

Medical Grade Heart Attack Detection

Always with the patient

Issuer Free Writing Prospectus
Filed Pursuant to Rule 433
Registration no. 333-259358
Relating to Preliminary Prospectus dated October 12, 2021

DISCLAIMERS

This presentation includes forward-looking statements that involve substantial risks and uncertainties. All statements, other than statements of historical facts, included in this presentation regarding forward-looking statements. The words “believe”, “anticipate”, “intend”, “expect”, “target”, “goal”, “estimate”, “plan”, “assume”, “may”, “will”, “predict”, “project”, “would”, “could” and similar expressions are intended to identify forward-looking statements, although not all forward-looking statements contain these identifying words.

We may not actually achieve the plans, intentions or expectations disclosed in our forward-looking statements, and you should not place undue reliance on our forward-looking statements. We have based these forward-looking statements on our current expectations and projections about future events, nevertheless, actual results or events could differ materially from the plans, intentions and expectations disclosed in, or implied by, the forward-looking statements we make. Factors that could cause such differences, but are not limited to, are our strategy, future operations, regulatory process, future financial position, future revenue, projected costs, prospects, plans, objectives of management and expected market growth.

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STATEMENT ABOUT FREE WRITING PROSPECTUS

This free writing prospectus relates to the proposed initial public offering of common stock of HeartBeam, Inc., which are being registered on a registration statement on Form S-1 (File No. 333-259358) (the "Registration Statement"). This free writing prospectus should be read together with the preliminary prospectus dated October 12, 2021, included in the Registration Statement (the "Preliminary Prospectus"), which can be accessed through the following link:

<https://www.sec.gov/cgi-bin/browse-edgar?company=Heartbeam%2C+Inc.&match=&filenum=&State=CA&Country=&SIC=&myowner=exclude&action=getcompany>

We have filed a Registration Statement, including the Preliminary Prospectus, with the SEC with respect to the offering of our securities to which this communication relates. The Registration Statement has not yet become effective. Before you invest, you should read the Preliminary Prospectus (including the risk factors described therein) and, when available, the final prospectus relating to the offering, and the other documents filed with the SEC, for more complete information about us and the offering. You may obtain these documents, including the Preliminary Prospectus, for free by visiting EDGAR on the SEC website at <http://www.sec.gov>. Alternatively, the company or the underwriter for the offering will arrange to send you the Preliminary Prospectus and, when available, the final prospectus and/or any supplements thereto, if you contact The Benchmark Company, LLC Attention: Prospectus Department, 150 E. 58th Street, 17th Floor, New York, New York 10155, by e-mail at prospectus@benchmarkcompany.com or by telephone at (212) 312-6700.

THE OFFERING

Issuer	HeartBeam, Inc.
Offering Type	Initial Public Offering
Securities Offered	Unit comprising 1 Common Stock and [] Warrants immediately separated upon issuance
Price Range	\$5.50 - \$6.50
Shares Offered	2,750,000 shares plus 15%, 30-day overallotment option
Gross Proceeds	\$16.5 Million at the midpoint of the range
Listing/Symbol	Nasdaq: BEAT (common) and BEATW (warrants)
Pre-Offering Shares Outstanding	3.6 Million shares of common stock plus 1.5 Million Underlying convertibles (assumed conversion at midpoint)
Use of Proceeds	(i) \$1.7 MM to fund our initial product, the ER product (ii) \$7 MM - to fund engineering and regulatory work for our telehealth product (iii) The remainder for working capital and general corporate purposes
Underwriters	The Benchmark Company, LLC - Bookrunning Manager

ABOUT US



**RICH
FERRARI**

Executive
Chairman

Over 40 years of
experience in Medical
Device Start-ups

Co-founder of De Novo
Ventures which has
**\$650M under
management**



**BRANISLAV
VAJDIC**

Chief Executive
Officer

Founder of HeartBeam

Over 30 years of
experience in technology
development and senior
management positions



**JON
HUNT**

EVP, Chief
Business Officer

Over 35 years of
experience in the
cardiovascular medical
device industry

Last 23 years in
medical device
startups with 4 exits



**RICK
BROUNSTEIN**

Chief Financial
Officer

30 years of experience
in health technology
senior management

Extensive public and
private company CFO
experience

HeartBeam Inc.

Founded in 2015,
located in Santa Clara, CA

**Remote heart attack
detection:** huge, well known
and previously unsolved
problem with a massive
worldwide market.

HeartBeam has developed a
system **used by patients at
home** to help their
physicians assess whether
chest pain is the result of a
heart attack (MI).

HEARTBEAM INVESTMENT HIGHLIGHTS

BREAKTHROUGH TECHNOLOGY FOR TELEHEALTH, A RAPIDLY EXPANDING AREA OF MEDICINE

\$10bn+

addressable and underserved
market for remote MI detection

Robust clinical data

demonstrated in studies
designed by world-class
scientific leaders

Ability to become standard of care

in Emergency Medicine
and Cardiology

Strong IP Portfolio,
well-defined regulatory path via
FDA 510(k) clearance

Management and Board with deep experience and knowledge

in software and cardiovascular
medical devices

Recurring revenue model

using established reimbursement
codes with attractive physician
economics



PATIENTS CANNOT DETERMINE IF THEY ARE HAVING A HEART ATTACK

Ignore symptoms

Lost lives

- Patients delay an average of 3 hours before seeking care
- Delays lead to increased mortality
- Greater incidence of heart failure among these patients

Mortality rate increases by

40%



for an average wait 3-4 hours after symptoms begin



Am I having a heart attack?

Go to Emergency Room

Wasted healthcare dollars

- Chest pain is second most common reason for an ER visit

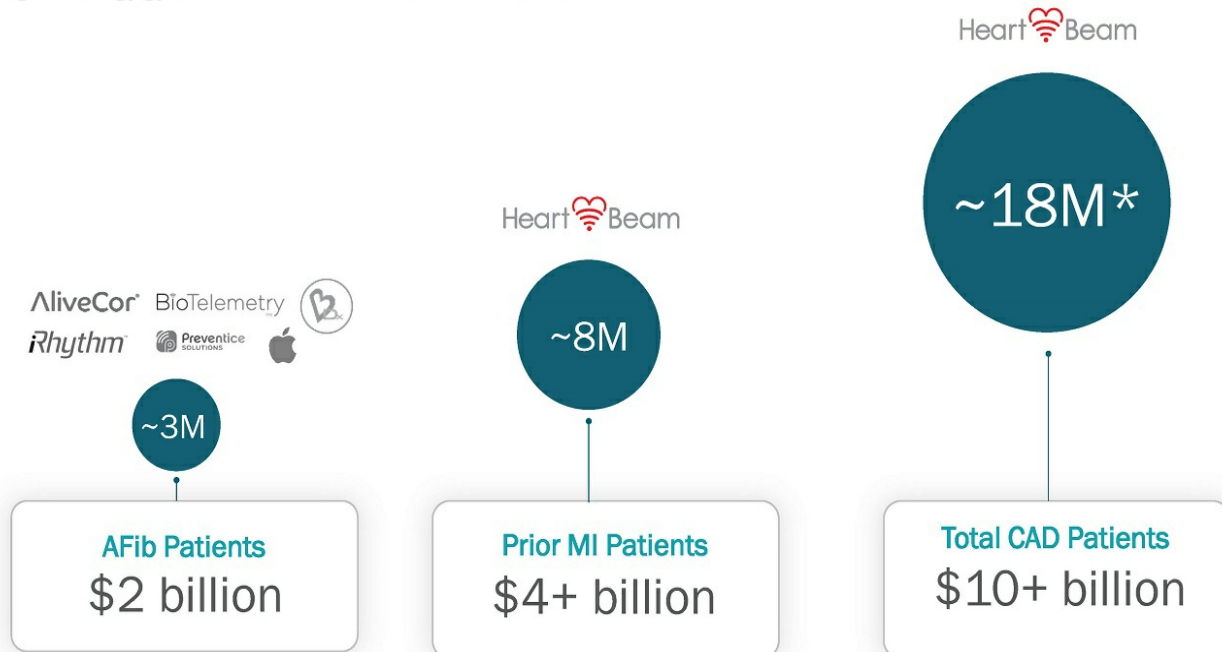
82% of chest pain ER visits are unnecessary



Cost to the healthcare system each year

LARGE MARKETS

HEARTBEAM US MARKET OPPORTUNITY 6X BIGGER THAN AFIB MARKET



1. National Hospital Ambulatory Medical Care Survey: 2016 Emergency Department Summary Tables
 2. Unplanned Readmission Within 6 Months Affects 25% of PCI Patients in the US. ICTMD 2019
 3. Byoumy et al. AI Smart Wearable Devices in cardiovascular care: where we are how to move forward. Nature 2021.

* Includes 8m Prior MI patients

HEARTBEAM SOLUTIONS TRUE PLATFORM TECHNOLOGY



ER solution for more accurate MI detection



Q3 2022



Complete telehealth solution for remote MI monitoring



Q1 2023

TELEHEALTH SOLUTION

TELEHEALTH SOLUTION THE CORE PRODUCT



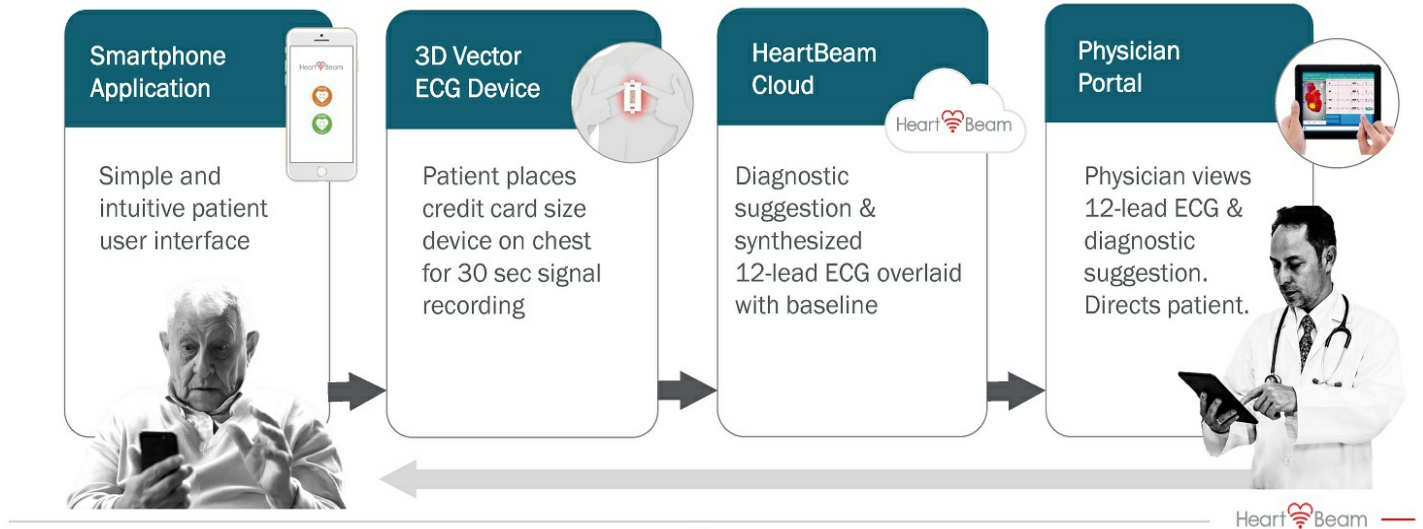
Complete telehealth solution for remote MI monitoring



Q1 2023

HEARTBEAM PRESCRIPTION-BASED TELEHEALTH SOLUTION POWERFUL, PORTABLE AND EASY TO USE

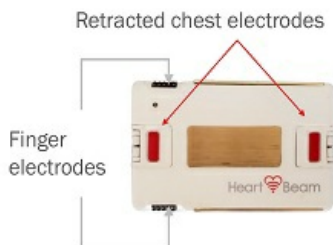
Current telemedicine is fundamentally limited in its ability to detect heart attacks without a physician and medical quality ECG system in the patient's hands



DEVICE

CREDIT CARD SIZED ECG MACHINE 12-LEAD ECG SYSTEM ALWAYS WITH PATIENT

NOT IN USE: PLANAR



WEIGHT
28G. (1 OZ.)

HEIGHT AND WIDTH
CREDIT CARD SIZE

THICKNESS
4MM (1/8 INCH)

EJECTED CHEST ELECTRODES



BATTERY RECHARGE FREQUENCY
30 DAYS VIA USB CABLE

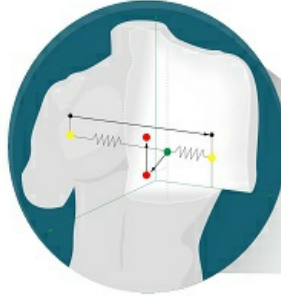
IN USE BY PATIENT



HEARTBEAM TECHNOLOGY BREAKTHROUGH 3D ECG SIGNAL DIAGNOSTIC

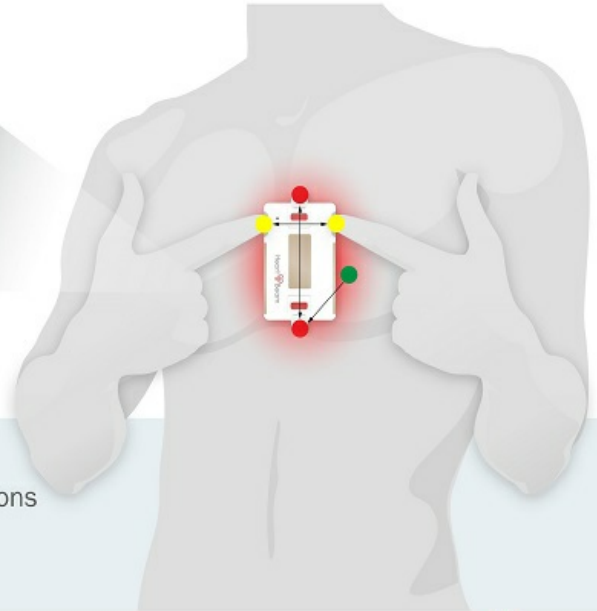
CREDIT CARD SIZED DEVICE

A unique approach captures the heart's electrical activity from 3 angles in 3D by recording 3 (xyz) projections of the heart vector.



PERSONALIZED MEDICINE

ECG heart attack marker uses patient-specific normal baseline to diagnose ischemia.



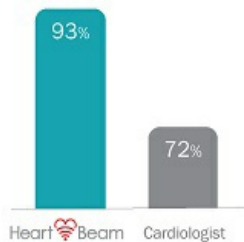
DIAGNOSTIC ENGINE

HeartBeam delivers powerful and accurate diagnostic suggestions through a novel algorithm that uses highly accurate ECG interpretation, symptoms and risk factors.

THREE HARVARD-DESIGNED STUDIES EXCELLENT PERFORMANCE

ACCURACY

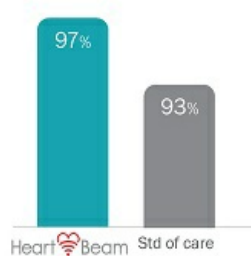
Unique 3D ECG interpretation method has **greater accuracy** than cardiologists in detecting MI's



HIDES STUDY
N = 186 recordings; 66 subjects

SENSITIVITY

Proprietary algorithm performance **equal to standard of care** in chest pain triage



B SCORE ER STUDY
N = 110 subjects

SPECIFICITY

No heart attack (MI) false positives, **big data potential**









ISPEC STUDY
N = 1,485 recordings; 30 subjects

KEY MEDICAL CONTRIBUTORS

MIKE GIBSON, MD PETER ZIMETBAUM, MD ALEXEI SHVILKIN, MD		TOM DEERING, MD	
NIRAJ VARMA, MD		CHARLIE BROWN, MD JEFFREY J. OYLER, MD	
PHILIP SAGER, MD RAJ DASH, MD		BARRY MANGEL, MD	
JOHN JEFFERIES, MD			

MARKET LANDSCAPE

SUBSTANTIAL CAPABILITIES BEYOND EXISTING OFFERINGS

	Heart  Beam	Apple  WATCH	AliveCor	iRhythm
				
Heart Attack Detection	✓	✗	✗	✗
12L ECG Capable	✓	✗	✗	✗
Integrates history & symptoms	✓	✗	✗	✗
Uses Baseline	✓	✗	✗	✗
Long Term Use Potential	✓	✓	✓	✓
AFib Detection	✓	✓	✓	✓
AFlutter Detection	✓	✗	✗	✓

TELEHEALTH PRODUCT DEVELOPMENT AND REGULATORY PLAN



- Credit card sized collection device
- Smartphone app
- Synthesized baseline + symptomatic 12L ECGs for physician's review
- Symptoms report
- Patient risk factors/history

FDA 510(K)

Predicate devices identified

Simple validation study

Will provide data on advanced technology features to be introduced in Gen 2

REIMBURSEMENT

TELEHEALTH PRODUCT REIMBURSEMENT STRATEGY

USE AVAILABLE RPM CODES TO ACCELERATES REVENUE AND DATA COLLECTION

Basic Gen 1

Excellent alignment with CAD patient needs



Utilize existing RPM* Codes

CPT Codes	Coverage	PBF**
99453	Includes the initial setup of RPM services w/ the patient & patient education	\$18.77
99454	Includes the RPM device supply, data transmission, & programmed alerts. Can be billed every 30 days.	\$62.44
99457	Includes 20 minutes of care & patient care plan to address patient's chronic conditions by clinical staff, a physician, or other qualified healthcare professional during the calendar month. This requires interactive communication w/ the patient or caregiver during the month.	\$51.61
99458	Includes 20 additional minutes of care.	\$42.22

Subscription Model

Reimbursement To Practice

\$1,300+/year (\$110/month) per patient

To HeartBeam

\$600/year (\$50/month) per patient

*Remote Patient Monitoring - physician reimbursement codes **Physician Billable Fees ^{3,4}(national averages)

HEARTBEAM SOLUTION ER SOFTWARE PRODUCT



ER Solution for more
accurate MI detection

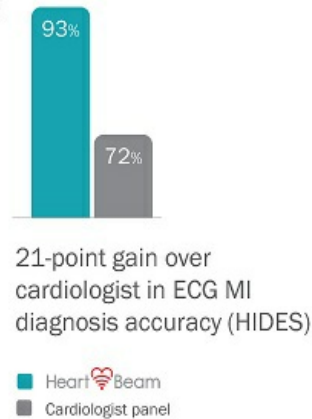


Q3 2022

ER SOFTWARE PRODUCT FIRST REVENUES

HeartBeam's software-only heart attack diagnosis tool for the ER improves accuracy of MI diagnosis

- No change in ER patient workflow
- Leverages existing ECG hardware
- 510(k) FDA regulatory path
- Reduced costs and liability exposure



Software licensing business model drives **\$100k/year per ER**



HeartBeam will use its own sales force

ER SOFTWARE AND GEN. 1 TELEHEALTH REVENUE OPPORTUNITY

ER SOFTWARE SOLUTION



HeartBeam will use its own salesforce

Software licensing business model drives \$100k/yr per ER

- ✓ ER averages 85 patients/day
- ✓ ECG for all patients \$3-4/use

TAM: \$500m

GEN 1 TELEHEALTH



HeartBeam will use its own salesforce

Excellent alignment w/ CAD patient needs

- ✓ Utilize four existing RPM codes*

Subscription model

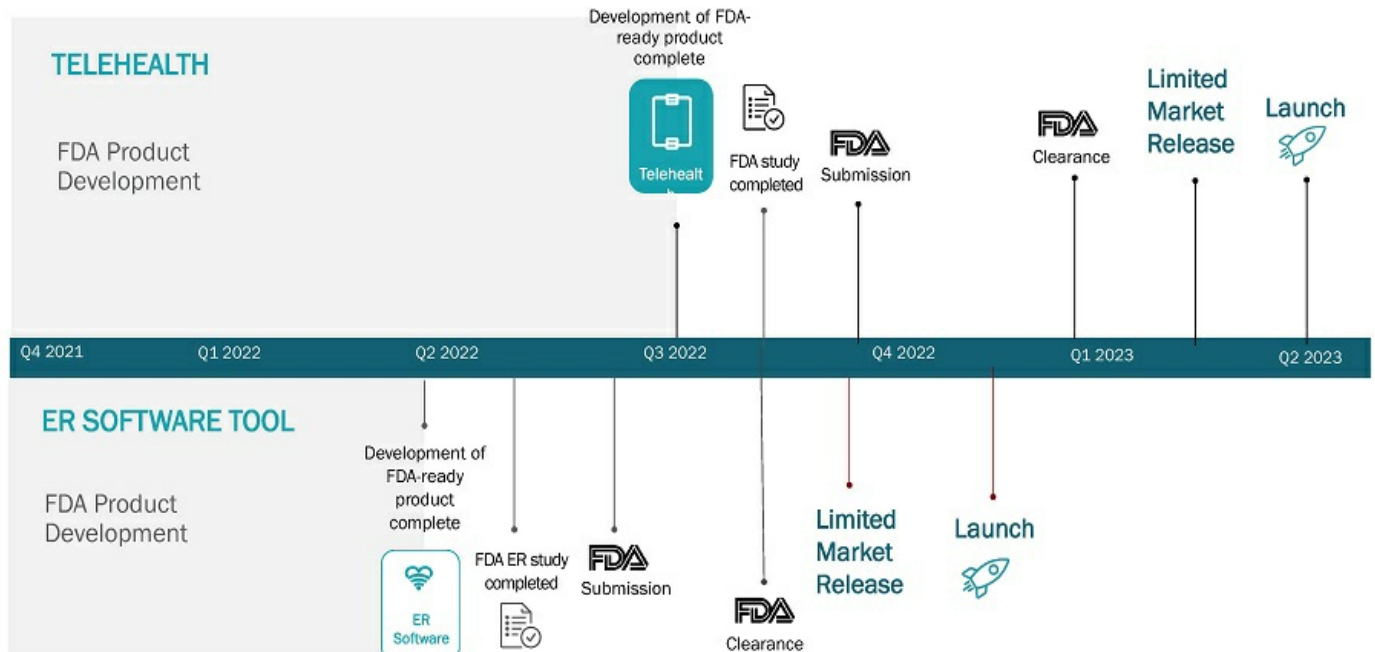
- ✓ **Practice gets \$1300+/year** (\$100/month) per patient
- ✓ HeartBeam gets technical fee of \$600/year (\$50/month) per patient **from practice**

TAM: \$10bn

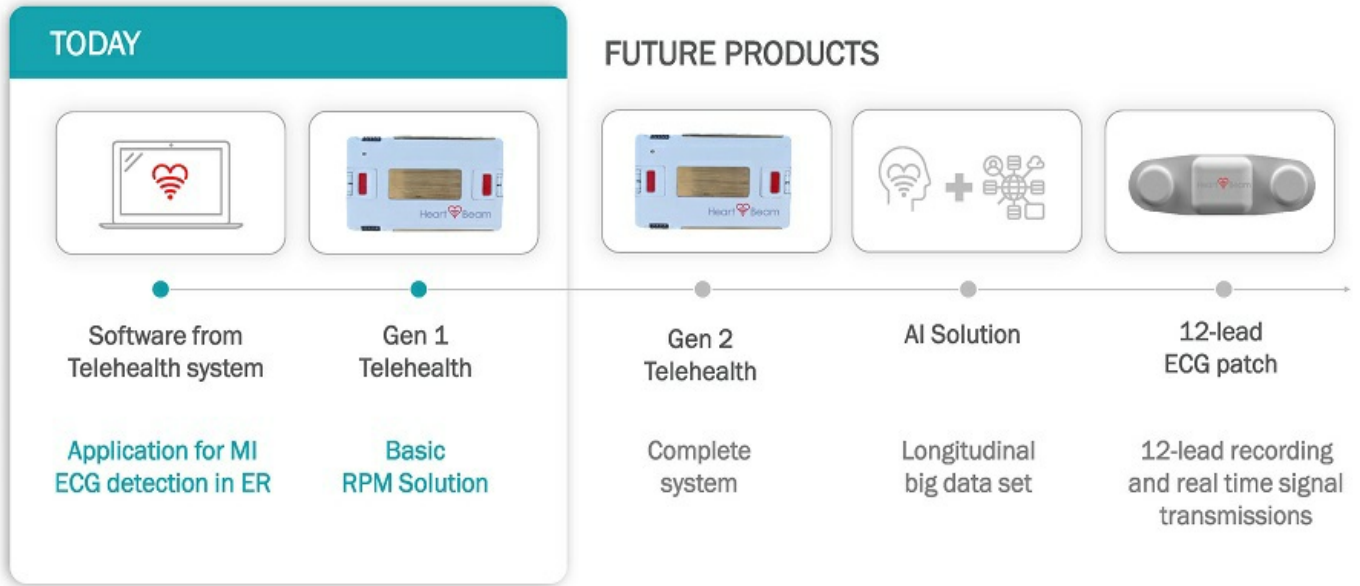
*Remote Patient Monitoring – physician reimbursement codes

LAUNCH

PRODUCT LAUNCH TIMELINE



PLATFORM TECHNOLOGY DEEP PRODUCT PIPELINE



TEAM

HIGHLY EXPERIENCED MANAGEMENT SIGNIFICANT EXPERIENCE IN SOFTWARE AND MEDICAL DEVICE PRODUCT DEVELOPMENT

Branislav Vajdic, PhD CEO & Founder	Rich Ferrari Executive Chairman	Jon Hunt, PhD Chief Business Officer	Rick Brounstein CFO	Alan Baumel COO
Alexei Shvilkin, MD Chief Medical Officer	Dorin Panescu, PhD Chief Technical Officer	Marga Ortigas-Wedekind Board Member	Wim Eifrink Board Member	George de Urioste Board Member

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Thank you!