



Launchit
S O L U T I O N S

April 2026



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Our Team



Jamie Harsevoort
Chairman & Chief Executive Officer

- 25 years Software, Health IT, & Business Operations
- Founded multiple MedTech companies



Justin Leushner
Chief Business Officer

- 25 years inventing, scaling global products
- Founded multiple medical companies

Regina Lara Yunes
Chief Financial Officer

- Experienced CPA, 3 years as CFO
- IFRS/PubCo leader

Karl Ludwig
Chief Technical Officer & Head of Operations

- 25 years Software & Business Operations

Mark Wu
Chief Marketing & Sales Officer

- 25 years Marketing & Sales Leader
- Founder of 2Gen Digital (acquired by Launchit)



Launchit
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Agenda



1) Overview & Market

Obesity/diabetes demand + GLP-1 adoption creates a durable tailwind



2) Solution & Outcomes

Behavioral support platform delivering ~95% adherence and strong patient outcomes



3) Traction & Partnerships

Shoppers Drug Mart, Eli Lilly, Novo Nordisk + MWM clinic ecosystem



4) Financials & Growth

Diversified revenue streams with high gross margins and FY2027 – FY2028 expansion



5) Financing & Board of Directors

RTO raise of up to \$3M with experienced leadership and governance



Launchit Solutions Overview

Launchit is a leading tech enabled provider of obesity and diabetes management solutions

- ✓ Addressing a multi-billion-dollar global obesity and diabetes market driven by rising prevalence and accelerating adoption of GLP-1 medications requiring ongoing behavioral support
- ✓ Launchit specializes on **providing behavioral support** for people living with obesity and diabetes management
- ✓ Developed a proprietary digital care delivery platform solving the major challenge of patient engagement, achieving **~95% adherence rates**
- ✓ **Signed partnerships with Shoppers Drug, Lilly, Novo Nordisk**
- ✓ Leadership team with experience across healthcare delivery, digital therapeutics, and commercialization of chronic disease programs
- ✓ Currently raising **\$3 million** for a TSXV RTO, with an LOI signed.

About Launchit Solutions:

- **Headquarters:** Hamilton, ON
- *Founded:* April 2021
- *CEO:* Jamie Harsevoort
- **# of Employees:** 40+
- **Fiscal 2027** *(ending Feb 28)*
Forecast Revenue: \$11.6M



Obesity and Diabetes is a Huge Market but Adherence is a problem

Adherence Problem

- ✓ **1-Year Quit Rate:** Between **50% and 75%** of users stop taking the medication within 12 months.¹
- ✓ **The "Weight Loss" Gap:** People taking the drug specifically for weight loss (without Type 2 Diabetes) are more likely to quit.²
- ✓ One study found that **64.8%** of weight-loss patients discontinued within a year, compared to **46.5%** of diabetic patients.³

Market Opportunity

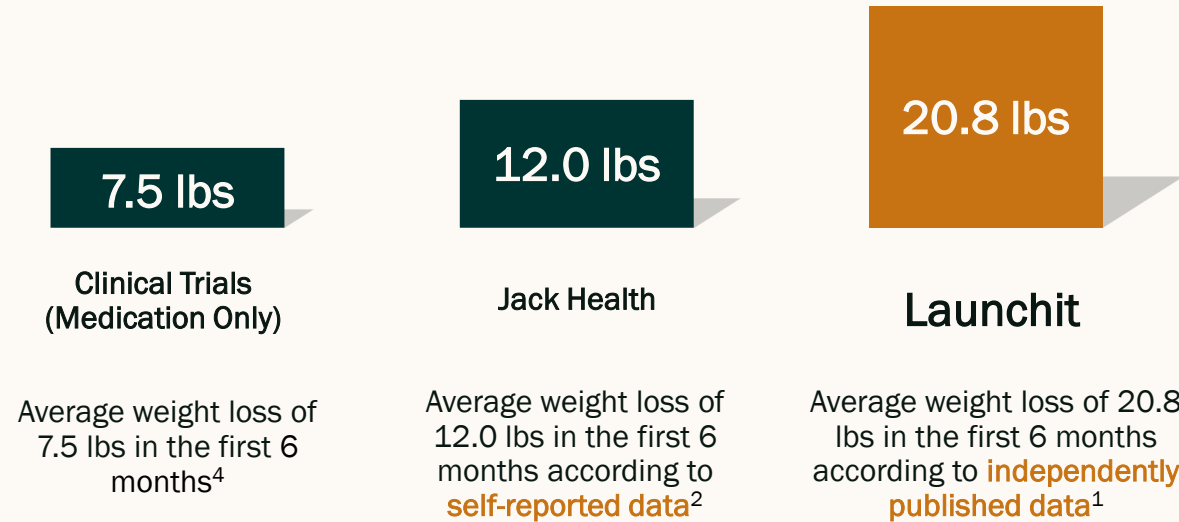
- ✓ **Growth Rate:** Sales for Ozempic grew by roughly **34%** in 2025 compared to 2024.⁴
- ✓ **Market Share:** Ozempic currently commands about **31.5%** of the total GLP-1 market (which includes competitors like Mounjaro and Wegovy).⁵
- ✓ **Future Projections:** The broader semaglutide market (including Ozempic and the weight-loss-specific Wegovy) is projected to reach nearly **\$60 billion USD** by 2033.⁶

1. Northwestern Medicine, "High Discontinuation Rates for GLP-1 Medications," June 2024.
2. AJMC (American Journal of Managed Care), "GLP-1 RA Adherence Shows Drop-Off After 1 Year; Cost and Side Effects Cited," Sept 2025.
3. JAMA Network Open, "Discontinuation and Reinitiation of Dual-Labeled GLP-1 Receptor Agonists Among US Adults," Jan 2025.
4. Novo Nordisk Half-Year Financial Report, August 2025.
5. Persistence Market Research, "GLP-1 Receptor Agonist Market Forecast Report," 2025 analysis.
6. GlobeNewswire, "Semaglutide Market Forecast Report 2025-2033," July 2025.



Launchit Delivers Better Outcomes for Patients

95% adherence drives **73% improvement** in outcomes



- On average, Launchit patients lose **20.8 lbs**¹ in the first 6 months, compared to **12.0 lbs** from the leading competitors²
- Plus, our patients benefit from metabolic improvements, increased confidence, and both mental and physical health improvements³

Launchit: The Smarter Healthcare Model

- ✓ Operates as a **true healthcare provider**, not just an online “pill mill”
- ✓ Provides **comprehensive, ongoing care** for patients
- ✓ Delivers **sustained patient engagement**, not short-lived interactions
- ✓ Partners directly with major pharmaceutical and pharmacy players
- ✓ Supports longer patient adherence
- ✓ Avoids reliance on **expensive customer acquisition**

1. Canadian Obesity Summit, 2024

2. Jack Health company website, dated April 15, 2024

3. Novo Nordisk - Unlocking the full value of GLP-1s for people, health systems and society, dated March 2025

4. American Diabetes Association [Efficacy and Safety of GLP-1 Medicines for Type 2 Diabetes and Obesity, dated June 06, 2024]



Revenue Streams

Diversified Multi-channel Approach

Patient Support Programs

Launchit provides Platform + Care Providers



For Canadians using Ozempic and Wegovy

\$57 Average Per Patient

Full Service Direct to Consumer

Platform + Care Providers + Pharmacy Fulfillment



Lilly partnership with launchithealth.ca for Zepbound

\$75 - \$195 Per Patient/Month



Top Canadian virtual obesity program based on patient outcomes

\$85 - \$205 Per Patient/Month

Virtual Care Delivery Platform

Launchit provides Platform only



Exclusive national partnership for 1800+ stores

\$24 One Time Per Patient



Novo Nordisk

Providing Patient Support Programs for Ozempic and Wegovy



Launchit receives :

- ✓ Recurring monthly fees (\$20K/mo.)
- ✓ Hosting fees (\$30K/mo.)
- ✓ Technical support and one-time fees

Novo Nordisk Patient Support Programs	
Ozempic Patients (current)	130,000+
Wegovy Patients (current)	65,000+
Year 1 – Est. Revenue	\$2M
Year 2 – Est. Revenue	\$3.2M
Gross Margins	67%

- Our **Novo Nordisk** partnership powers Canada’s largest group of **obesity** and **diabetes** Patient Support Programs.
- Our care team includes Medical Doctors, Nurses, Dietitians, and Health Coaches licensed across the country.
- Other Patient Care programs include ADHD patient support, reimbursement navigation, pharmaceutical co-pay programs, and a digital therapeutic for Irritable Bowel Syndrome.





Direct to Consumer



Launchit receives monthly recurring revenue per patient:

- ✓ \$75/month Essentials Plan
- ✓ \$195/month includes dietitian consultations

Launchithealth.ca

Year 1 - Target patients	10,000
Year 2 – Target patients	20,000
Year 1 – Est. Revenue	\$1.5M
Year 2 – Est. Revenue	\$6.9M
Gross Margins	61%

- Although Ozempic remains the market leader, Zepbound, made by Eli Lilly, has rapidly become the leader in **new prescriptions for weight loss**.
- **LillyDirect** sells vials of Zepbound directly to consumers at lower price than traditional pharmacies.
- Canadian patients are sent from Zepbound.ca to **LaunchitHealth.ca**
- LaunchitHealth.ca offers a **full-stack model** including **telehealth**, **healthcare providers**, **pharmacy fulfillment**, and **affordable patient support** programs
- Low customer acquisition and marketing costs for Launchit
- Similar programs in other countries have led to high growth for Lilly partners (e.g., Form Health, 9amHealth, Teladoc Health)



Medical Weight Management Centre

Virtual Care Clinic for Obesity and Diabetes Management



Launchit receives monthly recurring revenue:

✓ \$85 - \$205 per patient per month

MWM	
Year 1 - Target patients	4,800
Year 2 – Target patients	25,000
Year 1 – Est. Revenue	\$0.8M
Year 2 – Est. Revenue	\$6.4M
Gross Margins	60%

- Led by Dr. David Macklin and Dr. Megha Poddar, internationally recognized obesity experts and co-authors of the Canadian Adult Obesity Clinical Practice Guidelines.
- Established leader in Canada.
- International expansion underway through partnerships in the **USA, Germany, and Brazil**.
- Our patients have a **95% adherence to treatment**, compared to 30% adherence for patients on a GLP-1 without behavioral support.
- Supports both patient pay and insurer payment models



Shoppers Drug Mart

National Partnership with Canada's Largest Pharmacy Group

Launchit Receives:

- ✓ License fee of \$24 per patient
- ✓ one-time setup and hosting fees

Shoppers Drug Mart

Stores	1,800
Year 1 - Target patients	150,000
Year 2 – Target patients	280,000
Year 1 – Est. Revenue	\$2.3M
Year 2 – Est. Revenue	\$6.3M

Gross Margins

95%

- Launchit provides the virtual care delivery platform (High gross margins)
- Shoppers provides staffing and prescriptions.
- Completed Alberta pilot program in 24 stores in June 2025
- National rollout of ~1400 stores in November 2025
- Adding Quebec 400 stores in summer 2026
- Shoppers receives provincial reimbursement for these services. program is **no-charge to patients.**

SHOPPERS
DRUG MART



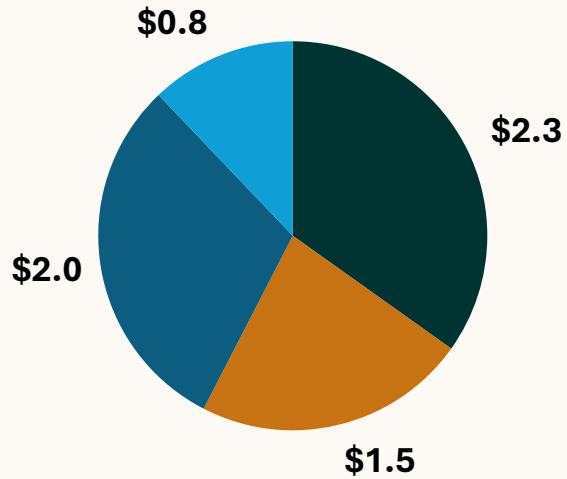
<https://www.shoppersdrugmart.ca/health/chronic-conditions/weight-management>



Revenue Per Program

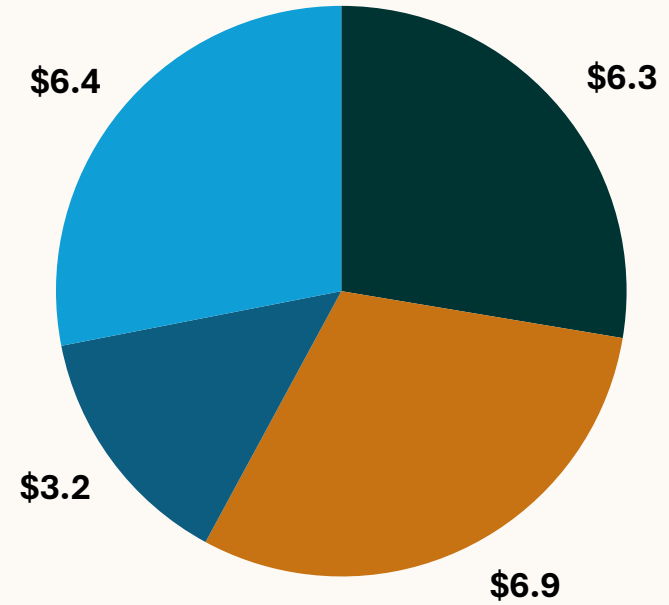
FY2027 and FY2028 (Year End February 28)

FY2027



Total of \$6.6M

FY2028




Total of \$22.8M

 *Shoppers Drug Mart*

 *Lilly / Launchit Health*

 *MWM*

 *Novo Nordisk*



Proprietary Care Delivery Platform

Our adherence rate is highest in the industry, as a result of our unique platform

Frontend: Patient Facing Portal

- ✓ **Virtual appointments** – Schedule calls and book appointments with your healthcare provider
- ✓ **Year-Round Compliance** – Access a full, structured compliance program
- ✓ **Mobile Apps** – Connect anytime via mobile
- ✓ **AI-Powered Support** – Ask questions and interact with our care team
- ✓ **Guided Care Journey** – Patients receive a clear, mapped-out path for their healthcare experience

Backend: Provider Facing Portal

- ✓ **Patient Records Management** – Centralized system for managing patient health information
- ✓ **Provider Tracking** – Keep track of doctors, nurse practitioners, and dietitians
- ✓ **Scheduling & Billing** – Streamlined appointment scheduling and billing for providers
- ✓ **Care Algorithms** – AI-driven algorithms to support patient care decisions

Privacy, Security, Data, Governance, Analytics



Technology Services

Our Technology Services team builds, manages, and maintains Launchit's virtual care delivery platform, as well as provides consulting and hosting services to external customers

Core Technology Capabilities:

- ✓ Healthcare Data Platforms – Secure management of patient information
- ✓ Privacy & Cybersecurity – Enterprise-grade protection and compliance
- ✓ Software Development – AI-driven solutions tailored for healthcare
- ✓ Enterprise Compliance & Hosting – Reliable hosting with full regulatory compliance

Our AI software development team has been innovating in healthcare since 2010

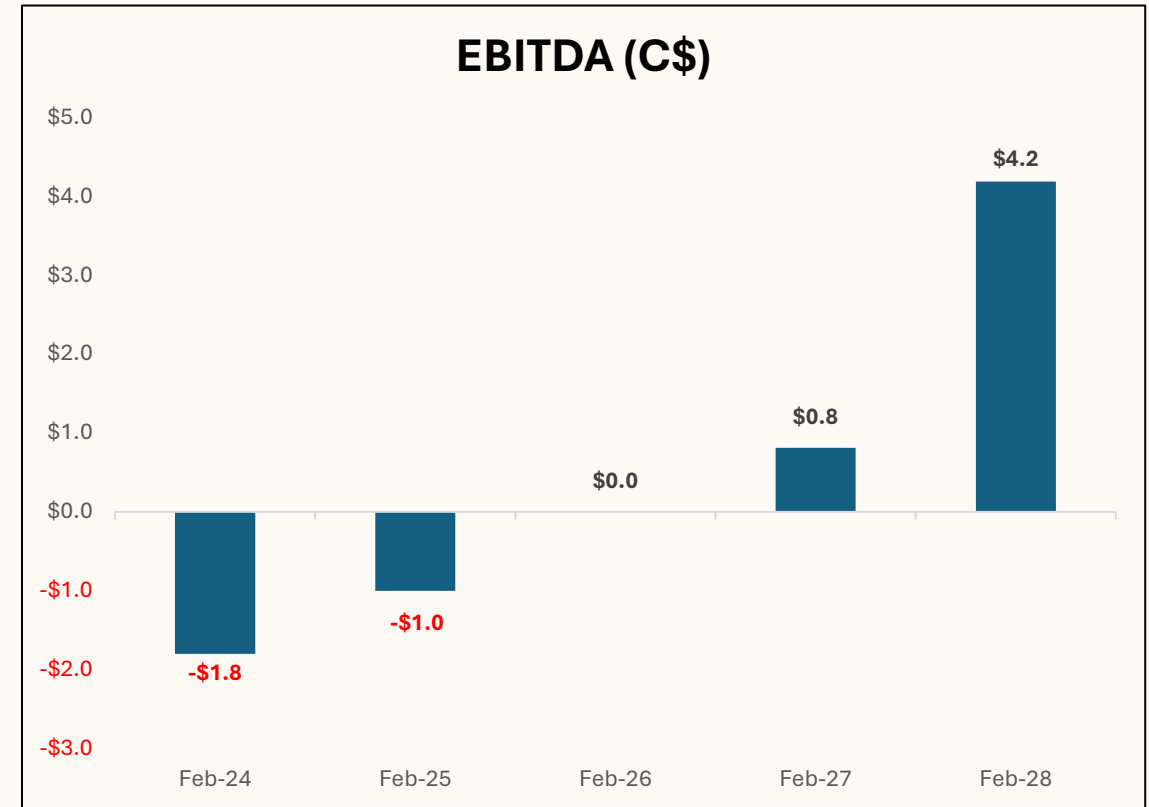
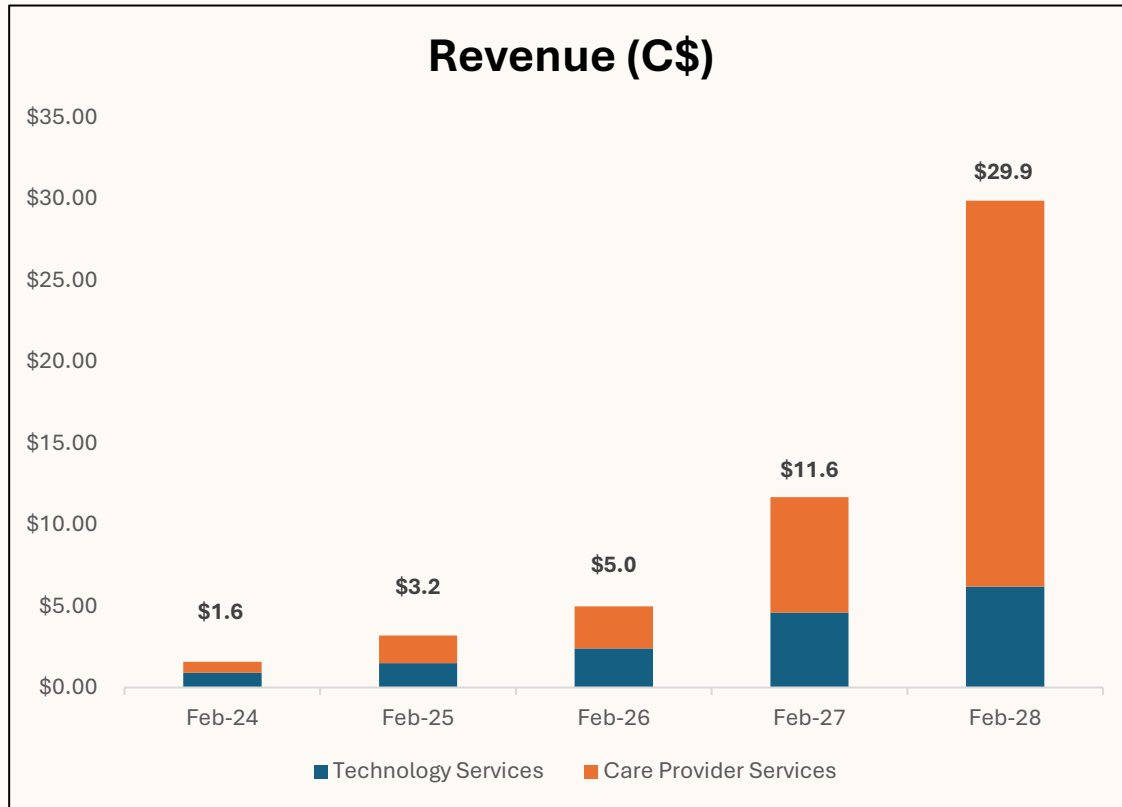
4 Acquired Technology Companies:

- ✓ Nuway Software
- ✓ Medical Education Network
- ✓ MedStack
- ✓ 2Gen Digital



Projected Financials

FY2024 to FY2028 (Year End February 28)





RTO Financing & Capitalization

Capital Structure Illustrating a \$3M Concurrent Raise with RTO

	Price	Shares	% / \$
Launchit Solutions	Various	45M	84% / \$22.5
RTO Financing	\$0.50	6M	11% / \$3.0
ShellCo	\$0.50	1.5M	3% / \$0.8
SAFE subscribers (no discount)	\$0.50	1.1M	2% / \$0.5
Post-Money Basic S/O		53.6M	100% / \$26.8
RTO Financing Warrants	\$0.80	6M	
Post-Money Fully Diluted S/O		59.6M	\$29.8

Pre-RTO Ownership

CEO

40%

Mgmt. & Insiders

35%

Family & Friends

25%

Financing Terms

- **Offering:** Up to **\$3M** of Subscription Receipts for units (1 share / 1 warrant)
- **Issue Price:** **\$0.50** per unit
- **Warrants:** **\$0.80** exercise price, 24 months

Comparable Companies

Company Name	Ticker	Share Price	Market Cap	EV	EV/Sales			EV/EBITDA		
					C2025E	C2026E	C2027E	C2025E	C2026E	C2027E
Care Provider Services										
Hims & Hers Health, Inc.	NYSE: HIMS	27.55	6280.7	7035.0	2.2	1.9	1.6	16.5	15.6	12.4
LifeStance Health Group, Inc.	NASDAQ: LFST	8.85	3448.4	3762.1	1.9	1.7	1.4	18.4	14.1	11.3
Talkspace, Inc.	NASDAQ: TALK	7.17	1197.3	1068.7	3.4	2.7	2.2	50.9	23.9	15.2
WELL Health Technologies Corp.	TSX: WELL	3.89	993.8	1750.0	1.2	1.1	1.0	8.8	9.8	8.9
Care Provider Average										
					2.2x	1.8x	1.6x	23.6x	15.8x	12.0x
Digital Healthcare Services										
Doximity, Inc.	NYSE: DOCS	31.85	5882.2	4876.1	6.0	5.4	5.0	10.9	9.8	9.3
GoodRx Holdings, Inc.	NASDAQ: GDRX	2.79	956.3	1346.6	1.2	1.3	1.2	3.6	4.1	3.9
Phreesia, Inc.	NYSE: PHR	11.67	707.7	749.8	1.2	1.2	1.0	15.0	5.5	4.2
VitalHub Corp.	TSX: VHI	6.90	436.3	319.6	3.0	2.5	2.2	12.5	9.4	7.9
Healwell AI Inc.	TSX: AIDX	0.77	227.3	294.8	2.9	2.2	1.9	169.9	36.6	18.6
Digital Healthcare Average										
					2.9x	2.5x	2.3x	42.4x	13.1x	8.8x
Peer Group Average										
					2.7x	2.4x	2.1x	34.2x	14.7x	10.9x
Launchit - Post Money Valuation										
			26.8 ¹	24.8 ²	5.0x ³	2.1x ³	0.8x ³	0x ³	31.0x ³	5.9x ³

1. Market Cap - Assumes Post financing basic shares outstanding

2. EV - Includes proceeds from financing and net cash of \$2M post financing

3. Fiscal Year ending February 28, hence Launchit FY 2026 used for CY 2025, FY2027 used for CY2026 and FY2028 used for CY2027

2026-04-02



Board and Advisors

Board of Directors



Jamie Harsevoort
Chairman & Chief Executive Officer

- 25 years Software, Health IT, & Business Operations
- Founded multiple MedTech companies



Justin Leushner
Chief Business Officer

- 25 years inventing, scaling global products
- Founded multiple medical companies



Micheal Cloutier
Director

- Former President/CEO of 6 major pharma firms
- Former President of Diabetes Canada



Bruno Maruzzo
Director

- 25+ years experience as VC, Director, and Investor
- Held positions with Canadian & U.S. public companies



Frank Naus
Director

- 30 years experience in Clinical Trials, Research, & Business Operations

Medical Advisors



Dr. David Macklin - GP, Psychotherapist
MWM Medical Director

- +16 years in obesity medicine
- Medical Director of the Weight Management Program at the Medcan Clinic
- Co-author of Canada's Obesity Guidelines



Dr. Megha Poddar - Endocrinologist
MWM Medical Director

- Medical Director and Founder of LMC medical weight management program
- Medical Lead of Bariatric Surgery Program
- Co-author of Canada's Obesity Guidelines



Investment Summary

Launchit is a **tech-enabled care provider**, using proprietary **scalable technology** to deliver **trusted healthcare solutions** at scale.

- 1 Leading Canadian provider of patient care programs for obesity and diabetes management
- 2 Achieves a ~95% adherence rate, significantly higher than the 30% industry average for patients without behavioral support
- 3 Active partnerships with Shoppers Drug Mart, Eli Lilly, and Novo Nordisk
- 4 Existing revenue from Care Provider and Technology Services
- 5 International and U.S expansion already underway
- 6 Senior experienced management team
- 7 Strong pipeline of growth opportunities



Launchit Solutions Inc.

THANK YOU



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