

## **ABOUT Connect2NICU:**

Connect2nicu is a company which is committed to developing web and mobile apps in order to help parents who have their babies in the Neonatal Intensive Care Unit, to seamlessly engage and communicate by providing patient centered tools and resources in one place.

We believe in the power of technology to elevate infant lives and we are committed to do everything necessary to deliver applications that outperform parent's expectations, now and in the future. At Connect2nicu, we have established an intelligent data-driven app on a common technology infrastructure, powered by NICU - health care and analytics.

We pride ourselves on our high standards and approachable nature. Our mission, vision and values outline who we are, what we seek to achieve and how we want to achieve them.

### **Mission:**

Connect2nicu aims to form a bridge between NICU and M-health. Our mission is to enable tools for families that offer support, to help understand each other, and to furnish them with resources, knowledge and information to decrease the difficult effects of a NICU.

### **Our vision:**

Our vision is to remain a premier company while maintaining our mission and values.

### **OUR VALUES:**

- Business Ethics and Transparency: To be sincere, devoted, reasonable, fair, transparent and honest in our industry.
- Creativity: Connect2nicu is a dedicated, energetic, creative and innovative company.
- Professionalism: Our customers are our top priority and we treat them with the utmost respect and courtesy at all times.

### **WHY US?**

Currently Neonatal Intensive care is a \$26 billion dollar industry and per a recent study m-health is posed to be a 10.2 billion dollar industry by 2018. Having your child at a NICU is one of the traumatic experiences which is confronted by almost every 1 family out of 10 in the US. In this present world of technology, where every industry is turning global we presume to come up with some additional fringes which help thousands of parents who have babies in the NICU. Our apps will be secure,

easy-to-use online tools allowing distinctive facilities. It is a ground-breaking fare technology that brings revolution to the m-health industry.

We are dedicated to help you in every step of the way by providing a digital tool that assists with Patient Centered care. Connect2nicu will allow parents to gain access over all the valuable insights by providing patient centered tools and resources in one place. With Our Company, there is new trust for the huge number of individuals who experience the severity of having their child under the neonatal care.

We are proud to work with different healthcare professionals, hospital systems and specialists to ensure families thrive during and after a NICU stay. We are also working hard to expand to other large metropolitan areas in the future to provide additional resources, apps and services.