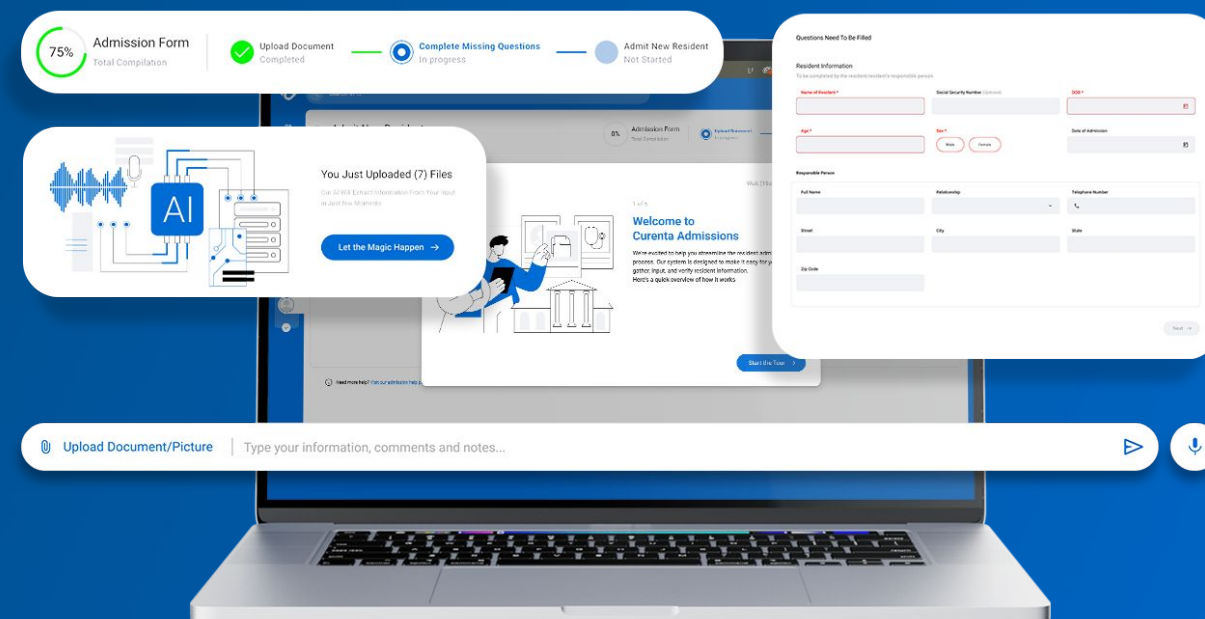




Empowering Long Term Care with AI

The First Autonomous Workforce for ALFs



Our Team

We Know the Industry Inside-Out. We Are the Insiders Building it Bottom Up.



Ramy Barsoum

Co-Founder & CEO

Licensed Pharmacist
RPh / MBA Msm

- Entrepreneur for +15 years
- Sold family business in Cairo after growing it 3X over 7 years.
- Grew a LTC Pharmacy chain in SoCal to 5X in 3 years
- Built AllRx to \$10M in revenue and \$1.5M in EBITDA after raising just \$1.8M



Shona Herbert

VP of Sales

BS of Nursing / Enterprise Sale

- +20 years of experience in Healthcare industry
- Sales Director @ WellSky
- Biggest EMR for Home Health & Hospice



Peter Tran

Product Manager

Pharmacist PharmD

- +10 years of LTC pharmacy experience
- +3 years product management



Usama Atteya

Director of Engineering

BS of Computer Science & MSC of Data Science

- +11 years of software engineering
- Cloud architecture, AI, DevOps, Full-Stack development

The Opportunity

A \$1.73B serviceable market with an 8.3% CAGR, serving the doubling elderly population.

ALF SaaS (SAM)

\$ 1.73 B

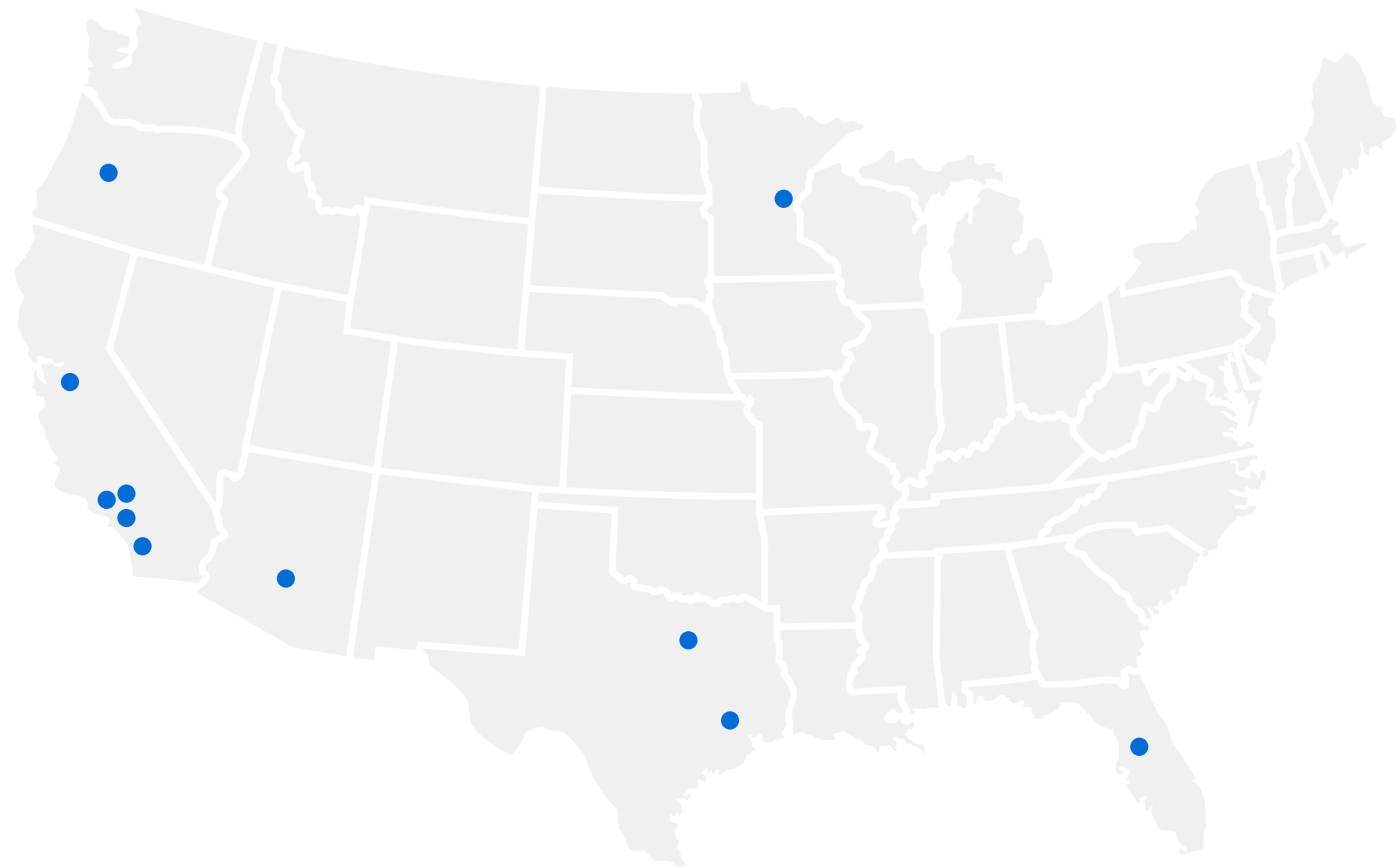
As of 2025

↗ 8.3%

10 Years CAGR
2021 - 2031

🏠 1.2 M

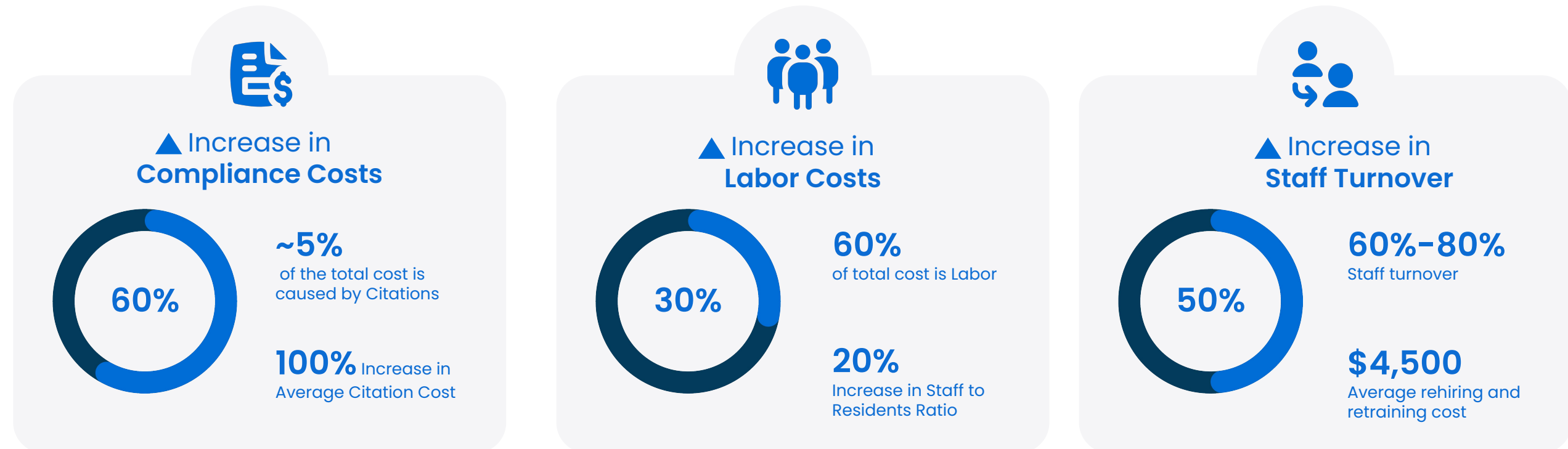
Assisted Living Facilities
(Beds, #)



ALF EHR software market accounts for 27.15% of the research. Source: Data Bridge Market Research
[North America Assisted Living Software Market - Industry Trends and Forecast to 2031](#)
[Consumer Affairs Long-Term Care Statistics in 2025](#)

The Pain

The 3 Critical Challenges Eroding Senior Living Margins Over the Last 10 Years



The Solution: Curenta Tech

The First Autonomous Workforce for ALFs



AI Med
Manager



AI Note
Taker



AI Task
Manager



AI
Compliance
Agent

Curenta
Tech



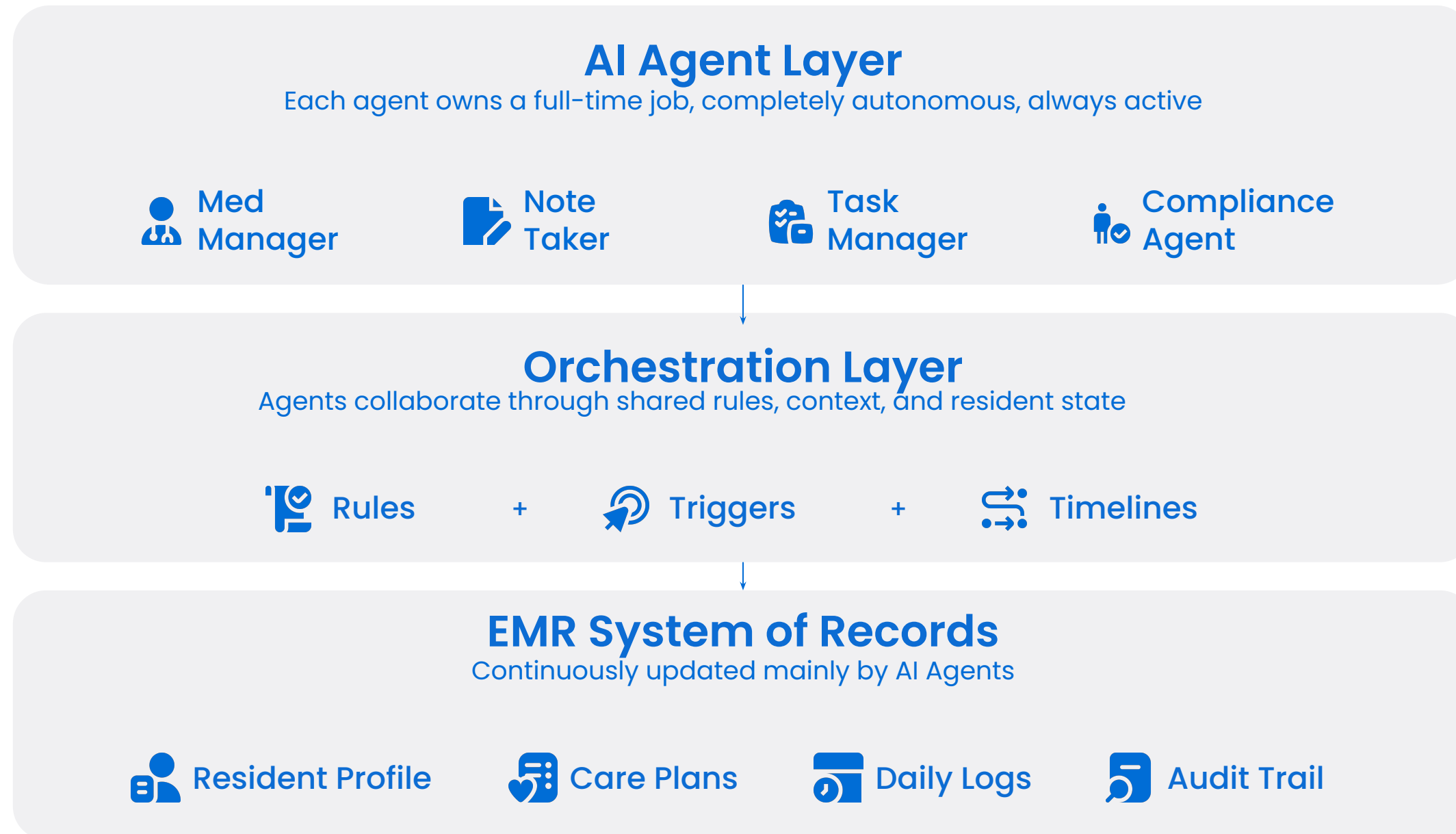
Curenta is an AI-powered EMR platform built for ALFs to automate care coordination with minimal caregiver input.

AI agents generate personalized resident service plans, prompt caregivers for daily tasks, and automatically document each step.

This streamlines compliance, reduces administrative burden, and improves care delivery, without any extra costs.

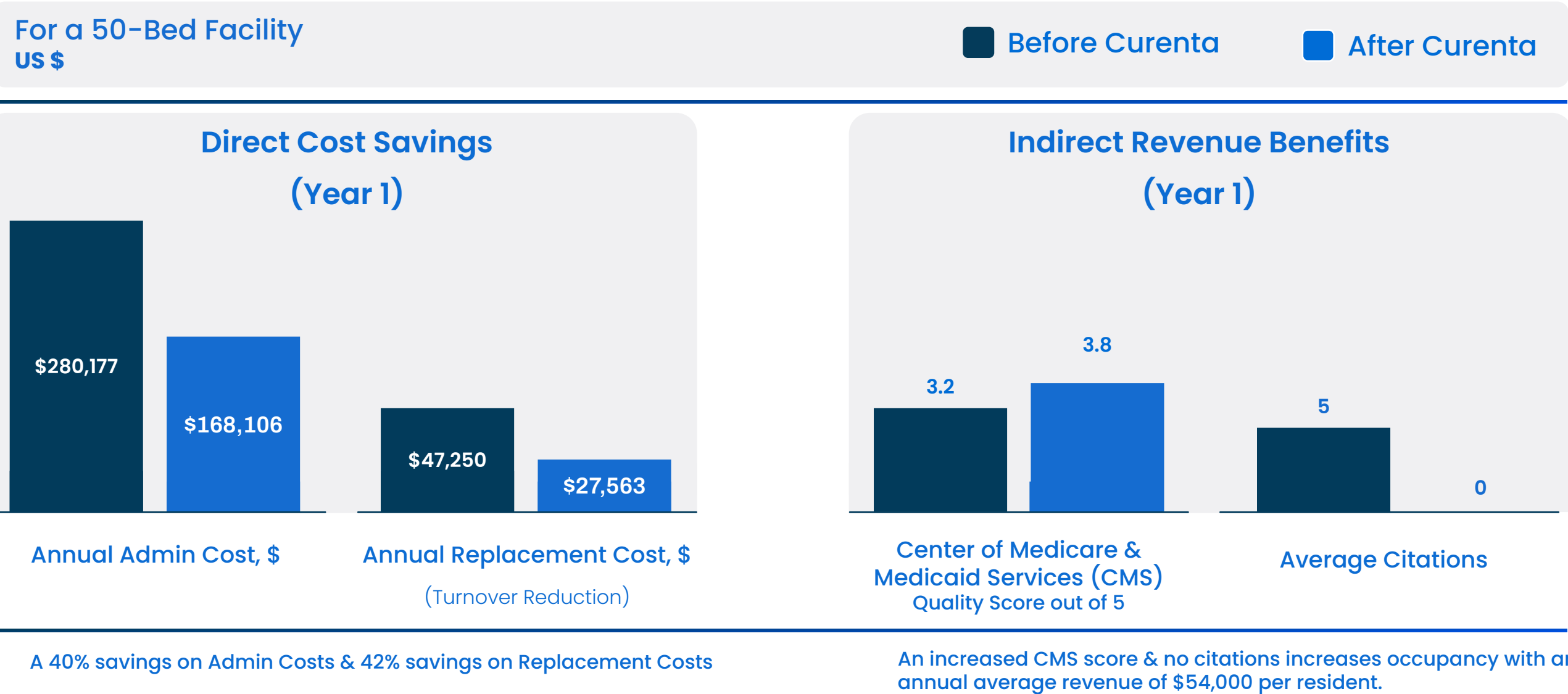
The Technology

The AI Agent Architecture Behind Curenta's Autonomous Workflow



Product Impact

Assisted living facilities lose \$193,768 annually to administrative inefficiency and compliance issues.



Product Pricing

Competitive Pricing That Scales With Facility Size

Monthly Subscription/ Patient, \$

Market Max \$ 120

Market Min \$ 10

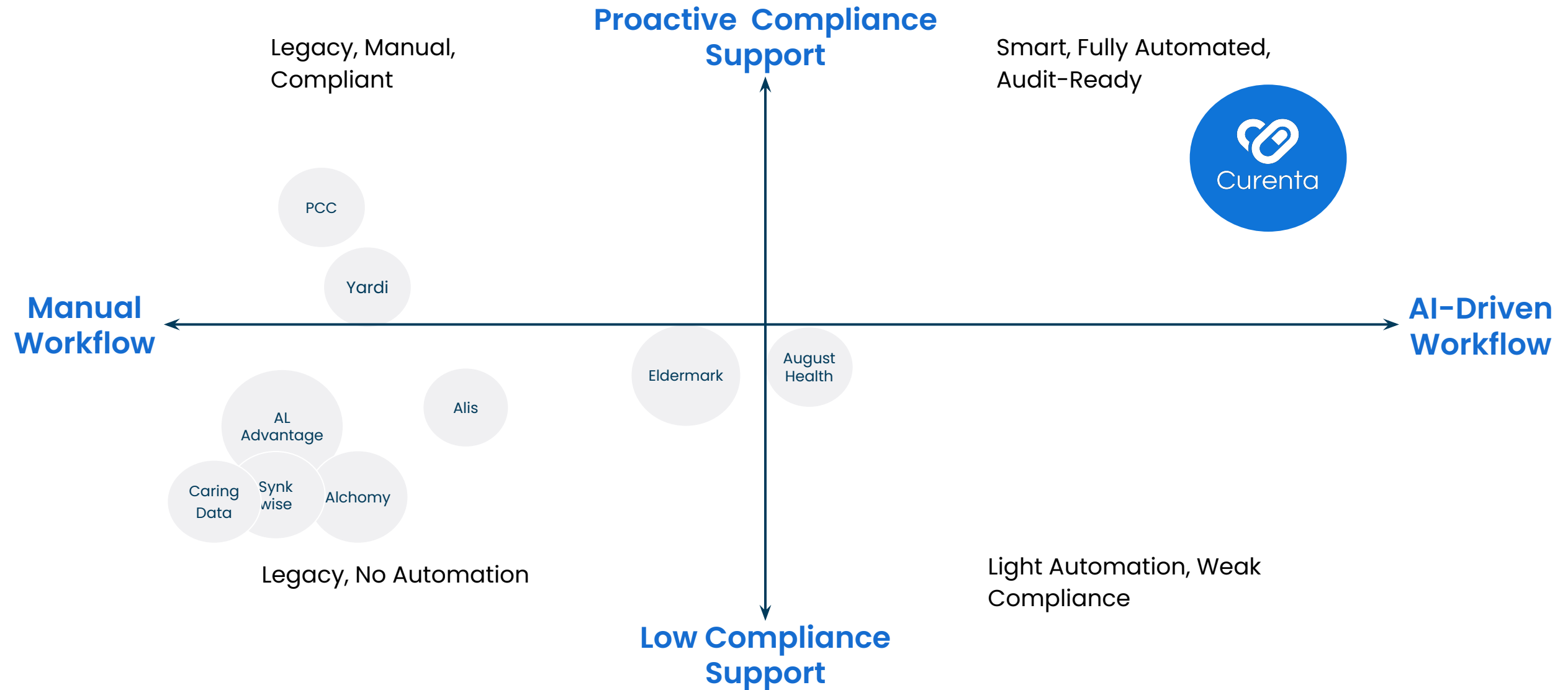
Low starting price.
Scales with each new agent, unlocking future pricing growth.

		Bed Price Month	Annual Price (50 bed facility)
Elite	EMR + 13 Agents	\$ 25	\$ 15,000
Professional	EMR + 8 Agents	\$ 20	\$ 12,000
Starter	EMR + 2 Agents	\$ 15	\$ 9,000

**Minimum 10 Beds per Facility*

Competitive Landscape

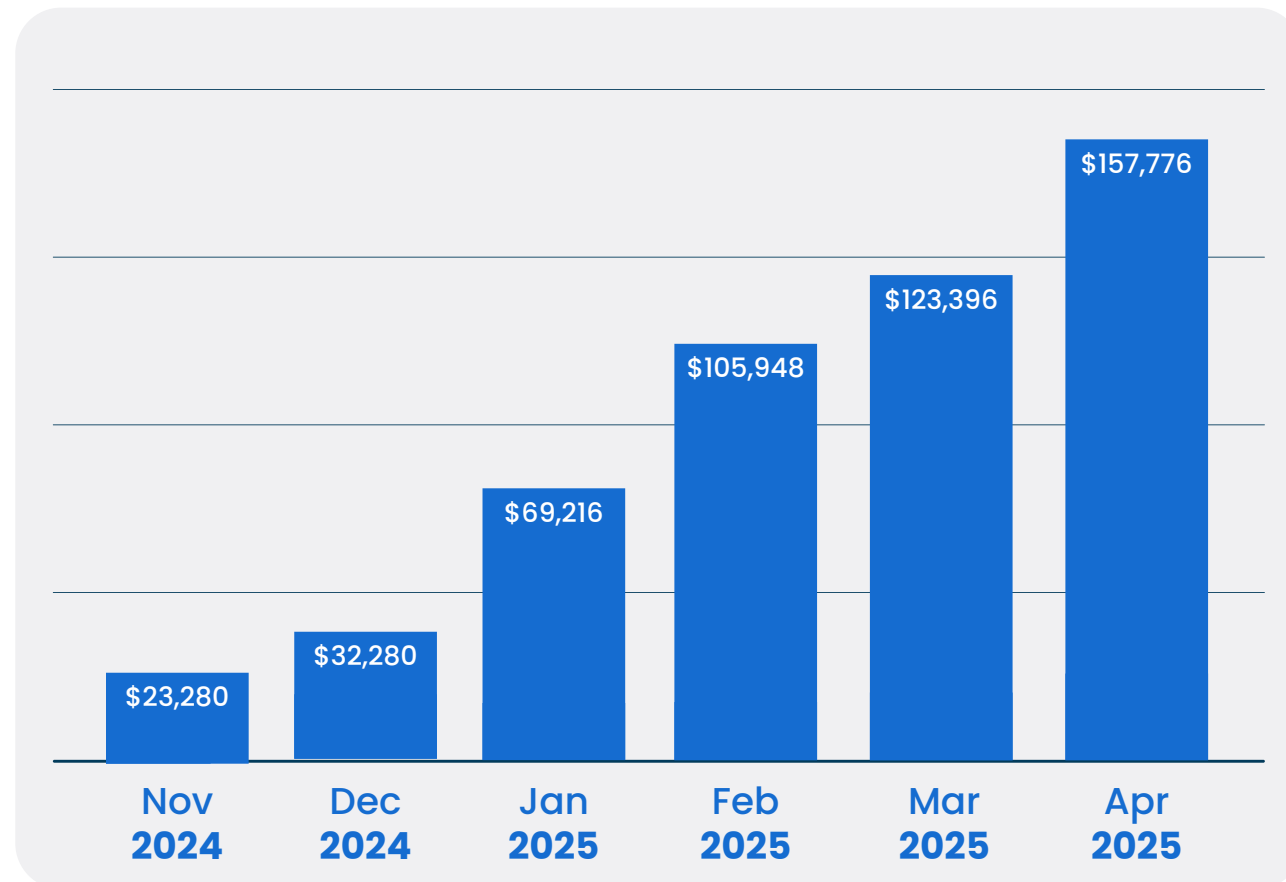
Everyone Else Records Tasks. Curenta Executes Them.



Strong Traction

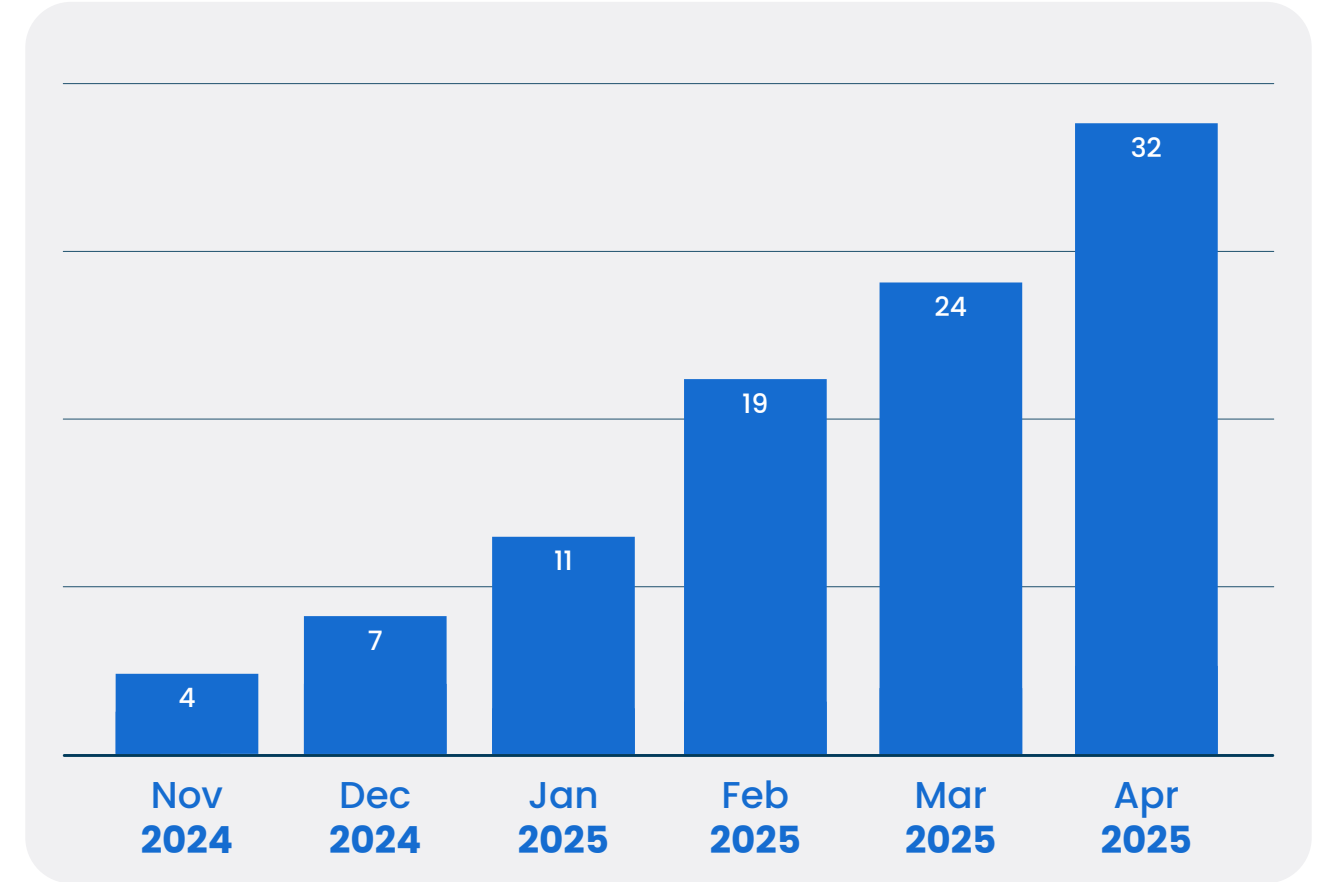
We are growing at staggering rate

ARR MoM, US \$



**December 2025 Projections: \$500k ARR & 100 Facilities*

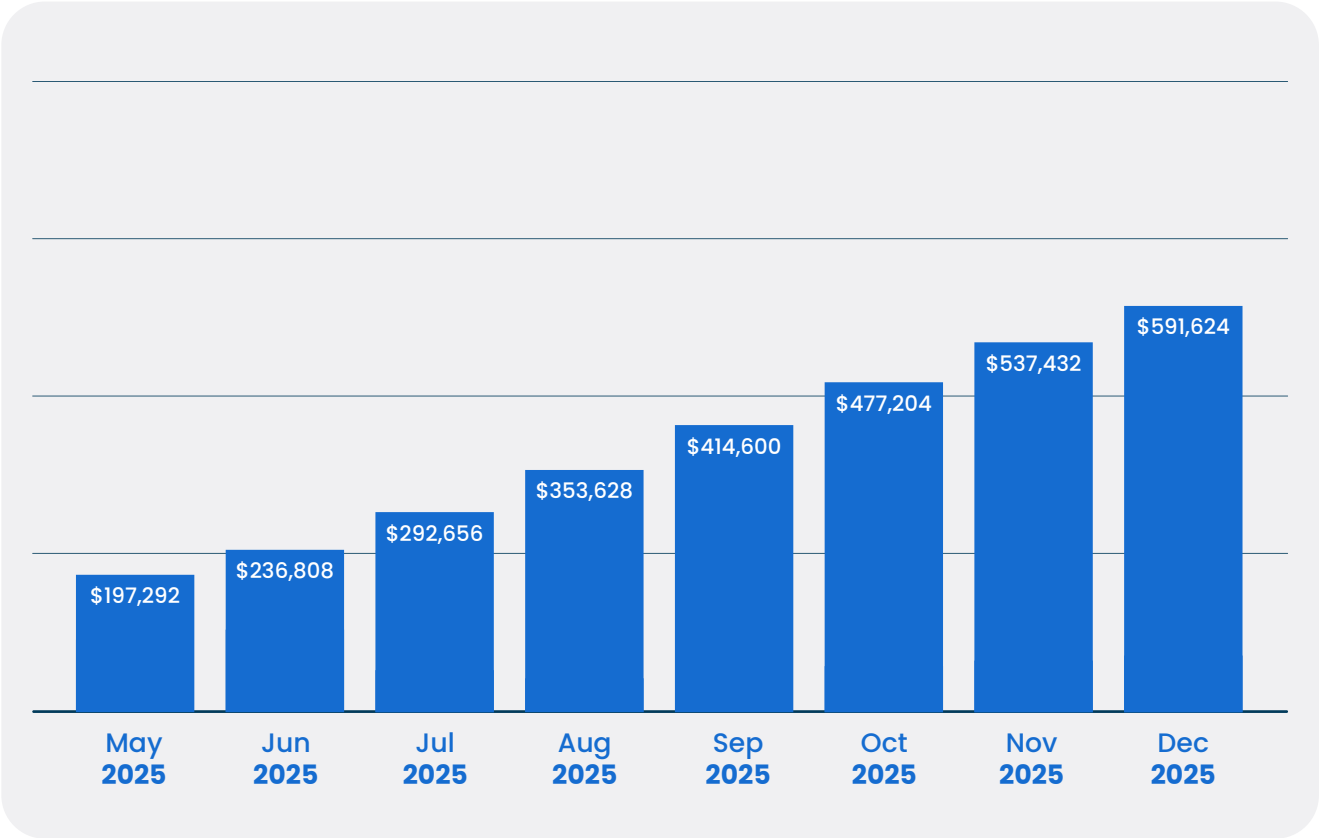
ALF Facilities, #



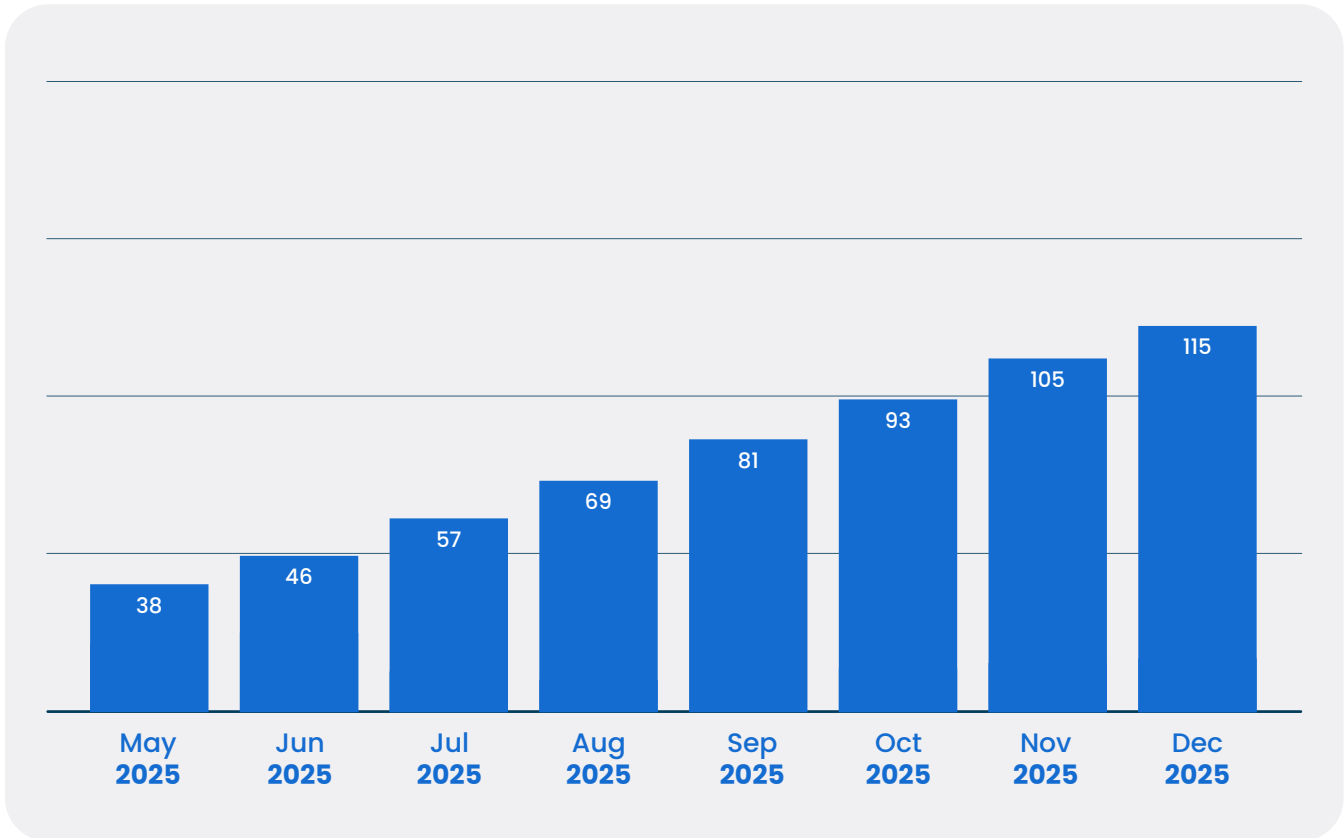
Locked In Path

Clear Runway to ~\$600k in ARR by Dec 2025

Short Term Forecast -- ARR

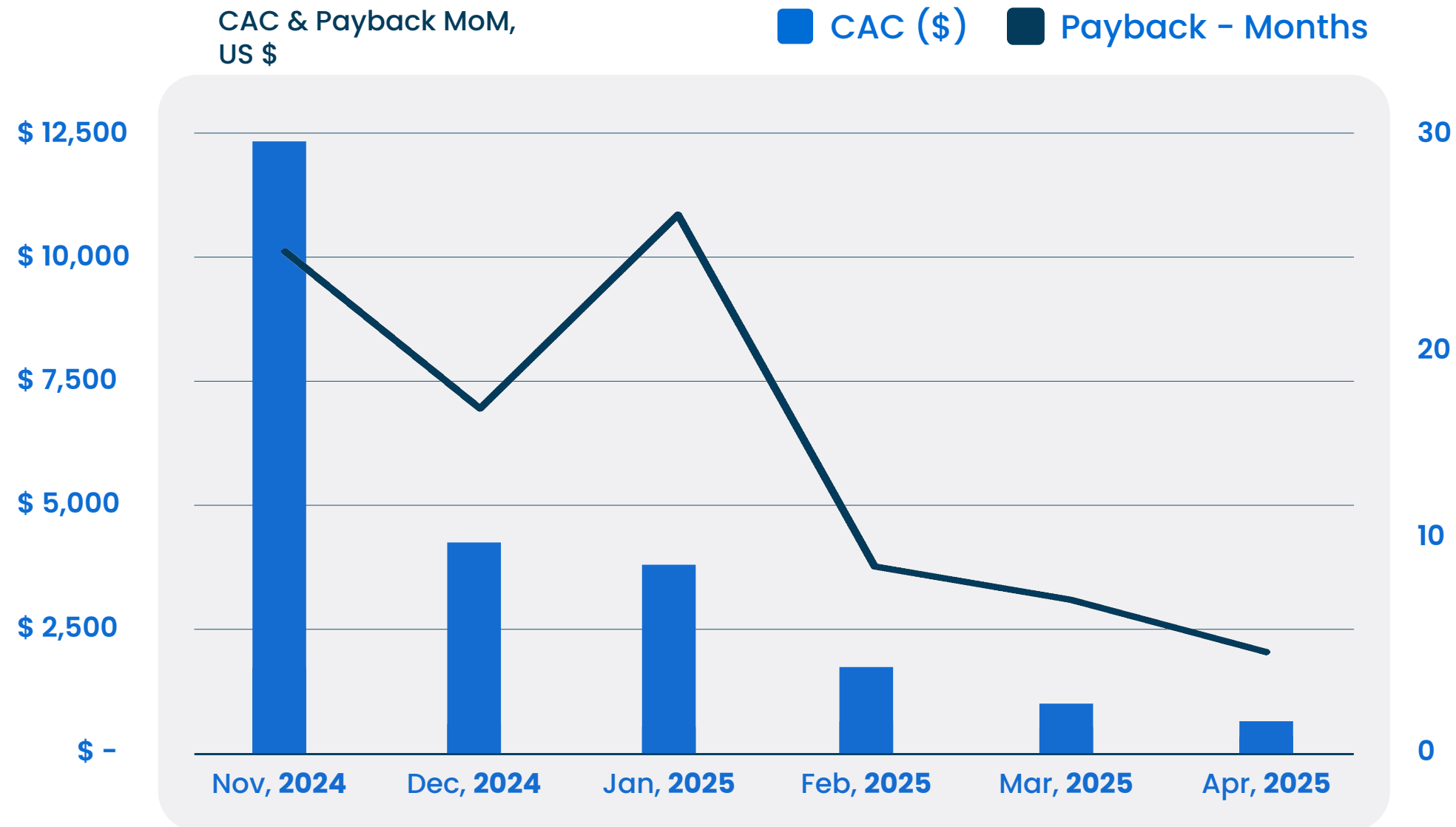


ALF Facilities, #



Healthy Unit Economics

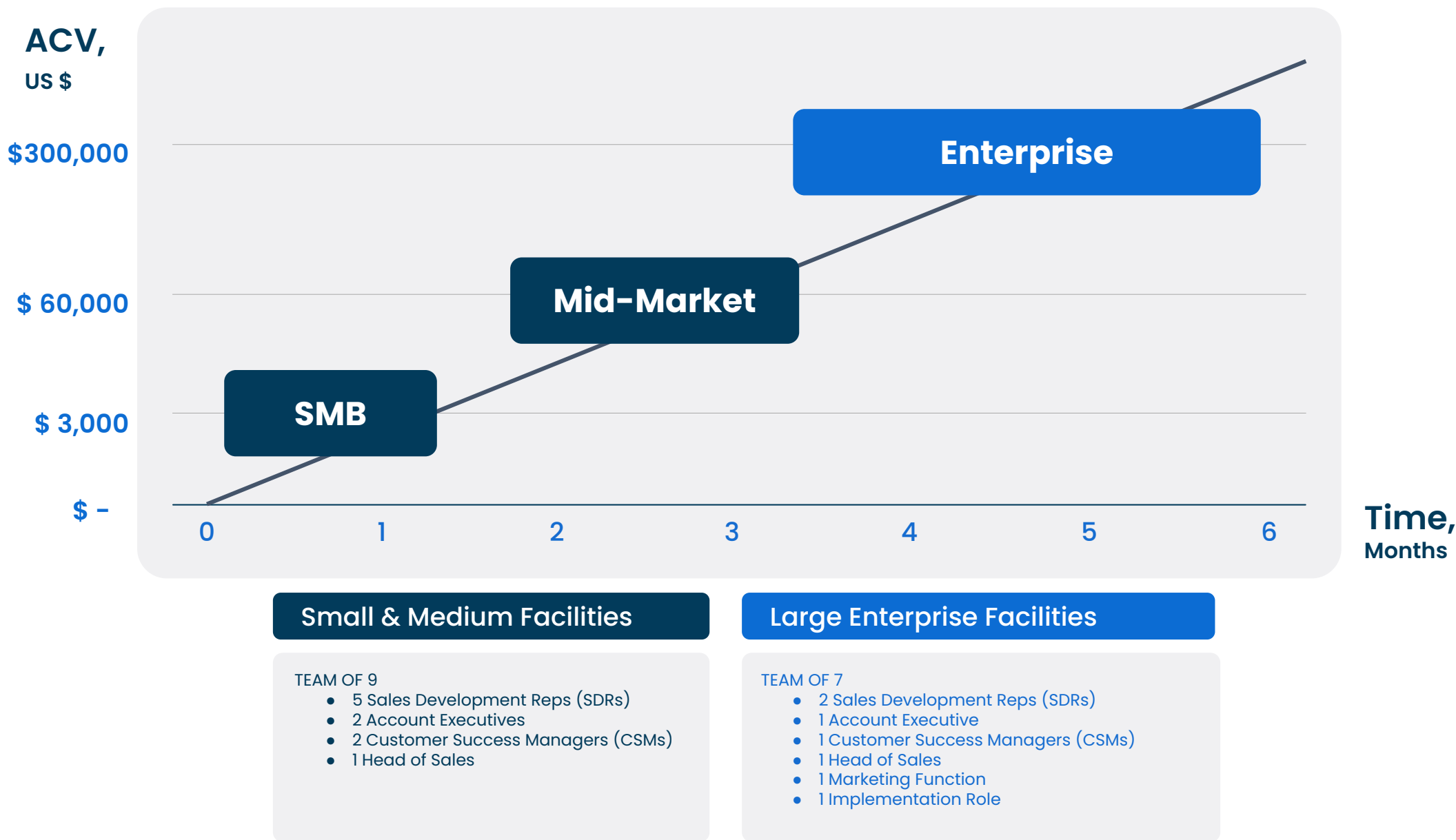
CAC and payback time are falling quickly



Falling CAC is complimented by a short ~2 month sales cycle (for SMEs and Mid Market)

Go To Market

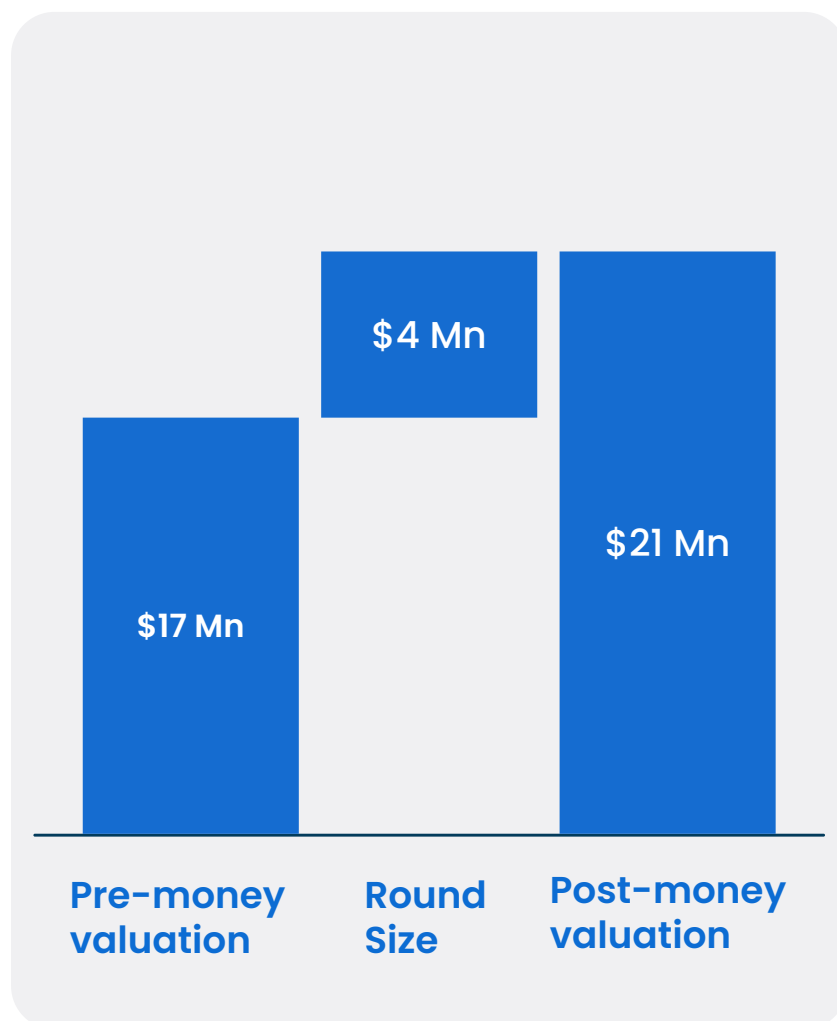
A Structured Sales Process Built for Conversion



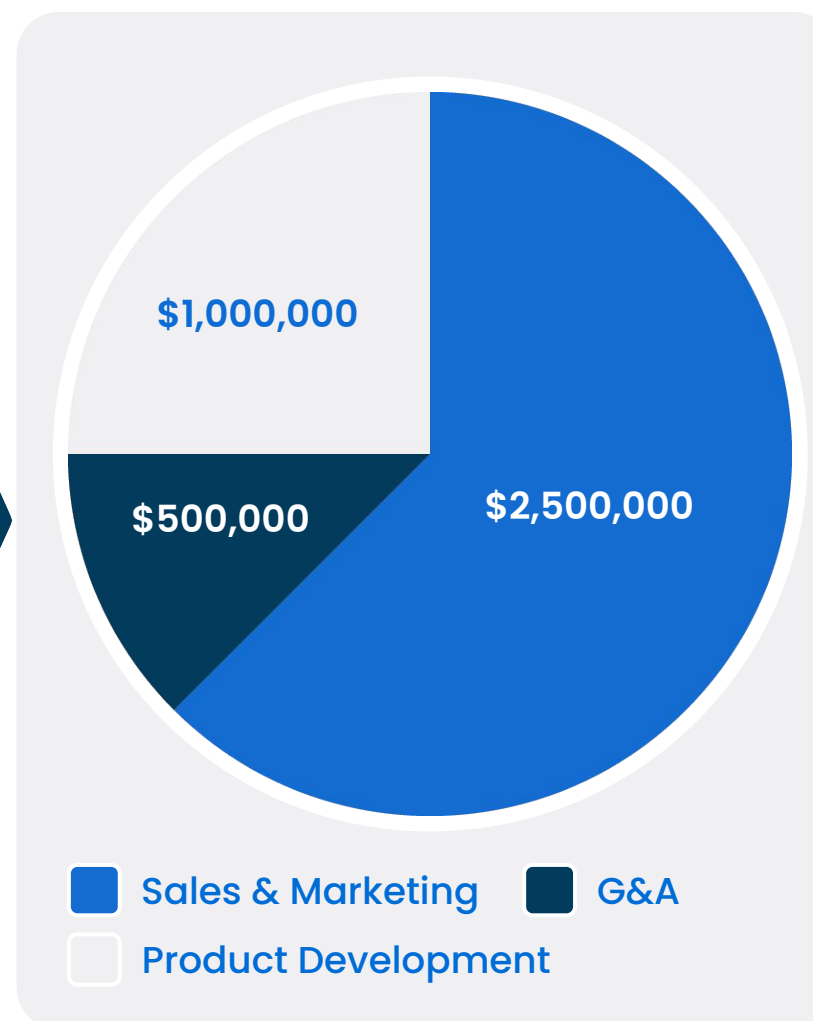
Ask & Use of Proceeds

Curenta is raising a \$4Mn round led by InVitro Capital, with \$2.2Mn already committed

Seed Round:



Use of Proceeds:



Results In:



* \$2.2 Mn Already Committed

*See opportunity breakdown for further details

Future Growth

Single Entry Point to Multi-Offering Solution – Driving Upsell Without Increasing CAC

By Market



Skilled Nursing

16,700 active skilled nursing facilities in the US, averaging 116 beds per facility



Home Health & Hospice Agencies

41,287 active agencies serving 13.72 Mn patients annually

By Product



Staff Scheduling

Have the data to identify staff needs over time and plan appropriately

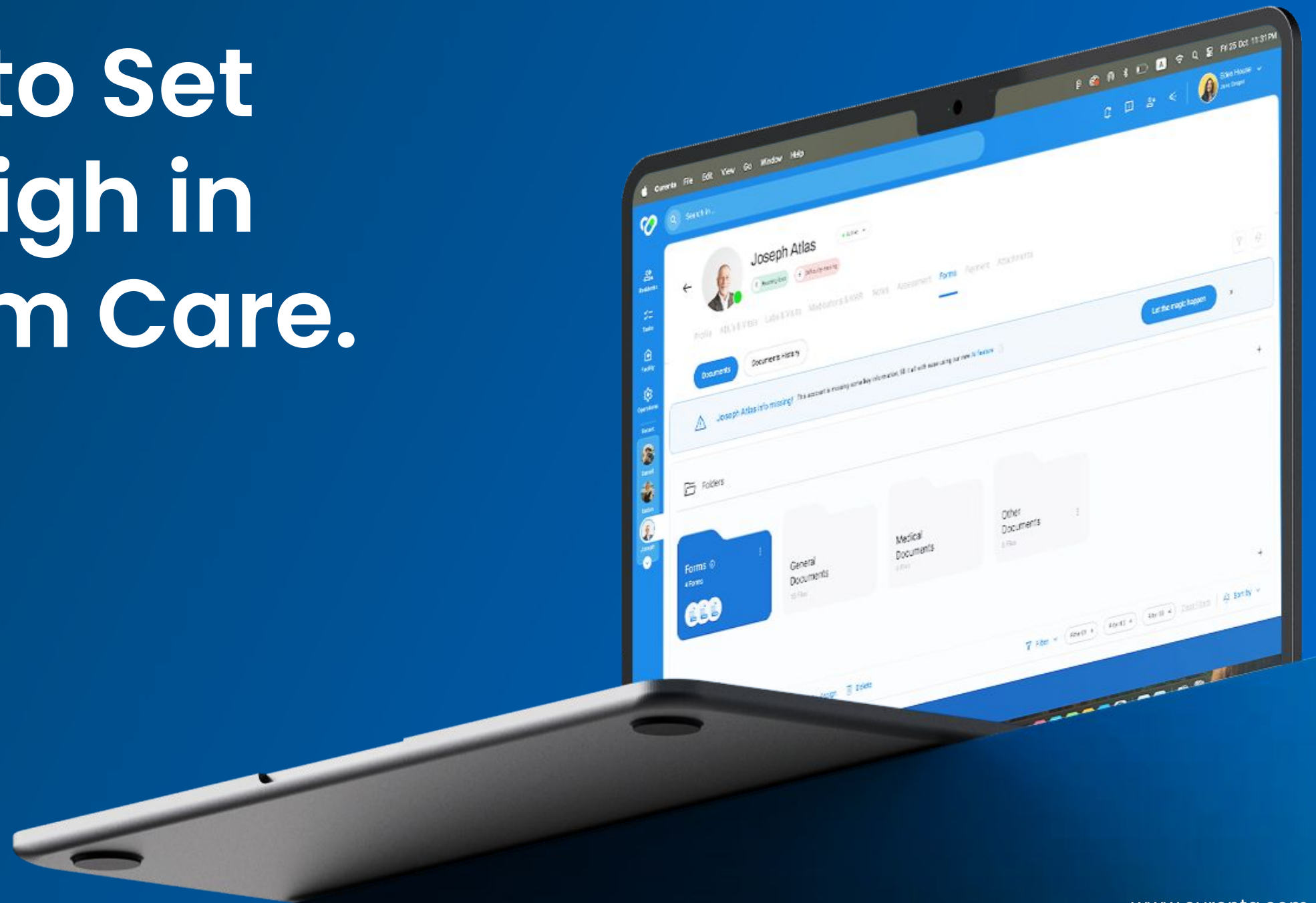


Billing

Completely independent from EMR in most cases

It's Time to Set the Bar High in Long-term Care.

Thank you!



Product Impact Deep Dive

Assisted living facilities lose \$ 193,881 annually to administrative inefficiency and compliance issues

Facility Baseline Metrics

- 50 beds with 70% occupancy
- \$4,500 monthly revenue per resident
- 17.5 FTEs (0.35 FTE/resident)
- \$38.56 hourly rate
- \$1.4M annual labor cost

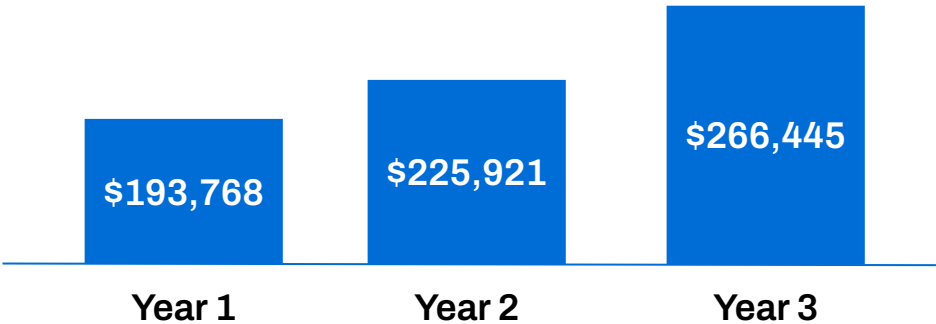
Year 1 Impact | 50-Bed Facility

Core Benefits	Before Curenta	With Curenta	Impact On	Annual Impact
Operational Savings	20%	12%	Cost of Admin Time	\$112,071
Compliance & Quality	\$5,000	\$2,000	Fines	\$3,000
Staff Retention	60% turnover	35% turnover	Hiring & Training Costs	\$19,800
Occupancy Improvement	70%	72%	Occupancy Rate	\$54,000
Quality Rating Lift	3.2 stars	3.8 stars	Private Pay Ratio	\$17,010

Financial Impact

- Annual Subscription: \$12,000
- Annual Benefits: \$205,881
- Net Value: \$193,881
- ROI: 1,616%
- EBITDA Increase: 10.3%
- Payback Period: 3 weeks

3-Year Cumulative Value: \$686,134



Ref: [Curenta's Comprehensive Impact: 50-Bed Assisted Living Facility](#)

"We've shifted 3.8 hours per resident monthly from paperwork to direct care."

Competitive Landscape

Not Just Another EMR - A Smart Assistant at the Core

	Features	Curenta (AI-First)	PCC (Point Click Care)	Yardi	August Health	AL Advantage	Eldermark	ALIS
Complete EMR	Residents Management	✔ Yes	✔	✔	✔	✔	✔	✔
	eMAR	✔ Yes	✔	● Basic	● Basic	✗	✔	✗
	Charting & Assessments	✔ Yes	✔	✔	✔	✔	✔	✔
Autonomous Workforce	AI Med Manager	✔ Yes	● Basic eMAR	● MAR only	● Basic eMAR	✗ Manual	● Basic eMAR	✗ Manual
	AI Note Taker	✔ Yes	✗ Manual	✗ Manual	● Semi-auto	✗ Manual	✗ Manual	✗ Manual
	Task Manager	✔ Yes	✗ Manual	✗ Manual	● Some logic	✗ Manual	✗ Manual	✗ Manual
	Compliance Agent	✔ Yes	● Retrospective	✗	● Alerts only	✗	✗	✗