



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









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.







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







OUR MISSION



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

MUTUALLY BENEFICIAL ALLIANCE

ANS L

PRIMARY CARE PHYSICIANS





OUR SERVICE

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



MUTUALLY BENEFICIAL ALLIANCE

NS (

PRIMARY CARE PHYSICIANS





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.

MUTUALLY BENEFICIAL ALLIANCE

NS [

PRIMARY CARE PHYSICIANS





THE REALITY

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

MUTUALLY BENEFICIAL ALLIANCE

PRIMARY CARE PHYSICIANS







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.







THE SOLUTION

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

MUTUALLY BENEFICIAL ALLIANCE



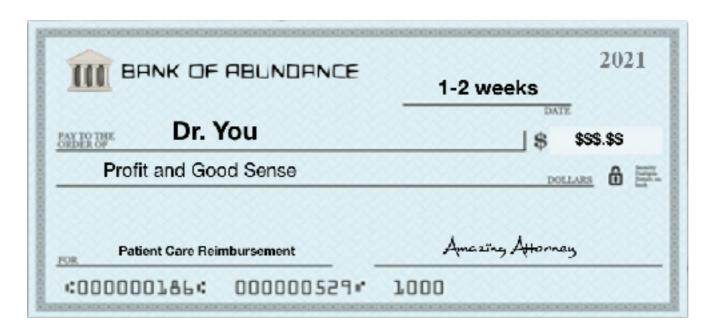
PRIMARY CARE PHYSICIANS





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.









THE MARKET

- 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.







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







MULTIFACETED MARKETING

Targeting DFW & Houston Markets

both larger population centers than Atlanta

- \$20 25,000 per month per market
- Smaller Markets: approx. ²/₃ Marketing Budget Target ¹/₂ Conversions (25 100)



Anticipate Targeting Smaller Markets around month 4







MULTIFACETED MARKETING

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









CONVERSION

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

Even conservative estimates will prove to be very profitable.









BUDGET

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









BUDGET

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



