

April 15<sup>th</sup>, 2021

# Clear Protocol<sup>®</sup>



**AI Software - Eliminates Typing**  
**Saves Clinicians Hours a day**

## **BUSINESS PLAN**

Clear Protocol, Inc.  
16830 Ventura Blvd., Suite 360 Encino, California

## Business Sector: Information Technology

The business is an independent corporation. Incorporated May 11<sup>th</sup>, 2016 for the express purpose of commercializing the Clear Protocol information technology.

## Company History

We (the co-founders) saw the need for a certain tool for clinicians in healthcare. We started working full-time in development in January of 2015. Between the two of us founders, we have decades of experience in nursing, hospitals, and business generally. We filed a patent application by the end of February 2015. We incorporated mid-2016 as a California C-corporation and proceeded to build a proof-of-concept prototype. The trademark for “Clear Protocol” was received in 2018. The initial patent was granted in 2019. Along the way, we have assembled a renowned team of subject matter experts, including outstanding doctors. Currently, we are preparing to raise capital via crowdfunding to build more prototypes and demonstrate with various doctors for a user survey and market validation.

## The Goals and Objectives

Overall goal: To promote contemporaneous validation of clinical procedures as part of the standard of care in medicine, using our product Clear Protocol®.

Current goal: Finalize development and test Clear Protocol® in actual operation with several clinicians. Followed by detailed user surveys and a comprehensive report on user opinions. This will be used to guide the final working design, as well as for investor promotion in subsequent fundraising.

## The Product

Clear Protocol® is patented, Software-as-a-Service (SaaS), based on electronic wearables. Clear Protocol® is a tool that allows doctors and nurses to validate clinical protocols contemporaneously.

## The Target Market

Our initial target market is hospitals, clinics, and physician offices. The near-term addressable market is physician offices and clinics near us, within Southern California.

## Pricing Strategy

Recurring revenue, Software-as-a-Service (SaaS). We will charge for usage (per hospital bed or per user). There will be separate charges for customization, installation, and training.

## The Competitors

The main competition consists of consumer-type devices adapted for a medical setting: A desktop computer on a rolling cart, or possibly a laptop, an iPad tablet, or smartphone being held in the hands. These are impractical due to potential hand contamination, the inconvenience of being out of reach, out of view, interruption, and distraction. Our product, Clear Protocol® uses digital wearables instead, and it is hands-free, voice operated. It will produce the best, most reliable documentation - contemporaneous - with the least effort.

## Ownership Background

Ernest M. Kestone (shareholder):

Ernest Kestone has been CEO of Clear Protocol, Inc. since incorporation in May, 2016.

Prior to that, Mr. Kestone worked full time for over a year, filing the provisional patent, researching the market, networking and consulting with professionals in IT and healthcare.

Before Clear Protocol, Inc., Mr. Kestone worked as project manager since 1984. Managing multi-family residential construction projects and including commercial and some medical offices. He then continued with a progression of unique major projects. He successfully administered these projects at the executive management level (subcontracting, purchasing materials, components, budget & schedule). Many of Mr. Kestone's projects have been full scope real estate development starting with the acquisition of land, some of them as part-owner/general partner in collaboration with project architects, engineers, and government officials. Until starting Clear Protocol in 2015, Mr. Kestone held for over ten years, a California general contractor's license (as an individual or as a corporate officer). As a result of these previous experiences, Mr. Kestone is aware of the importance of frequent communication among project members and of creating a realistic business plan, timeline, and budget. Mr. Kestone has the expertise, leadership, training, and motivation necessary to successfully manage the development of the Clear Protocol system.

Marie L. Kestone (shareholder):

Trained as a Registered Nurse. Worked several years in a major hospital in Los Angeles, then in-home geriatric nursing.

#### Organizational Timeline

Approximately 8 months.

#### Company Assets

Cash \$800

Property and Equipment, net \$800

Other Assets: US Patent (actual expense) \$4,900

Other Assets: US Trademark (actual expense) \$400.

#### Product Patents

US Patent No. US 10,318,928 B1, Computerized Contemporaneous Process Control and Quality Assurance. Additional patents are pending and issuance can be expected in the second half of 2021.

US Trademark Reg. No. 5,462,464 Class 42: Planning, design and management of Information Technology Systems.

#### Future Products

Clear Protocol® for other commercial uses, such as law offices, veterinary medicine, food production facilities, breweries, restaurants, bars.

#### The Management

Clear Protocol, Inc. has a conventional corporate management structure consisting of a Board of Directors, overseeing a president (CEO).

## The Target Market

Our initial target market consists of hospitals, clinics, and physician offices. The near-term addressable market is physician offices and clinics near us, within Southern California.

## Advertising

Clear Protocol is business-to-business (B2B). It is not necessary to advertise the way a consumer products company would. We will continue to reach out to customers one-on-one. We have an extensive industry contacts in Southern California, one of the best healthcare markets.

## Staffing

We currently have three full-time employees and around twenty consultants who collaborate as needed. We look forward to hiring additional staff as outlined in our projection.

## Capital Requirements Plan

We are currently raising \$250,000 via crowdfunding. The funds will be used as detailed in the offering, primarily to finalize product development and test with users (doctors).

## Capital Repayment Plan

As soon as revenues permit the company will pay dividends. In due course, the company may be acquired by an existing company in the software/healthcare space or go public. At which time, the investors can sell their appreciated shares.

---