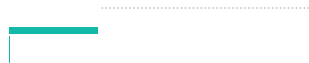




PARAMEDIC

BUSINESS PLAN



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Summary Sheet

SHARE CAPITAL:

\$430,000.00

LOAN:

\$150,000.00

DEBT RATIO:

0.3x

CAPITALIZATION TABLE:

Shareholder	Shares held	% Ownership	% Voting	Operational role
Carla Bouty	0	0%	0%	CEO
Sven Dupont	0	0%	0%	CTO

PROJECT SUMMARY:

Paramedic addresses a now-visible gap in appointment management and coordination across non-medical personal-care services. While solutions such as Doctolib have established themselves in the regulated medical field, a large share of home-care and support providers remain outside these platforms and continue to operate with phone calls, text messages, paper or Excel. This fragmented setup generates errors, missed items, double bookings, missed appointments and an administrative burden that eats into the time devoted to actual services.

The project consists of building a dedicated online booking platform for these professionals, with centralized appointment scheduling and a shared calendar, real-time synchronization and notifications. Paramedic adds integrated messaging and a multi-party coordination space connecting the care recipient, family caregiver and care worker, along with a follow-up record. Two subscription plans structure the offering, from \$50 per month for scheduling to \$120 per month for a complete suite that notably includes invoicing and document management, in order to deliver a "simple all-in-one" tailored to the field.

INCOME STATEMENT

Indicator	2026	2027	2028
Total Revenue	\$262,980.00	\$1,417,310.00	\$2,428,610.00
Gross Margin	\$212,220.00	\$1,174,960.00	\$2,013,160.00
Operating Expenses	-\$616,520.00	-\$837,500.00	-\$985,924.00
EBITDA	-\$404,300.00	\$337,460.00	\$1,027,236.00
Net Income	-\$424,771.00	\$238,487.00	\$756,591.00

PART 1

The Project

Project Objective

On the ground, non-medical home-care providers, independents and personal-services networks face an unstable operational reality: changing schedules, difficult replacements, information scattered across several tools, and a multiplication of calls tied to delays or changes. Existing solutions split between free, easy but unintegrated general-purpose tools, and more "industry-specific" software whose deployment, configuration and training can hold back adoption, particularly for small organizations. Coordination between the care recipient, family caregiver and care worker often remains insufficient, which fuels uncertainty and missed appointments.

Paramedic's objective is to provide a direct response with a subscription-based SaaS platform, designed for rapid adoption in France by non-medical personal-services (SAP) players. The concept brings together online appointment booking, real-time schedule synchronization, confirmations and notifications, integrated messaging, as well as record management and—depending on the plan—invoicing and documents. The central promise is to make day-to-day operations more reliable, reduce the administrative burden and improve the experience of care recipients and families through simple coordination, all in one place.

Team



Carla Bouty

CEO

Co-founder of startups in software development and former manager at Cap Gemini for about ten years.

Profile:

Sector-specific skills

Management skills



Sven Dupont

CTO

Former full-stack developer at professional-services companies for about ten years.

Profile:

Sector-specific skills

The Market

The project sits within the reference market for appointment-booking software and online reservation platforms, valued at \$950M worldwide, with a growth rate of 11%. This progression is driven by an accelerated digitalization of services and by the expectation of smoother booking experiences, with real-time confirmations and updates. In parallel, an aging population and rising home-support needs structurally reinforce demand for assistance, which increases the value of tools capable of reducing friction and missed appointments.

In France, the targeted segment corresponds to an estimated SAM of \$60M for software combining appointment management, communication and invoicing dedicated to non-medical personal services. As the sector is highly fragmented, traction comes mainly when the tool is simple to deploy, limits training needs and demonstrates an operational ROI on the administrative burden and on schedule reliability. Conversely, the persistent use of general-purpose tools (WhatsApp, Excel, calendars) slows conversion to paid solutions when these are perceived as too complex.

The opportunity is concentrated on France with a SOM of \$1.2M over 3–5 years, corresponding to roughly 2,500 paying organizations and a median ARPA of \$480 per year. The identified gap concerns a "Doctolib-type" solution accessible to non-regulated professionals and adapted to home-care constraints, notably multi-party coordination and the centralization of exchanges and documents. Paramedic fits within this window by offering an all-in-one focused on appointments, communication and management, with clear monthly pricing at \$50 or \$120 depending on the feature level.

Key Market Factors

- Demographic shifts (aging, home support) and related public policies, which drive demand for home-care services.
- The ability of SAP organizations to invest (price sensitivity) and to equip field teams (ROI on the administrative burden and reduction of no-shows).
- Level of digital maturity and training needs: the simpler the onboarding, the more the truly accessible market (SAM→SOM) grows.
- Competitive intensity of existing industry software (SAAD) versus the persistent use of free general-purpose tools, which cap the average basket and slow paid conversion.

The Products

1. \$1 Month

As part of the launch, a discovery offer is proposed to the first 500 customers, allowing them to access all features of the chosen plan at the exceptional rate of \$1 per month for the first two months. This trial period is intended to let practitioners concretely test the tool, measure its day-to-day benefits and progressively integrate the solution into their organization. With no commitment, this offer constitutes a lever for rapid adoption by reducing entry risk and easing the platform's uptake. At the end of the two months, the subscription automatically switches to the standard rate of the selected plan, offering uninterrupted service continuity.

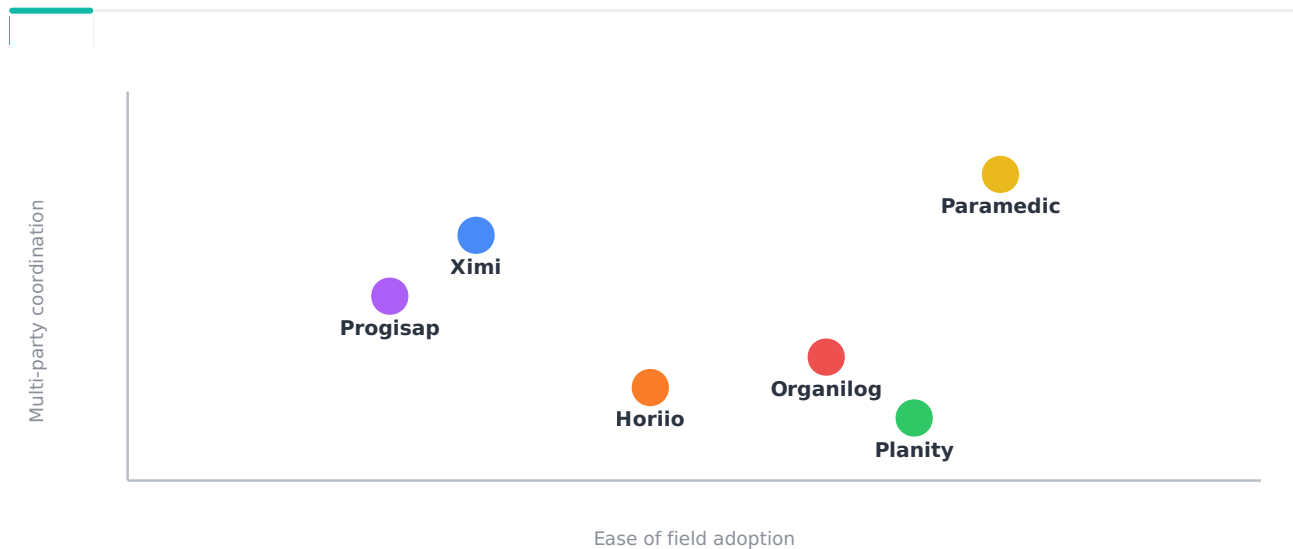
2. Essential Plan

This offer constitutes a simple and effective solution intended for non-regulated care and support practitioners wishing to structure their activity without technical complexity. It centralizes calendar management while giving your clients the ability to book their appointments online, autonomously and securely, 24/7. Designed to optimize your day-to-day organization, this solution reduces administrative exchanges, limits missed appointments and improves the fluidity of your schedule. Available with no commitment, it is aimed at professionals seeking a reliable tool, quick to get to grips with, and suited to an independent or early-stage activity.

3. Advanced Plan

This complete offer integrates all the features of the Essential plan, adding tools designed to further structure and professionalize your activity. It includes secure messaging that makes it easy to exchange with your patients as well as with other practitioners, fostering coordination and the follow-up of support engagements. The solution also provides an invoicing management module, simplifying the issuing and tracking of your payments. Finally, it allows, where applicable, the automated generation of follow-up documents or recommendations, facilitating the formalization of your practice. Tailored to professionals seeking greater efficiency and credibility, this offer constitutes a true day-to-day steering tool.

The Competitive Landscape



Ximi

Modular web suite for home-care organizations with complete management and traceability.

Strengths: Broad functional coverage, credibility in the organized-structures segment, modular approach suited to complex needs.

Weaknesses: May be perceived as heavier "industry software" to deploy; potentially more demanding field adoption (configuration/training).

Organilog

Scheduling/invoicing management software for field teams, with a simplicity-oriented positioning that includes a home-care use case.

Strengths: General-purpose field approach, fast setup, scheduling/invoicing features useful for small organizations.

Weaknesses: Less verticalized for SAP and less oriented toward care-recipient/caregiver coordination; limited differentiation against competing scheduling tools.

The Competitive Landscape (continued)

Planity

Online appointment-booking platform that is very strong in beauty/wellness, adjacent to non-medical personal services.

Strengths: Consumer brand, strong traction on the booking side, proven user experience, effective distribution.

Weaknesses: Less suited to home-care constraints (multiple care workers, recurrence, family coordination); limited coverage of SAP administrative needs.

Progisap

Software solution oriented toward the management of personal-services activities (structured players).

Strengths: SAP industry positioning, features suited to organizations with established processes.

Weaknesses: Risk of complexity and heaviness for independents/very small businesses; potentially slower adoption if the UX is not "mobile-first."

Horiio

Management/organization tool for professionals and organizations (productivity/management positioning).

Strengths: Approach oriented toward organization and centralization, potentially easy to get to grips with depending on scope.

Weaknesses: Less specialized for SAP and less centered on booking + care-recipient/caregiver coordination; may lack expected industry features.

The Customers

1 Home-care agency manager (SAAD)

OBJECTIVES

- Reduce scheduling gaps and cancellations
- Improve satisfaction of care recipients and families
- Reduce administrative time and make coordination more reliable

PAIN POINTS

- Changing schedules and difficult replacements
- Scattered information (calls, texts, notebook, Excel)
- Slow invoicing and administrative errors

BEHAVIOR

Compares 2–3 solutions, requests a demo, decides based on the real ease of use for the team; sensitive to proof (customer cases) and to light onboarding.

2 Coordinator / care-visit planner

OBJECTIVES

- Have a real-time view of the schedule
- Quickly reassign in case of unforeseen events
- Reduce inbound calls and day-to-day friction

PAIN POINTS

- Too many follow-up calls (delays, changes)
- Last-minute changes hard to absorb
- Unsynchronized multi-tools that waste time

BEHAVIOR

Intensive daily user; adopts if it is faster than Excel + phone; rejects the tool if it adds too many clicks.

The Customers (continued)

3 **Independent personal-services provider**

OBJECTIVES

- Fill and stabilize their schedule
- Avoid missed items and double bookings
- Invoice simply and get paid faster

PAIN POINTS

- Booking by text/calls = errors
- Late cancellations and no-shows
- Administrative work perceived as time-consuming

BEHAVIOR

Decides quickly if the tool is simple on mobile; low tolerance for configuration; very price-sensitive and drawn to the "all-in-one" promise.

4 **Operations director of a SAP network/franchise**

OBJECTIVES

- Standardize a common tool
- Track multi-agency KPIs and steer performance
- Reduce administrative costs and improve quality

PAIN POINTS

- Heterogeneous tools across agencies
- Non-consolidated data
- Field adoption hard to achieve at scale

BEHAVIOR

Longer sales cycle; expects security, integrations and a framework agreement; pilots on a few agencies before deployment.

The Customers (continued)

5 **Family caregiver (family point of contact)**

OBJECTIVES

- Have visibility on visits and appointments
- Communicate easily with the care worker/organization
- Reduce uncertainty and stress related to changes

PAIN POINTS

- Lack of real-time information
- Difficulty reaching the organization
- Uncommunicated or late changes

BEHAVIOR

Mainly uses mobile; the perceived value comes from clear notifications and a simple message/documentation thread; can influence the choice of the organization.

Acquisition Strategy

Paramedic's acquisition strategy aims to quickly gain visibility among non-medical personal-services organizations and independents, while building over time a brand associated with simple online booking and reliable coordination between care recipients, family caregivers and care workers. In a market where adoption depends heavily on simplicity and proof of use, acquisition is designed to generate first subscribers, then broaden awareness and build credibility for the offer.

In phase 1, social media is used to reach independents and small organizations with messages centered on reducing missed items, schedule synchronization and the decrease of day-to-day friction. Direct outreach complements this approach to address home-care agencies and non-medical organizations directly, focusing on qualifying the irritants (multi-tools, inbound calls, last-minute changes) and on positioning the solution as an operational tool.

Still in phase 1, the welcome offer of 2 months at \$1 for the first 500 subscribers aims to remove the price barrier and accelerate trials, particularly among players sensitive to cost and setup time. This incentive is consistent with a subscription model and fosters the building of an initial user base.

In phase 2, a media campaign reinforces reach beyond the first circles and supports credibility. A presence at care and support trade shows makes it possible to meet decision-makers from organizations and networks, and to connect the product promise to the concrete challenges of coordination and administrative burden.

In phase 3, the annual media campaign establishes a regular presence and consolidates awareness in the French market. Together, this forms a logical progression, from rapid activation at launch toward recurring visibility, in service of durable adoption by organizations.

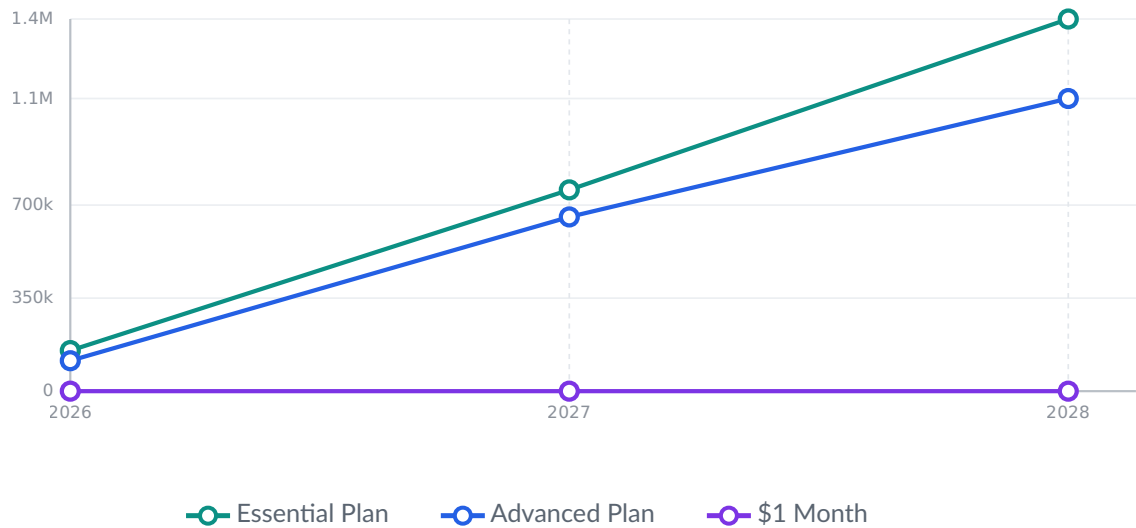
PART 2

Financial Forecast

Income Statement

Indicator	2026	2027	2028
Total Revenue	\$262,980.00	\$1,417,310.00	\$2,428,610.00
<i>Revenue Growth %</i>	–	438.9%	71.4%
Gross Margin	\$212,220.00	\$1,174,960.00	\$2,013,160.00
<i>Gross Margin %</i>	80.7%	82.9%	82.9%
Operating Expenses	-\$616,520.00	-\$837,500.00	-\$985,924.00
EBITDA	-\$404,300.00	\$337,460.00	\$1,027,236.00
EBIT	-\$419,967.00	\$321,793.00	\$1,011,569.00
Net Income	-\$424,771.00	\$238,487.00	\$756,591.00

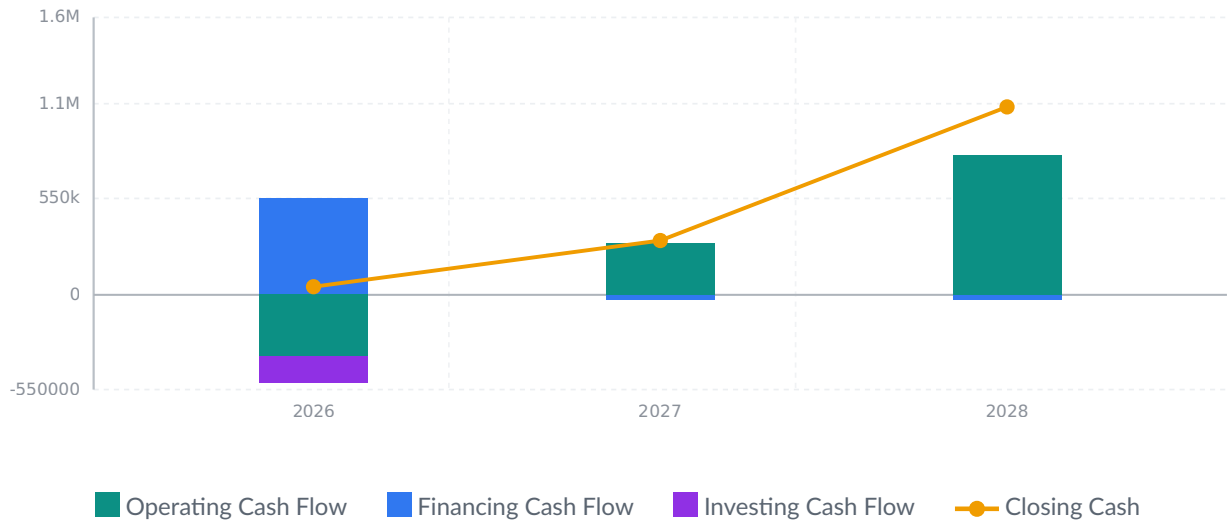
Sales Trend by Product



Expenses

Category	2026	2027	2028
Salaries	\$485,760.00	\$705,840.00	\$853,340.00
Marketing	\$95,000.00	\$95,000.00	\$95,000.00
Rent	\$30,000.00	\$30,900.00	\$31,824.00
Internet	\$2,040.00	\$2,040.00	\$2,040.00
Bank fees	\$1,440.00	\$1,440.00	\$1,440.00
Insurance	\$1,200.00	\$1,200.00	\$1,200.00
Cloud hosting & security	\$1,080.00	\$1,080.00	\$1,080.00
Trade shows & events	\$0.00	\$0.00	\$0.00
Total	\$616,520.00	\$837,500.00	\$985,924.00

Cash Flow Statement



Indicator	2026	2027	2028
Opening Cash	\$0.00	\$43,979.00	\$311,160.00
Operating Cash Flow	-\$356,081.00	\$296,116.00	\$801,352.00
Financing Cash Flow	\$552,059.00	-\$28,934.00	-\$29,963.00
Investing Cash Flow	-\$152,000.00	\$0.00	\$0.00
Closing Cash	\$43,979.00	\$311,160.00	\$1,082,549.00

Sources and Uses of Funds

Indicator	2026	2027	2028
SOURCES			
Capital	\$430,000.00	\$0.00	\$0.00
Loan	\$150,000.00	\$0.00	\$0.00
Shareholder current-account advance	\$0.00	\$0.00	\$0.00
Grants	\$0.00	\$0.00	\$0.00
Change in working capital (WCR)	\$0.00	-\$225,219.00	-\$742,294.00
Self-financing	-\$409,105.00	\$254,154.00	\$772,257.00
Subtotal	\$170,895.00	\$28,934.00	\$29,963.00
Total sources	\$170,895.00	\$28,934.00	\$29,963.00
Cash balance	\$43,979.00	\$311,160.00	\$1,082,549.00

SELF-FINANCING CAPACITY			
Net income for the year	-\$424,771.00	\$238,487.00	\$756,591.00
+ Depreciation & amortization	\$15,667.00	\$15,667.00	\$15,667.00
- Grant write-backs (non-cash)	\$0.00	\$0.00	\$0.00
+ Net book value of asset disposals	\$0.00	\$0.00	\$0.00
- Proceeds from asset disposals	\$0.00	\$0.00	\$0.00
Subtotal	-\$409,105.00	\$254,154.00	\$772,257.00
Self-financing capacity (CAF)	-\$409,105.00	\$254,154.00	\$772,257.00
- Loan repayments	\$27,941.00	\$28,934.00	\$29,963.00
Net self-financing	-\$437,045.00	\$225,219.00	\$742,294.00

Balance Sheet

Indicator	2026	2027	2028
ASSETS			
Fixed assets	\$136,333.00	\$120,667.00	\$105,000.00
Inventory	\$0.00	\$0.00	\$0.00
Trade receivables	\$0.00	\$0.00	\$0.00
Other receivables	\$0.00	\$0.00	\$0.00
Cash	\$43,979.00	\$311,160.00	\$1,082,549.00
Current assets	\$43,979.00	\$311,160.00	\$1,082,549.00
TOTAL ASSETS	\$180,312.00	\$431,827.00	\$1,187,549.00
LIABILITIES & EQUITY			
Share capital	\$430,000.00	\$430,000.00	\$430,000.00
Net income for the year	-\$424,771.00	\$238,487.00	\$756,591.00
Reserves	\$0.00	-\$424,771.00	-\$186,284.00
Equity	\$5,229.00	\$243,716.00	\$1,000,306.00
Bank loans	\$122,059.00	\$93,125.00	\$63,162.00
Trade payables	\$13,800.00	\$32,400.00	\$45,780.00
Tax & social liabilities	\$39,224.00	\$62,586.00	\$78,301.00
Other liabilities	\$0.00	\$0.00	\$0.00
Current liabilities	\$53,024.00	\$94,986.00	\$124,081.00
TOTAL LIABILITIES & EQUITY	\$180,312.00	\$431,827.00	\$1,187,549.00