

September 14, 2022.

Clear Protocol[®]



AI Software - Eliminates Typing
Saves Clinicians Hours a day

BUSINESS PLAN

Clear Protocol, Inc.
2108 N Street, Suite C, Sacramento, California 95816

Business Sector: Information Technology

The business is an independent corporation (C-corp). Incorporated May 11th, 2016 for the express purpose of commercializing the Clear Protocol[®] information technology.

Company History

We (the co-founders) saw the need for an Information Technology tool for clinicians, specifically focused on validating clinical procedures. 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 provisional patent 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. US utility patent 10,318,928 B1 was issued in 2019. US utility patent 11,341,460 B2 was issued in May of this year (2022). Along the way, we have assembled a renowned team of subject matter experts, including outstanding doctors with healthcare IT deployment experience.

Also, in May of this year we received our first outside capital.

The Goals and Objectives

Overall goal: Promote contemporaneous validation as part of the standard of care in medicine.

Current goal: Raise capital to 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 market validation will increase the value of the company and the user opinions will help guide the final working design.

The Product

Clear Protocol[®] is Information Technology for healthcare. An AI-powered tool that saves doctors hours a day.

With Clear Protocol[®], doctors will be able to validate medical procedures contemporaneously - without having to type or using hand-held electronics. Clear Protocol[®] uses electronic wearables, it is hands-free, and voice operated. Users can select a procedure and validate it in real time. Completed protocols are logged automatically.

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 the state.

Pricing Strategy

Recurring revenue. We will charge a subscription per hospital bed or per user. There will be separate charges for 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.

Company Assets

Cash \$3,000

Property and Equipment, net \$2,600

Other Assets: US Patents (actual expense/book value) \$7,900

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

Product Patents

As mentioned, Clear Protocol, Inc. has been issued US Patent No. US 10,318,928 B1, Computerized Contemporaneous Process Control and Quality Assurance in 2019, and US utility patent 11,341,460 B2 in 2022.

US Trademark Registration Number 5,462,464. Class 42: Planning, design, and management of Information Technology Systems.

Future Products

Clear Protocol® will be usable 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 the state.

Staffing

We currently have two full-time founder/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 primarily to finalize product development and test with users (doctors), further investor outreach, and general marketing.

Capital Repayment Plan

This is an equity investment, so the returns are expected to be in stock appreciation, as well as a potential buyout of the company.

www.ClearProtocol.com
