

Rōvn

RŌVN ADVISORY BOARD · 2026

Rōvn is the AI workforce operator *for healthcare.*

Healthcare workforce work is rebuilt from scratch across hiring, credentialing, privileging, payer readiness, monitoring, and audit.

Rōvn creates one operating layer where AI does the work, source systems prove the facts, and humans own the decision.



WHY NOW

We are building the advisory bench *before the market hardens.*

Rōvn touches clinical workforce operations, credentialing, compliance, payer readiness, implementation architecture, and facility GTM.

The wrong product shape would add complexity. The right advisory bench keeps Rōvn grounded in the way healthcare actually works.

Healthcare does not need another AI demo. It needs implementation architecture.



FOUNDING ADVISOR

Dr. Danielle K. Miller, DNP RN

Founder, The Pivot Nurse · former AWS Healthcare Executive Advisor · former Grant Thornton healthcare leader

Where a serious advisor changes the company.

- | | | |
|-----------|------------------------------------|---|
| 01 | Facility access | Help us identify and win qualified design partners. |
| 02 | Operator truth | Pressure-test what CNOs, MSOs, CVOs, and practice administrators actually need. |
| 03 | Implementation architecture | Help Rōvn survive the messy middle between demo and daily use. |
| 04 | Buyer language | Sharpen how we sell to operators, CFOs, compliance, and clinical leaders. |
| 05 | Strategic network | Help us build the advisor, partner, and investor bench. |

Rōvn is building the workforce operating layer for healthcare. Phase 1 is readiness. Long-term, it becomes infrastructure every facility runs on.

Advisory equity increases with sustained contribution.

Basic Advisor

BASE

0.10 – 0.15%

MAX EARNED

0.25 – 0.30%

Monthly feedback, buyer-language review, light introductions.

Senior Operator Advisor

BASE

0.20 – 0.25%

MAX EARNED

0.40 – 0.50%

Deep healthcare ops expertise, product/GTM shaping, design partner support.

Founding Strategic Advisor

BASE

0.40 – 0.50%

MAX EARNED

up to 1.00%

Helps land real facilities, supports paid pilots, recruits key advisors, shapes GTM and implementation architecture.

Additional equity is based on sustained strategic contribution and company approval. It is not tied to investment amount.



FACILITY CONTRIBUTION

Facilities matter most.

INTRODUCE

Qualified facility intro + meeting	+0.01 – 0.025%
Design partner signs LOI + completes kickoff	+0.05%
Design partner provides real roster / workflow data	+0.05%

PILOT

Paid pilot signed with active advisor support	+0.10%
Paid pilot completes 90 days with weekly usage	+0.05%

EXPAND

Paid pilot converts to monthly operator plan	+0.10 – 0.15%
Multi-site relationship enters active procurement	+0.15 – 0.25%

Rewarded when the advisor stays involved in relationship quality, workflow truth, and implementation — not just a name introduction.



ILLUSTRATIVE UPSIDE

What a small ownership stake can mean.

Ownership	\$300M Exit	\$1B Exit	\$2B Exit
0.15%	\$450K	\$1.5M	\$3.0M
0.25%	\$750K	\$2.5M	\$5.0M
0.50%	\$1.5M	\$5.0M	\$10.0M
1.00%	\$3.0M	\$10.0M	\$20.0M

Illustrative only. Actual value depends on dilution, vesting, taxes, exercise terms, financing terms, and exit structure.

30 minutes to pressure-test fit.

Bring your hardest questions about product, GTM, implementation risk, and regulated workflow.