

Dr.Clobo

Healthcare Coaching & Community
Platform



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What are Dr. Clobo's Vision and Core Beliefs ?

Vision

Dr. Clobo is a telemedicine solution that seeks to contribute to healthcare equality by addressing medical blind spots and focusing on disease prevention.

Core Beliefs

- ✓ Motivation greatly influences a person's ability to maintain a healthy lifestyle.
- ✓ Our relationships greatly impact our motivation.
- ✓ Individual health is linked to family and society.
- ✓ Everyone needs a helping hand in the healing process.



2. Problems

American Medical Experience
Consumer satisfaction 7%



Lack of accurate information

Fear of visiting the hospital, uncertainty, asymmetry of medical information



High cost

High costs and time commitment for primary care
High cost of care for examinations



Lack of support and resources

Difficulty finding good doctors, lack of appropriate support and feedback

I don't have insurance, so I think I'll be denied treatment

3. Service

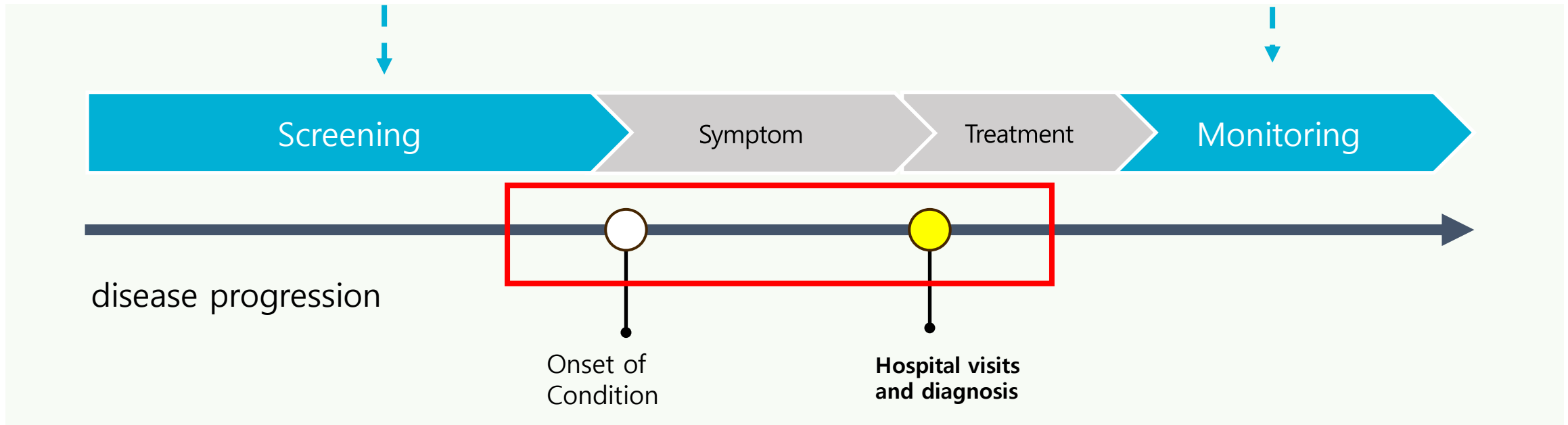
A system of proactive care

Asynchronous Telemedicine Consultations

Promotes early screening and disease prevention

Remote patient monitoring

E-education services

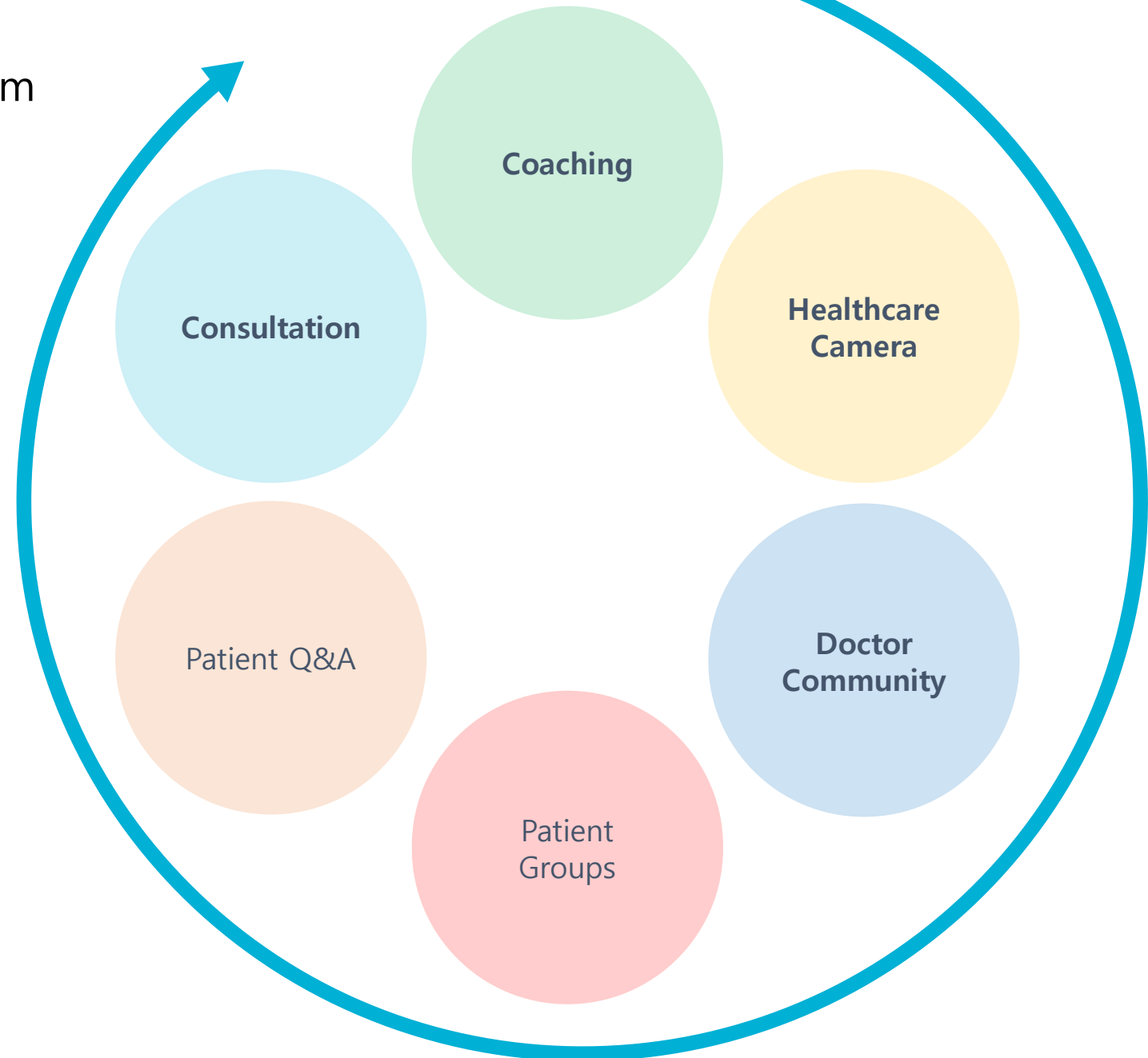


2. Solutions

Community Healthcare Platform

Building a New
Healthcare
Culture

Dr. Clobo Healthcare Culture



3. Service

APP



I've been experiencing pain in my teeth. Until recently, it was only occasional, so I didn't pay much attention. Also, my gums are swollen and red, and they bleed a bit when I brush. Is this gum disease? I brush my teeth twice a day, morning and evening. But I really like sweets and snack throughout the day. Do I need to visit your office in person, or can I improve the situation by brushing more and changing my diet?



1. Healthcare Camera

A healthcare camera for easy, at-home exams.



2. Asynchronous Telehealth

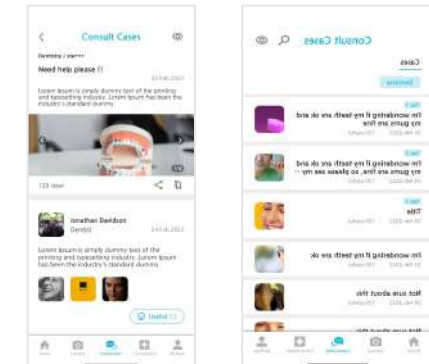
Consultation

Get answers to questions and receive long-term/periodic monitoring and coaching



3. Community

Exchange of information by providing communication between users



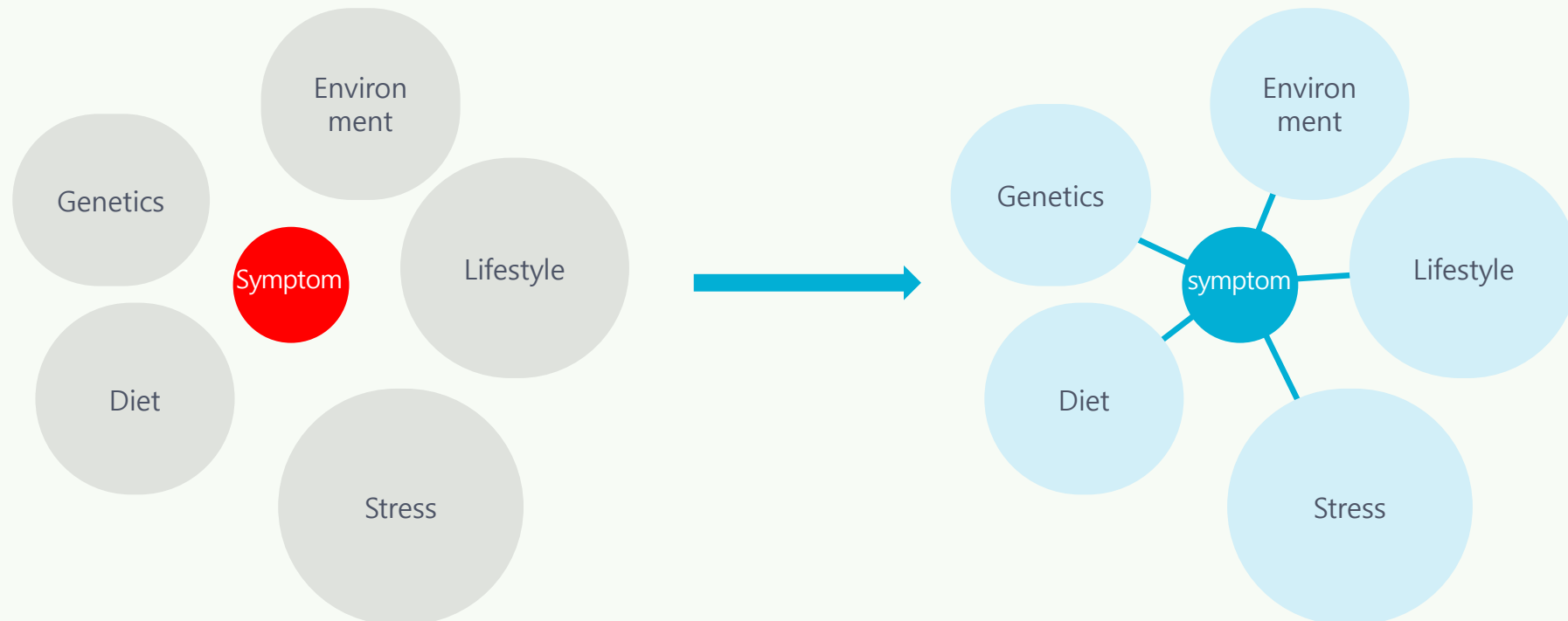
Comprehensive care, not partial care

Long-term remote patient monitoring

Can help improve health habits.

Comprehensive care opportunities through doctor community

Patient's fears, trust, and motivations addressed



3. Service

Dr. Clobo Health Camera

Body + 2 Camera Heads

- ✓ Interchangeable camera heads for multiple medical applications
- ✓ FDA approved; patent pending



Teeth



Ear, Nose, & Throat



Skin / Scalp

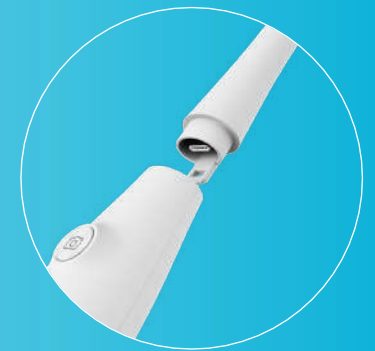
Operating system	ios / android
Connection	Wi-Fi
Sensor	1/4"
Effective Pixels	1920 x 1080
Pixel	2MP
FPS	30FPS
FOV	80°
DOF	5~30mm
LED	8pcs
Lens	Waterproof
Power supply	Rechargeable lithium battery



▲ FDA approved



head for ear/nose



Head replacement



Dr.Clobo

3. Service



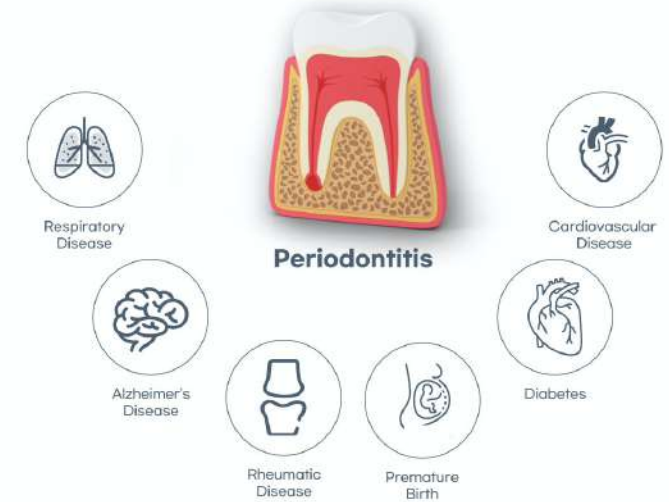
Dr.Clobo Health camera



4. Market Size

Dentistry

- ✓ 75% of Americans suffer from gum disease
- ✓ Oral diseases such as tooth decay and periodontitis have high comorbidity with other conditions and can exacerbate health outcomes.



Global Digital Healthcare Market

\$8.4 trillion



American Oral Care Market

\$119 billion



American Oral Prevention Market

\$18.2 billion

Expected Service Impact

Applications in the following fields:

- ✓ Otolaryngology - chronic rhinitis and otitis media
- ✓ Atopic Dermatology
- ✓ AGA - hair loss, dandruff, scalp disease
- ✓ Beauty & Skincare - acne, wrinkles, dryness, cosmetic procedure consultation
- ✓ Ophthalmology - styes, hyperemia
- ✓ Veterinary care - pet health management

Dental clinic



Otolaryngology \$21.5 Billion



Dermatology \$74 Billion



Ophthalmology \$39 Billion



Veterinary \$99 Billion



5. Our Telemedicine Business Model

Community – led Growth

- Service Fees
- E-commerce Sales Revenue
- User Content



User



Community Model

- Conduct a consultation
- Provide professional content
- Revenue Fees (coaching, video, real-time, etc.)



Doctor

Community Service

- Healthcare Community
- Remote Counseling and Coaching Services
- Health-related content

Community Service

- Provide customer matching
- Consultation benefits
- Personal Branding

Community Platform

- ✓ The initial positioning is a community platform where general users and clinicians, can exchange information.
- ✓ Acquisition of new users, quality UGC, and community activation based on high-quality content/consultation
- ✓ The initial target is working parents with children aged from 0-10 years.

Provider

- Incumbent doctor
- Healthcare influencer
- User



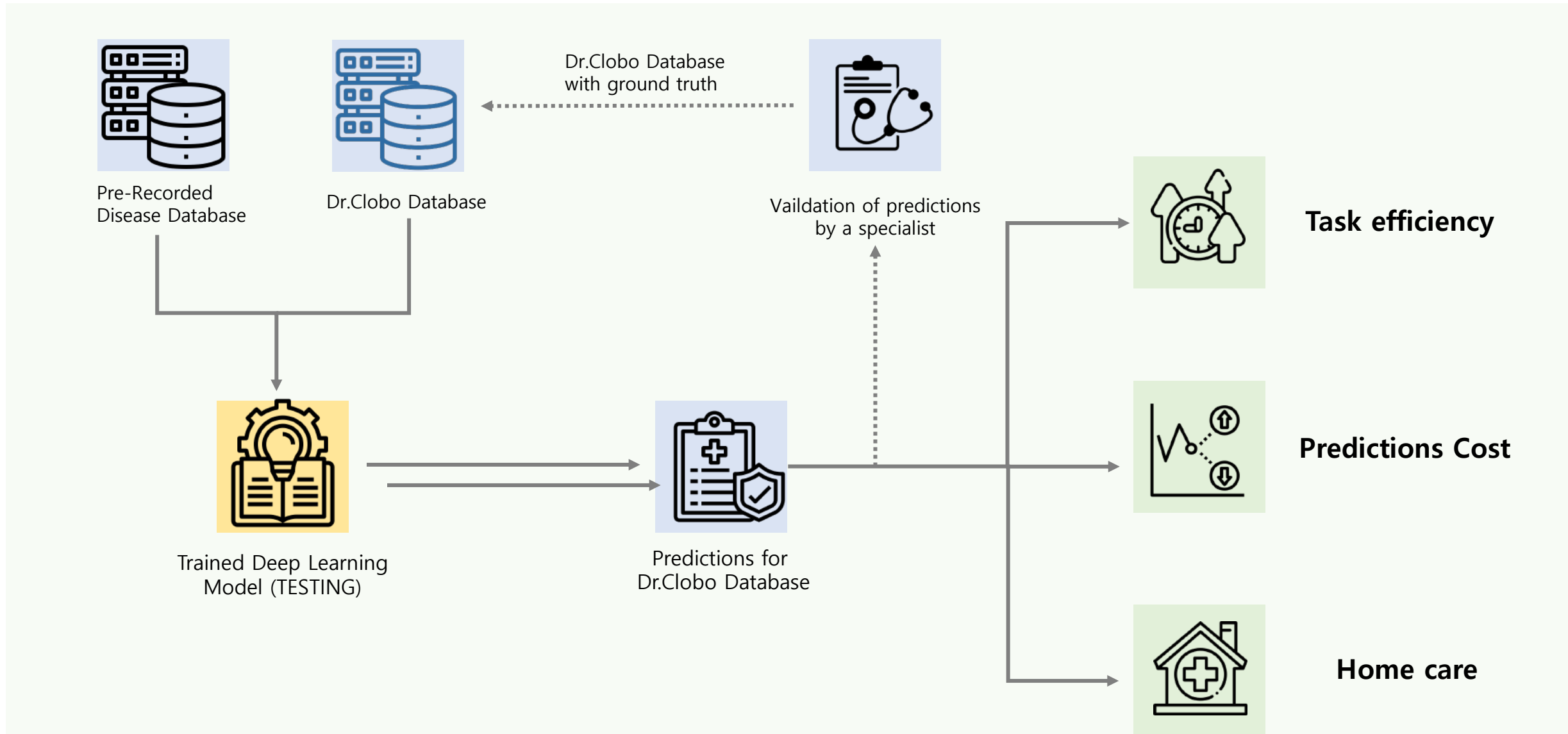
Community



- Securing quality contents
- Reputation builds up through user activity (reward)
- Acquiring new users (reducing CAC cost)

6. Go to Market Strategy

Building an AI Diagnostic Pipeline



Market entry through regional preoccupation

Why California?

- ✓ Medi-Cal
- ✓ 30,000 doctors, the most in any state in the U.S.
 - * Number of practicing doctors in California: 29,905
(1 doctor: population 1321)
- ✓ Early adopter culture for new technologies and services
- ✓ Los Angeles-based parents with children aged 0-10

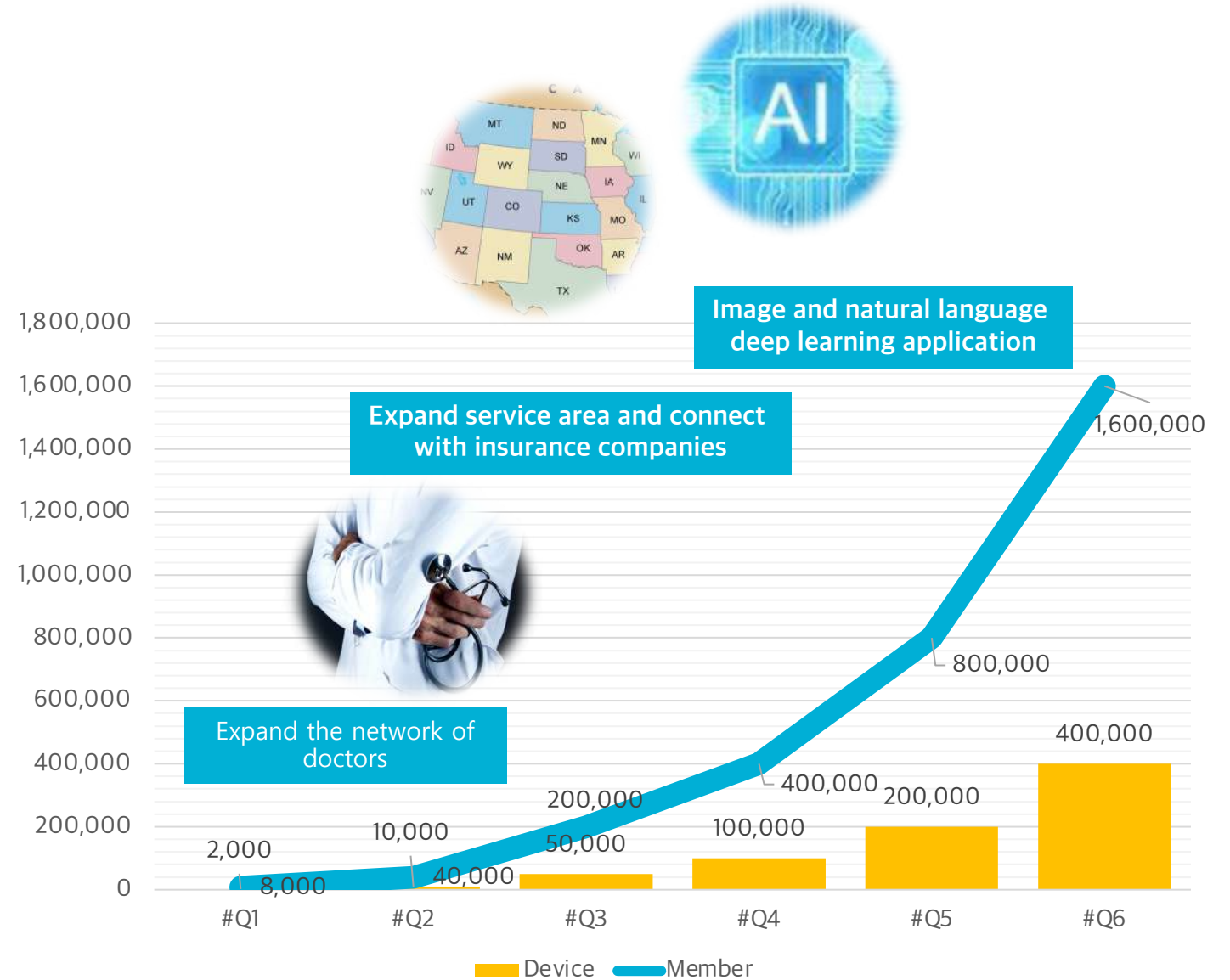


6. Go to Market Strategy

Plan

Acquire 100,000 users and form a community of doctors

- ✓ Expanding the Physician Collaboration Network
- ✓ Securing insurance company customers
- ✓ Image and natural language deep learning applications
- ✓ Community Expansion



7. Expected Effect

Healthcare Impact



Reduced Medical Costs

- ✓ Cost savings
- ✓ Less waiting and travel time
- ✓ Lower marketing costs for private practices



Preventive Healthcare

- ✓ Increased checkup rates
- ✓ Improved diagnostic accuracy
- ✓ Timely urgent care consults
- ✓ Efficient health management



Peace of mind

- ✓ Patient-doctor trust building
- ✓ Reduced patient anxiety
- ✓ Connect anywhere, anytime

8. Team



Brian Yu : CEO

- Overseas volunteer project development and implementation 6 years
- 7 years of youth education project and progress
- US corporation (Clobo Health brand) operation



Richard Ji : Camera development

- 18 years of experience in semiconductor memory
- PhD in Chemistry



Alexander Wooram Lee : B2B business strategy

- 5 years of pediatric dentistry experience (USA)



Harry Lim : Operation Manager

- 4 years of overseas sales and trade practice



Rose Satuki : Product Manager

- 5 years of personality education for youth
- 3 years of Japanese language education



Varsha : Frontend development

- 2 years of software development experience



DC Kim : Strategy/Planning

- UN Habitat 5 years of business experience in Korea
- Indonesia SDG project development



Anna Toguri: Product Planning

- 4 years of broadcasting planning
- 5 years of overseas volunteer project



Kai Lee : Strategy/Planning

- UN Habitat 7 years of business experience in Korea
- Kenya SDG project development

8. Team



Robert Ki : Marketing Manager
- 3 years of marketer experience



Mila Park : UI/UX Designer
- 2 years of experience as a UX/UI designer
- 2 years of marketing experience



Victor : Frontend development
-2 years of software development experience



Gregor : Strategy/Planning
- 5 years of English content planning



Amar Malik : Frontend development
-6 years of software development experience



DJ Lee : Backend development
-5 years of software development experience



Jerry Yang : Strategy/Planning
- 1 years of overseas volunteer project



Jasmine Watanabe: Content Creation
- 1 years of overseas volunteer project
- 3 years of content planning



Lucas Kim : Frontend development
-2 years of software development experience
-Computer Engineering Major



Soo-Yeon, Kwon: Coaching and Counseling Planning
- 6 years of dentistry experience (USA)



Khushbu: Statistics and data management
-7 years of experience as a dentist (USA)



Shadi Hosseini: Strategies for entering the online market and insurance companies
- 13 years of dental experience

Connecting to better health



Dr. Clobo