



Applied Messaging, Inc.

Company Overview: Applied Messaging, Inc. (AMI) is a communication company that specializes in mass messaging systems. CallSpider®, our patent-pending VoIP Automated Messaging System, helps healthcare providers create new revenue streams and reduce overhead by automating patient appointment confirmation messages.

Problem: According to the Medical Group Management Association, patient “no-shows” cost the average medical practice over \$250,000 per year in lost revenue.

Solution: CallSpider helps medical practices automatically deliver patient appointment confirmation messages, reducing the number of no-shows and the impact they have on the practice.

Business Model: Our software is deployed on off-the-shelf hardware, minimizing bottlenecks and creating a scalable model. CallSpider is profitable, netting over 30 percent to the bottom line. Currently shipping, CallSpider generates a large initial profit on the platform sale, then enjoys ongoing revenue streams from messaging and support charges. AMI will be cash flow positive in 2011.

Marketing Opportunity: According to the American Medical Association, there are 814,000 doctors in the U.S. According to the American Hospital Association, there are 5,708 hospitals. According to the Medical Group Management Association (MGMA), no-shows cost medical practices an average of \$250,000 annually in lost revenue. MGMA states less than 30 percent of medical offices already have messaging systems in their practices. According to the U.S. Department of Labor, Home Healthcare Services is the fastest growing segment of the healthcare market, with growth projected at 46 percent from 2008-2018. A random controlled trial by the University of Rochester Medical Center showed automated patient appointment reminders reduced no-show rates by 27 percent, a potential savings of \$67,500 per year.

Competitive Advantage: CallSpider offers more flexible configuration, an easier-to-use interface, superior data security and lower total cost of ownership than competitors.

Management Team: AMI’s management has broad telecom knowledge. We have managed startups, dealing with changing technologies and navigating venture backed companies to successful exits. Chip Greenberg, founder and CEO; John Dabnor, general manager; Paul Lydiate, VP of customer relations; Tony Higgs, VP of sales.

Funding Request: \$3 million to build public awareness of our brand, and expand our sales and distribution channels.



CHIP GREENBERG

Investors: Founder
Year Founded: 2007
Employees: 4

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In Attendance:
Chip Greenberg, CEO
John Dabnor, GM

Revenue Forecast:
2010: \$.7M
2011: \$ 4.4M
2012: \$ 8.1M