

# CureFacts

Take good care!



**CureFacts** is the first online public resource to offer an evidence-based-medicine platform, a meeting point for science, patients and doctors for choosing only helpful medical treatments.

## ○ The Problem

The waste on unnecessary health care services was estimated at \$210 Billion in the USA in 2010<sup>1</sup>. Globally, people choose and undergo every year billions of medical treatments and procedures that are ineffective, unnecessary and often **damaging**. Current online resources present confusing and unreliable information that often promotes such futile treatments.

## ○ Our Solution

CureFacts provides everyone with a **user-friendly search engine with a scientific based rating of all types of medical treatments**.

We offer unmatched **reliability** (rating based on a statistical summary of all valid clinical trials) and **accessibility** (free online access to short and clear answers in plain English, and intuitive infographics).

We clear the noise and enable anyone to choose only effective treatments, and, most importantly, to dismiss pointless and harmful treatments.

The screenshot shows the CureFacts search interface. At the top, there's a search bar with 'Treatment, Condition or Symptom' and a search button. Below the search bar, it says 'Back to search results for NSAIDs (OTC)'. The main content area displays search results for 'NSAIDs (OTC) for treatment of Common Cold in Seniors with cold'. A red warning icon indicates 'Damaging' with a 'Bottom Line' label. The text describes treatment with NSAIDs (e.g., Aspirin, Ibuprofen) based on 9 valid studies with 1,009 individuals, noting side effects like bleeding events and increased changes to peptic ulcers, kidney failure, heart attacks and strokes. A legend on the right shows 'EVIDENCE | REASONABLY TESTED' with a green dot, 'EFFECTIVENESS | EFFECTIVE for fever, pains and sneezing' with a green dot, and 'SAFETY | DANGEROUS' with a red dot.

## ○ Impact

By helping the public avoid 1% of medical interventions, **CureFacts** will save the world \$75 billion in annual medical costs alone. In addition, this will save insurance costs and the costs of implications (work absence, sickness and death).

## ○ Competitors

Leading online public health resources include WebMD, Healthline, Drugs.com and MedicineNet. None of these sites sticks to **established** scientific knowledge, all **advertise** medications, and some are even **owned by** healthcare PR agencies.

## ○ Our Team

**Ari Manor**, Founder and CEO.

Strategy consultant to Google and other Fortune 500 companies. M.Sc. in Human Genetics, TAU. [in](#)

**Jon Brassey**, Chief Scientist.

Co-founder and director at Trip Database. Honorary Fellow at Oxford. B.Sc. in applied Biology, UWE. [in](#)

**Michal Hemmo-Lotem, MD**, VP Innovation

Medical Innovation expert. Singularity University graduate. MD, Tel-Aviv University. Pediatrician. [in](#)

**Tal Weiser**, CTO.

Expert in Network architecture, Edge technology, Cloud solutions, DB, Storage and Applications. [in](#)

**Ofer Shachar, MD**, Chief Medical Editor.

Evidence Based Medicine Expert. MD, Ben-Gurion University. Family Physician. Lecturer, Technion.

Advisor: **Tsafrir Attar**, Head of Citi Accelerator. [in](#)

## ○ The Market

**B2C:** The most common Google search is for healthcare information, with 5 billion searches per month<sup>2,3</sup> (60% of these - for medical treatments). Healthcare Information Services Market Cap is \$102 billion<sup>4</sup> with double-digit annual growth<sup>5</sup>.

Our initial market is the USA, and then other English speaking countries. Initial target audience is educated moms (that do most healthcare searches). We help them take good care of themselves, their families, and their friends. Our go-to-market strategy includes strong SEO implementation, PR and social marketing.

**B2B:** Our business model consists of monetization via referrals of site visitors to in-clinic visits (similar to ZocDoc, via subscription of doctors) and to online medical consulting service (e.g. AmericanWell).

## ○ Status

Pre-Seed, after two accelerators, highly successful MVP, private and government funding. [Open Alpha](#) launched at November 2017.

