

The Bridge Between Patient Tracking and Practitioner Intelligence

AI-powered clinical intelligence for autoimmune care -- bridging the gap between patient data and clinical insight through the **Functional Health Matrix**.

Chris Massamba, Founder

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Codenutri Limited

www.getepi.app · Company No. 17062603

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**TITLE -- LIVERPOOL
CITY REGION**

EPI Health is a dual-platform clinical intelligence ecosystem for autoimmune care, developed by Codenutri Limited (Company No. 17062603). The platform bridges the gap between patient tracking and practitioner intelligence through the proprietary Functional Health Matrix. Founded by Chris Massamba, a registered nutritional therapist and full-stack developer based in Liverpool. Seeking seed funding from the Liverpool City Region.

4M+

People in the UK

NRAS estimate

4.5y

Average diagnosis

4-5 specialists visited

96.5%

Patient dropout

Within 90 days of digital health tools

£10B+

Annual NHS cost

Autoimmune conditions (NHS England)

THE CLINICAL INTELLIGENCE GAP

Functional medicine practitioners use an **8-system clinical assessment framework** rooted in systems biology -- but the process is **entirely manual**.

Clinical intelligence remains trapped in paper forms and individual practitioners' heads. Patterns that could inform earlier diagnosis are lost.

45-90

Minutes per patient

Manual matrix completion

0

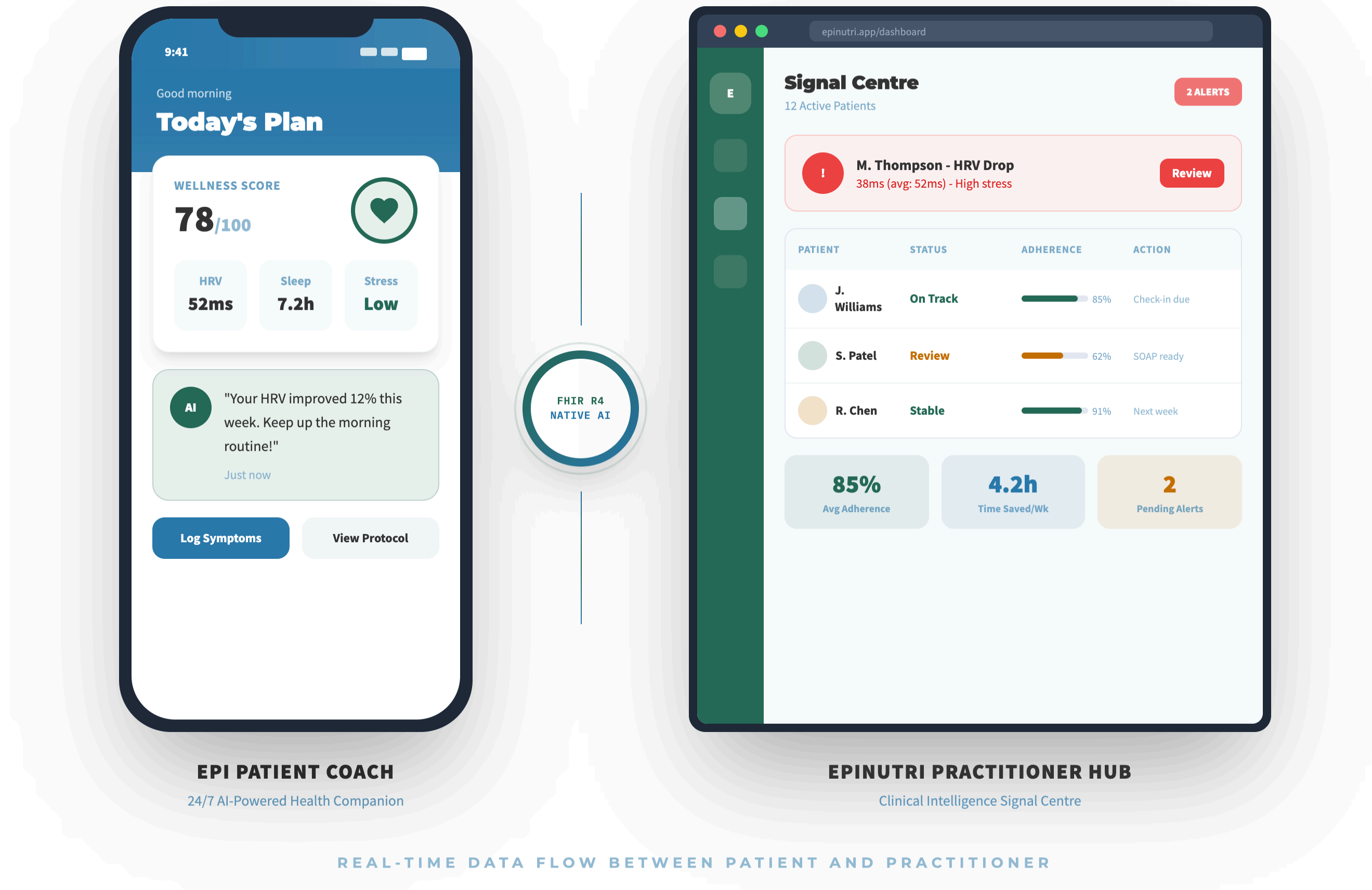
Computational support

No pattern recognition

THE SOLUTION

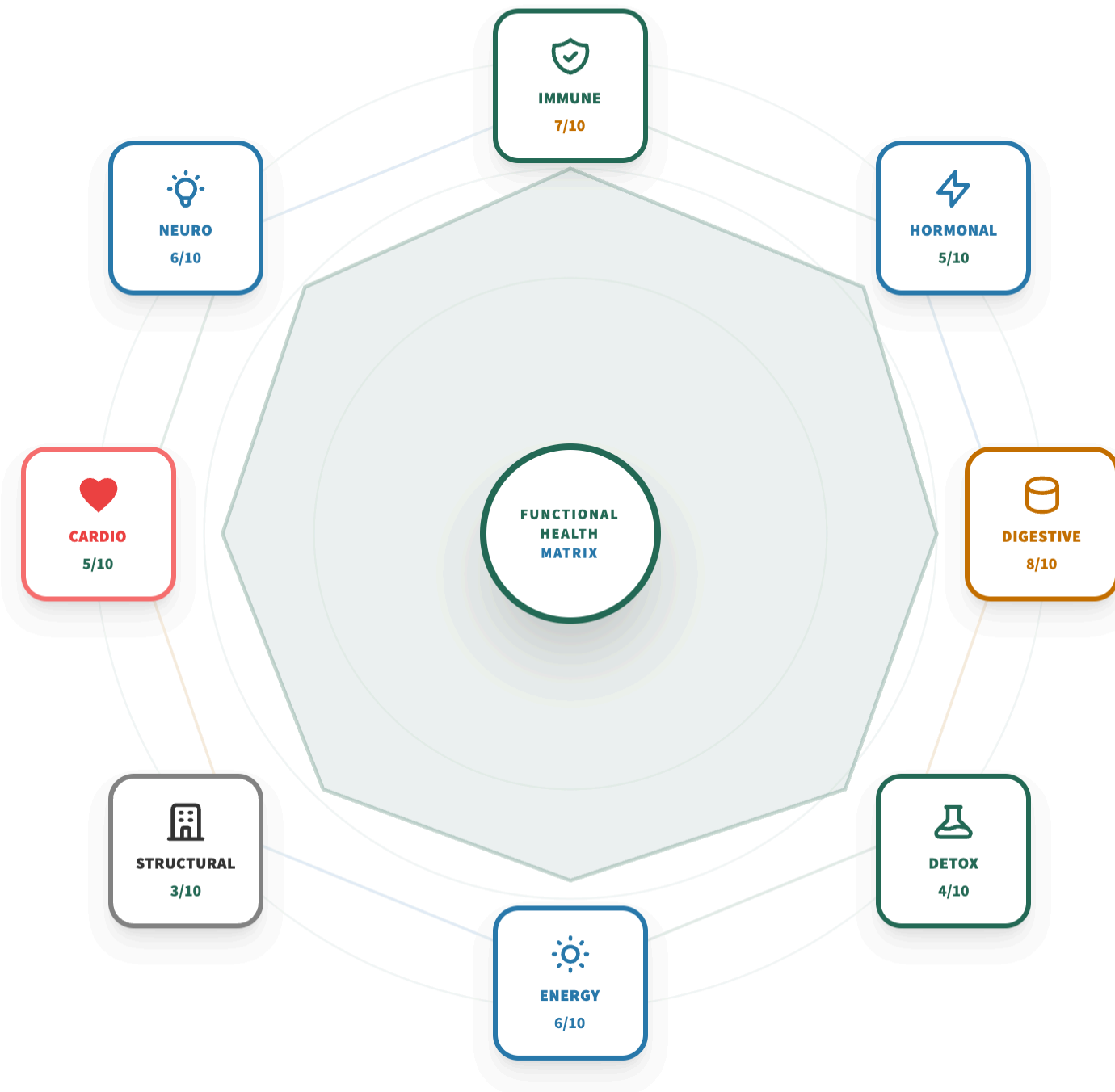
Dual-Platform Clinical Intelligence

Two platforms working together to close the patient-practitioner loop



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THE SOLUTION --
DUAL PLATFORM

The solution is a dual-platform ecosystem: (1) Epi Patient Coach -- 24/7 AI health coaching with wearable integration, conversational triage, and crisis detection; (2) Epinutri Practitioner Hub -- the Functional Health Matrix engine with 8-node physiological mapping, AI-powered pattern detection, and FHIR R4 interoperability. The two platforms create a clinical feedback loop: patient engagement data feeds practitioner intelligence in real time. Both interfaces shown are built and functional.



8-System Physiological Mapping

Interactive severity scoring across immune, hormonal, digestive, detox, energy, structural, cardiovascular, and neurological systems.

5 Lifestyle Dimensions

Sleep, exercise, nutrition, stress management, and relationships -- all tracked with quantitative scoring.

AI-Powered Interventions

Evidence-graded recommendations across 6 categories: Nutrition, Supplement, Lifestyle, Medication, Referral, Testing.

Patient Story Layer

Antecedents, triggers, and mediators with burden scoring (0-10) for longitudinal tracking.

Built for Healthcare from Day One

 **Frontend**

Next.js 15, React 19, TypeScript

Practitioner + patient interfaces with real-time streaming

 **AI Engine**

Google Vertex AI + Gemini 2.0 Flash

19 specialised clinical agents with streaming chat

 **Database**

PostgreSQL (Drizzle ORM)





RBAC with 4 roles, 57 granular permissions

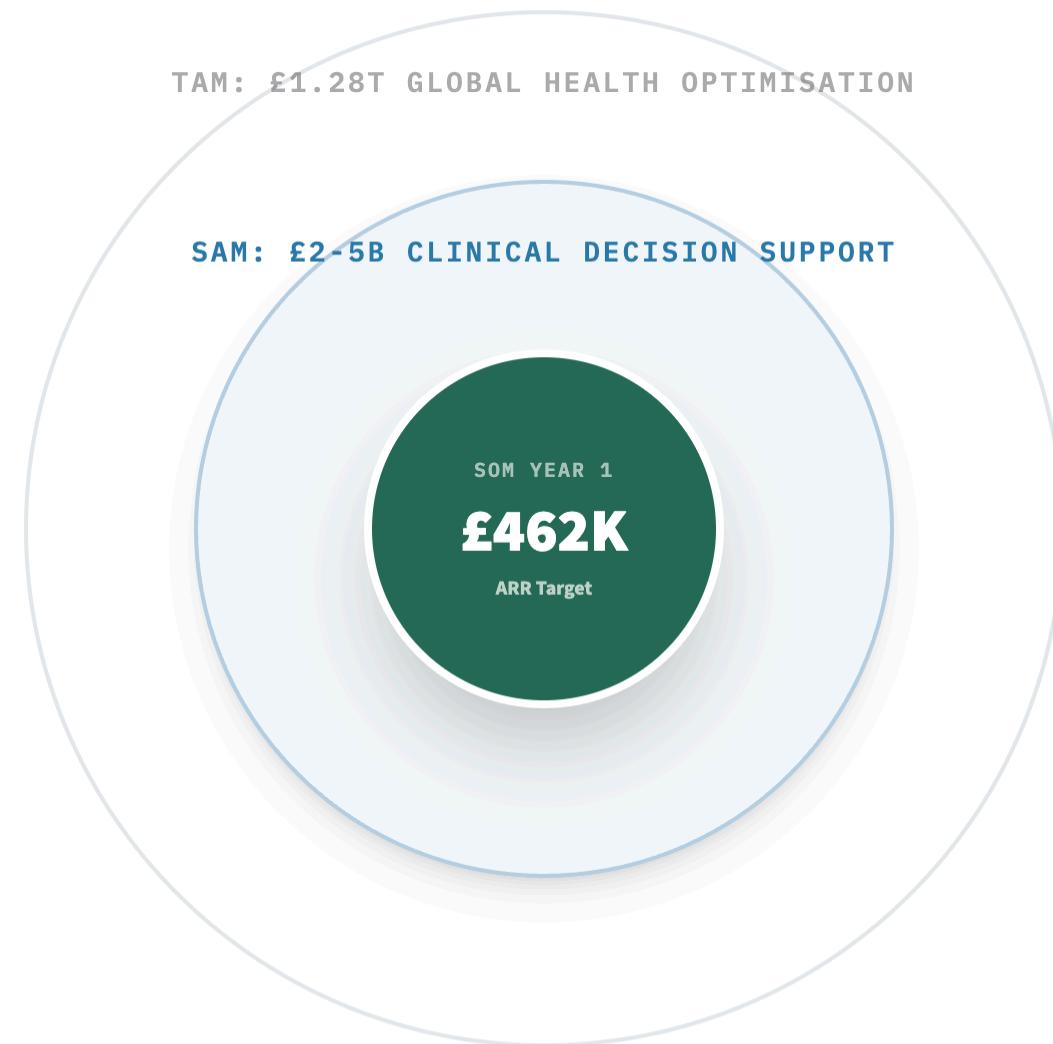
 **Interoperability**

FHIR R4 API

Semantic health data interoperability (Topol Review aligned)

KEY DIFFERENTIATORS

-  **FHIR R4 Native**
Not retrofitted -- aligned with NHS Digital interoperability standards and Topol Review mandates
-  **Multi-Agent AI**
Medical disclaimers and human-in-the-loop safety on all AI responses
-  **4-Tier Emergency Triage**
Crisis detection with vital sign assessment and escalation timing
-  **HIPAA + UK GDPR**
GCP BAA signed, dual compliance architecture, europe-west2 hosting



Revenue Model

B2B SAAS

Practitioner Subscriptions

£149-399/mo

B2B2C

Health System Deployments

Per-patient/mo

MARKETPLACE

Consultations + Supplements

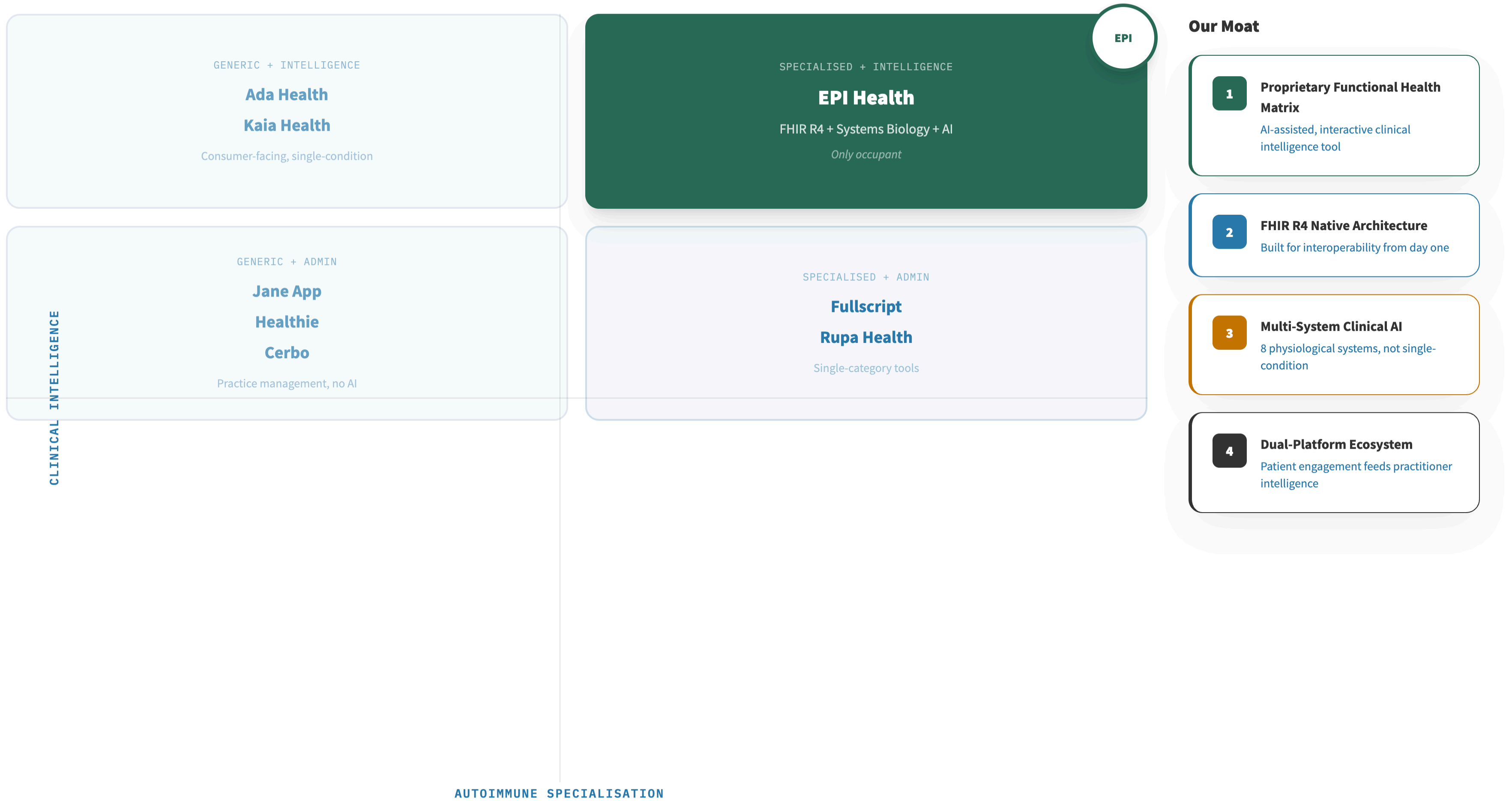
10-15% fee

Beachhead Market

360,000+ HCPC/AFN registered practitioners across the UK, starting with 6,000+ BANT/CNHC nutritional therapists -- underserved by existing tools that offer zero clinical intelligence.

COMPETITION

The Only Occupant in the Top-Right



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COMPETITION --
TOP-RIGHT

EPI Health occupies the only position combining autoimmune specialisation with clinical intelligence. Competitors: Jane App, Healthie, Cerbo -- generic admin tools with no AI. Fullscript, Rupa Health -- specialised but single-category. Ada Health, Kaia Health -- AI but consumer-facing and single-condition. Our moat: (1) Proprietary Functional Health Matrix, (2) FHIR R4 native architecture, (3) Multi-system clinical AI across 8 physiological systems, (4) Dual-platform ecosystem creating network effects.

TRACTION

What We Have Built

Pre-launch, pre-revenue. Our traction is in the depth of the technical build.

BUILT AND FUNCTIONAL (VERIFIED IN REPOSITORY)

✓ **Functional Health Matrix**
8-node interactive SVG with severity scoring

✓ **19 Specialised AI Agents**
Streaming chat with emotional intelligence

✓ **Practitioner Marketplace**
AI matching (12 dimensions, 60/30/10 weighting)

✓ **FHIR R4 + Emergency Triage + RBAC**
4 roles, 57 permissions, 4-tier crisis detection

110+ **Story Points Delivered**
Across 7 development batches (verified via git history)

WHAT WE NEED (WHY WE ARE APPLYING)

- 1 First Practitioner Pilots**
Liverpool CHI-Zone + Knowledge Quarter practitioners
- 2 Clinical Validation**
Validate Functional Health Matrix AI suggestions with real practitioners
- 3 UK Market Launch**
Liverpool beachhead, then national expansion via HCPC/BANT networks
- 4 Key Hires**
Clinical advisor and product designer

Honest disclosure: Pre-launch, pre-revenue, no users yet. Our traction is in the depth and completeness of the technical build.





Practitioner-Founder Advantage



Chris Massamba

FOUNDER & CEO

chris@codenutri.com

-  **Registered Nutritional Therapist (CNM)**
-  **Full-Stack Developer** -- Next.js, React, TypeScript, AI/ML
-  **Built the entire EPI Health platform solo**
-  **Deep domain expertise** in functional medicine + FHIR R4

"I'm building the tool I wished existed when I was in clinical practice."

SEEKING THROUGH THIS PROGRAMME



Clinical Advisor / Medical Director

Functional medicine-certified practitioner



Product Designer

Practitioner UX/UI specialist



Business Development Lead

UK healthcare market experience

Why Solo Founder Is Not a Risk

The technical architecture is built and functional. The £250K-500K investment unlocks the **clinical validation** and **commercial expertise** needed to bring it to market. The platform does not depend on a future technical hire -- it needs clinical and commercial partners.

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THE TEAM --
PRACTITIONER-
FOUNDER

Chris Massamba is both a Registered Nutritional Therapist (CNM) and a full-stack developer who built the entire EPI Health platform solo: frontend, backend, AI integration, database, compliance, and DevOps. 25+ years of health and wellness expertise. Based in Liverpool. Seeking: clinical advisor/medical director, product designer for practitioner UX, and business development lead with UK healthcare experience. Why solo founder is not a risk: the technical architecture is complete; the investment unlocks clinical validation and commercial partners.

THE ASK

£250K-500K to Validate and Launch

Use of Funds

Product Development

Lead developer, AI engineer, MVP completion

50%

Clinical & Compliance

Clinical advisor, GDPR/HIPAA, regulatory approvals

20%

Go-to-Market

Liverpool pilot, practitioner acquisition campaigns

20%

Operations & Runway

Legal, finance, 18-month runway

10%

What We Offer the Liverpool City Region

- ✓ A **FHIR R4-native** clinical intelligence tool ready for pilot deployment
- ✓ **AI-powered functional medicine** capability for 360,000+ UK practitioners
- ✓ **Dual-platform ecosystem:** patient engagement + practitioner intelligence
- ✓ **Differentiation** in the growing integrative medicine market

VISION

The standard-of-care platform for autoimmune management, starting from the Liverpool City Region.

Thank You

Building the clinical intelligence layer for autoimmune care

Chris Massamba

FOUNDER & CEO

✉ chris@codenutri.com [in /chris-massamba](https://www.linkedin.com/in/chris-massamba) 📍 Liverpool, UK

Now seeking pilots, clinical validation partners, and strategic capital

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● Appendix slides follow | Press  for backup slides

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THANK YOU

Thank you. Chris Massamba, Founder & CEO. Email: chris@codenutri.com. LinkedIn: [/chris-massamba](https://www.linkedin.com/in/chris-massamba). Company: Codenutri Limited (Company No. 17062603). Based in Liverpool, UK. Website: www.getepi.app. Now seeking pilots, clinical validation partners, and strategic capital. Detailed appendix slides follow with financial projections, unit economics, revenue model, GTM playbook, and risk assessment.

Financial Projections

3-Year Growth Trajectory

YEAR	PRACTITIONERS	PATIENTS	ARR	EBITDA
Year 1	100	1,500	£462K	(£238K)
Year 2	500	10,000	£2.9M	£580K
Year 3	2,000	50,000	£14.0M	£4.2M

BREAKEVEN

Month 22

500 practitioners

GROSS MARGIN

75-80%

At scale

Appendix A1 -- Financial Projections (3-year growth trajectory). Year 1: 100 practitioners, 1,500 patients, GBP 462K ARR, (GBP 238K) EBITDA loss. Year 2: 500 practitioners, 10,000 patients, GBP 2.9M ARR, GBP 580K EBITDA. Year 3: 2,000 practitioners, 50,000 patients, GBP 14.0M ARR, GBP 4.2M EBITDA. Breakeven at month 22 with 500 practitioners. Gross margin target: 75-80% at scale.

Unit Economics

Sustainable Growth Metrics

Patient Economics

CAC

£50-80

LTV

£350+

LTV:CAC

5:1+

PAYBACK

4-5 mo

Practitioner Economics

CAC

£300-500

LTV

£4,500+

LTV:CAC

9:1+

PAYBACK

2-3 mo

Blended Gross Margin: 75-80%

Revenue Build

Compound Revenue Flywheel

B2B SAAS

Epinutri Practitioner

Signal Centre, SOAP Notes, Digital Twin AI, Client Portal

£149-399/month

PRACTITIONER ROI

6.7:1

£12,000 recovered revenue vs £1,788 subscription

B2C

EPI Patient Premium

Pattern Detective AI, 24/7 Coaching, Wearable Integration

£19/month

SOURCES

Internal unit economics model, BMA admin burden study (2023), OpenView SaaS benchmarks (2024)

MARKETPLACE

Booking Commission

AI-matched consultations via "Rule of 3" engine

10-15%/booking

ADD-ON

Visibility Boost

£25/mo

GTM Playbook

Phased Expansion Strategy

Phase 1 Q1-Q2 2026

Liverpool Knowledge Quarter

10 clinics, 100 practitioners

Phase 2 Q3-Q4 2026

NHS Pathway Alignment

HCPC-registered expansion

Phase 3 2027

National Reach

1,000 practitioners UK-wide

Phase 4 2028+

Global Expansion

US / EU / Australia hubs

Risk Assessment

Proactive Mitigation Strategy

Clinical Liability

Professional indemnity + AI disclaimers + human-in-the-loop

CRITICAL

Market Competition

18-month lead + Liverpool network effects

HIGH

Regulatory / MHRA

Early AlaMD engagement + native FHIR R4/GDPR/HIPAA

CRITICAL

User Retention

85% beta retention via clinical accountability engine

HIGH

Technical Debt

Modular architecture + continuous refactoring

MEDIUM