



# ComfortCare

## Home Medical

Bridging the Gap Between Hospital Discharge  
and Home Recovery.

 [comcare.store](https://comcare.store)

 Sandy Springs, GA

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# Every Year, Millions of Patients Leave Hospitals Without the Equipment They Need to Recover Safely

The hospital-to-home transition is broken — and patients are paying the price.



## 14.67%

### 30-DAY READMISSION RATE

Average hospital readmission rate within 30 days of discharge — a cycle of preventable returns.



## \$21B

### ANNUAL EXCESS COSTS

Preventable readmissions drain \$21 billion per year from the U.S. healthcare system — at ~\$16K per event.



## 27.6 days

### AVG. STAY W/ DME DELAYS

When home medical equipment setup is delayed, patients stay nearly a month — trauma cases average 38+ days.



## 20%+

### GA RESIDENTS OVER 60 BY 2030


Georgia's aging population is surging — driving unprecedented demand for home medical equipment.


• OUR SOLUTION


# ComfortCare Delivers Medical Equipment to Your Door — Before You Even Get Home.

We bridge the critical gap between hospital discharge and home recovery with speed, coordination, and flexibility.



 Speed — Equipment ready when patients arrive home

 Reliability — Coordinated directly with care teams

 Patient-First — Affordable, flexible, no long-term commitments

# A Full Suite of Home Medical Equipment — **Rent What You Need, When You Need It.**

Hospital beds to wheelchairs, respiratory to post-surgical — everything delivered, set up, and picked up when you're done.



## Mobility

Wheelchairs, rollators, walkers,  
knee scooters



## Recovery

Hospital beds, patient lifts,  
overbed tables



## Respiratory

Oxygen concentrators, CPAP  
machines, nebulizers



## Daily Living

Shower chairs, commodes,  
raised toilet seats



## Post-Surgical

Cold therapy units, CPM  
machines, compression devices

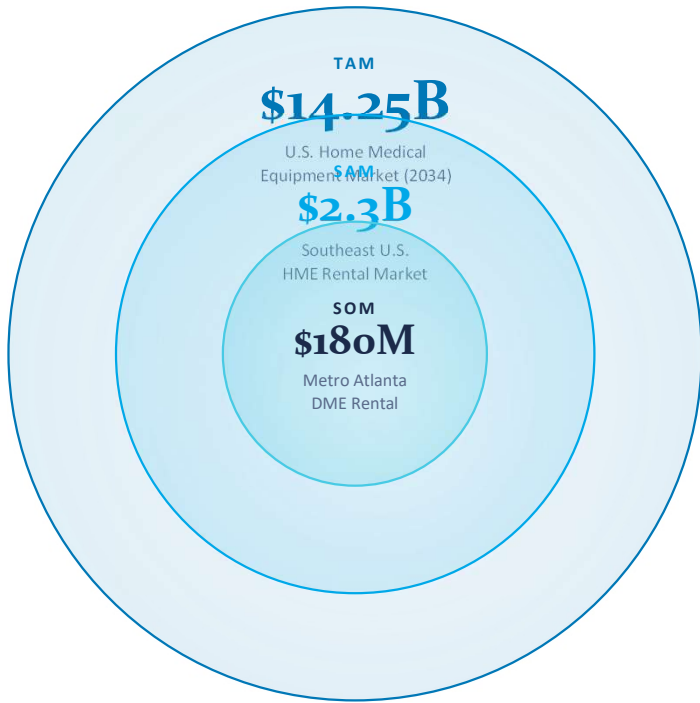


Order online at [comcare.store](https://comcare.store)



6.4% CAGR

# A \$14B Market Growing 6.4% Annually — And We're in the Fastest-Growing Region



## TOTAL ADDRESSABLE MARKET

U.S. HME market: **\$8.29B** (2025) → **\$14.25B** (2034). Driven by aging demographics and shift to home-based care.

## SERVICEABLE AVAILABLE MARKET

South region holds **28% share** — the largest regional segment. Southeast rental demand growing with the fastest population growth in the U.S.

## SERVICEABLE OBTAINABLE MARKET

Metro Atlanta DME rental market — our initial beachhead. **~\$180M** addressable from Sandy Springs and the North Atlanta corridor.

## KEY GROWTH DRIVERS



### Aging Population

2.1B elderly globally by 2050



### Shift to Home Care

Hospital-at-home models accelerating



### Chronic Disease Rise

43% of U.S. population affected


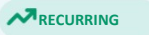






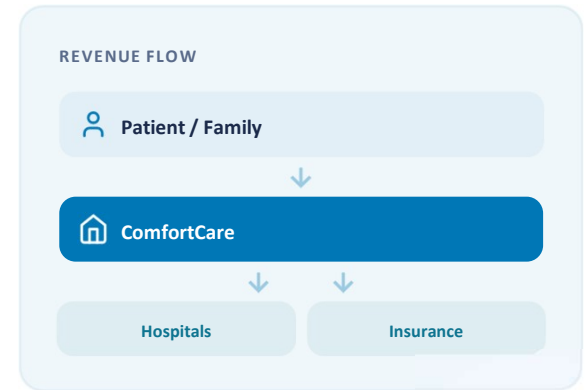
### Hospital-at-Home

Post-acute care shifting home rapidly

BUSINESS MODEL

# Multiple Revenue Streams Built on Recurring Rental Income


|  |   |
|--|---|
|  <b>Short-Term Rentals</b><br>1–4 weeks<br>Post-surgical recovery & hospital discharge equipment<br>\$150–\$400/mo per unit   |  <b>Long-Term Rentals</b><br>1–12 months<br>Chronic care & aging-in-place — predictable recurring revenue<br>\$100–\$300/mo per unit  |
|  <b>Equipment Sales</b><br>Rent-to-own conversion — patients purchase after trying equipment  |  <b>Delivery &amp; Setup Fees</b><br>White-glove delivery, installation, and pickup service  |
|  <b>B2B Partnerships</b><br>Contracted rates with hospitals, rehab centers, and insurance carriers — volume-based pricing  |   |



UNIT ECONOMICS

Avg. Customer Value  
**\$450–\$1,200**  
per rental cycle

Target Gross Margin  
**55–65%**

 **Short-term rentals growing at 8.2% CAGR**  
Fastest-growing HME segment

# Early Momentum with a Clear Path to Scale



## 🕒 Next 12 Months — Key Targets

**50 Rental Customers**  
First paying customers through hospital referrals & direct orders

**5 Hospital Partnerships Signed**  
Sandy Springs & North Atlanta corridor facilities

**\$15K Monthly Recurring Revenue**  
Driven by recurring short & long-term rental income



# We Win by Owning the Hospital-to-Home Handoff in Metro Atlanta

MONTHS 1-6

## Hospital Partnerships

- Build relationships with discharge planners & case managers at top hospitals
- Target Sandy Springs & North Atlanta corridor facilities
- Become the preferred DME rental provider at 5-10 facilities
- Establish white-glove delivery SLA for same-day/next-day turnaround

5-10 Hospital Partners



MONTHS 6-12

## Channel Expansion

- Expand to rehab centers, skilled nursing facilities & home health agencies
- Launch direct-to-consumer marketing via comcare.store
- Invest in local SEO and digital marketing for Metro Atlanta
- Build B2B facility contracts with recurring order volume

D2C + B2B Revenue Mix



MONTHS 12-24

## Regional Scale

- Expand to greater Metro Atlanta & neighboring Georgia cities
- Add insurance billing and Medicare / Medicaid partnerships
- Explore franchise or hub-and-spoke distribution model
- Scale operations infrastructure for multi-city coverage

Multi-City Coverage

### KEY CHANNELS

Hospital Referral Partnerships

B2B Facility Contracts

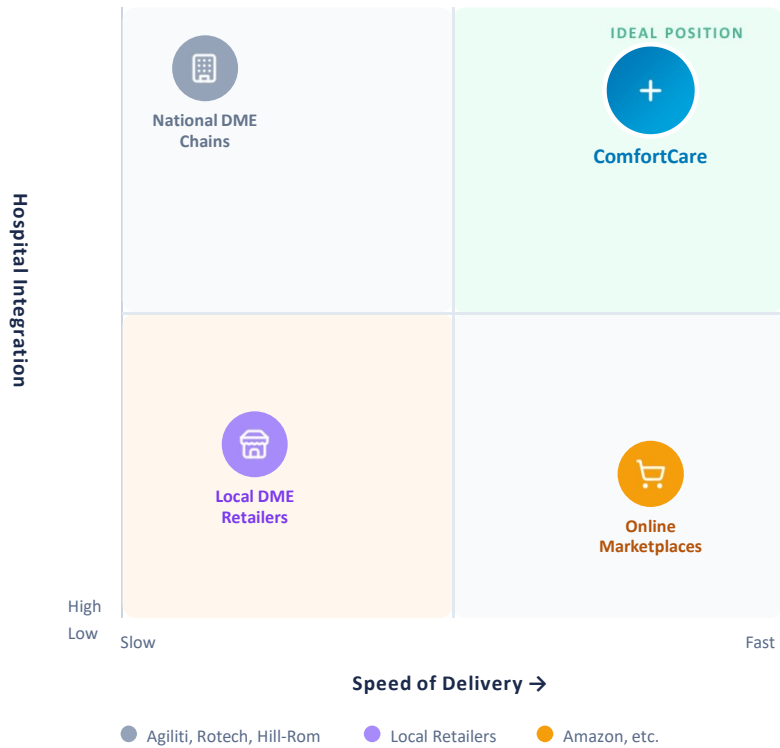
comcare.store E-Commerce

Local SEO & Digital Marketing

Community Health Events

COMPETITIVE LANDSCAPE

# Big Players Move Slow — We Move Fast.



● **National DME Chains**

Large but slow. Impersonal service, premium pricing, focused on Tier-1 hospital contracts. 14%+ market share but rigid operations.

● **Local DME Retailers**

Sell, don't rent. No delivery coordination with hospitals. No discharge planning relationships.

● **Online Marketplaces**

Fast shipping but no setup, no hospital coordination, no ongoing patient support.

⚡ **COMFORTCARE ADVANTAGES**

🕒 Same-day / next-day delivery

🤝 Direct discharge planner relationships

📦 Flexible short-term rental model

📍 Local presence with personal service

🌐 E-commerce convenience via comcare.store

FINANCIAL PROJECTIONS

# Path to \$2M Revenue by Year 3 with Strong Unit Economics



**UNIT ECONOMICS**

|                |         |
|----------------|---------|
| CAC            | \$120   |
| LTV            | \$1,100 |
| LTV : CAC      | 9.2x    |
| PAYBACK PERIOD |         |
| ~45 days       |         |

|              | YEAR 1 | YEAR 2 | YEAR 3 |
|--------------|--------|--------|--------|
| Revenue      | \$250K | \$800K | \$2M   |
| Gross Margin | 55%    | 60%    | 65%    |
| EBITDA       | -\$80K | \$60K  | \$350K |

**KEY ASSUMPTIONS**

- + Avg rental revenue \$250/mo per unit
- Fleet utilization target 70%
- ≡ 5 hospital partnerships by EOY1
- ≡ 15 partnerships by EOY2

**GROWTH TRAJECTORY**

- 3.2x** Revenue growthY1 → Y2
- 2.5x** Revenue growthY2 → Y3
- M18** Break-event target
- +10%** Margin expansion over 3 years

# Building the Team to Scale ComfortCare

Key roles planned to drive operations, partnerships, and growth across metro Atlanta.

## KEY HIRES PLANNED

PRIORITY 1

### Operations Manager

Oversee equipment fleet logistics, delivery scheduling, and warehouse operations. Ensure same-day/next-day turnaround SLAs.

PRIORITY 2

### Sales & Partnership Lead

Drive hospital partnerships, B2B contracts, and referral network growth across the North Atlanta corridor.

PRIORITY 3

### Delivery Coordinator

Manage last-mile delivery, equipment setup, patient training, and pickups across metro Atlanta.

## HIRING APPROACH

### Lean & Local First

Start with a small, high-impact team in Sandy Springs. Every hire is tied to revenue milestones and operational needs.

### Healthcare Expertise

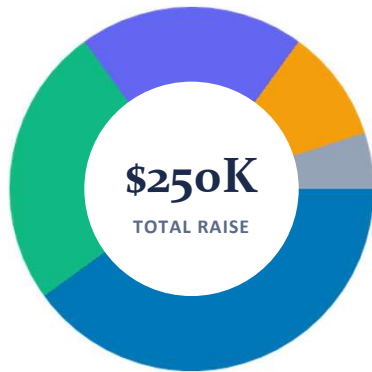
Prioritize candidates with healthcare logistics, hospital operations, or DME industry experience.

### Scalable Structure

Build processes and systems that support multi-city expansion as the business scales beyond metro Atlanta.


• PRE-SEED ROUND


# Raising \$250K to Build Inventory, Launch Partnerships, and Capture Metro Atlanta



- 40%** **Equipment Inventory** **\$100K**  
Hospital beds, wheelchairs, respiratory equipment, mobility aids
- 25%** **Operations & Logistics** **\$62.5K**  
Delivery vehicle, warehouse space, setup/pickup operations
- 20%** **Sales & Partnerships** **\$50K**  
Hospital outreach, partnership development, marketing
- 10%** **Technology & Platform** **\$25K**  
comcare.store enhancements, inventory management system
- 5%** **Working Capital** **\$12.5K**  
Insurance, licensing, operating reserves

## ✓ KEY MILESTONES THIS FUNDING ENABLES

 **100+** unit equipment fleet

 **5-10** hospital partnerships

 **\$15K MRR** within 12 months

 Break-even by **Month 18**

# Thank You

## ComfortCare Home Medical

*Bridging the Gap Between Hospital Discharge and Home Recovery*

Let's discuss how ComfortCare is transforming post-discharge care.



WEBSITE  
[comcare.store](https://comcare.store)



LOCATION  
Sandy Springs, GA



GET IN TOUCH  
[info@comcare.store](mailto:info@comcare.store)