



# FOWND Startup Narrative

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powered by fownd AI

<https://fownd.care/>



FOWND Inc. aims to simplify the administrative workload for physical therapists and clinicians during therapy sessions. We utilize AI and machine learning technologies to provide real-time transcriptions and summaries with medical context, automate compliance and coding, and develop data-backed predictive care plans. Additionally, we are incorporating computer vision techniques for goniometric and functional assessments tailored for physical therapy.

Using novel AI-ML, our approach will include natural language processing to transcribe session notes and generate standardized complaint reports incorporating clinical treatment intelligence. We are also developing large language models to assist physical therapists with note-taking and monitoring patient progress more effectively.

For example, we develop and train AI models to assist with exercise lookups, create personalized therapy plans, accurately assign billable codes to session documents, and offer custom clinic services for remote therapy monitoring, all enhanced by generative AI.



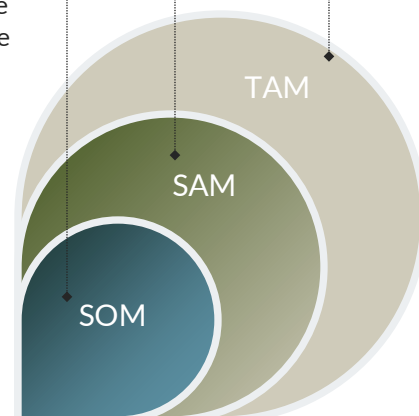
## Market Opportunity

FOWND is entering a rapidly growing market. There are approximately **38,000** physical therapy clinics in the U.S. alone, with an estimated **300,000** licensed physical therapists. Globally, the number of physical therapy practices exceeds **100,000** clinics, presenting a significant opportunity for FOWND to expand.

The U.S.'s Total Addressable Market (TAM) for AI-powered EMR solutions is estimated to be **\$3.6 billion** annually.

With a Serviceable Available Market (SAM) of **\$1.8 Billion** targeting independent clinics and mid-sized practices

FOWND can capture a realistic Serviceable Obtainable Market (SOM) of around **~\$60-90 million** in the short term by focusing on early adopters and innovative clinics.



Enterprise expansion into large clinics and hospitals and global expansion, particularly in developed healthcare markets like Canada, the European Union, and Australia, will further enhance FOWND's reach. If fully captured, these markets represent substantial opportunities, with potential revenue of \$250 million annually.

## AI in healthcare

Some important data on the broader AI in the healthcare market, which includes Ambient AI:



### Market Size and Growth:

The global AI in healthcare market was valued at USD 19.27 billion in 2023 and is expected to grow significantly over the next few years. Projections for 2024 estimate the market size at around USD 20.9 billion.



### Future Projections<sup>[1]</sup>

By 2029-2030, the market is expected to reach between USD 148.4 billion and USD 209.25



### Growth Rate:

The Compound Annual Growth Rate (CAGR) for the AI in healthcare market is projected to be between 38.5% and 48.1% from 2024 to 2029/2030.

## Ambient AI in Healthcare



According to Mordor Intelligence, the Ambient Intelligence market size is estimated to be \$108.01 billion in 2024 and is expected to reach \$209.25 billion by 2029, growing at a CAGR of 14.14% during the forecast period (2024-2029).



Fortune Business Insights estimates that the market will grow from \$29.21 billion in 2024 to \$172.32 billion by 2032, exhibiting a CAGR of 24.8%.



The Business Research Company projects that the market will grow to \$80.22 billion in 2028 at a CAGR of 27.8%.



Market Research Future predicts the market size will likely reach \$221.5 billion by 2032, expanding at a CAGR of 22.43% from 2024 to 2032



## Risks

While FOWND has a substantial market opportunity, several risks must be addressed:

01

**Data Privacy and Compliance:** Handling Protected Health Information (PHI) and Personally Identifiable Information (PII) comes with regulatory risks, including HIPAA compliance in the U.S. and GDPR in Europe.

02

**AI Accuracy and Bias:** Training AI models on historical clinical data carries the risk of bias or inaccuracies in the documentation and analysis. Ensuring high accuracy in biomechanical analysis with aJordable hardware like webcams adds technical complexity.

03

**Market Adoption:** Convincing clinics to adopt AI-powered documentation tools, particularly smaller practices with tight budgets, could be a challenge. Larger, well-established EMR competitors may already have a foothold in the market.

04

**Revenue Uncertainty:** A per-session pricing model could lead to fluctuating revenue based on seasonal patient volumes, while a license-based model could deter smaller clinics from adopting the tool.

05

**AI Development Costs:** Fownd intends to create industry-first foundational and large vision models. Implementing techniques like retrieval augmentation generation to drive highly accurate clinical and patient care-specific contexts can be CAPEX intensive.

## Benefits for Clinics, Therapists, and the industry

**FOWND brings substantial benefits to all stakeholders:**



**For Clinics:** The tool automates clinical documentation, reduces administrative burdens, and improves regulatory compliance, leading to significant time savings and lower operational costs. Standardized care documentation also streamlines audits and billing.



**For Therapists:** Physical therapists can spend less time on paperwork and more time with patients, improving care quality. FOWND's AI-driven note generation and biomechanical analysis offer highly accurate, real-time assistance, helping therapists document sessions more efficiently.



**For the Industry:** The system promotes standardization in care documentation, offering data-driven insights for benchmarking and improving patient outcomes. By reducing administrative overhead, FOWND helps clinics scale more effectively, facilitating broader access to physical therapy services.

By providing AI-powered solutions that integrate seamlessly into existing workflows, FOWND has the potential to revolutionize physical therapists' operations, significantly improving significantly and patient care across the industry.

## Business Model Considerations

We envision a GTM model designed to cater to clinics of all sizes. FOWND plans to offer its product via a flexible, scalable SaaS solution with two main pricing structures: a per-session model that benefits smaller clinics and independent therapists with variable patient volumes and a per-therapist license model that provides predictable pricing for larger, high-volume clinics. This dual approach ensures that clinics of all sizes can access cutting-edge AI tools that improve operational efficiency and patient outcomes.

FOWND aims to lead the physical therapy industry into the future of healthcare, where standardized, data-driven care and streamlined documentation processes reduce administrative overhead while improving patient outcomes. By leveraging AI and machine learning, we are revolutionizing how physical therapy practices operate, driving value for therapists, clinics, and patients alike.

