

Dance Healing

Our mission is to **educate**, and **empower** anyone to
build healthy habits in a **fun, easy** way.

YAHOO!



Nasopharyngeal Cancer Spread to Cranial Nerves

Amy before Stage IV Cancer



Amy during Stage IV Cancer



Problem: Loneliness and Lack of Physical Activities

Confined at home often, lack of community support



- Compromised Immune System
- Inability to Drive
- Lack of Transportation
- Lack of Motivation
- Lack of Effective Behavior Trigger
- Fatigue & Boredom

Solution:

Dance Healing

AI-powered live video platform, empowering anyone access to creative arts therapy.
Building healthy habits in a fun, supportive way.

ECOSYSTEM

At home care
Pre-recorded videos
and live video
classes



**On the Go
(All Platforms)**
Visualizations for faster
learning and healing



Community-Driven Social Network
Buddy Matching & Personalized Recommendations
Connecting Therapists/teachers to Patients/caregivers,
elders and busy professionals

Dance4Healing Stanford Cancer Supportive Care Program:

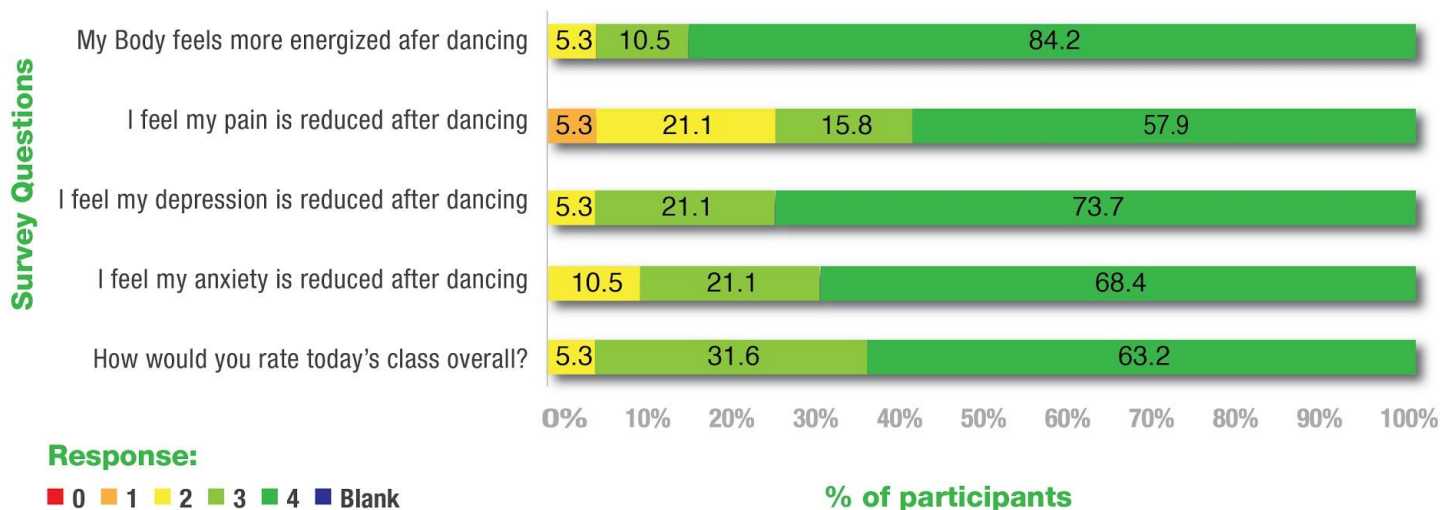


Impact: Our Stanford Program Net Promoter Score

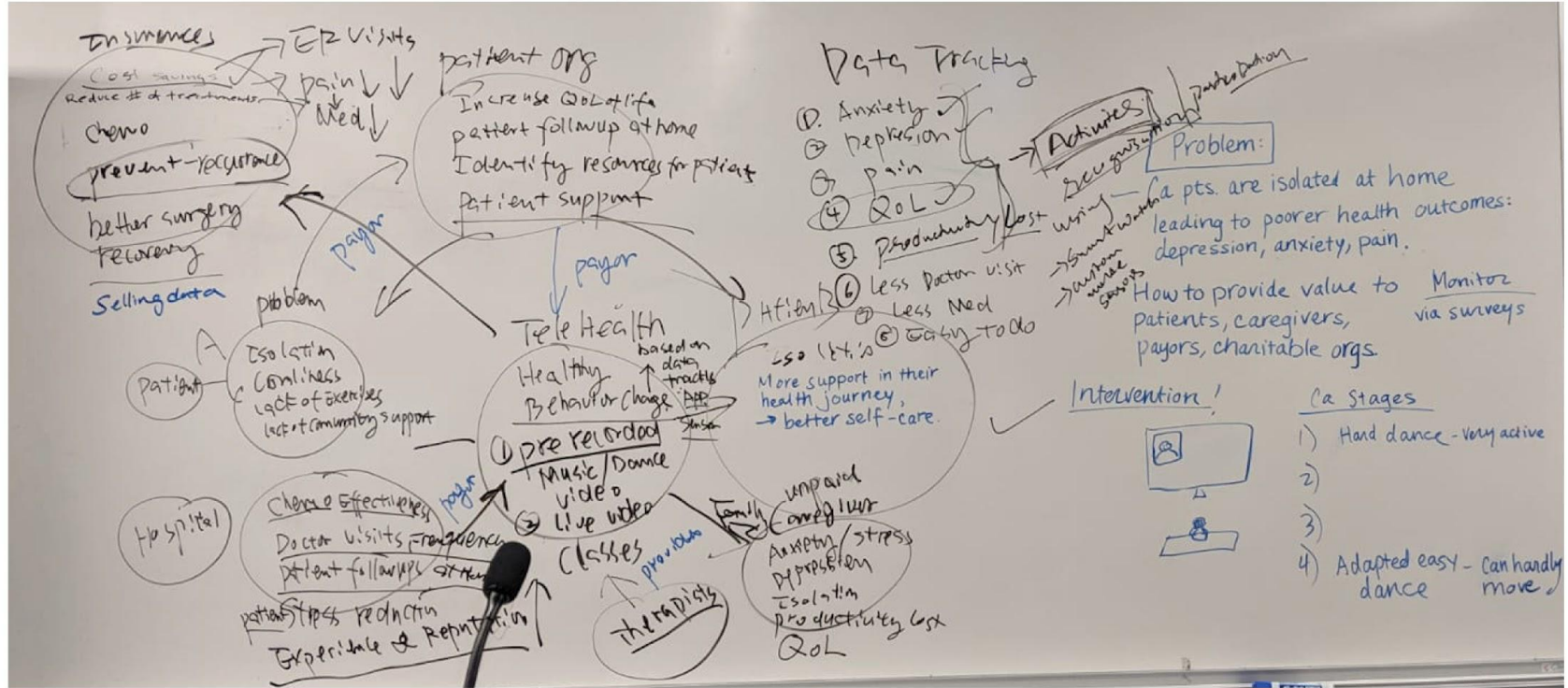
NPS: Would you recommend this to friends and families?

Dance4Healing is **91** vs **24** for healthcare industry


All patients reported improvements. Majority reported **4 (100%)** or **3 (80%)** on the scale of 0-4.



User Journey & Value Proposition to Stake Holders:



First Target User: Cancer Patient Charlotte





Charlotte Jacob

☐ Public ☒ Private

[Edit](#)

Health concern: Breast Cancer Stage: 4
Ethnicity: African American **Age:** 56
Favorite Music: Pop
Favorite Dance: Hip Hop
Hobbies & Interest: dancing, hiking, sewing
Personality Type: ENFP

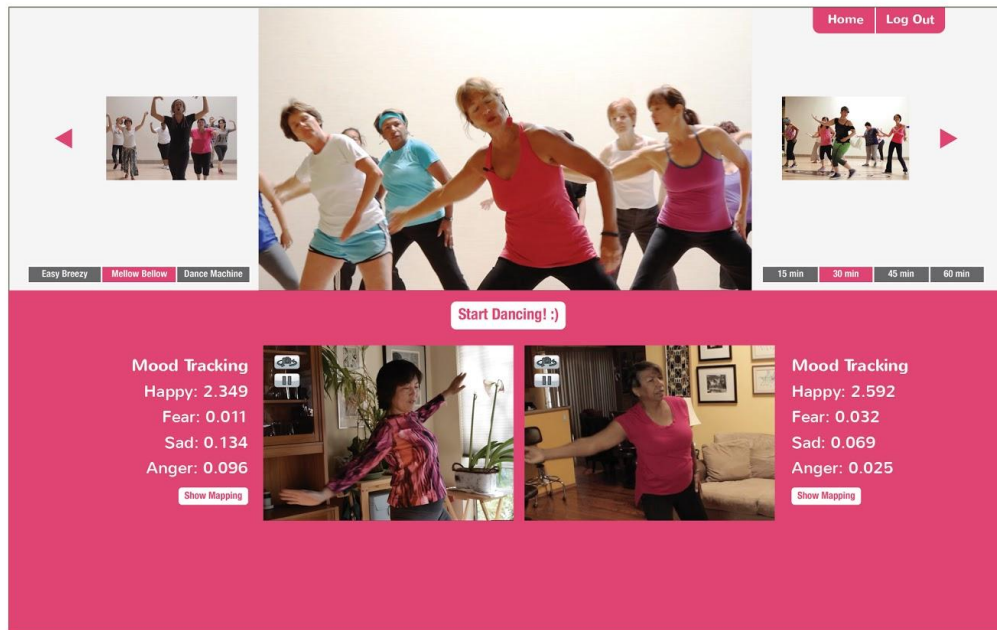
Energy Level:
Mellow Bellow



Personalized Telehealth Platform Tailored to Patient Needs:

CURATED CONTENT:

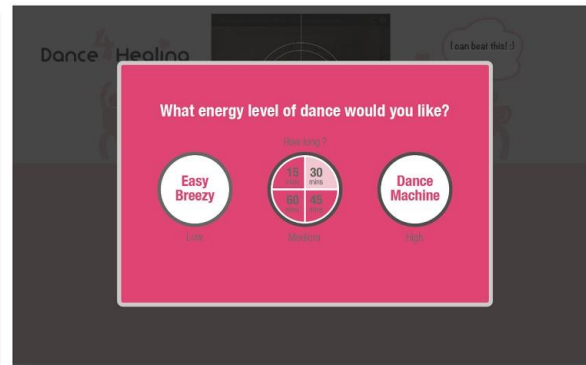
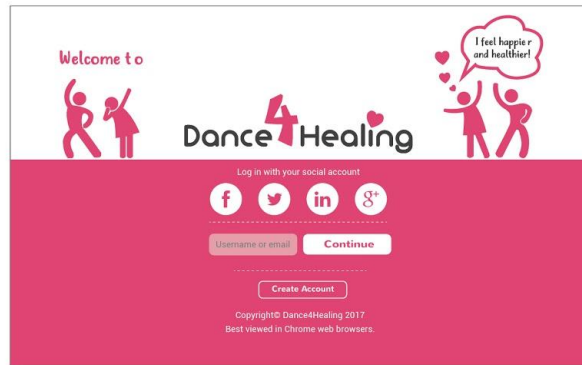
- Physical Therapist,
- Occupational Therapist
- Recreational Therapist
 - Art Therapist
- Dance Therapist



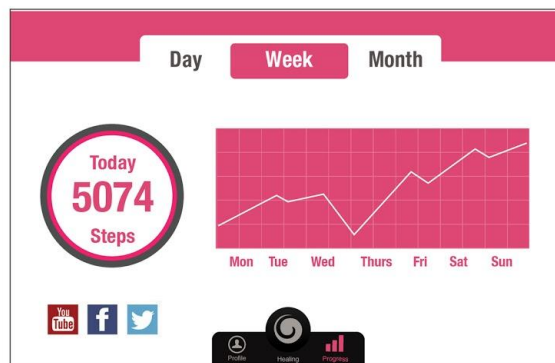
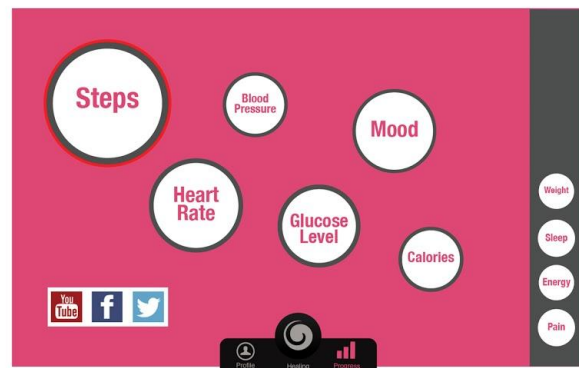
PATIENT MATCHING

- Energy level
- Range of Motion
- Health history
- Exercise history
- Musical Preference
- Personality Type

Biosensor + Self Report Data Tracking for Effective Intervention



Sync with biotracking devices. Bigger bubble needs attention, Charlotte needs more steps now.



Competitive Landscape

	Target Audience	Note	Clinical Trial	Live Video Interaction	Pre-Recorded videos	Personalized Recommendations	Budd Match
Dance4Healing	Chronic patient & Elders	Behavior design & AI	✓	✓	✓	✓	✓
YouTube	General video sharing	Not Interactive			✓	✓	
Face Time	General video conferencing	No personalized content for behavior change		✓			
SingFit	Elders	Only music Featured at Forbes & ABC					
Silversneakers	Elders	No technology platform	✓				
Wello	General fitness	Sold to Weight Watchers		✓			
HipShakeFitness	General fitness	Target moms			✓		

Team Thanks to MIT Hacking Medicine:

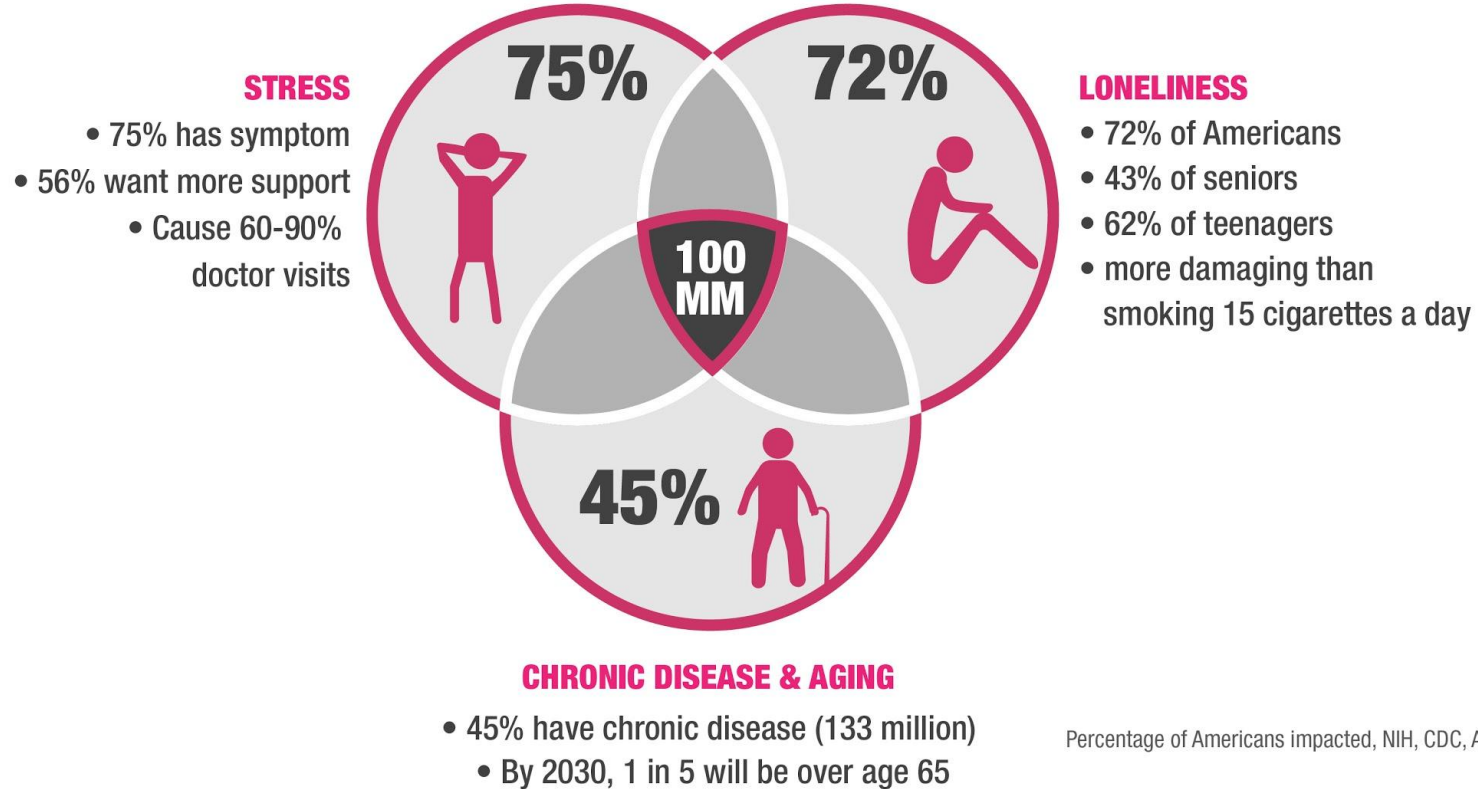


- Design Thinker
- Data Scientist
- Bio-sensor Engineer
- Occupational Therapist
- Business Strategist
- Eldercare Expert

Expanded Market Size:

244 Million Stressed, Behavior Change is Difficult

Even more challenging for **100 million** with limited mobility



Business Models: B2C + B2B2C

Partner with Patient Advocacy Groups to launch “One2One Match” model



- **\$30/month, \$240/year.**
- **One2One Match: \$45/month, \$360/year.**
- Proven successful model for TOMS shoes and Warby Parker

B2B2C: 8 week Mindful Movement program: In person classes + Telehealth platform

- Live video classes
- Pre-recorded video anytime, anywhere

- **\$250/month:** Telehealth platform
- **\$2000-6000/8 week program**
- Licensing the technology platform

Thank you, dance with us like no one is watching!



What level of impact will the innovation make?

Expanded Market Size: Creative Arts Therapy for other diseases



- Reduces the risk of **dementia** by **76%**
- Reduces **cardiovascular death** by **46%**
- Reduces risk of **diabetes**
- Reduces **stress, anxiety** and **depression**.
- Improves **cancer** patients' QoL by **50%** and reduces pain by **59%**
- Improves **balance** by **50%**, motor, tactile performance, flexibility, strength and gait, and prevents **falling**
- Improves **weight management**

New York Times, 2017; New England Journal of Medicine, 2003 ; American Preventive Medicine 2016, American Cancer Society; The JAMA Network 2013; Front Aging Neurosci. 2010; Koch, et al. 2007, Archives of Gerontology and Geriatrics, 2014