

ShiftSpark

Bringing Clinicians the Tools for Re-ignition

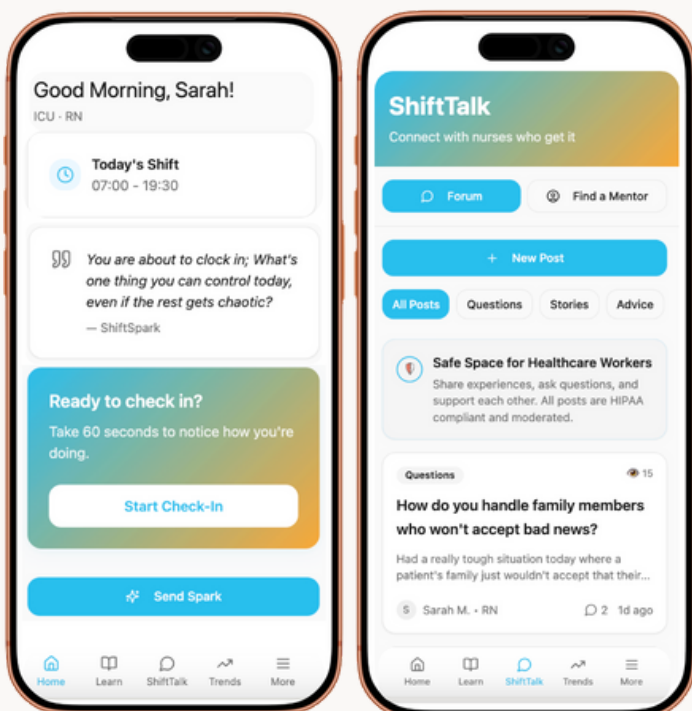
Nurses face suffering, loss, and aggression with **almost no support in the moments** these experiences happen. Without a way to process these events, stress accumulates into an **“emotional backlog”** that harms well-being, erodes team culture, and drives nurses out of the profession. Existing supports arrive after-hours and outside the reality of clinical work, leaving a **critical gap: in-the-moment support during the shift itself.**

Revenue Sources

- Subscription B2B2E SaaS model sold to hospitals and health systems
- \$8 per clinician per month (billed annually; volume discounts available)
- Hospitals pay only for active clinician users
- Expansion revenue from adding all clinical roles across each system

ShiftSpark Mobile App

- A nurse-centered platform that delivers real-time emotional support and connection directly into the flow of a nursing shift.
- ShiftSpark provides quick, in-shift emotional resets that help nurses pause, breathe, and steady themselves during difficult moments.
- A private community – ShiftTalk offers connection and understanding, while de-identified insights give leaders visibility into workforce wellbeing.



Key Features



Synched to Nursing Shifts

Timed prompts and check-ins that align with real shifts, including nights and weekends.



ShiftTalk Peer Support

Connects nurses with peers virtually for quick, confidential conversations.



Learning Library Resilience Training

Offers 1-minute lessons on resilience, decompression, reflection, skills, and emotional regulation.



Leadership Metrics

De-identified data dashboards tracking workforce wellbeing



Peer Recognition “Sparks”

Enables instant shout-outs that build gratitude and teamwork across units.



AI Chatbot Support

Target Market

Segment	Size	Annual Revenue
Total Addressable Market	~61 million healthcare workers worldwide	\$5.86 B
Serviceable Available Market	7M US acute care healthcare workers	\$672 M
Serviceable Obtainable Market	70k new and existing RNs	\$6.7 M

“Support that shows up when the shift does”