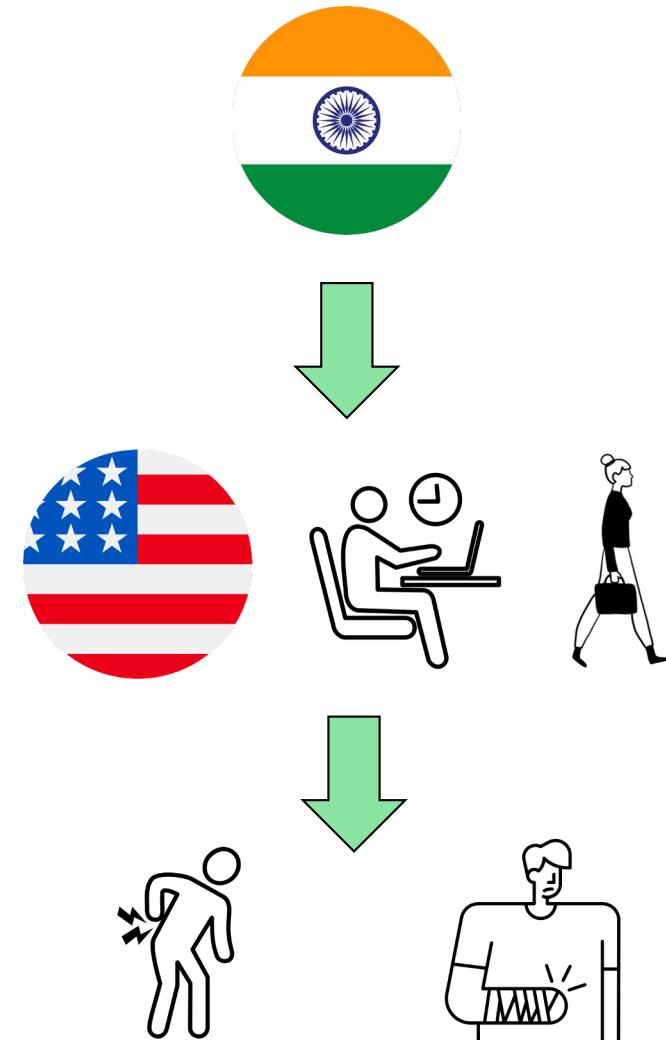
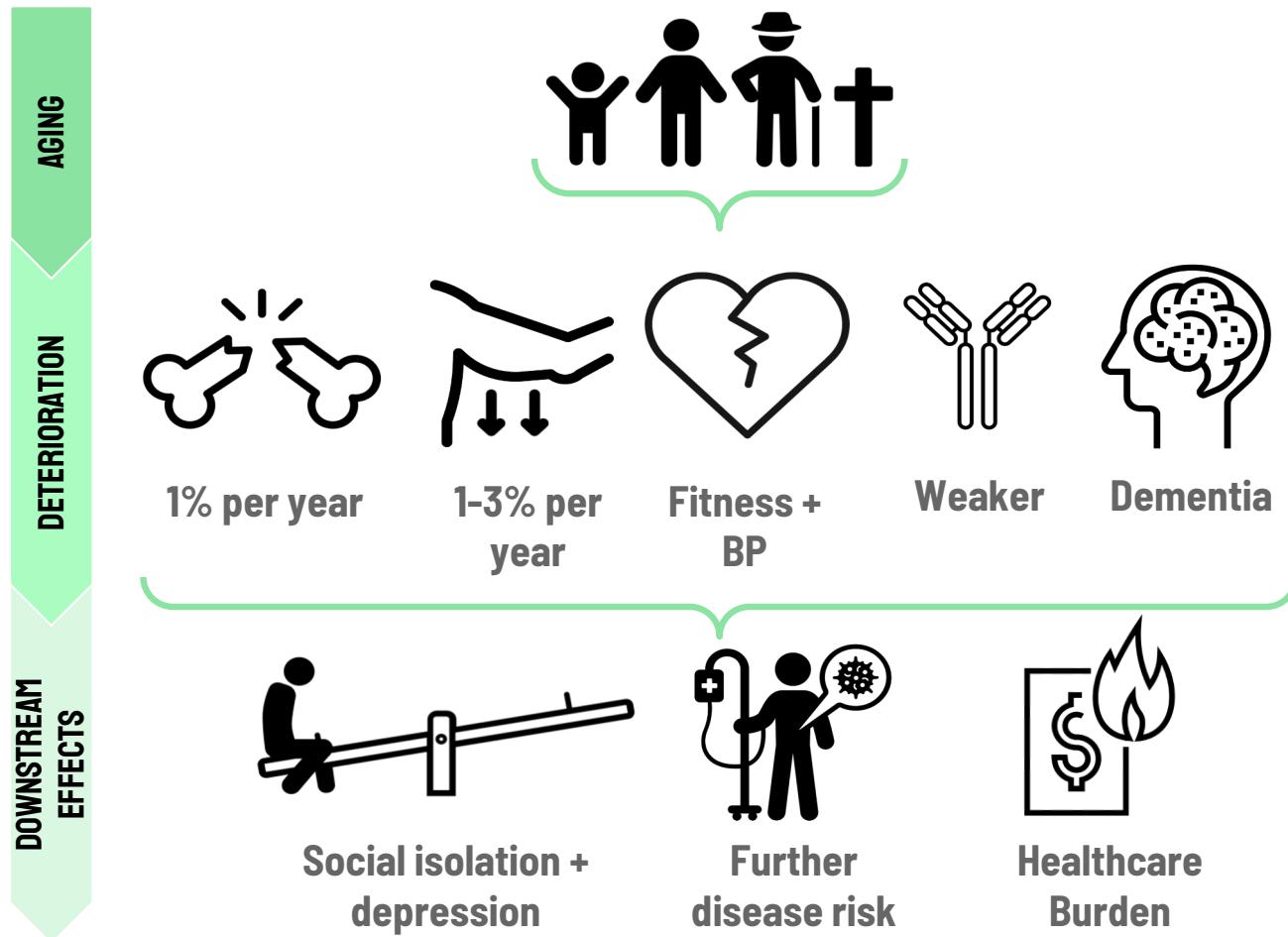


ANUBHA & ATUL'S JOURNEY



THE AGING PROBLEM



CASE STUDY: ELDERLY FALLS

Adults 65+ in the US

- **300,000 fall-induced hip fractures per year**
- **30%- 40% die within the year.**

This leads to...

\$50 billion in healthcare costs (non fatal falls)

\$754 million in healthcare costs (fatal falls)

This does not include the costs of long-term care, disability, lost work, caregiver issues, or decreased quality of life.



A PROBLEM WITH AN EXISTING SOLUTION

"Physical activity is one of the best things you can do for your health" ~ CDC



Physical Health

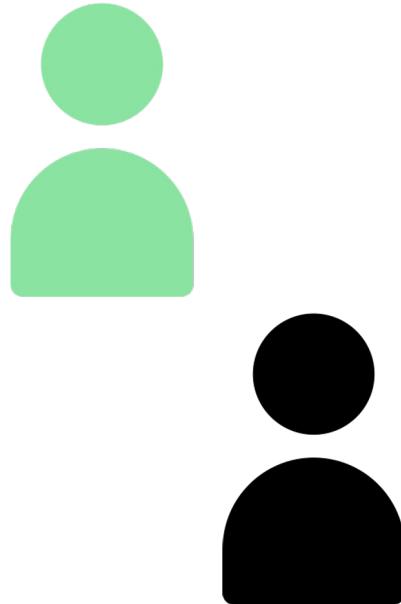
Dementia
Hypertension
Type II Diabetes
Cancer
Heart Disease
Improved Immune Capabilities

Mental Health

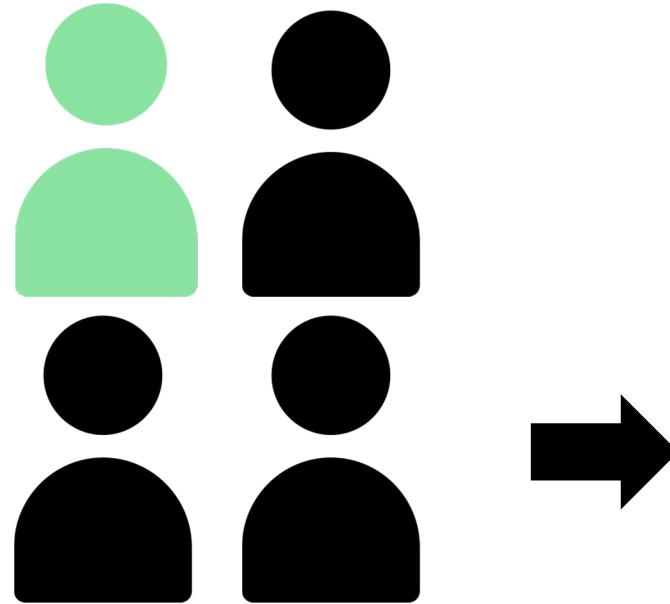
Improved musculoskeletal and bone health
Improved ability to perform daily activities
Improved Cognitive Ability
Improved Sleep

EVEN SMALL INCREASES IN PHYSICAL ACTIVITY CAN PREVENT AND IMPROVE PHYSICAL AND MENTAL HEALTH

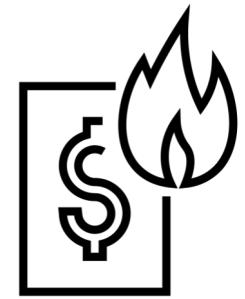
AND YET...



One of two adults
don't get enough
aerobic exercise
~100 Million US Citizens



Three of four adults
 ≥ 65 years don't get
enough exercise
~42 Million US citizens



**\$117 billion in
annual healthcare
costs**

INTERVIEWS & RESEARCH DATA

INTERVIEWS WITH 40+ SENIORS, 14+ PHYSICIANS/DOCTORS, AND SIGNIFICANT LITERATURE REVIEW

WHY ARE PEOPLE NOT EXERCISING?



"I didn't know it was important", "I'm busy", "Working out is boring," "It's hard," "Not enjoyable"

ANY BARRIERS TO EXERCISE?



"I can't get to the gym", "I don't have an exercise buddy", "Time", "Work schedule", "Motivation"

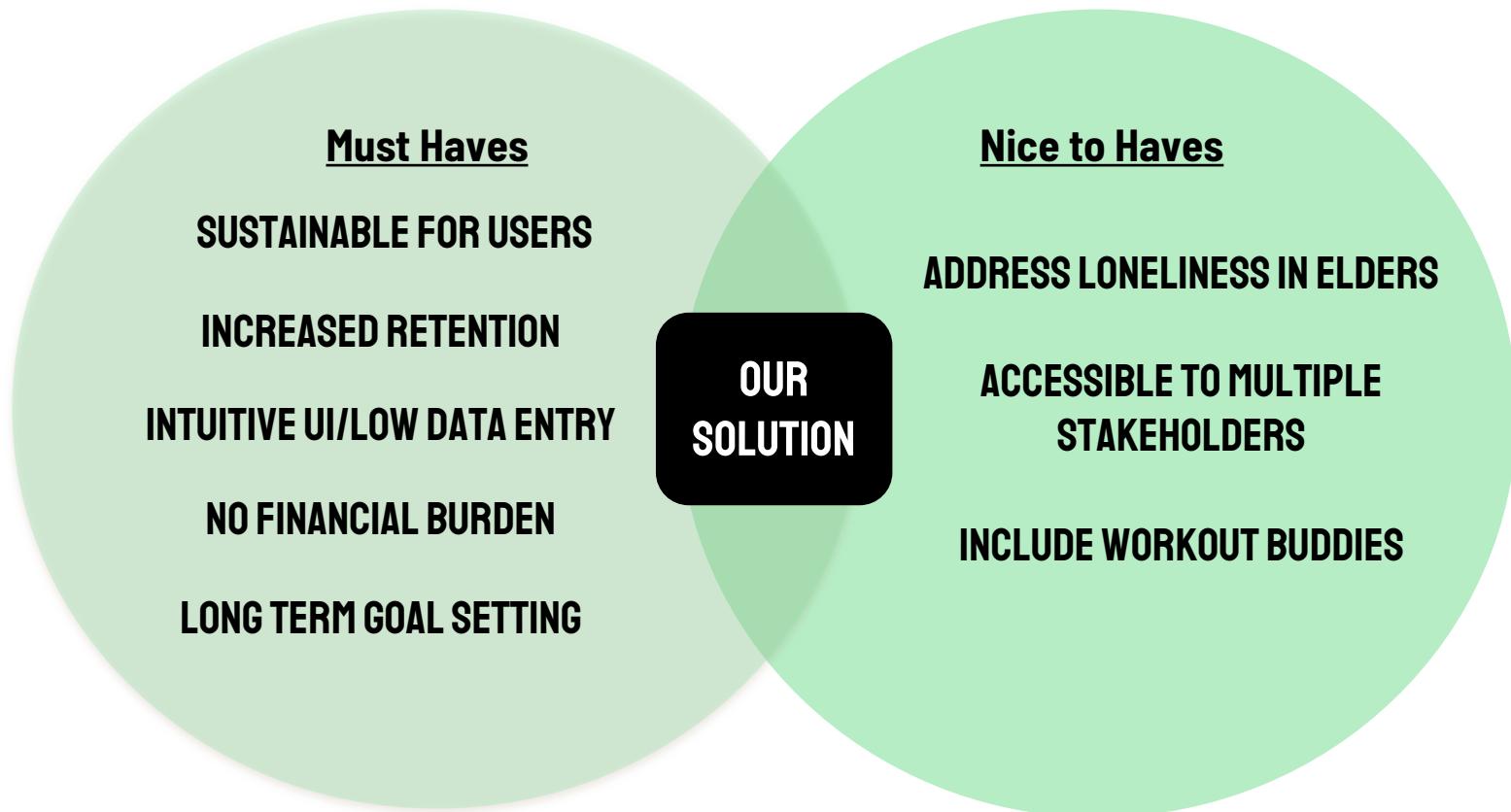
WHO COULD TELL SOMEONE TO EXERCISE AND THEY'D LISTEN?



"Family", "Wife", "Kids" "Someone who knows me well", "A trusted friend"



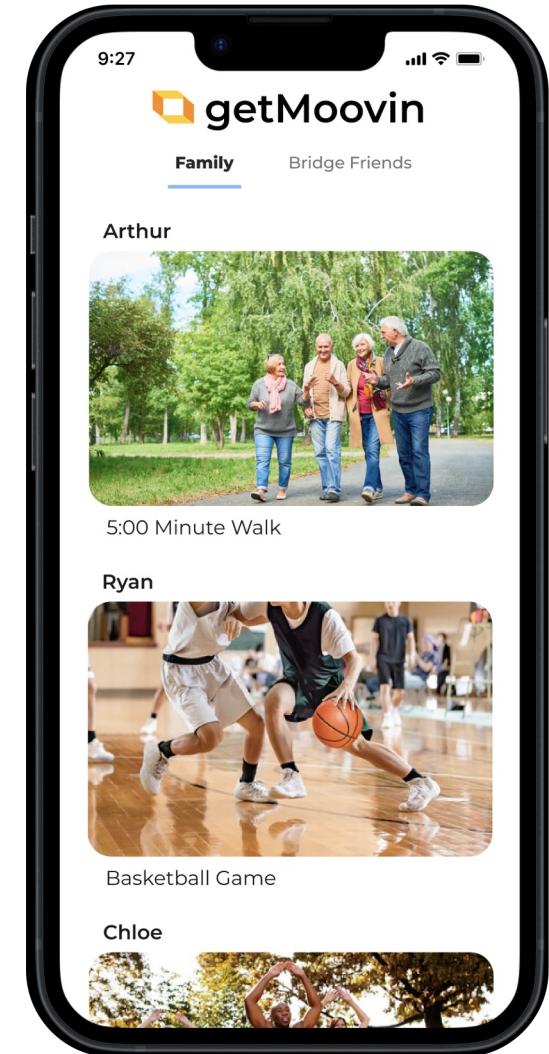
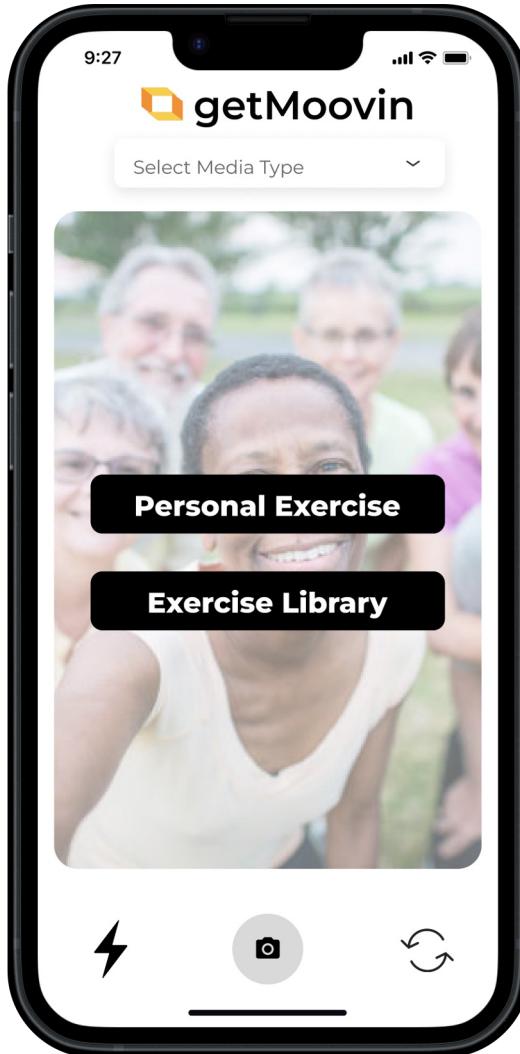
MUST HAVES AND NICE TO HAVES



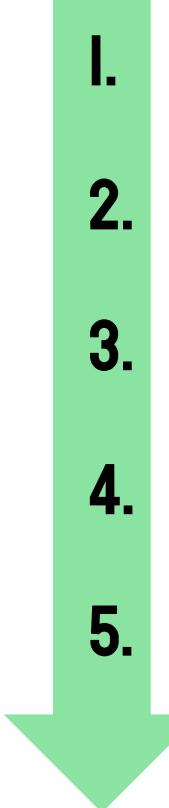
WHAT IF THERE WAS A SOLUTION
TO THESE PROBLEMS?

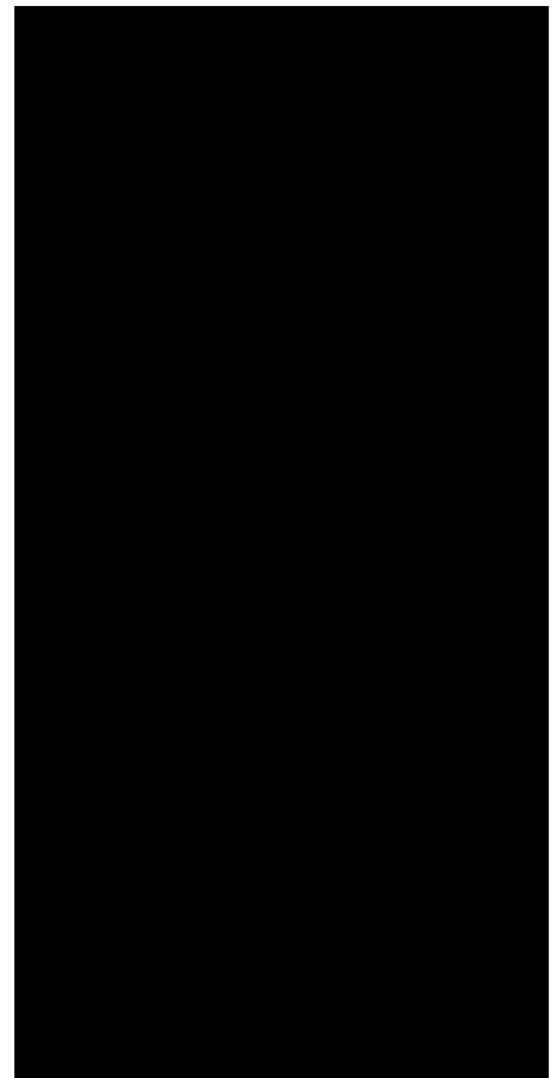
Introducing...

getMoovin



USER EXPERIENCE: FREE

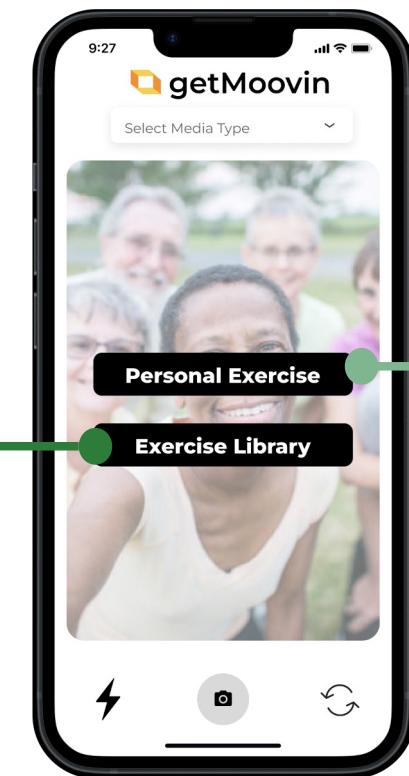
- 
- I. NOTIFICATION TO GETMOOVIN**
 - 2. PICK AN EXERCISE**
 - 3. GETMOOVIN WITH ENCOURAGING GIF**
 - 4. POST: PHOTO, BOOMERANG, VIDEO**
 - 5. CHECKOUT HOW FRIENDS & FAMILY ARE MOOVIN**



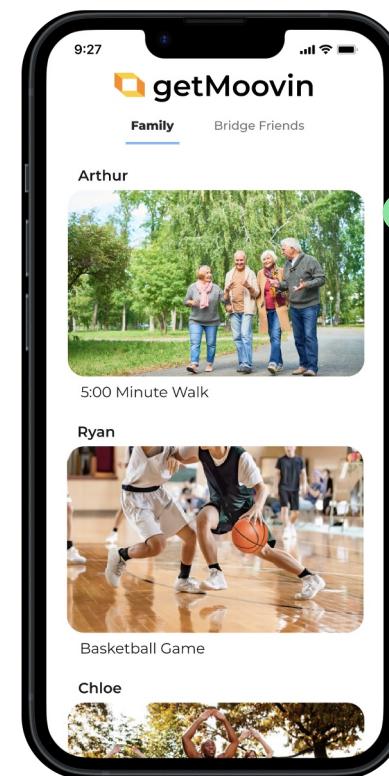
Daily reminder
to increase
user retention



Intuitive UI



Exercise recommendations of
varying difficulties



Fun user platform to
engage with distant
friends and family

First group free

SUBSCRIPTION SIDE: THE GIFT OF IMPROVED HEALTHSPAN

2 KEY QUESTIONS

**Based on your health & family, what age
will you be for your Ultimate Decade?**

**What do you want to be able
to do during that decade?**

WHAT SETS US APART:



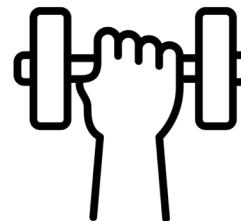
We will help people
answer those questions.



We will **"back cast"** to
calculate how fit they need
to be to do those things.



We will **test their fitness,**
comparing it to where
they need to be.



We will give them **specific, fun**
activities to **build and**
Maintain their **fitness** for their
Ultimate Decade.

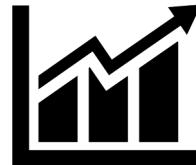
THIS IS THE GIFT OF IMPROVED HEALTHSPAN!

ADDITIONAL BENEFITS

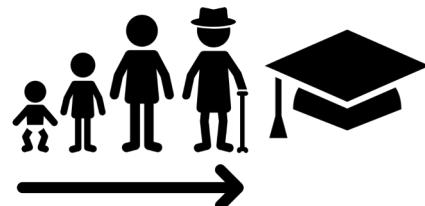


The activities will be geared toward having fun.

Tracking of your progress



Interval Re-Assessments



Aging education to help you take control of your health



Classes on nutrition, sleep, mindfulness, & more

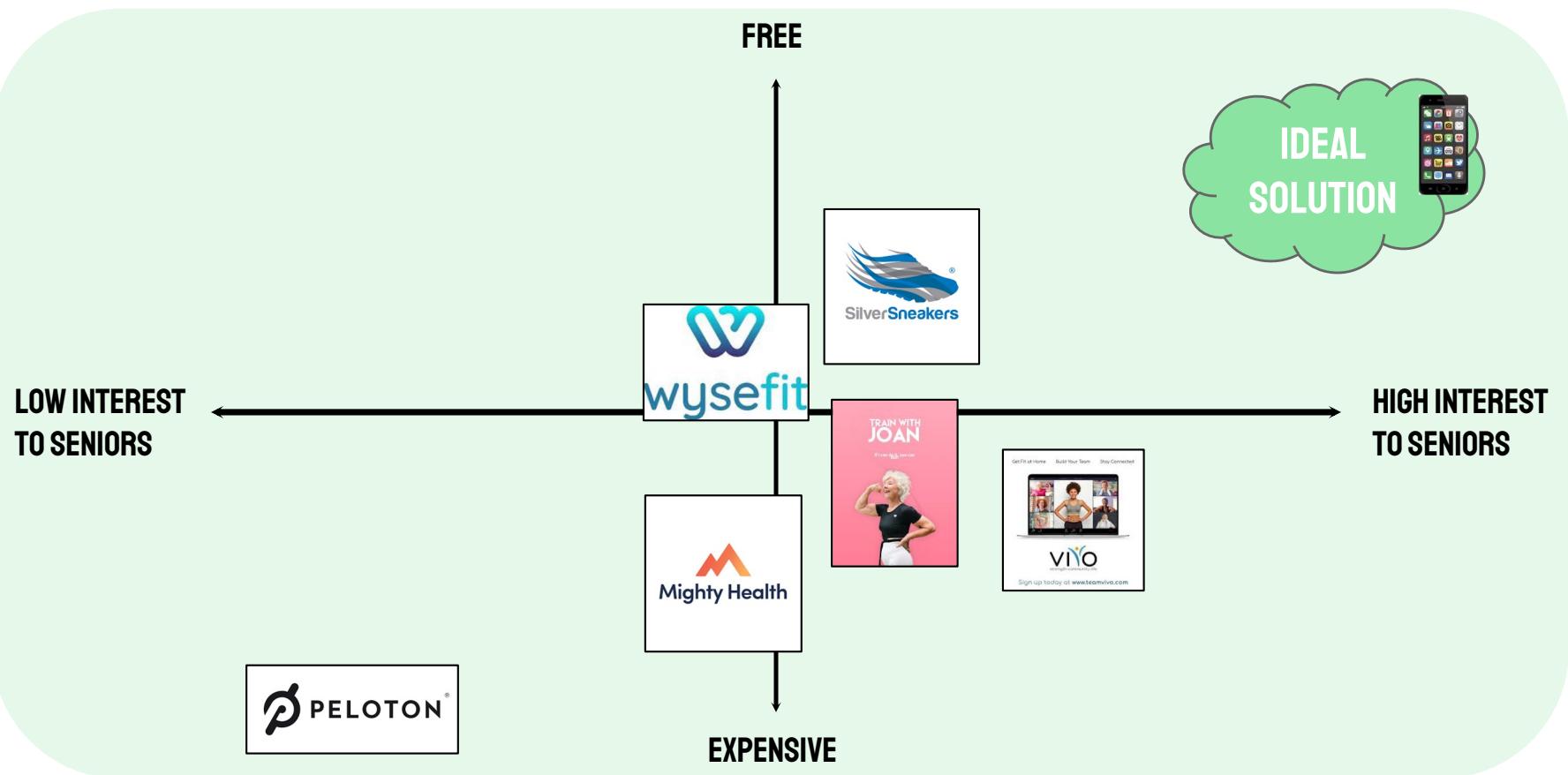


Future Plans:

Links to your doctor

Data capture from wearables

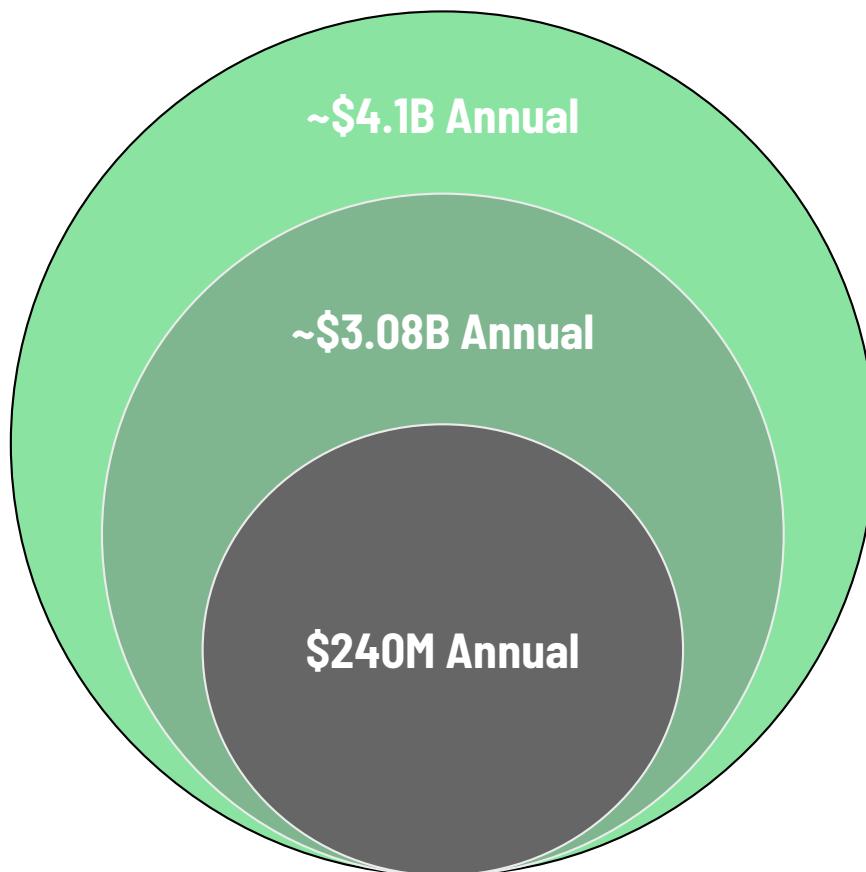
COMPETITIVE ANALYSIS



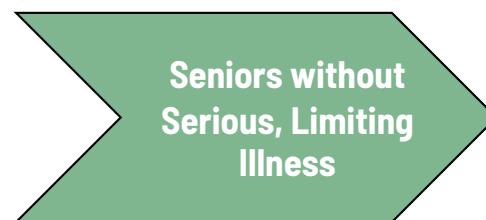
FEATURES COMPARISON

	SilverSneakers	Vivo	getMoovin
Motivation: provide specific, fun workouts	✗	✗	✓
Motivation: integrate the family aspect	✗	✗	✓
Addresses specific aging needs, eg walking faster	✓	✓	✓
Motivation: Community	✗	✓	✓
Meet users exactly where they are, ie fitness level	✓	✓	✓
Education: importance of exercise	✓	✓	✓

U.S. TARGET MARKET AND MARKET SIZING



**Total Potential Market X \$120
(typical price)**

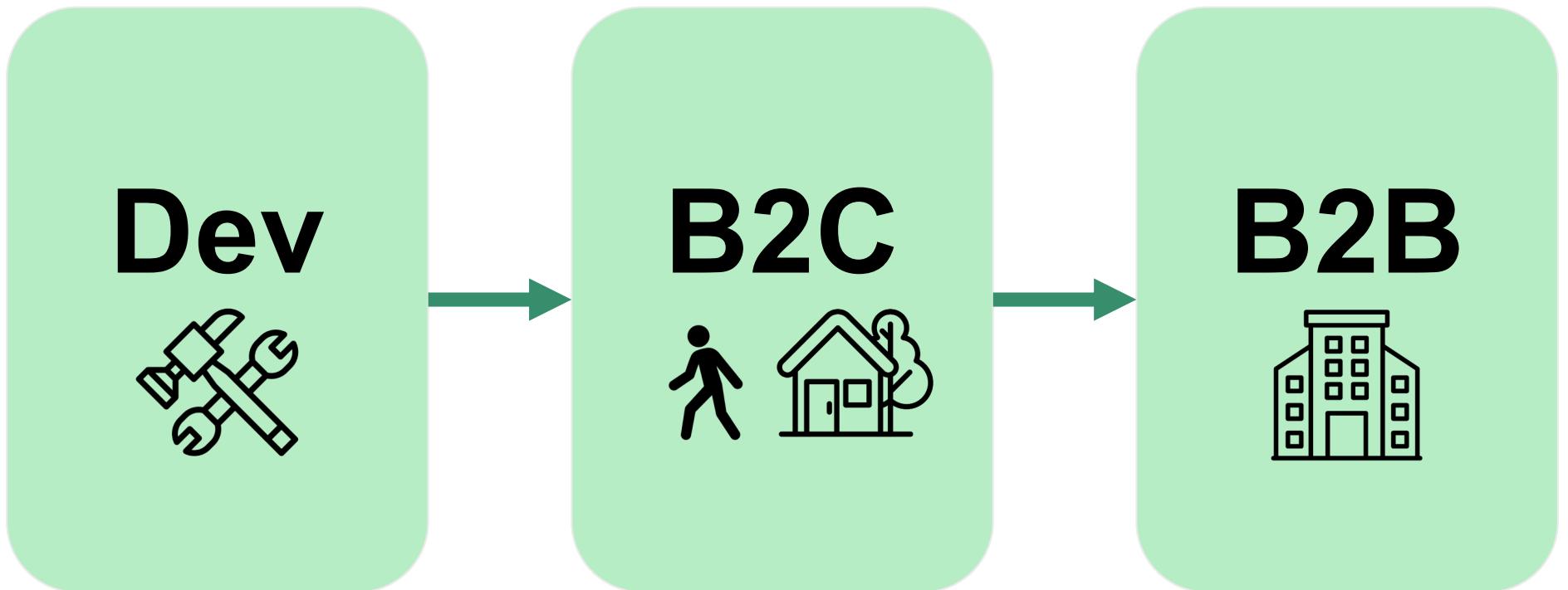


25.1% of non-institutionalized seniors have fair or poor health, leaving 25,645,760 eligible seniors

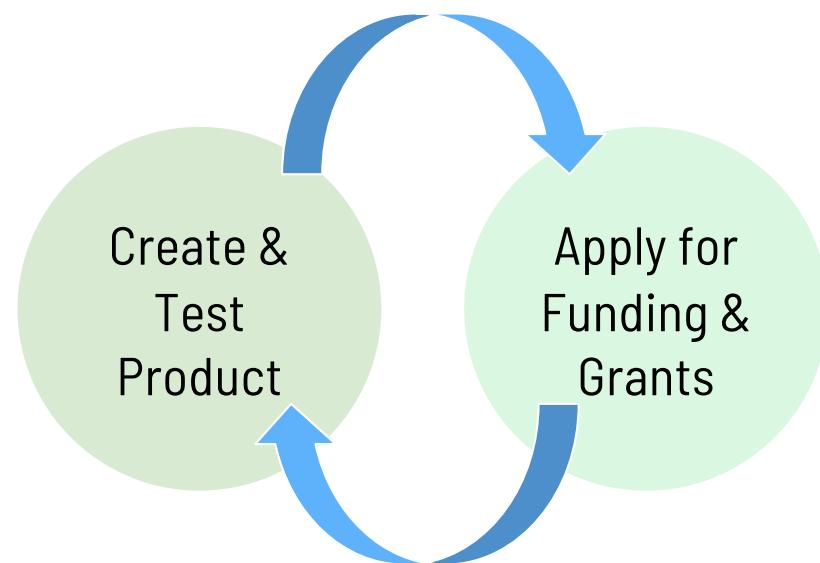
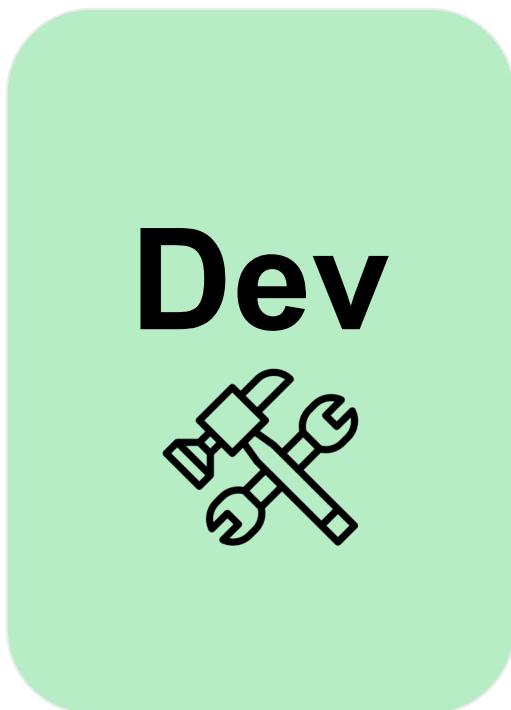


Silver Sneakers has demonstrated a market penetration of 2 million seniors. We think this is achievable.

BUSINESS MODEL - OVERVIEW



DEVELOPMENTAL PHASE:

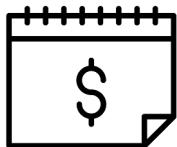
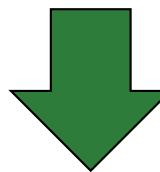


PRICING



getMoovin Free

Take photos of
family & friends
getting healthy



getMoovin Subscription

The gift of improved
Healthspan

\$14/month (\$168/year)
OR
\$138 annually

Senior communities or
families enrolling 10+
people: 1 month free +
20% off annual
subscription



1 Identify Senior Dense Settings

2 Use Internet Channels

3 Considering Accelerators

4 Seed Funding

5 Expand & Attract Senior Influencers

6 Refine Data Acquisition

At least 1K users before B2B

7 Optimize Tracking

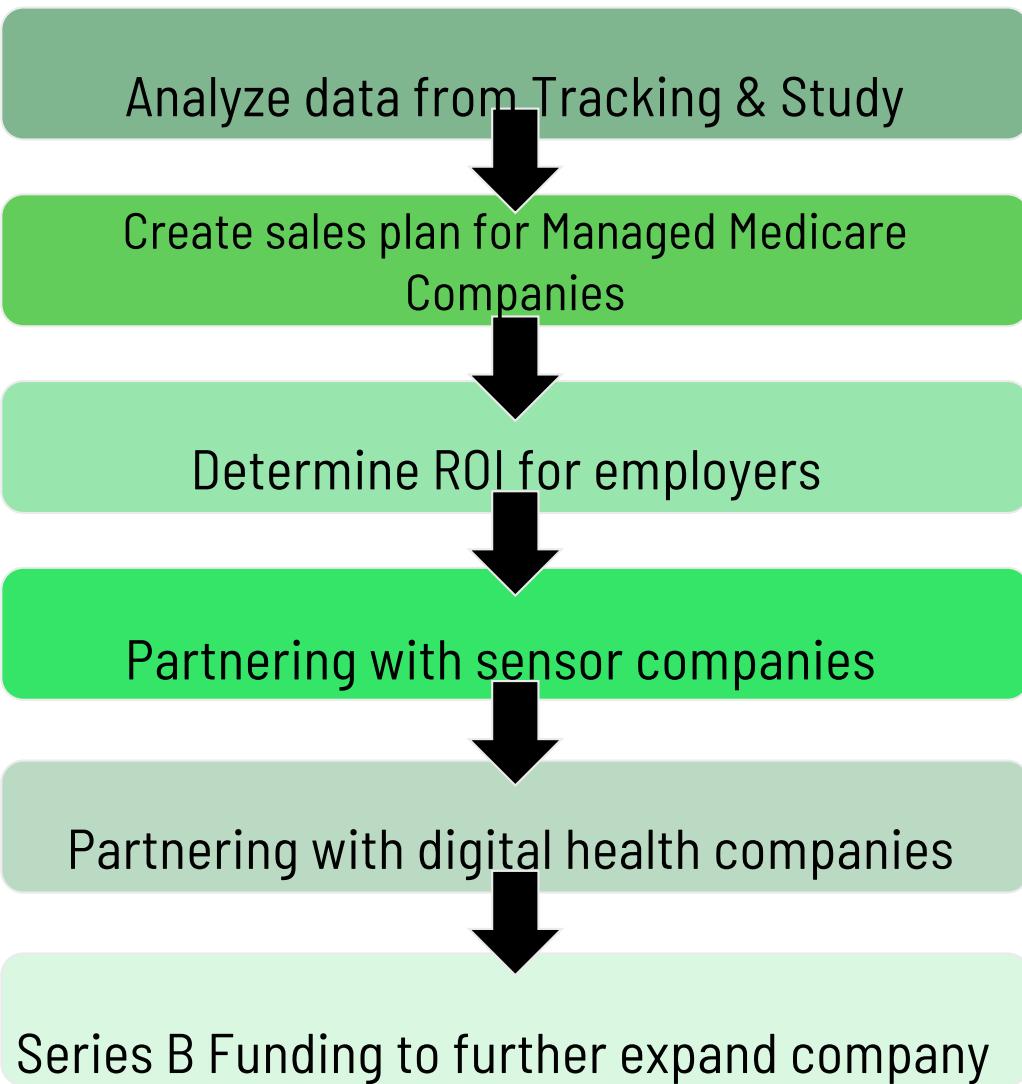
Psychology Consultant to Optimize Appeal to Seniors

Series A Funding:
Research & Expansion

8

9

B2B



PILOT TESTING

Interviewed **100+** users & physicians

Would you use the product regularly?



>95% yes

How much would you be willing to pay per month?



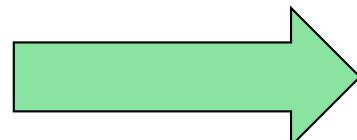
Up to \$30 if it works

Do you prefer an AI or human trainer?



AI or **older** trainer

Mini Pilot over 2 weeks with 20 people



95% continued daily. 1 person switched from iPhone to flip phone



NEXT FUNDING: WORK PLAN FOR NEXT QUARTER

01

CONTINUE APP DEVELOPMENT → BETA TESTING

Current status: backend skeleton + UI designed. Need to iterate, hire interns, test with users, iterate

02

CONTINUE GETTING INTEREST IN BETA, REACH 30 GROUPS

We have 10+ interested community centers & 200+ interested users

03

IDENTIFY CONSULTANTS AND OTHER KEY RESOURCES

04

ESTABLISH GOAL OPTIONS & FUN WAYS TO EXERCISE

05

APPLY FOR GRANTS, INCUBATORS, OTHER FUNDING

Big question: How do we recruit app developers when we do not yet have funding?

NEXT FUNDING: PROPOSED USE OF \$1000

01

HIRE APP DEVELOPER + INTERNS FOR ~16 HRS = \$800

02

PRINT-RELATED EXPENSES FOR PITCHES, EG POSTERS = \$50

03

CONSULTATION WITH PHYSICAL THERAPIST ~3 HRS = \$150

04

TRAVEL & FEES FOR EVENTS & MEETINGS - COVERED BY MEMBERS

WHY US?

WE HAVE THE EXPERIENCE & VISION REQUIRED TO SUCCEED



Jack Keene, MD

- Doc for 40+ years
- Venture advisor for Longevity + Fitness



Ank Agarwal

- MD @ Stanford
- Comp bio @ Hopkins
- Eldercare startup backed by White House, 130 clinics



Annie Ostojic

- Elec Eng @ Stanford
- Working on early-stage sleep apnea startup



Ben Randoing

- Biomed Eng @ Duke
- Mech Eng @ Stanford
- Consultant @ J&J



Montanna Riggs

- Bio Eng @ Stanford
- ex-Consultant @ BCG



Kelly Niethammer

- Human Bio @ Stanford
- VP @ Stanford Women in Design
- VC @ Notation Capital



Timi Adeniyi

- Symbolic Systems @ Stanford
- Pres @ Stanford Women in Business



Natasha Kacharia

- CS @ Stanford
- Design @ Stanford

ADVISORY: 10+ EXPERTS



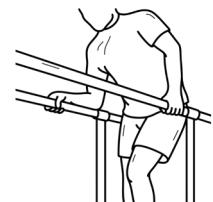
**Health and
Human
Performance**



Orthopedics



**Geriatrics &
Internal Medicine**



Physical Therapy

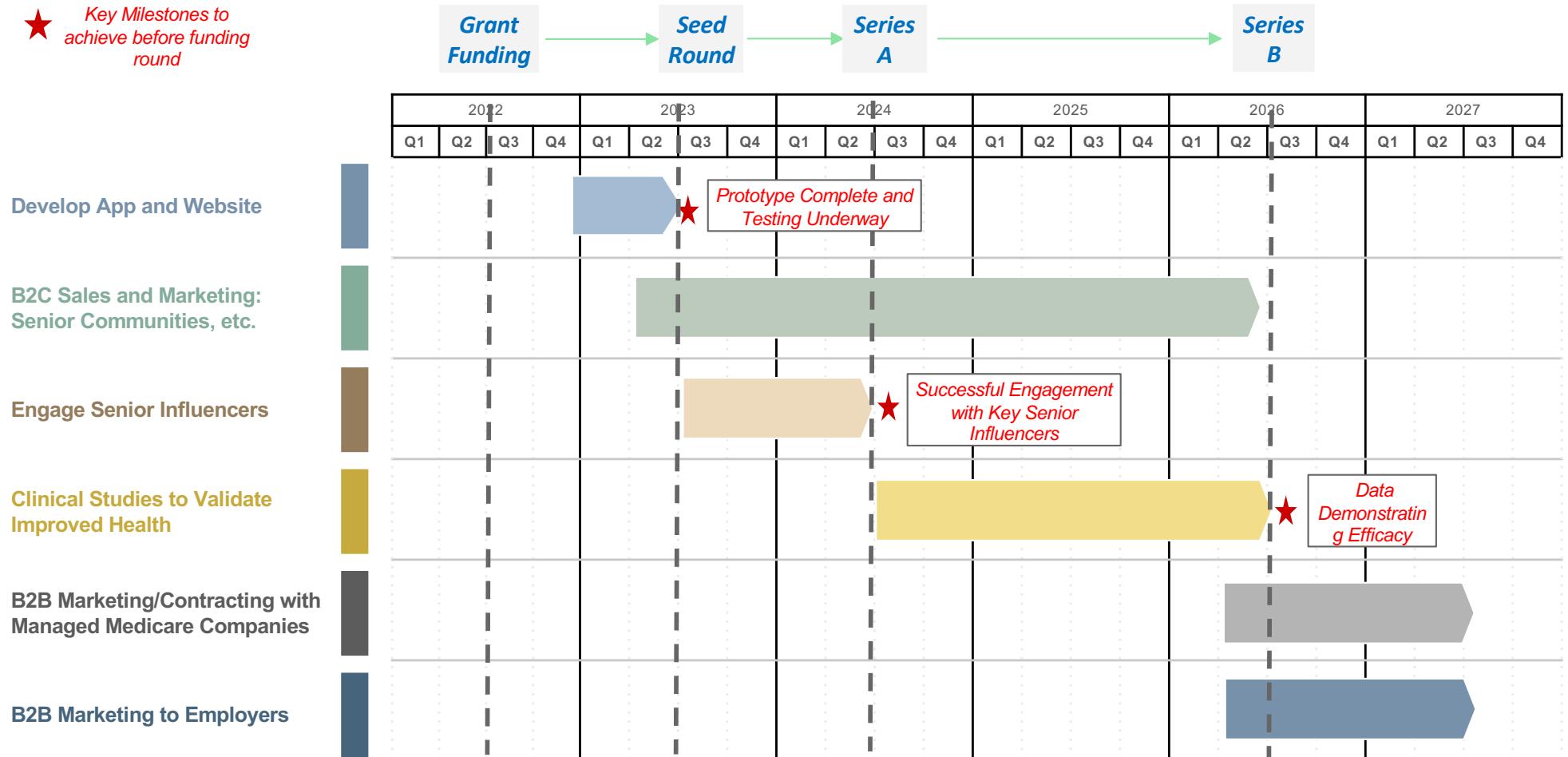




Q&A?

MILESTONES AND PATH FORWARD

★ Key Milestones to achieve before funding round



MARKET SIZE:

- Can afford (\$) to exercise**
34,240,000 people
- Mobile enough to exercise**
41,240,000 people
- Not exercising enough**
44,240,000 people
- Americans 65+ years of age**
56,000,000 people

