

2022 NXTSTAGE COMMUNITY HEALTH & VIBRANCY FINALISTS



Akesa Health (San Ramon, Calif.) www.akesahealth.com ;
[linkedin.com/company/akesahealth](https://www.linkedin.com/company/akesahealth)
twitter.com/akesahealth
www.facebook.com/akesahealth

Akesa Health's guided self-therapy helps users transform distress into resilience using their mobile phones.

Marie Lesaichere, PhD, MBA / Founder & CEO; marie@akesahealth.com; (917) 528-5683;
www.linkedin.com/in/drlesaichere/

- **Traction:** Completed a pilot with the Cook County Department of Public Health, and 61% of users experienced a reduction in distress after using the MVP once; intended initial market is healthcare providers, especially for their nurses, who have experienced high distress since the pandemic started.
- **Team:** Founder is global entrepreneurial executive, joined by advisors who are academic and clinical psychologists/psychiatrists, as well as experts in EMDR, PTSD, game development and startup growth.
- **Investment:** Bootstrapped to a functional MVP; now raising a \$500,000 pre-seed SAFE (15% discount, \$8 million cap.) for product development/launch, efficacy studies and grow revenue (\$25k raised to date).
- **Links:** Deck: https://drive.google.com/drive/folders/1P_9UZEn7Nsg2A6zWQtIX3wAQT26sZX_6; MVP video demo: <https://www.youtube.com/watch?v=Il-40gkFf3M>; Founder Medium page: medium.com/@DrLesaiCherre



Caregivers Insight (Midland, Mich.) www.caregiversinsight.com;
Better Insights, Better Care

facebook.com/profile.php?id=100074325144155

twitter.com/Caregivers_I

instagram.com/caregivers_insight?igshid=YmMyMTA2M2Y=

Caregivers Insight empowers caregivers to alter daily care routines using easy-to-understand graphs of one's changing health condition. Replaces printed summaries & notebooks caregivers use for guidance for and documentation of daily care.

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- **Traction:** Public launch of the application set for late May 2022; working with a Home Health Care company serving Southeast Michigan for paid trial and use-case study; working with regional residential care facility to use in daily operations upon launch
- **Team:** Four Co-Founders all experienced caregivers, plus residential care facility management and deep startup and sales experience; also 2 full-stack developers.
- **Investment Status:** Raised \$100,000 in convertible note; now raising seed round of up to \$750,000.
- **Pitch Deck:** https://drive.google.com/file/d/1GVStSVA84FlaCZNPfBaD_4ZGO4jgWDqz/view?usp=sharing
- **Executive Summary:** https://drive.google.com/file/d/1M8A71OvDWEo_fXI-yjvD2T4gzFVwCEzK/view?usp=sharing
- **Interview:** <https://drive.google.com/file/d/1X3VMD2RZsL1LXq0Pxa0qyEjfMddsoFNO/view?usp=sharing>



Debtle.

Debtle (Sheboygan, Wisc.) www.debtle.com

<https://www.linkedin.com/company/debtle-co>

Every year, 70 million Americans experience difficulty paying for their healthcare. Debtle's cloud-based software enables providers to automate discounts, financial assistance, and negotiations to resolve overdue patient medical bills.

Stephanie Hoskins / Co-founder & CEO 504.322.5808 Stephanie@debtle.com;

<https://www.linkedin.com/in/stephaniehoskins/>

Houston Hoskins / Co-founder & COO, houston@debtle.com, 713.825.1441

<https://www.linkedin.com/in/houston-hoskins-7440a9103/>

- **Progress/Pilots:** Initial pilot program completed; early pilots of new beta completed, launching to additional sites on the waitlist; focused on health-care organizations of any size for deployments.
- **Investment Summary:** Previously raised \$240,000; have opened \$300,000 pre-seed round, with discussions with funds underway and an initial angel commitment secured. This funding will speed up new version development and launch date.
- **Slide Deck:** https://drive.google.com/file/d/10AbN8bEZjVnjKud7IKUUjPzg_ZawWff-/view?usp=sharing



Embrace
Prevention Care

Embrace Prevention Care (Andover, Mass.)

<https://partners.embracepreventioncare.com>

[linkedin.com/company/embrace-prevention-care/](https://www.linkedin.com/company/embrace-prevention-care/)

Twitter: @EmbracePrevCare

facebook.com/EmbracePreventionCare/

instagram.com/embracepreventioncare/

Embrace Prevention Care provides value-based care via an integrated suite of Medicare-reimbursed services to help older adults take actions to stay healthy & out of the hospital, and independently age in place.

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- **Traction:** Currently treating patients with 2 independent physician practices in Philadelphia. Deep discussions with network of 14 Federally Qualified Health Centers & the corresponding Independent Physician Association (IPA) representing 50+ clinics in Idaho.
- **Target markets:** Independent Physician Practices, IPAs, Accountable Care Organizations, FQHCs and Health Insurance Plans
- **Team:** Nine Employees (3 Physicians, 1 PharmD pharmacist, 1 Nurse Practitioner, 1 RN, 3 Entrepreneurs); Four Advisors (2 Physicians, 1 RPh, 1 Entrepreneur)
- **Funding:** \$760,000 pre-seed convertible note raised Dec 2021; looking towards another convertible note (\$1 million) in summer 2022; anticipate seed round in 4Q 2022/1Q 2023.
- **About Embrace:** <https://www.youtube.com/watch?v=symm7HUiFLI&t=1s>
- **Interview on Angel MD** with CEO Dave Dlesk & Haider Warraich, MD (Embrace Cardiology Advisor): <https://www.angelmd.co/en/blog/podcast-embrace-prevention-care>
- **Clubhouse Episode:** *Preventive Care Now for Older Adults Rural vs. Urban Mortality Gap*: <https://www.youtube.com/watch?v=R4kKiWX44EM>



Kadogo (Kansas City, MO) <https://www.kadogo.co/>
Facebook, Twitter, Instagram: Kadogogives
[linkedin.com/company/kadogo/](https://www.linkedin.com/company/kadogo/)

With Kadogo, individuals can give others' money away while saving on taxes. The app makes it

simple to fill a Giving Account with outside funds, like charitable donations matched by employers and brands, as well as personal contributions like crypto-currencies, stock assets, and more.

Quest Moffatt / Founder, Digital Mercenary; quest@kadogo.co; 816.209.9256; [linkedin.com/in/quest-moffat-6b54a858/](https://www.linkedin.com/in/quest-moffat-6b54a858/)

- **Traction:** Kadogo has 128 enterprise customers and 12 paying customers, led by the Ewing Marion Kauffman Foundation. Kadogo secured \$113,000 in revenue in 2021, after launching in 2021; 36,000 customers are on the standby wait list; target market is enterprise businesses initially in the Midwest/Midsouth.
- **Team:** A total of 24 years of technology and software development in the financial market and nonprofit industries. Quest is a 3-time founder and has secured 2 exits with 1 acquisition (financial products still in market today). Kadogo's team of advisors specialize in foundations, nonprofits, banking, and payments.
- **Investment Summary:** Raising \$1.5M on a priced round at a \$7.5 million valuation, with initial \$100K committed by SputnikATX.
- **Deck:** shorturl.at/bqxLM or https://www.canva.com/design/DAE-61nhvo0/BfSxTpP7JyZ0Tn-SJFYzFQ/view?utm_content=DAE-61nhvo0&utm_campaign=designshare&utm_medium=link&utm_source=homepage_design_menu



PursueCare (Middletown, CT) www.pursuecare.com
[facebook.com/pursuecare](https://www.facebook.com/pursuecare); [instagram.com/pursue_care](https://www.instagram.com/pursue_care);
[linkedin.com/company/pursuecare/](https://www.linkedin.com/company/pursuecare/); Twitter: @pursuecare
Provides comprehensive telemedicine treatment for addiction & mental health issues through a smartphone app. PursueCare partners with health systems and community resources to rapidly get patients into virtual treatment,

reducing overuse of high-cost inpatient & ER visits.

Nicholas Mercadante, JD / Founder & CEO; Nick.mercadante@pursuecare.com; [linkedin.com/in/nickmercadante/](https://www.linkedin.com/in/nickmercadante/)
Steven Powell, MD, MPH, CPE, FAPA / Chief Medical Officer; [linkedin.com/in/steven-powell-10a77032/](https://www.linkedin.com/in/steven-powell-10a77032/)

- **Traction:** Serves approximately 3,000 patients in 12 states, building out from rural Appalachia; has established 70+ partnerships with health systems, hospitals, inpatient/residential detox, community health, and primary care to serve people experiencing significant barriers to accessing long-term chronic care required to treat/maintain recovery; treatment covered by most insurance, Medicaid, Medicare & managed-care coverage.
- **Team:** Approximately 75 administrative and management staff, as well as 120 health providers on staff and contracted, including licensed clinicians in Kansas.
- **Investment Summary:** \$15+ million Series A2/B round made up of an institutional strategic lead investor, strategic co-investors (health systems, health plans), and existing investors, targeted to close summer 2022.
- **PursueCare & Primary Plus Case Study:** <https://www.dropbox.com/s/khc2cr3dz4gm0lu/PrimaryPlus%20Partnership%20Case%20Study.pdf?dl=0>
- **Info Deck:** <https://www.dropbox.com/scl/fi/dpkjv44vv1qz5p2b6yzm4/PursueCare-Info-Deck.pptx?dl=0&rlkey=0gagyxuwhs3f193f91f0tghhj>
- **Treatment Magazine:** <https://treatmentmagazine.com/telehealth-addiction-treatment-comes-of-age/>



Ringorang, by Knowledge as a Service (Wichita, Kan.)

Product website: Ringorang.com

facebook.com/teamringorang; twitter.com/getringorang

linkedin.com/company/kaasinc; instagram.com/getringorang/

Knowledge as a Service's clinically proven software for behavior change, Ringorang, ensures people form lasting habits through microlearning and repetition. Measurable in real-time.

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BW Barkley / Co-founder & COO; 316-223-6111; bw@kaas.guru; linkedin.com/in/bwbarkley/

- **Traction:** Projecting \$2.1 million revenue in 2022; four Fortune 1000 customers, with Fortune 50 currently integrating the Ringorang® white-label system.
- **Team:** 11, including two fully-invested co-founders, a Chief Revenue Officer who drove sales at a private firm that resulted in \$100MM acquisition by Siemens, and a Ph.D. w/ 15 years in organizational behavior.
- **Investment Summary:** Raised approx. \$2MM since inception (Feb '19); Closed equity-crowdfunding via Wefunder for \$306,000 ('22); Currently marketing Seed-Extension priced round for \$1.5 million.
- **Product Overview:** <https://vimeo.com/672119774>
- **Full Product Dive:** <https://www.youtube.com/watch?v=-jd9CAm3PJ0>
- **Whitepaper:** https://uploads-ssl.webflow.com/60057dc3ca61904c251f3f38/60749cf3a8f5fab72030cc0f_Old-Tricks-are-the-Best-Tricks-KaaS-Whitepaper-2017.pdf



Small Bites Adventure Club (Atlanta, Ga.) www.smallbites.club

Helps teachers and community programs promote healthy eating and a love of fresh fruits and vegetables via online materials and a subscription for activity kits.

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Judith Winfrey / Co-founder; <https://www.linkedin.com/in/judithwinfrey/>

- **Traction:** Serving schools, childcare & after-school programs, and government entities serving them; 50,000 children reached in 40 states; partnered with 250 school, childcare and afterschool programs to deliver programming and products; piloting new digital tool for picky eaters 3Q 2022
- **Team:** Includes farm-to-school specialist; serial entrepreneur and farmer; chef with a Masters in public health; registered dietitian; and certified educator and trainer [Meet them here](#)
- **Investment Summary:** Since 2018 launch, received \$100,000 in grants; not currently seeking investment.
- **Links:** <https://www.ajc.com/neighborhoods/small-bites-teaches-big-lessons/XDECCMZ5IBCDHKMFOZFZYNPUJQ/>; <https://cwatlanta.cbslocal.com/video/5506498-focus-atlanta-small-bites-adventure-club/>



SoulFIRE Health (Overland Park, Kan.)

www.soulfirehealth.ap

Pinterest: <https://pin.it/1MH8fU1>

[linkedin.com/company/soulfire-health](https://www.linkedin.com/company/soulfire-health)

SoulFIRE Health focuses on evidence-based, healthy content for nutrition and activities. We target communities and health coaches working with persons with chronic disease. The platform offers rich content distribution and coaching engagement for professionals working in nutrition and chronic disease to support communities, individuals and professionals.

SoulFire Health is a product group of 5th Dimension Strategies, LLC

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- **Customer Readiness and Traction:** Library released in 2021; Collections (early release) set for May 2022; have deployed 500+ subscriptions; offering premium collections to sole proprietors, communities (e.g., universities or senior living centers) and coaches; also targeting hospitals, health departments, tribes, diabetes education programs, and employers (for workplace wellness).
- **Team:** Includes a senior registered dietitian and research/marketing expertise, with contract dietitians, digital designers, technologists, finance and business support personnel.
- **About Collections:** <https://www.soulfirehealth.app/about-collections>
- **Example Community Resources:**
https://www.canva.com/design/DAE6gTQSZcl/9TQw75NMGZavRzoe4KLFRQ/view?utm_content=DAE6gTQSZcl&utm_campaign=designshare&utm_medium=link&utm_source=publishsharelink



SpairTime (Syracuse, N.Y.) <https://SpairTime.com>;

<https://www.linkedin.com/company/tryspairtime>

Twitter, Facebook and Instagram: tryspairtime

SpairTime is a community-focused marketplace that helps people connect with local microbusinesses offering

products and services in their neighbourhood. The platform makes it easy for anyone to discover, support, and transact with local microbusinesses on the go.

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Ali Zia / Co-founder & CTO; Ali@spairtime.com; +92 3242344445; <https://www.linkedin.com/in/alizia1991/>

Phill Barufkin / Co-founder, Marketing; Phill@spairtime.com; (312) 952-1817;

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- **Traction:** Platform is active with a functional microbusiness map, instant messaging, and escrow payment system; beta testing conducted in Chittenango, NY (generated \$1,000+ in verified transactions for businesses); 521 microbusinesses listed on the platform with 1,850+ users.
- **Team:** Founders are committed to the drive to 'support local' and bring experience in full-stack developing, marketing and the gig economy.
- **Investment Summary:** Founders/friends invested \$80,000 initially; now seeking \$500,000 (SAFE) to improve customer experience, build a mobile app, and launch initial marketing campaign.
- **Explainer video:** <https://www.youtube.com/watch?v=K13NTj0cqPA>
- **Pitch deck:** <https://acrobat.adobe.com/link/review?uri=urn:aaid:scds:US:e840fa7a-f90f-3edd-9a8c-a71df94d6bc1>

The logo for Televeda, featuring the word "televeda" in a white, lowercase, sans-serif font on a dark purple rectangular background.

Televeda (Phoenix, Ariz.) www.televeda.com

Social media: [@televeda](https://twitter.com/televeda)

Televeda's mission is to alleviate social isolation and loneliness. Community-based organizations use Televeda to efficiently and effectively reach, engage and track the mental wellbeing of their members via virtual/hybrid programs.

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- **Customers:** Banner Health, Thrive Allen County, Hodgeman County, Cities of Chandler, Glendale, & Peoria (total: 800,000+ user reach)
- **Platform Scale:** Connected 125+ community-based organizations across 26 states and 10,000 people to get together and play a fun game of Bingo, all to raise global awareness about the importance of community for our mental wellbeing. The event set a Guinness World Record.
- **Highlights:** Delivered 2000+ varieties of social care programs. Growing users 174% year-over-year.
- **Partnerships:** with health plans (including Cigna & Blue Cross Blue Shield) and State/County health depts.
- **Helpful links:** [Televeda - Top 52 Women-Led Startups driving the future of HealthTech and Femtech](#); [Televeda Case Studies](#); The City of Chandler, Ariz., wins the [Top 10 Digital Cities Award](#) consecutively for 2020 and 2021 for their virtual/hybrid implementation to engage their citizens (*this is powered by Televeda*) [CBS 5: Arizona seniors join online platform designed for older adults](#); [What our Televeda members have to say!](#)



Vincere Health (Boston, Massachusetts) www.vincere.health

LinkedIn: <https://www.linkedin.com/company/vincere-health>

Facebook: <https://www.facebook.com/vincerehealth/>

A tech-enabled provider of smoking cessation and behavioral health services for vulnerable populations that puts its fees at risk on outcomes. We combine LCSW's & tobacco treatment clinicians with remote monitoring/conditional incentive tools to drive market-leading engagement rates.

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Hadi Javeed / Co-founder & CTO, hadi@vincere.health, (804) 931-2772,

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- **Traction:** Has contracts with large health plans and Managed Care Organizations (Optum, Centene, Memorial Sloan Kettering, Boston Medical Center and others); completed multiple state-funded pilots; focuses primarily on the Medicaid population.
- **Team:** 13 fulltime employees, experience in healthcare, technology, finance, medicine, and design. Founders met during graduate school and started the company in the Harvard Innovation Lab.
- **Investment Summary:** Raised ~\$4.3M; not currently raising; aiming to raise a Series A in early 2023.
- **Helpful Links:** [Pitch Perfect Value Based Care Winners: MedCityNews](#); [Winners of the Harvard President's Innovation Challenge](#); [Vincere Health & FitBit awarded Massachusetts State Funds to Reduce Cost of Care](#)