

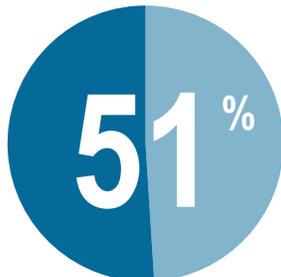


Connect the Doc is a Vancouver based startup that helps people find and book their private healthcare appointments online; there is no other service of its kind in Canada. It is like Expedia, but for healthcare; a prospective patient can compare availabilities, information, and testimonials of different practitioners and clinics and book their appointment directly online, 24/7.

Clinics and practitioners use Connect the Doc’s marketing platform to attract, acquire, and retain new patients online. Currently, appointments can be booked on [www.connectthedoc.com](http://www.connectthedoc.com) with Massage Therapists, Chiropractors, Physiotherapists, Dentists, and Acupuncturists.



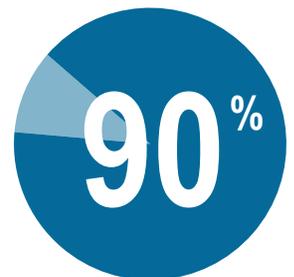
Percentage of people that believe a phonebook is a useful resource when searching for Healthcare Professionals



Percentage of people that believe booking their healthcare appointments over the phone is frustrating

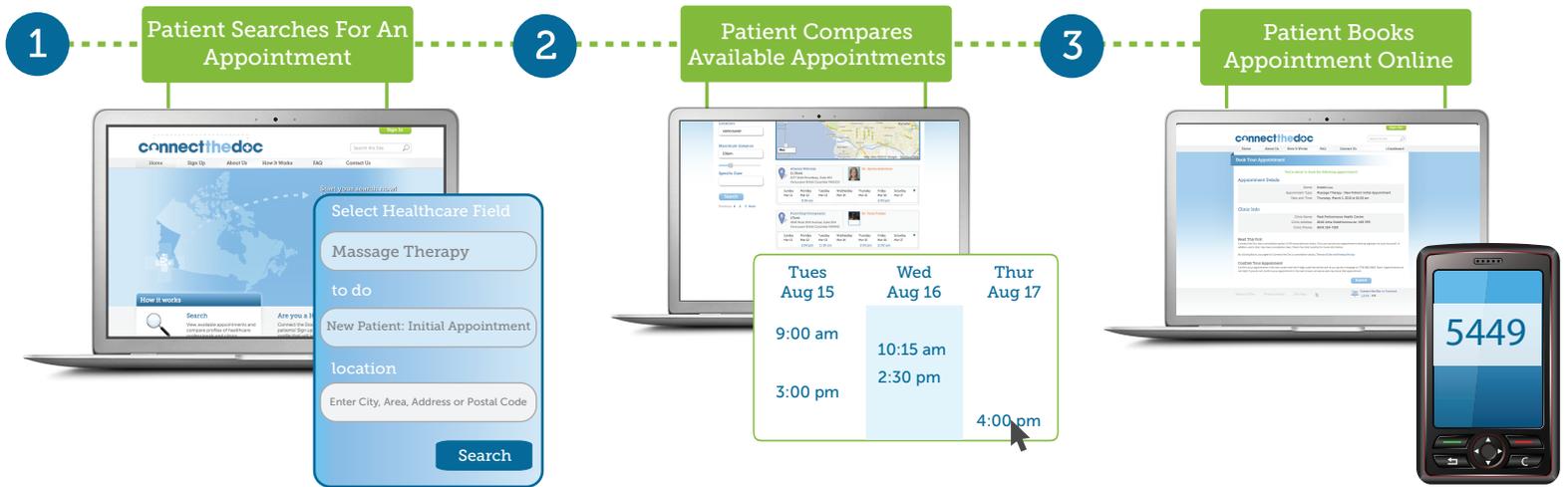


Percentage of people that would prefer to book their healthcare appointments online instead of by phone



Percentage of people that would like to see availabilities in their practitioner’s schedule online

# How Connect the Doc works:



## Inception:

Connect the Doc Marketing Inc. was founded by Nadeem and Nasheel Kassam in May 2010. At Nadeem’s university graduation, his father (a dentist) missed a portion of the ceremony because he had to treat a patient with a dental emergency. Nadeem realized that there was no online service in Canada that helped patients find last minute and after hours healthcare appointments - and Connect the Doc was born. After acquiring angel investments, Connect The Doc began development in March 2011, with a public launch in October 2011.

## The Founders:

### Nadeem Kassam

*Founder & CEO*

Nadeem completed his undergraduate degree at Whitman College in Walla Walla, Washington. He majored in economics, where he focused on econometrics and its application to small business development. Nadeem has been an entrepreneur his whole life; he started his first profitable marketing company with his brothers at age 12 and throughout high school founded several small businesses that all turned a profit.

### Nasheel Kassam

*Founder & COO*

Nasheel attended Trinity University in San Antonio, Texas where he majored in business administration and minored in speech communication. While Nadeem was working on the development of Connect the Doc, Nasheel worked as the Director of Marketing at both of his parents’ clinics. In his 11-month tenure, he managed to increase each clinics’ revenue by more than 25%.

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