

# 1839 CAPITAL

**CONTACT**

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**BRIEF**

Essential Holding Company LLC is the owner and licensor of Essential Health clinics. Essential Health is a unique medical practice that integrates the best of traditional primary care with functional and anti-aging medicine. Offered on a cash-only subscription basis, Essential Health clients enjoy the convenience and comfort of a robust virtual care platform. Essential Health providers are double board-certified in traditional and functional medicine.

**STATUS**

1839 Health has secured up to a 63% equity position in Essential Holding Company LLC for a \$6.829M investment.

**USE OF FUNDS**

- Buildup of infrastructure to support a national expansion effort
- Web site development and digital marketing
- Transition of existing primary care practices to the Essential Health model
- Strategic partnerships and vertical integration opportunities

**EXIT**

Full or partial liquidity event in 36 to 48 months. Return of capital and preferred return to investors.

**EXCLUSIVITY**

1839 Health has the exclusive right to place this investment.

Financing sought:	\$6.829M
Return of capital:	42 months
5 Year IRR:	56.8% distributions upon exit



**OPPORTUNITY**

Essential Holding Company LLC is the owner and licensor of Essential Health clinics. Essential Health is a unique medical practice that integrates the best of traditional primary care with functional and anti-aging medicine.

The practice was founded by James “Jay” Stevens, MD, CAQSM, ABAARM, FAAFP. Dr. Stevens has been a pioneer in bringing the functional medicine world into the mainstream and creating a unique clinical mix. Dr. Stevens has been a practicing primary care physician for 30 years. He founded Essential Health as an executive health program in 2004 and began introducing functional medicine to clients over ten years ago. He is board-certified in family medicine, sports medicine, regenerative medicine and functional medicine. Dr. Stevens is held in such high regard in the medical community at large that he has served as the Medical Team Physician for the Carolina Hurricanes of the NHL for more than twenty years, a validation of the value placed in his work.

Over ten years of successful operations have enabled Essential Holding Company to create a highly sustainable and scalable business model that includes a limited-size patient panel, cash-only subscription and other fees, and greatly enhanced access to a provider.

Essential Holding Company will launch an aggressive plan to expand nationally by establishing owned clinics and offering its intellectual property through a licensing program. This growth will be accomplished by targeting markets throughout the U.S. that exhibit demographics similar to the markets currently served. Additionally, physicians that have achieved, or are working to achieve the requisite board certification, will be the focus for recruitment.

Investment capital will be used to create a platform for growth including the development of regional assets for business development, transition of clinics to the Essential Health model, and ongoing practice management. Essential Holding Company will be headquartered in Cary, NC.

**INVESTMENT HIGHLIGHTS**

- Seeking \$6.829M
- 8% Preferred Return
- Positive NPV
- 20.7% (distributions from revenue)
- 56.8% 5-Year IRR (distributions upon exit)
- Return of Capital in 36-42 months
- Right of First Refusal for additional investment

**RANDY JANEY, PARTNER**



After having sold his (Antwerp) Belgian drybulk shipping company in 2009, he has been working in Europe on commercial real estate projects. He and his family live in California.

**BILL MILLER, PARTNER**



Previously a land acquisition, design, development, and construction executive in the USA for the world's largest owner and operator of commercial child care centers. He now resides in Tennessee.

**MATTHEW FEDERICK, MANAGING PARTNER**



Extensive experience with many private equity investments as well as commercial and residential real estate developments. He and his family live in Virginia.