



Helping Texas Auto Accident Victims
get the best possible medical care
and \$\$\$ for their injuries.



THE PROBLEM

An auto accident can be one of the most stressful periods of a person's life.

- **Life-altering Pain**
- **Inability to Work Due to Injuries**
- **Lost Income**
- **Mounting Medical Bills**

MUTUALLY BENEFICIAL ALLIANCE

PRIMARY CARE PHYSICIANS



PERSONAL INJURY SPECIALISTS



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Calls from countless attorneys, ambulance chasers, insurance companies wondering what to do, where to turn, and who to trust, to get the proper treatment and compensation for their injuries, they often turn to their trusted Primary Care Physician for answers.

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**Unfortunately, most PCPs don't
accept personal injury cases as
insurance reimbursement is often
delayed and very difficult to navigate.**

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OUR MISSION



To provide accident
victims a direct and
competent resource to
help navigate the
stressful obstacles
immediately following
an auto accident.

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OUR SERVICE

Our service enables the
accident victim to get the
best possible medical
treatment and compensation
for their injuries.



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STATISTICS

**Texas Department of Transportation 2019 Motor
Vehicle Crash Fact:**

1 reportable crash every 56 seconds

**TxDOT receives more than 600,000 motor vehicle
crash reports annually from law enforcement
agencies and maintains approximately 5.6 million
crash reports in their files.**

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THE REALITY

With the increased use of phones and
other distracting devices, accident
numbers will only increase in the
coming years.

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THE SOLUTION

**The Personal Injury Portal has partnered
with a very experienced and aggressive
Texas Personal Injury Law Firm with a
strong reputation of holding insurance
companies accountable to pay for their
clients' injuries.**

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THE SOLUTION

**The physicians in our network are
highly trained and experienced in
dealing with Personal Injury cases.**

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THE SOLUTION

Our concept overcomes the insurance process
issue by reimbursing the PCP for reasonable
and necessary medical expenses within 1-2
weeks of the initial exam.



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T H E M A R K E T

- **OTAM- Total Addressable Market:**
\$38.4B US; \$24B TX
- **SAM- Serviceable Addressable Market:**
600,000 TX accidents annually x \$2500 = \$1.5B
- **SOM- Serviceable Obtainable Market:**
1% = 6,000 = \$15,000,000 or .5% = 3,000 = \$7,500,000



SOM = conservative estimates resulting from a consistent advertising budget targeting the 4 major media markets in TX - DFW and Houston primarily - Austin and San Antonio secondarily.

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REAL WORLD EXAMPLE

Atlanta, Georgia Attorney

- Modest Radio Advertising approx. \$25,000 monthly in one major media market
- Moderate creativity on advertising campaigns
- Average number of converted cases per week after 3 months: 50/week or 200/month
- 2020 during a COVID year - Firm grossed over \$30 Million



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MULTIFACETED MARKETING

Targeting DFW & Houston Markets

both larger population centers than Atlanta

- **\$20 - 25,000 per month per market**
- **Smaller Markets: approx. $\frac{2}{3}$ Marketing Budget
Target $\frac{1}{2}$ Conversions (25 - 100)**
- **Gross Revenue: \$62,500 - \$250,000/month/small market**
- **Anticipate Targeting Smaller Markets around month 4**



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MULTIFACETED MARKETING

- Email Campaign
- Radio Spots
- Audio Streaming
- Social Media Ads
- Postcard Mailers
- Video Card Mailers



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C O N V E R S I O N

**We anticipate The Personal Injury Portal
generating comparable conversions with
a similar marketing/advertising budget.**

**Even conservative estimates will
prove to be very profitable.**



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B U D G E T

LARGE MEDIA MARKET: \$25,000/month

- Target Monthly Conversions: 50-200 conversions/month
- Target Gross Revenue Range: \$125,000 - \$500,000/month

SMALL MEDIA MARKET: \$17,000/month

- Target Monthly Conversions: 25-100 conversions/month
- Target Gross Revenue Range: \$62,500 - \$250,000/month



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