

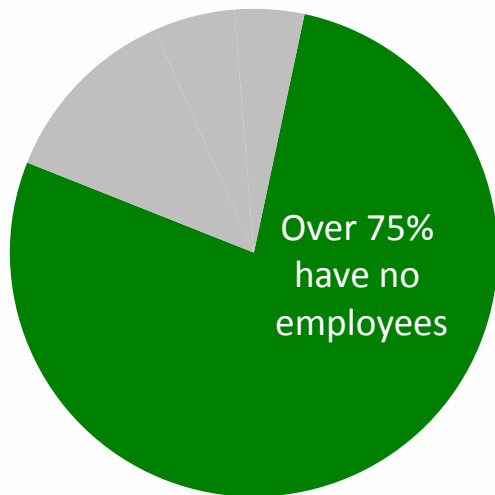
How To Scale Your Business

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America is a nation of small businesses

28 Million Small Businesses



✓ **Nationally, there are approximately 28 million small businesses**

✓ **Over three-quarters of small businesses have no employees**

✓ **Small businesses:**

- Make up 99% of U.S. employer firms
- Create 63% of the net new private sector jobs
- Employ 48% of private sector workforce
- Make up 98% of the firms exporting goods

Nightlight at a glance

- Founded in 2007
- 2015 Revenue \$6.1MM
- 5 Clinics
- 75 employees
- Our Vision is to be the BEST and PREFERRED provider of after hours pediatric urgent care. We exist so families can avoid the hassle and expense of the emergency room.



Why Pediatric Urgent Care

- Urgent Care is generally less expensive and faster than the Emergency Room. Similar diagnosis can cost up to 5X more in an ER compared to Urgent Care.
- Pediatric Trained providers are better able to treat children. Parents and Primary Care Providers approved.
- Kid-friendly equipment and environment



Meet Joann

Busy Moms LOVE Nightlight

- Suburban and Urban
- Children aged 8 or younger
- Median household income \$60K
- High school educated or higher
- Working outside the home or stay at home mom
- Convenience is a HIGH priority

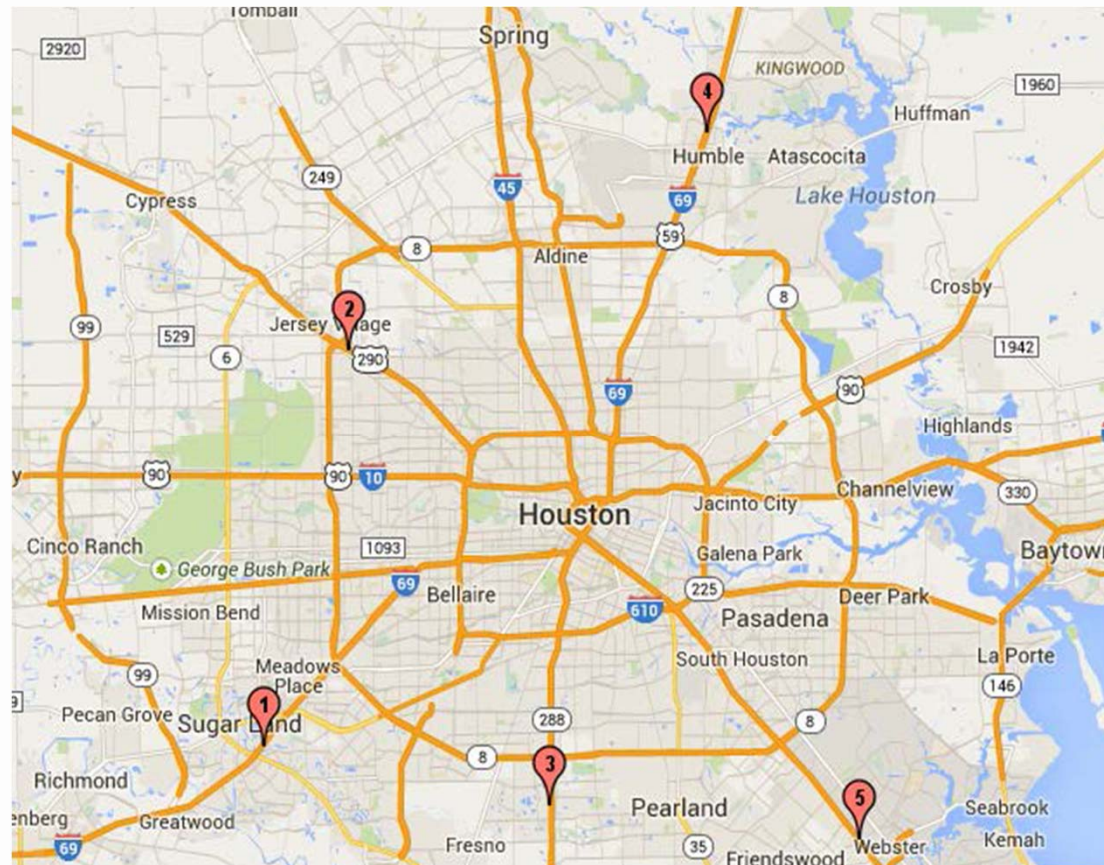
Houston demographics

- There are over 800,000 children aged 8 and younger
- Children this age are prone to sickness and injury
- Most of these children are insured

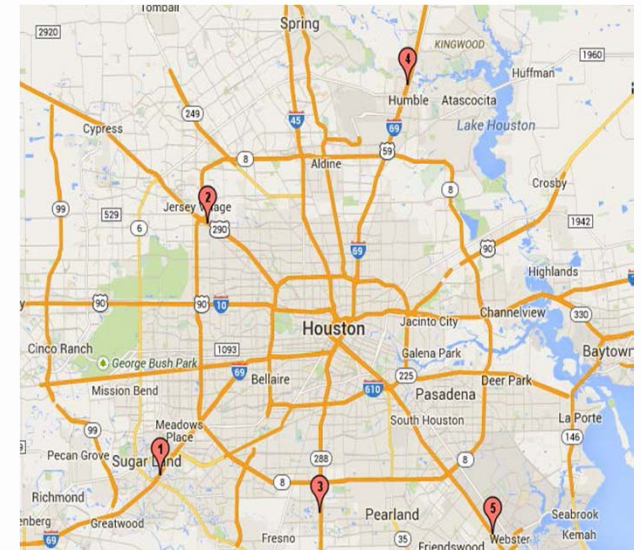


Current Locations

- 1 – Sugar Land (2007)
- 2 – Cyfair (2009)
- 3 – Pearland (2014)
- 4 – Humble (2015)
- 5 – Webster (2015)



- Think BIG and Be BOLD
- Work ON the Business rather than IN it
- Establish Key Advisory Networks
- Build a Public Profile
- Evaluate Financing for Expansion



Think BIG and be BOLD

- Assess the market and opportunities
- Determine a path for growth
- Write the Vision, Make it Plain
 - Set annual and 3 to 5 year goals
 - Include milestones and specific tasks to reach goals
- Measure progress quarterly
- Report your progress to advisors at least yearly
- Make adjustments based on internal/external factors (competition, staffing, supply, etc.)

Fragmented Urgent Care Market

- There are over 100 urgent care facilities in Houston
 - Convenience Care (52)
 - Adult and Occupational (54)
 - Pediatric (18)
- A subset of pediatric options in Houston
 - **Nightlight Pediatric Urgent Care (5)**
 - Texas Children's (6)
 - Urgent Care for Kids (4)
 - Little Spurs (2)
 - Sunset Pediatrics (1)
- Nationally there are only Five Pediatric Urgent Care independent operators with more than Five locations
- **OPPORTUNITY FOR NATIONAL EXPANSION!!**

Work ON the Business rather than IN it

- Stop Counting Trees
- Define YOUR Culture and Values
 - We develop people and build up lives
 - We do the BEST
- Determine Your Critical Needs and Build a Team
 - You have limited capacity
- Delegate Meaningful Work
- Set up Meetings to Stay in Touch and Manage

Work ON the Business rather than IN it

- Conquer the Forest
- Think Strategically and Beyond Current Horizon
- Outsource, Partner or Build Internally
- Become an Expert/Thought Leader
- Attend workshops and conferences
 - Goldman Sachs 10k Small Businesses
 - ICCC - Inner City Capital Connections
 - EY Entrepreneurial Winning Women
- Build Your Network, Increase Your Net Worth

Establish Key Advisory Networks

- Connect with Peer Groups
- Don't be the smartest person in the room
- Determine where you need help
 - Define an advisory board structure
 - Be specific about your expectations
 - Ask experts to become advisors
 - Determine if compensation is necessary
- Meet periodically to address issues and re-evaluate your growth plan

Build a Public Profile

- It's Your Time to SHINE
- Utilize free resources such as LinkedIn, fb, twitter
- Volunteer to share your knowledge
- Join nonprofit and/or corporate boards
- Apply for awards
- Publish press release worthy news
- Update your website frequently with accomplishments

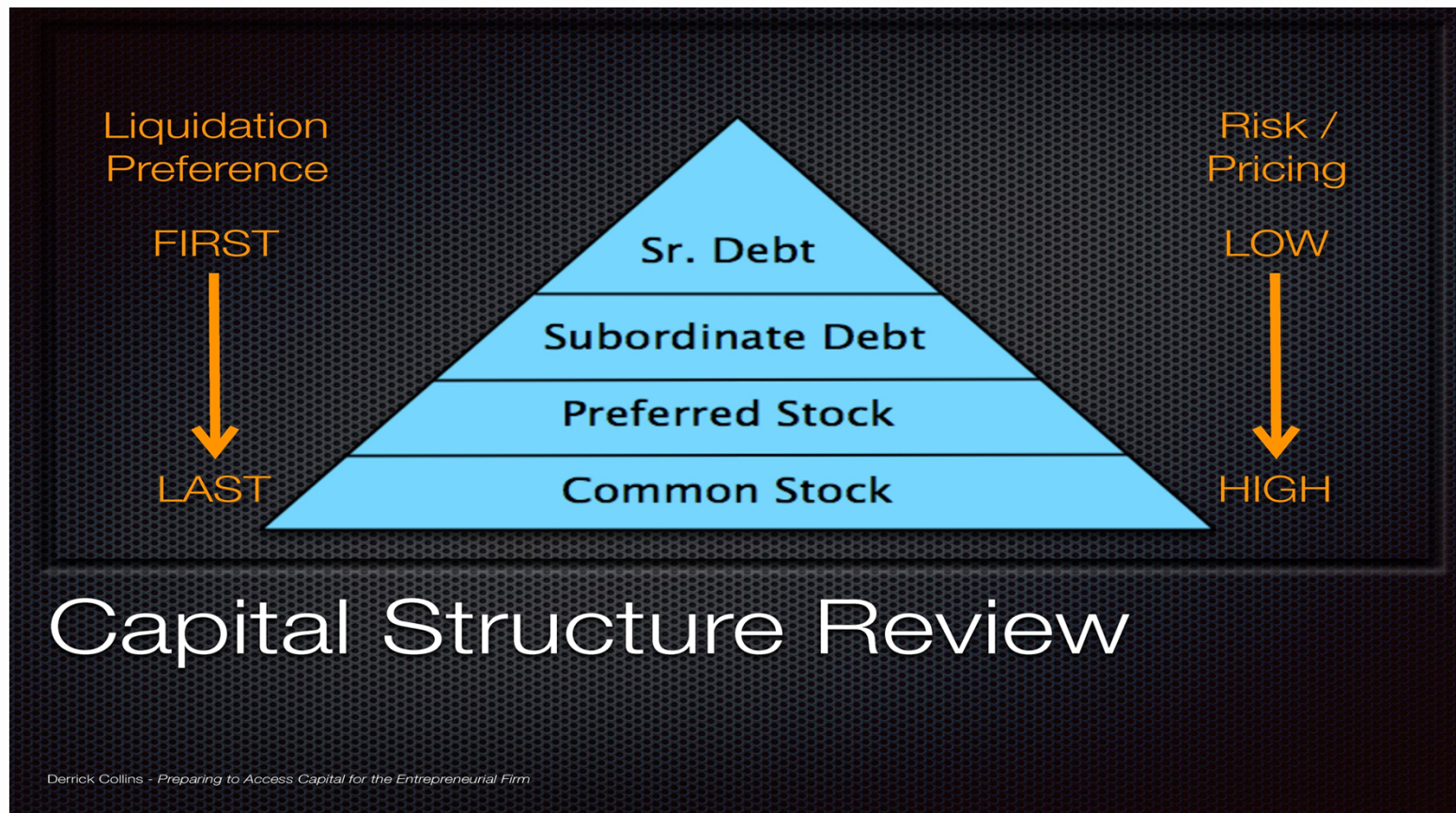


Awards for Excellence
Winner of Distinction
2016



Night Light
pediatric urgent care

Evaluate financing for expansion



Evaluate financing for expansion

- Sr. Debt
 - Bank Loans (conventional, SBA, CDFI)
 - Clean up your credit
 - Know your EBITDA (Earnings BEFORE Interest, Taxes, Depreciation and Amortization)
- Subordinate Debt
 - aka Junior or Mezzanine Debt
 - Possible equity kicker
 - More expensive than bank debt

Evaluate financing for expansion

- Equity Capital
 - Private Equity vs. Venture Capital
 - Know your valuation
 - Understand timeframe and multiple expectations
 - Determine Appropriate Source
 - Start with Self: Must have SKIN in the game
 - Seek investors strategically
 - Watch out for family and friend investors
 - WHO is more important than how much!!
 - Alignment is key: Industry, Geography, Expertise, Network, Past Deals, Investment size, stage and objectives

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