

April 6, 2023



## **BUSINESS PLAN**

Clear Protocol, Inc.  
2108 N Street, Suite C, Sacramento, California 95816

## **Business Sector: Information Technology**

Clear Protocol, Inc. is an independent corporation (C-corp). Incorporated in California on May 11<sup>th</sup>, 2016, for the express purpose of commercializing the Clear Protocol<sup>®</sup> information technology.

## **Company History**

The co-founders saw the need for an Information Technology tool for clinicians, specifically focused on validating clinical procedures. In January of 2015 they started working full-time in the business. Between the two founders there are decades of experience in nursing, hospitals, and general business.

A provisional patent was filed promptly by the end of February 2015. Clear Protocol, Inc. was incorporated mid-2016 as a California C-corporation and proceeded to build a proof-of-concept prototype. The trademark for "Clear Protocol" was received in 2018. US utility patent 10,318,928 B1 was issued in 2019. US utility patent 11,341,460 B2 was issued in May 2022. Along the way, a renowned team of subject matter experts have come together, including outstanding doctors with healthcare IT deployment experience.

In May and September of 2022 Clear Protocol, Inc. received its first outside capital.

In June, 2022 Clear Protocol, Inc. hired a renowned survey firm to conduct a detailed user survey (nearly 200 active, working physicians from 14 different specialties) and a comprehensive report on their opinions. This will be used to guide marketing efforts and prototype design.

Starting in November 2022, Clear Protocol, Inc. tested an early prototype with doctor advisors with positive results.

## **The Goals and Objectives**

Overall goal: Promote contemporaneous validation as part of the standard of care in medicine.

Current goals: Finalize the development and pilot-test our product, Clear Protocol<sup>®</sup>, in actual operation with our physician advisors and/or other physician offices or clinics. Establish a new marketing campaign. Begin sales as soon as practicable in 2023.

## **The Product**

Clear Protocol<sup>®</sup> is a software platform for healthcare; a tool that saves clinicians valuable time. Our goal is for Clear Protocol to be the only software that clinicians use when carrying out medical procedures.

With Clear Protocol<sup>®</sup>, clinicians will be able to validate medical procedures contemporaneously at the point of care. They can select a procedure and validate it in real time. Completed protocols are logged automatically. The result will be the best, most reliable documentation due to the process being contemporaneous. Users will also be able to access and record patient information to the EHR.

Clear Protocol<sup>®</sup> uses electronic wearables, is hands-free, and voice operated. Clear Protocol<sup>®</sup> runs on a wide variety of hardware and operating systems. For convenience we can also install our proprietary software on existing devices.

## **The Target Market**

Our initial target market is clinics, physician offices, and hospitals. The near-term addressable market is physician offices and clinics.

## **Pricing Strategy**

The goal is to establish recurring revenue. We will charge a subscription per user. There will be separate charges for customization, installation, and training.

## **The Competitors**

The main competition consists of software on consumer-type devices adapted for a medical setting: A laptop or desktop computer on a rolling cart, or a tablet or smartphone being held in the hands. These software solutions are impractical due to potential hand contamination, the inconvenience of being out of reach, out of view, interruption, and distraction. Even the best solutions today require the use of desktops to finish documentation, and none have contemporaneous validation of the clinical procedures being performed.

## **Ownership Background**

Ernest M. Kestone (shareholder, 1 of 2 co-founders):

Ernest Kestone has been CEO of Clear Protocol, Inc. since incorporation in May 2016. Prior to that, Mr. Kestone worked full time on the project for over a year, filing the provisional patent, researching the market, networking, and consulting with professionals in IT and healthcare.

Before Clear Protocol, Inc., Mr. Kestone worked as project manager since 1984. Managing multi-family residential construction projects and including commercial and some medical offices. He then continued with a progression of unique major projects.

He successfully administered these projects at the executive management level (subcontracting, purchasing materials, components, budget & schedule). Many of Mr. Kestone's projects have been full scope real estate development starting with the acquisition of land, some of them as part-owner/general partner in collaboration with project architects, engineers, and government officials. Until starting Clear Protocol in 2015, Mr. Kestone held for over ten years a California general contractor's license (as an individual or as a corporate officer). As a result of these previous experiences, Mr. Kestone is aware of the importance of frequent communication among project members and of creating a realistic business plan, timeline, and budget. Mr. Kestone has the expertise, leadership, training, and motivation necessary to successfully manage the development of the Clear Protocol system.

Marie L. Kestone (shareholder, 1 of 2 co-founders):

Marie is a retired Registered Nurse. She worked through her career in major hospitals then private practice:

Hospital del Diagnostico Buenos Aires, Argentina, pediatrics  
The Presbyterian Hospital in Montevideo, Uruguay in pre- and post-surgery patient care  
Kaiser Permanente Los Angeles, California in pre- and post-surgery patient care

Later she worked in private duty geriatric nursing.

Ms. Kestone has been instrumental in developing Clear Protocol into a system that is practical for clinicians.

### **Company Assets**

Cash \$11,394.14 (March 30<sup>th</sup>, 2023)

Property and Equipment, net \$14,420

Other Assets: US Patents (actual expense/book value) \$7,866

Other Assets: US Trademark (actual expense/book value) \$400

### **Product Patents**

As mentioned, Clear Protocol, Inc. has been issued US Patent No. US 10,318,928 B1, Computerized Contemporaneous Process Control and Quality Assurance in 2019, and US utility patent 11,341,460 B2 in 2022.

**US Trademark** Registration Number 5,462,464. Class 42: Planning, design, and management of Information Technology Systems.

### **Future Products**

Clear Protocol® will be usable for other commercial applications, such as law offices, veterinary medicine, food production facilities, breweries, restaurants, and bars.

### **The Management**

Clear Protocol, Inc. has a conventional corporate management structure consisting of a Board of Directors, overseeing a president (CEO).

### **Staffing**

We currently have three full-time founders/employees, and over twenty consultants/advisors who collaborate as needed. We look forward to hiring additional staff as outlined in our projection.

### **Capital Requirements Plan**

At the moment we are raising \$124,000 via Regulation Crowdfunding, and an amount TBD under a Regulation D offering to accredited investors. The funds will be used primarily to finalize product development and test with our doctor advisors, further investor outreach, and marketing.

### **Capital Repayment Plan**

This is an early equity investment in a startup company, so returns are expected to be in stock appreciation, as well as a potential buyout of the company.

[www.clearprotocol.com](http://www.clearprotocol.com)

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