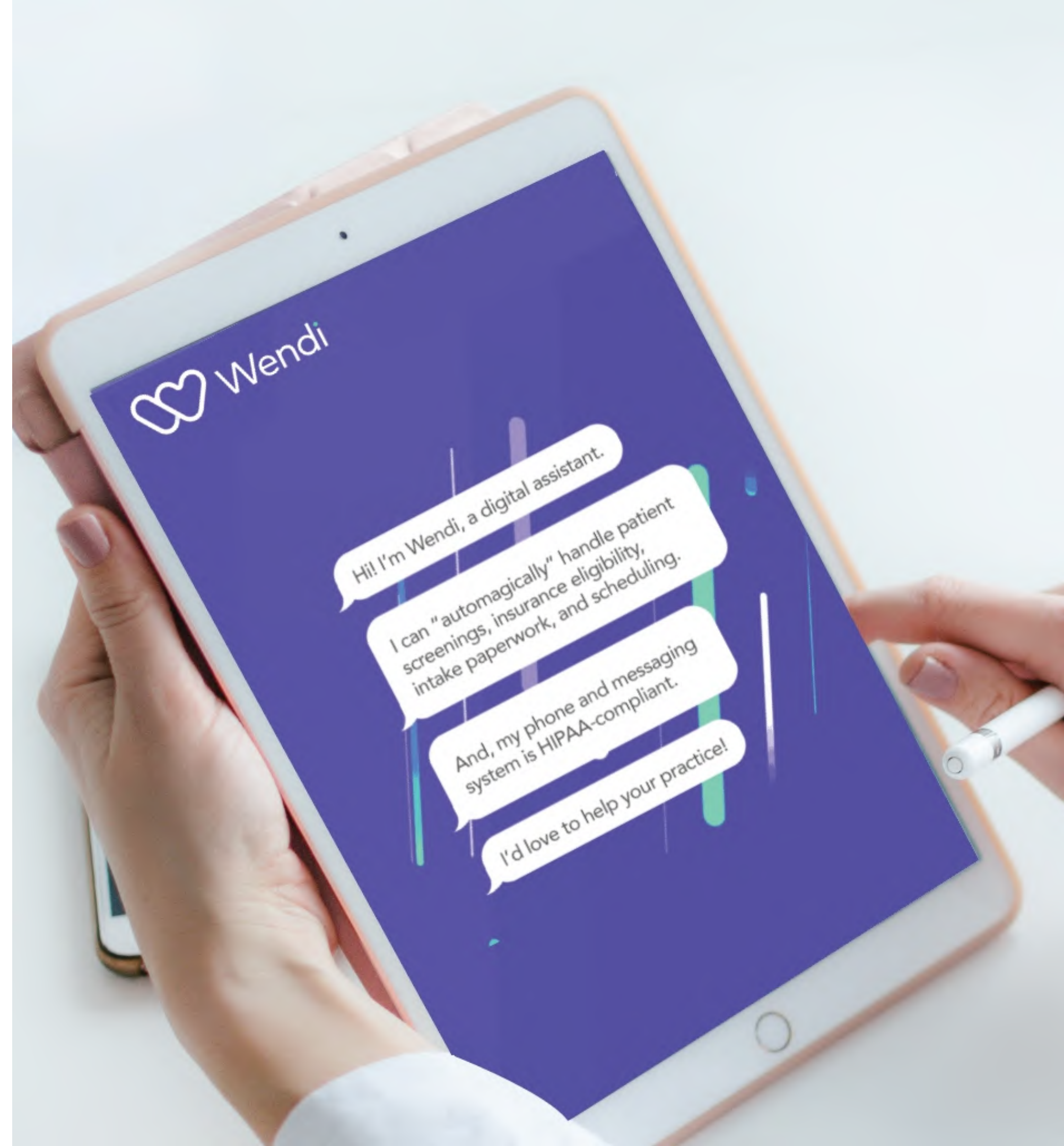
- **2.1M** independent, non-hospital healthcare practices
- **Collectively spending \$357B** on administration annually
- At a target **\$2k/mo price-point**, Wendi's TAM = **\$50.4B**



# Pricing - Current

Based on Practical Size

- ☐ **1 to 5**      \$199/mo
- ☐ **6 to 10**    \$299/mo
- ☐ **11 to 20**   \$499/mo
- ☐ **21+**        \$599/mo



# Product Roadmap



**Q3, 2022:** Launch first EHR integrations

*\$200 increase in monthly price per provider who uses that EHR*







































**Q4, 2022:** Launch deeper automations based on EHR integrations (improved scheduling, appt. reminders & follow ups)

*\$150 increase in price for Wendi "second-mile" automations*

**Q1, 2023:** Launch intro first non-healthcare vertical



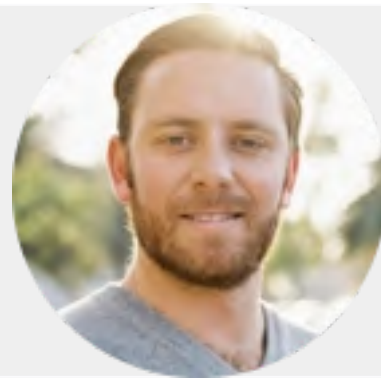
# Competitive Matrix

|  |  |   | Healthcare-focused  | Healthcare-focused  |   | Healthcare-focused   | Healthcare-focused   | Healthcare-focused   |   |
|--|--|---|---|---|---|--|--|--|---|
|  |  Podium |  INTERCOM |  klara |  weave |  RingCentral |  spruce |  Availity |  verify treatment |  Wendi |
| Automated Chat                         |  |   |        |   |   |  |  |  |        |
| Automated SMS                          |  |   |   |   |   |  |  |  |        |
| Manual Chat                            |         |            |        |        |              |         |  |  |        |
| Manual SMS                             |        |           |       |       |             |        |  |  |       |
| Automated Insurance Eligibility Checks |  |   |   |   |   |  |  |  |      |
| Manual Insurance Eligibility Checks    |  |   |   |   |   |  |         |                 |      |
| Scheduling                             |  |   |      |      |   |       |  |  |      |
| Telephony                              |  |   |   |      |            |       |  |  |      |

# Core Team



**Stephen Estes**  
Co-Founder & CEO



**Max Jaffe**  
Co-Founder & COO



**Adam Nazar**  
Chief Technology Officer



**Adam Neff**  
Chief Product Officer

## ADVISORS



**Secretary David Shulkin**, Former Secretary of the Department of Veterans Affairs, the largest integrated health system in the United States.



**Governor Chris Christie**, Public Policy Advisor. Former Governor of New Jersey and former Chairman of the President's Commission on Combating Drug Addiction and the Opioid Crisis.



**Congressman Patrick Kennedy**, Former Representative from Rhode Island (1995-2011), Founder of the Kennedy Forum, Sponsor of the Mental Health Parity and Addiction Equity Act.



**Michael Genovese, M.D., J.D.**, Chief Medical Officer of Acadia Healthcare, the leading behavioral healthcare provider in the world.

# Timeline



## 2020

Q3, 2020

*Launched Wendi.*

Q4, 2020

*Began paid customer acquisition.*

## 2021

Q1, 2021

*Mucker led a \$1M seed round.*

Q2, 2021

*Hired full-time VP of Sales.*

Q3, 2021

*Launched full VOIP suite vertically integrating calling/chat/sms owning patient comms.*

Q4, 2021

*Surpassed over 150,000+ unique patients in the Wendi system with \$1B+ aggregate healthcare purchasing power.*

## 2022

Q2, 2022

*Double MRR to reach \$100k;*

*Expand sales & onboarding team.*

*Launch a baseline interoperability solution that enables bilateral data transfer between Wendi and most commonly adopted cloud-based EHR platforms.*

Q3, 2022

*Close Series A.*