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Letter from the CEO

Dear Kinesics Members,

The past few months have certainly flown by, and we have learned a lot about how we operate as a team. I am still immensely proud of our small Kinesics family – we quickly adopted to remote work, remained productive, and just recently came back to the office working harder than ever.

So, what have we been doing all this time?

During the first couple weeks of quarantine, I spent most of my time securing financial assistance. We were blessed to have been approved for a PPP Loan of \$93,700, which allowed us to keep our staff onboard during these tough times. Additionally, our contractors and I decided to take pay cuts, and we reduced our burn rate enough to keep the ship afloat. I am most grateful we had the opportunity to keep our team intact and allow our other full-time staff to remain compensated 100%.

Our team was extremely diligent working with FMOLHS in preparation for implementation. While we were disappointed start dates were pushed due to COVID, the extra weeks gave us more time to prepare. Thankfully, the staff at the health system continued to work with us even as they adjusted to new procedures. I am proud to say we will start evaluations on all new hires in Lafayette on June 2nd, all new hires in Baton Rouge and Ascension on June 15th, and we will tentatively begin evaluations within Healthy Lives (employees enrolled in FMOLHS benefits) on July 6th. Starting next week, we will be very busy making sure we execute successfully. We are ready to get this thing rolling!

Jesil, our in-house developer, with the guidance of Jerry and Billy Davis worked on our new range of motion application, now branded MotionDX. The mission is to create a product that is more accurate than other digital devices, intuitive for the user, and speaks directly to our data collection and analysis tools. We are aiming for a beta release within the next couple weeks, pending feature updates during the testing process. I will keep you updated as this product evolves over the next few months.

I will also have more updates for you regarding our cash position once we can better predict the volume of work with FMOLHS through 2020. We can only survive on government assistance and our current customers for so much time – we will need to get creative. We were hoping to have opened a new fundraising round by now, but the market has understandably changed. Our strategy is to stay relevant during these changing times, and I am thankful to have our close advisors to get us there.

Thank you all for your steadfast support! Please reach out if you would like to catch up more.
Stay healthy!

Sincerely,

Matt Adler
CEO | Kinesics