

How Mutuo Health Raised \$500K to Revolutionize Clinical Documentation



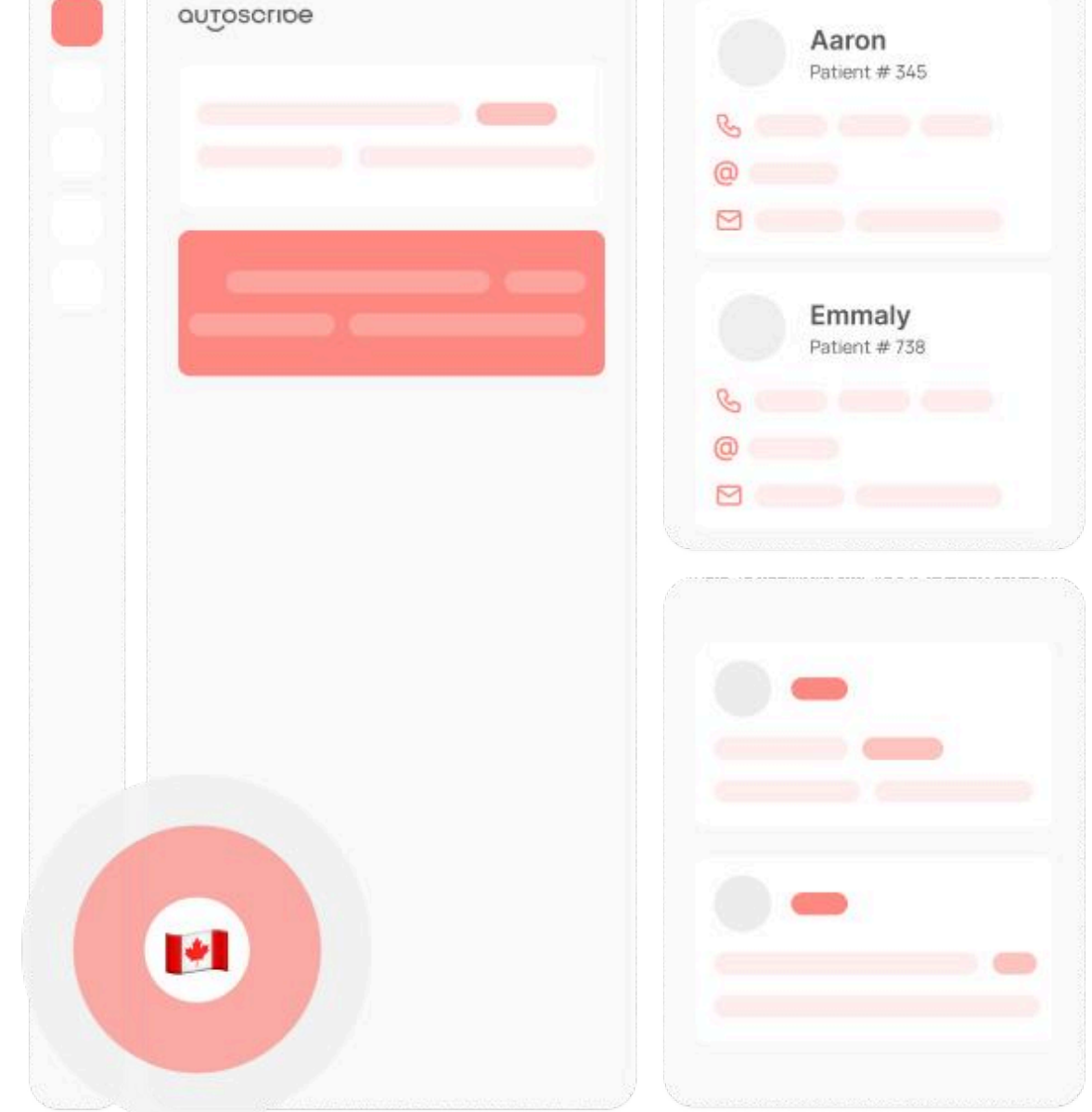
Project Overview

Company	Founder	Project Scope
Mutuo Health Solutions	Dr. Noah Crampton	Development of an investor-ready pitch deck
Industry	Location	Outcome
Medical Technology	Canada	Successfully secured \$500K in funding

The Challenge

Mutuo Health Solutions set out to tackle clinician burnout with AutoScribe, an AI assistant that transcribes patient conversations in real-time, cutting admin work by up to 90%.

However, they struggled to clearly convey their value to investors. **Their complex tech and the intricacies of healthcare demanded a pitch deck that could simplify and showcase their mission, benefits, and market opportunity.**



Our Process



Strategic Alignment

We began with an in-depth analysis of Mutuo's product, market, and competitive context:

- Explored AutoScribe's technical architecture and its integration with top EMR systems.
- Identified core clinician pain points and how AutoScribe directly addresses them.
- Researched what health tech investors prioritize in early-stage opportunities.



Content Refinement

We crafted a story that clearly communicated Mutuo's vision and traction:

- Highlighted Dr. Crampton's journey from burnout to building a solution.
- Showcased AutoScribe's benefits - increasing annual earnings by up to \$45K per doctor.
- Emphasized the broader impact on patient care and healthcare efficiency.



Visual Design

We built a visually polished pitch deck tailored for investor engagement:

- Translated technical complexity into clear, intuitive visuals and diagrams.
- Applied clean, modern design to reflect credibility and innovation.
- Added testimonials and case studies to establish real-world proof.



The Solution

The final pitch deck effectively communicated Mutuo's value proposition, combining clear messaging with strategic visuals. Key features included:

- #1 A succinct problem-solution overview that clearly framed the pain point and Mutuo's unique approach.
- #2 Detailed market analysis highlighting the growing demand for AI-powered tools in healthcare.
- #3 Financial projections and funding requirements grounded in realistic assumptions and growth plans.
- #4 A forward-looking roadmap outlining key milestones, product evolution, and long-term scalability.

Results & Impact

After working together, Mutuo Health Solutions successfully raised \$500,000

Deck Completed

in under 3 weeks

Used in 20+

investor calls and intros

Supported Acquisition

by Healwell AI



"The TurboContent tool helped us tell our story the way investors needed to hear it. We raised \$500K shortly after sharing the deck with them."

- Noah



Strategic Insights

This project wasn't just about designing a clean pitch deck - it was about translating deep clinical pain into a compelling business case for investors.

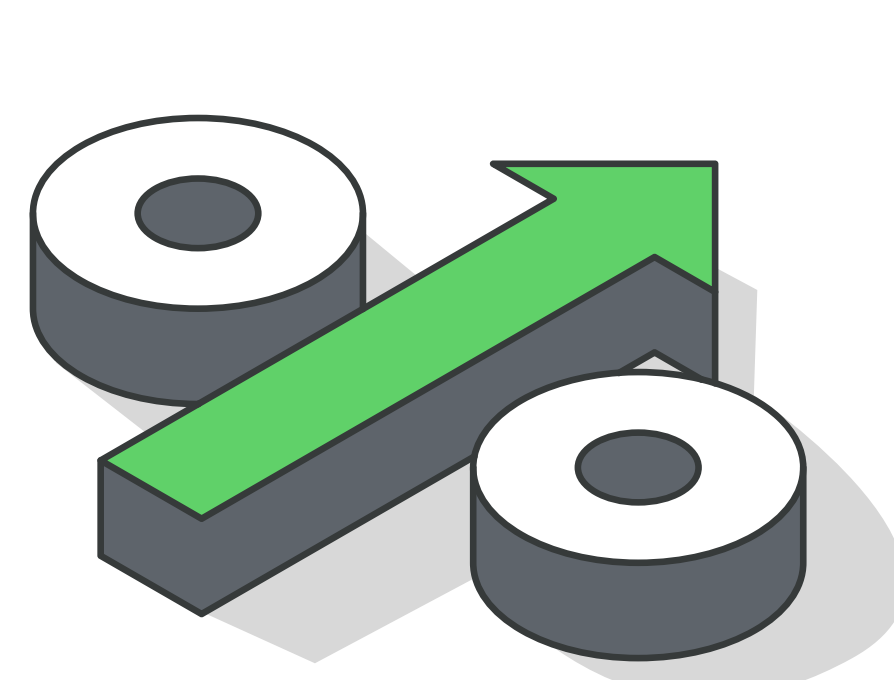
Start With the Clinician, Not the Code

Many healthtech founders lead with features. We flipped the lens to focus on how AutoScribe tangibly impacts a clinician's day. The story became about reclaiming hours and restoring focus, not just "AI documentation."



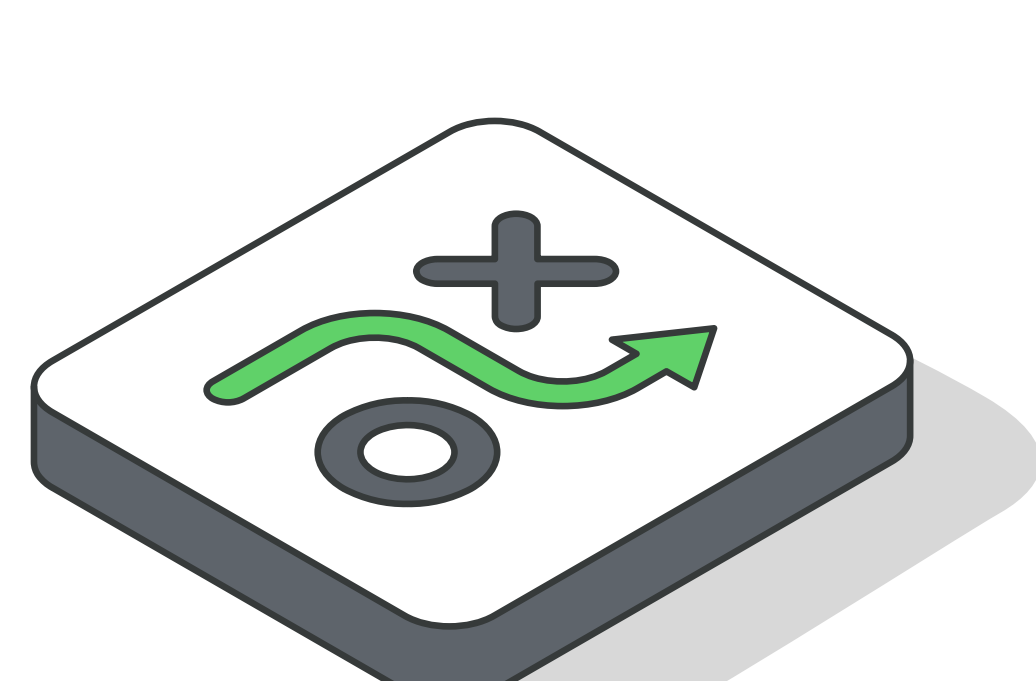
Bridge the Language Gap Between Medicine and Money

Healthcare investors need to see both clinical relevance and commercial scalability. We framed the pitch to speak fluently to both sides - quantifying burnout costs, EMR compatibility, and the revenue lift per physician.



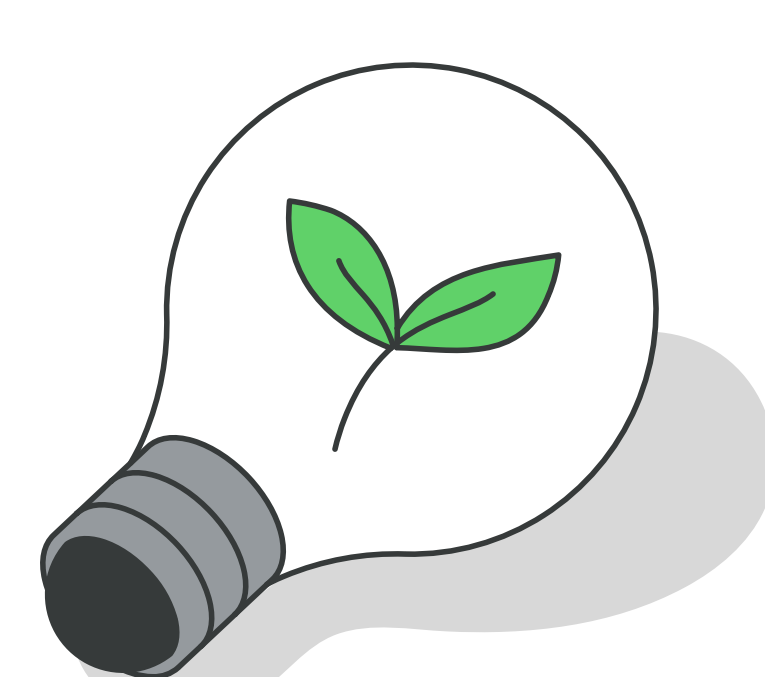
Turn Complexity Into Confidence

AI, EMR integrations, medical compliance - it's easy to overwhelm an audience. We turned technical detail into visual simplicity, creating trust through clarity. The deck gave investors the confidence that this was a focused, fundable team, not just another ambitious build.



Outcomes Sell. Not Vision Alone

Including preliminary traction, like early pilot results and integration partnerships, made the pitch feel real, not just promising. This grounded the opportunity and de-risked the early stage ask.



Ready to get started?

Get investor-ready without guesswork

- ✓ Strategy call + pitch audit
- ✓ Pitch deck content + design
- ✓ Financials, one-pager, Q&A prep

- ✓ Done in 30 days or less
- ✓ 10% off if you join in 48 hours

Contact us