



LAB MADE EASY

LABMADEEASY.COM

Pitch Deck

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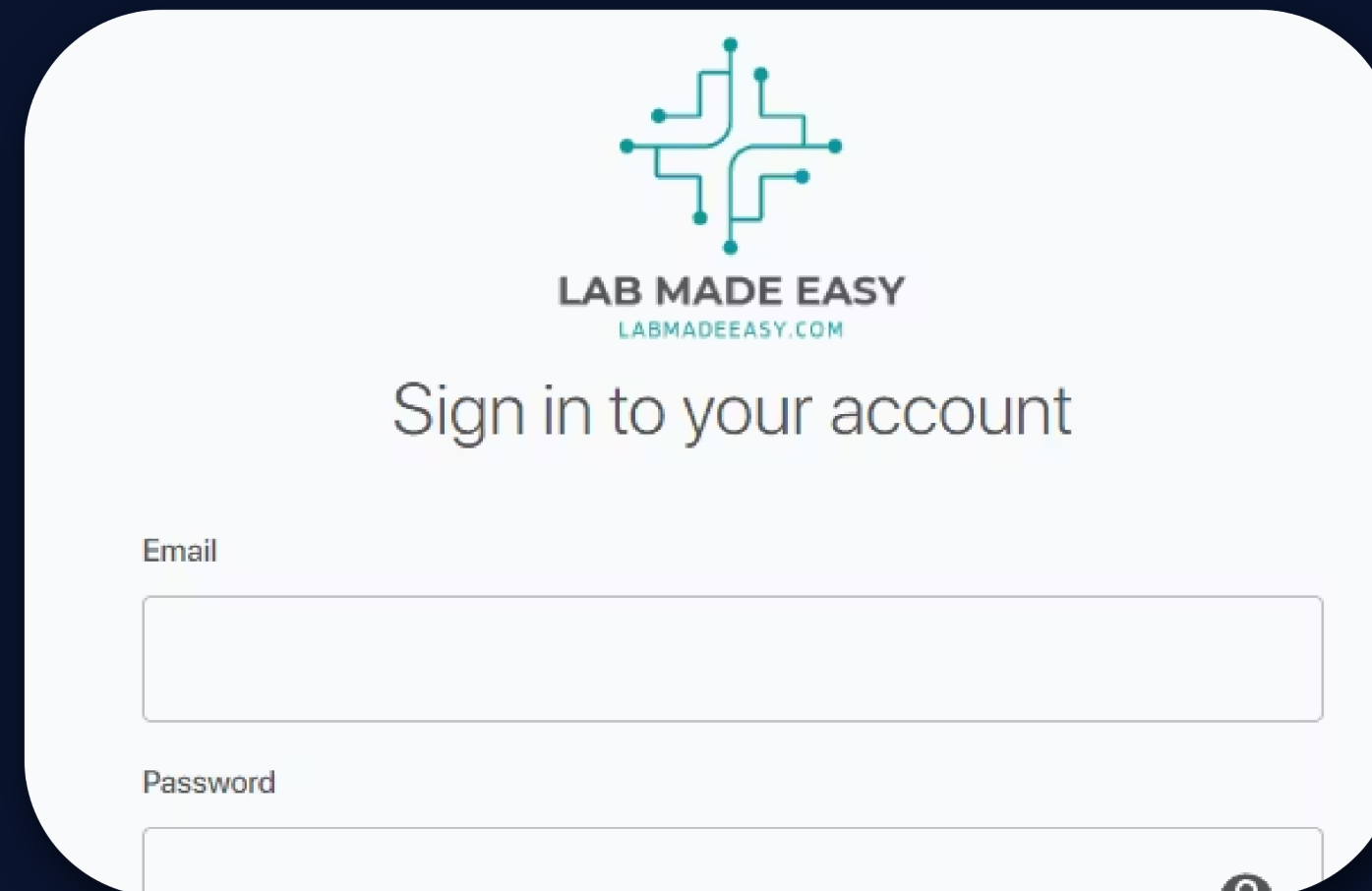
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SEP 2025

Introduction

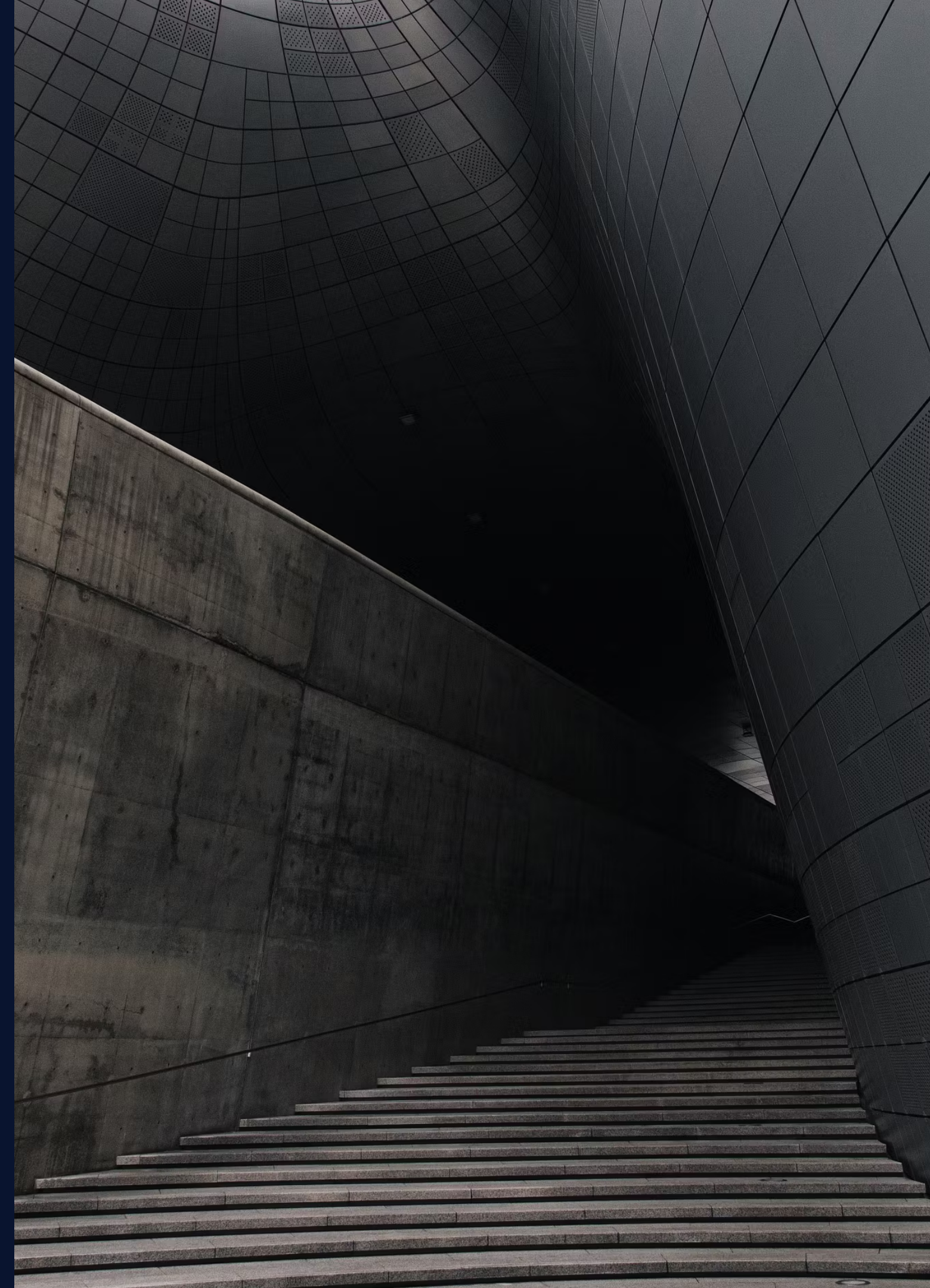
At **Lab Made Easy**, our mission is to transform laboratory access and procurement by simplifying the ordering process in our comprehensive digital marketplace that empowers labs to showcase their service lines and simplifies access for healthcare professionals. We digitize labs' processes to seamlessly manage their services and supplies. We focus on efficiency, compliance, and specialty boutique ordering forms, helping Labs stay ahead in today's fast-growing esoteric testing field.



The image shows a login form for Lab Made Easy. At the top center is a logo consisting of a stylized green circuit board with the text "LAB MADE EASY" and "LABMADEEASY.COM" below it. Below the logo, the text "Sign in to your account" is displayed. Underneath, there are two input fields: one for "Email" and one for "Password". The "Email" field is a simple white box with a thin border. The "Password" field is a white box with a thin border and a small eye icon on the right side to toggle visibility.

Platform Overview

- **Centralized Marketplace**
Lab Made Easy replaces paper requisitions with a digital platform, centralizing lab orders in one place for easier management
- **Digitized Forms**
We turn paper forms into digital replicas, enabling ordering users to create and submit orders online, reducing lab order time and billing errors
- **Seamless Ordering**
Our user-friendly marketplace simplifies the ordering process, saving time and boosting efficiency to end user and receiving laboratory
- **Real-Time Data**
Labs get instant access to order, clinical, and billing data, helping them automate manual transcription with accurate demographics.
- **Automated Compliance**
We ensure all orders meet HIPAA and Security regulations automatically, maintaining high compliance..



How It Works

- **Sign-Up & Onboarding**

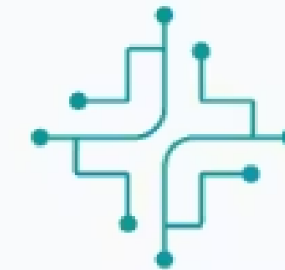
End users request lab sign up, Lab Made Easy connects with Lab and coordinates service agreement to digitize their requisition forms, tailoring them to fit their needs.

- **Create & Customize Orders**

End users can create, modify, and submit orders seamlessly, with accuracy built into the process.

- **Submit & Track**

Orders are tracked in real-time, providing labs and end users with instant status updates and results access all in one place.



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Sign in to your account

Email

Password



Who We Are



Israel Villasenor

Co-Founder & CEO

Seasoned Laboratory
Healthcare executive

- Strong business development acumen
- Operational implementation knowledge
- Strategic business planning acuity
- Team development and motivation intuition
- P&L, Balance Sheet management experience
- M&A intellect



Devin Farinsky

Co-Founder & COO

Strategic Operations &
Growth executive

- Extensive experience managing large projects and operations.
- Proven success in executing growth strategies.
- Proficient in tech-driven solutions
- Experienced in executing successful marketing strategies.
- Experienced in maintaining strong client and vendor relationships



Bikash Panda

Co-Founder & CTO

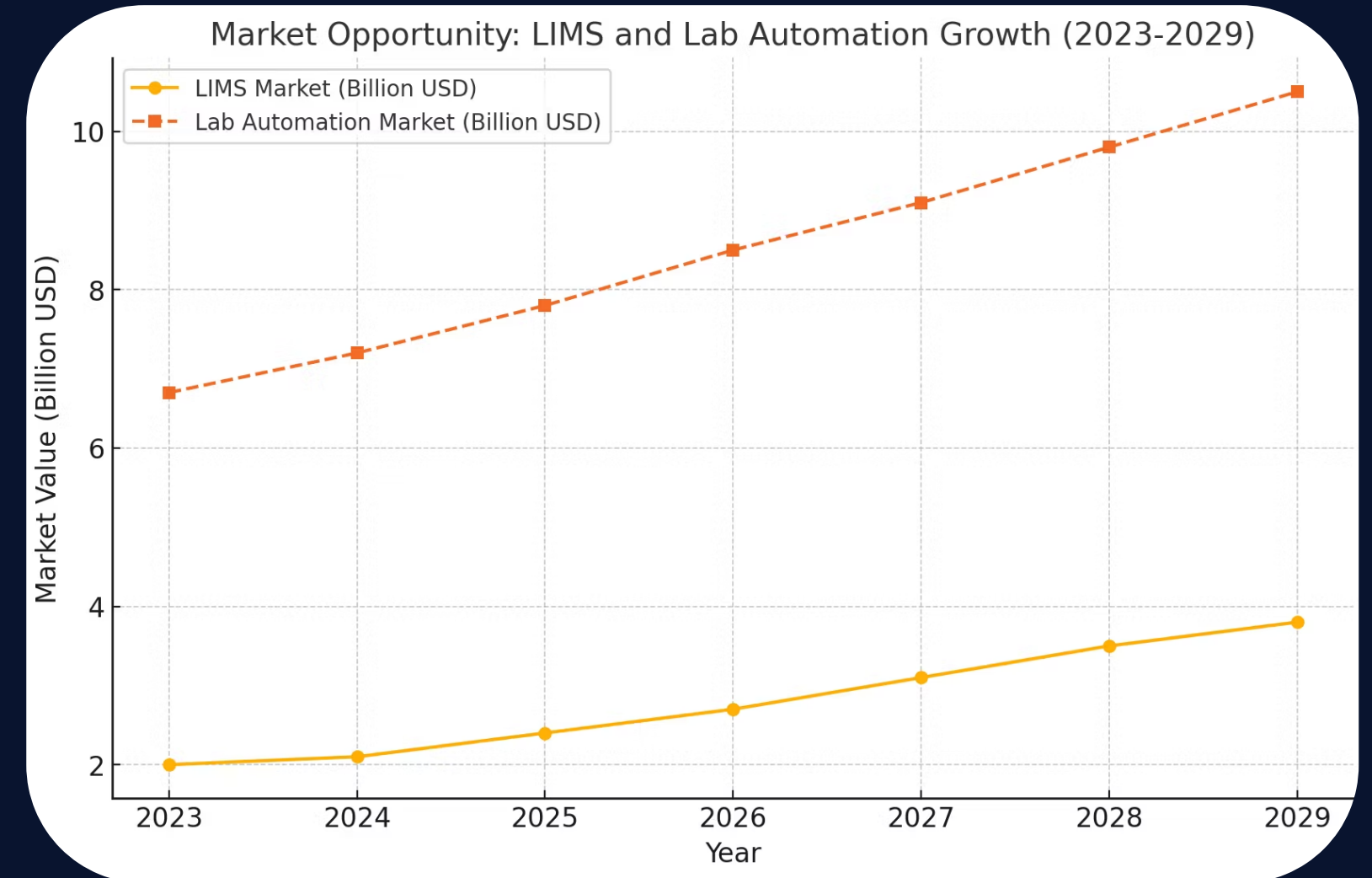
Healthcare I.S. & I.T. executive

- Development and implementation intellect
- Bold and precise execution of U.I. acuity
- Entrepreneurial vision and execution of I.S. intuition
- Integration of billing and insurance proficiency
- Systems infrastructure acumen
- Team development and management expertise

Market Opportunity

California's thriving biotech and healthcare industries present a significant growth opportunity and proving ground for Lab Made Easy. The global Laboratory Information Management System market is projected to grow at a compound annual growth rate of 12.9%, expanding from \$2.1 billion in 2024 to \$3.8 billion by 2029. Additionally, the closely related Laboratory Information System market is expected to grow at a 5.3%, reaching \$3.62 billion by 2034. Together, these markets underscore the increasing demand for streamlined laboratory workflows and advanced data management solutions.

California's stringent regulatory environment and its high concentration of research institutions, pharmaceutical firms, and biotech companies position it as a leader in adopting innovative lab solutions. Leveraging the growth of automation, cloudbased systems, and analytics, Lab Made Easy is uniquely poised to revolutionize lab procurement and compliance Nationally. By addressing critical needs in operational efficiency and regulatory adherence, we aim to capture a share of this rapidly expanding market.



Investor Returns & Profitability

Revenue Model

- *Per-Order Fees: Each lab order placed through our platform generates revenue*
- *Setup Costs: One-time setup fees for labs to integrate their custom digitized forms and interface to systems supported by our platform*
- *Subscription Model: Ongoing subscription fees for our Analytics Suite, providing labs, pharma and R&D organizations with real-time insights and operational metrics*

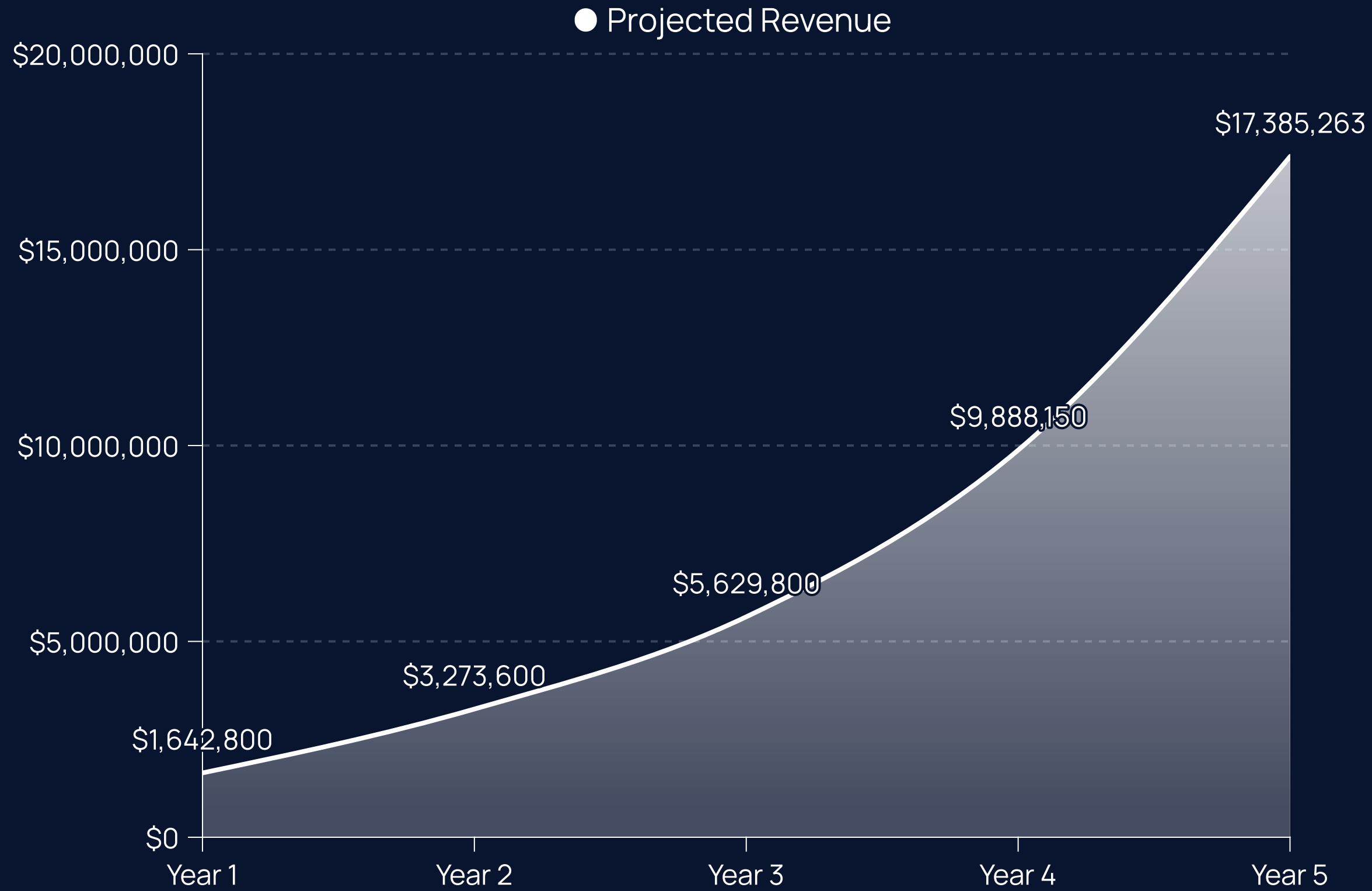
Profitability Timeline

- **Year 1:** Focus on acquiring customers and establishing our platform with setup fees and initial orders
- **Year 2:** Expansion and scaling, with significant growth in volume of processed orders
- **Year 3:** Expected to reach profitability by the end of Year 3, driven by increased adoption

Exit Strategy

- *Acquisition Potential: Positioned for acquisition by larger healthcare information systems organization or an all inclusive healthcare organization such as OneMedical (an Amazon company) seeking to expand their digital procurement capabilities*
- *IPO Path: As the market matures, we may explore an Initial Public Offering (IPO) for investors seeking long-term growth.*

Projected Revenue



Risk & Mitigation Strategy

Regulatory Compliance Risks

- ❑ **Risk:** Non-compliance with evolving healthcare and lab regulations (e.g., FDA, HIPAA, EU MDR).
- ❑ **Mitigation:** Develop automated compliance tracking and regular updates to ensure alignment with current regulations.

Technology Adoption Risks

- ❑ **Risk:** Resistance from labs hesitant to switch from manual to digital solutions.
- ❑ **Mitigation:** Offer seamless onboarding, training, and customer support to ensure smooth transitions.

Data Security Risks

- ❑ **Risk:** Potential data breaches compromising sensitive information.
- ❑ **Mitigation:** Implement advanced encryption protocols and partner with cybersecurity firms to enhance data protection.

Financial Risks

- ❑ **Risk:** Delays in securing funding or revenue shortfalls.
- ❑ **Mitigation:** Maintain a diversified revenue stream through setup fees, subscriptions, and partnerships.

Market Competition Risks

- ❑ **Risk:** Intense competition from established software providers.
- ❑ **Mitigation:** Focus on unique value propositions like streamlined procurement and integrated compliance tracking.

Operational Risks

- ❑ **Risk:** Disruptions in software or service delivery.
- ❑ **Mitigation:** Build redundancy into cloud infrastructure and ensure robust customer service support.

Current status, accomplishments & use of funds

Current status

- **Proof of concept software**
 - Successful development and testing of proof of concept
- **Created Legal Entity**
 - LLC status for Lab Made Easy
- **Market adoption strategy**
 - Targeted customers have been selected and identified for initial business rollout

Accomplishments

- **Team Development**
 - Recruitment of CFO and CTO
- **Driven to success**
 - Structuring business plan with execution milestones
- **Market development de novo**
 - Unique approach to manual processes that incorporate technology advancements in a virtual market (Amazon style)

Use of funds

- **Product Development**
 - Enhance and expand platform features
- **Marketing & Customer Acquisition**
 - Implement campaigns to attract laboratories and healthcare providers
- **Team Expansion**
 - Hire key personnel in software development, sales, and customer support



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Thank you

We look forward to the opportunity to partner with you in transforming laboratory operations and driving innovation together.

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Sep 2025



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