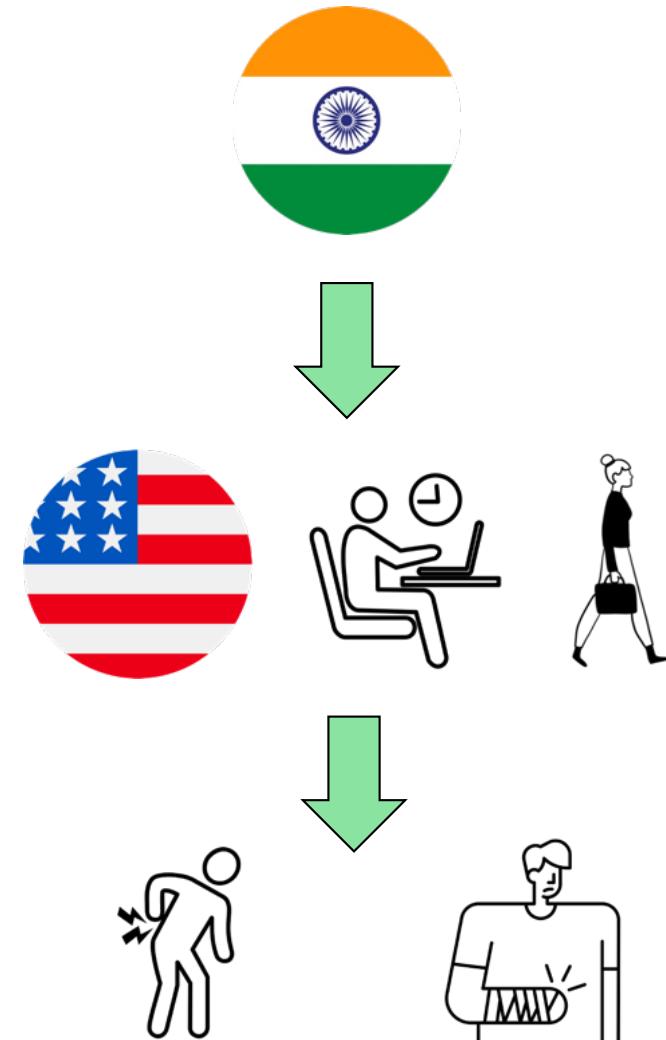
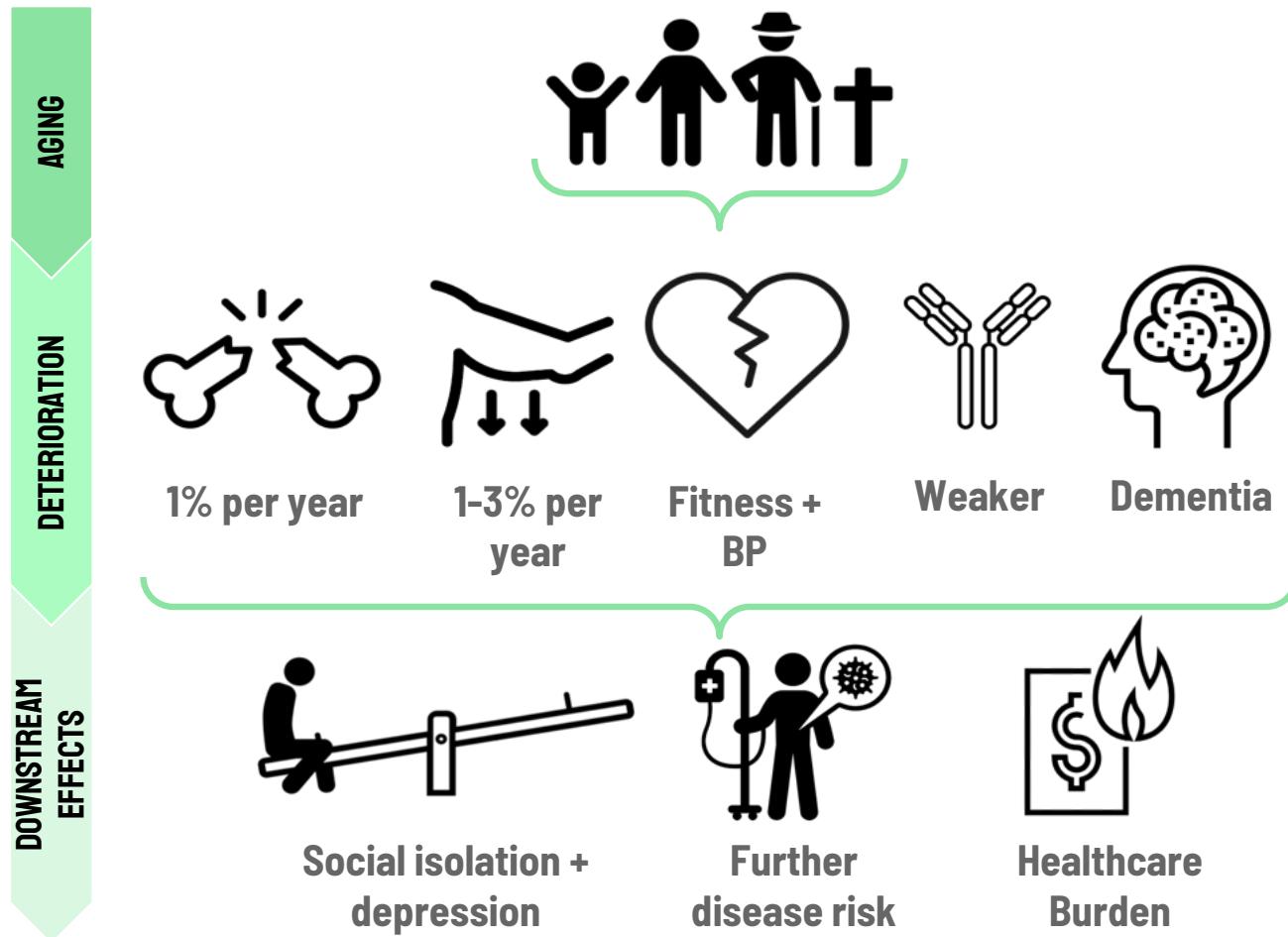


# ANUBHA & ATUL'S JOURNEY



# 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**

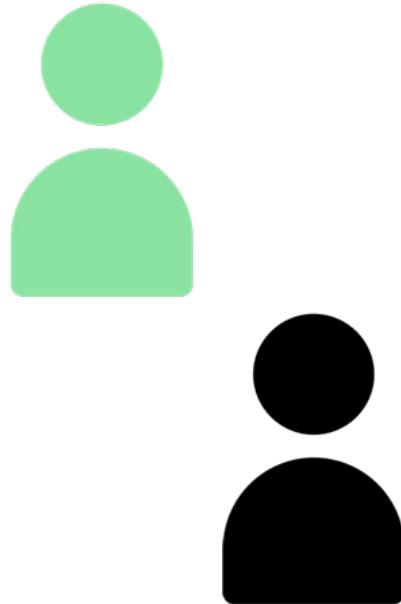
Dementia  
Hypertension  
Type II Diabetes  
Cancer  
Heart Disease  
**Improved Immune Capabilities**

**Mental Health**

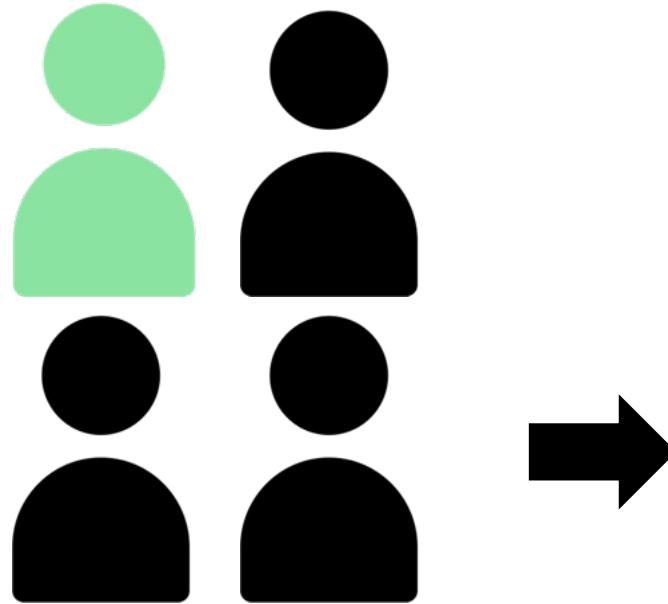
**Improved musculoskeletal and bone health**  
**Improved ability to perform daily activities**  
**Improved Cognitive Ability**  
**Improved Sleep**

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

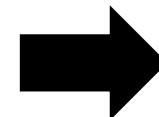
## AND YET...



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



**Three of four** adults  
 $\geq 65$  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"**

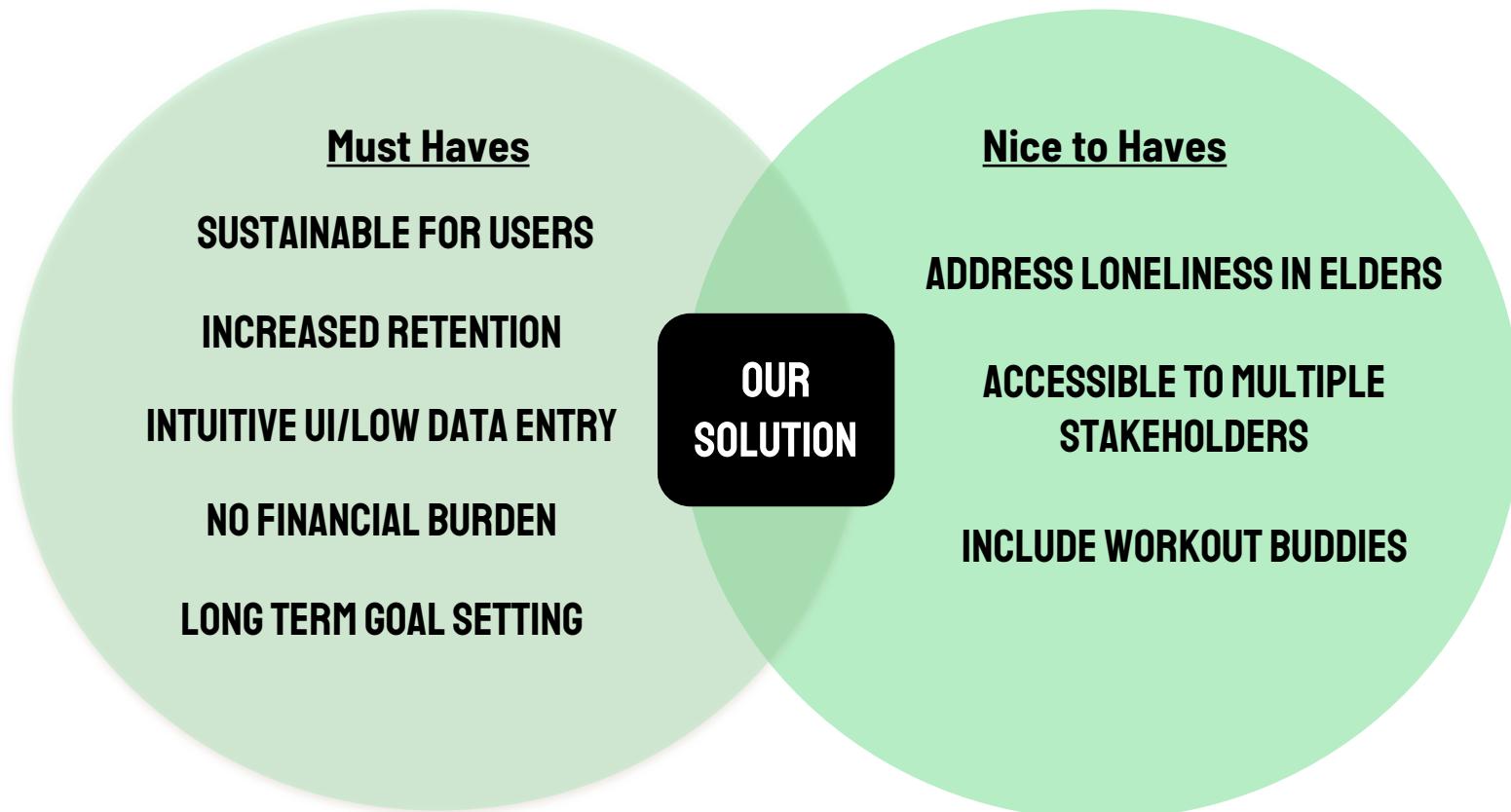
**WHO COULD TELL SOMEONE TO EXERCISE AND THEY'D LISTEN?**



**"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?

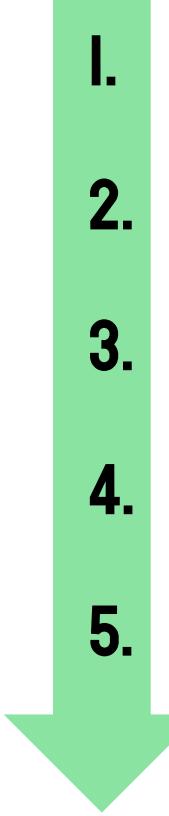
Introducing...

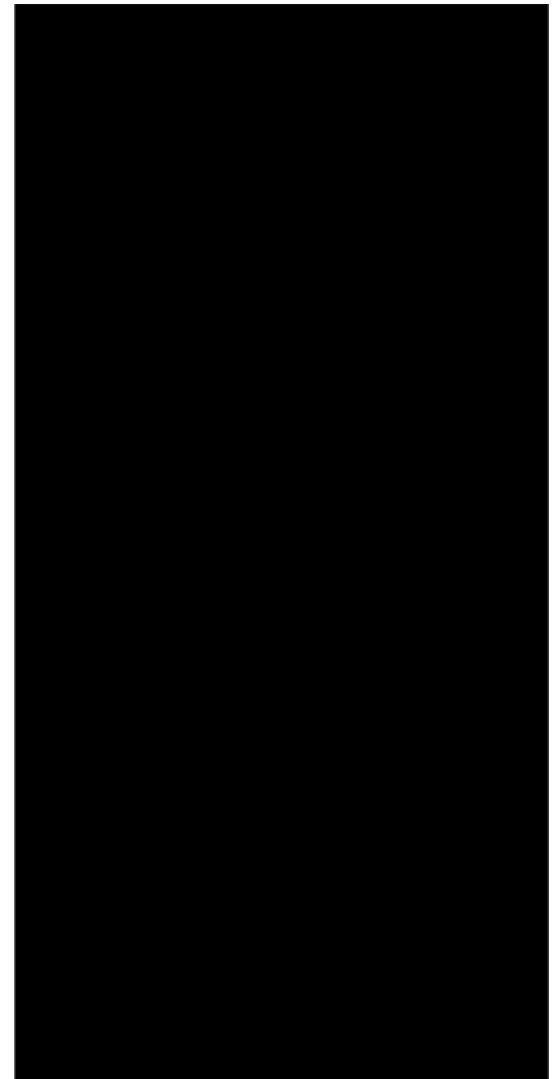
# getMoovin



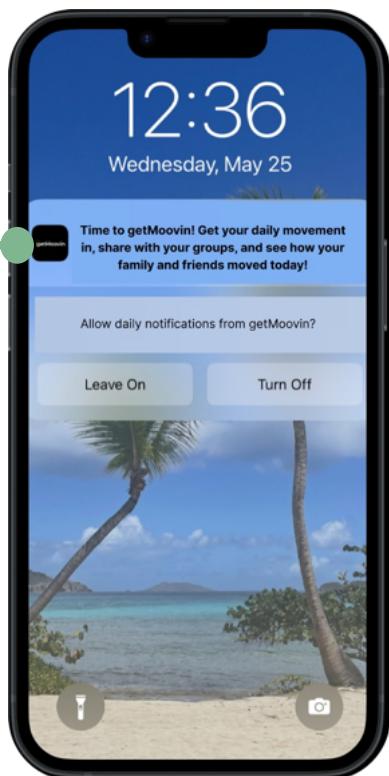
The image displays two side-by-side screenshots of the getMoovin mobile application. Both phones show the same top navigation bar with the 'getMoovin' logo and a 'Select Media Type' dropdown menu. The left phone's screen shows a blurred background image of a diverse group of people outdoors, with two prominent buttons in the foreground: 'Personal Exercise' and 'Exercise Library'. The right phone's screen shows a blurred background image of a park scene with several people walking. At the top, it says 'Family' and 'Bridge Friends'. Below this, it lists three profiles: 'Arthur' (5:00 Minute Walk), 'Ryan' (Basketball Game), and 'Chloe' (a blurred image of people outdoors). Each profile includes a small thumbnail photo and the name of the activity.

# **USER EXPERIENCE: FREE**

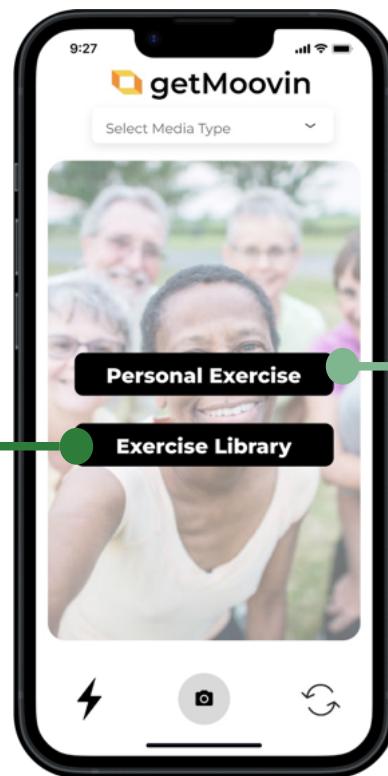
- 
- I. NOTIFICATION TO GETMOOVIN**
  - 2. PICK AN EXERCISE**
  - 3. GETMOOVIN WITH ENCOURAGING GIF**
  - 4. POST: PHOTO, BOOMERANG, VIDEO**
  - 5. CHECKOUT HOW FRIENDS & FAMILY ARE MOOVIN**



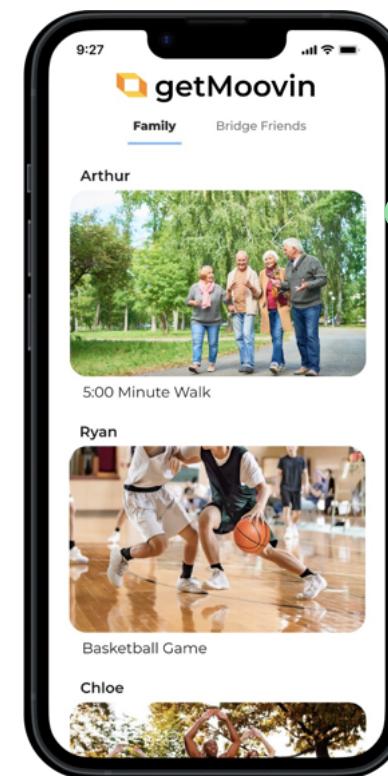
Daily reminder  
to increase  
user retention



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

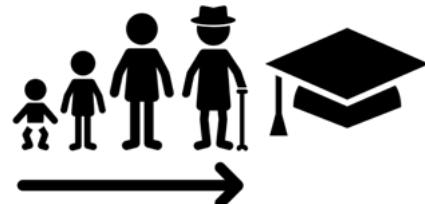


The activities will be geared toward having fun.

Tracking of your progress



Interval Re-Assessments



Aging education to help you take control of your health



Classes on nutrition, sleep, mindfulness, & more

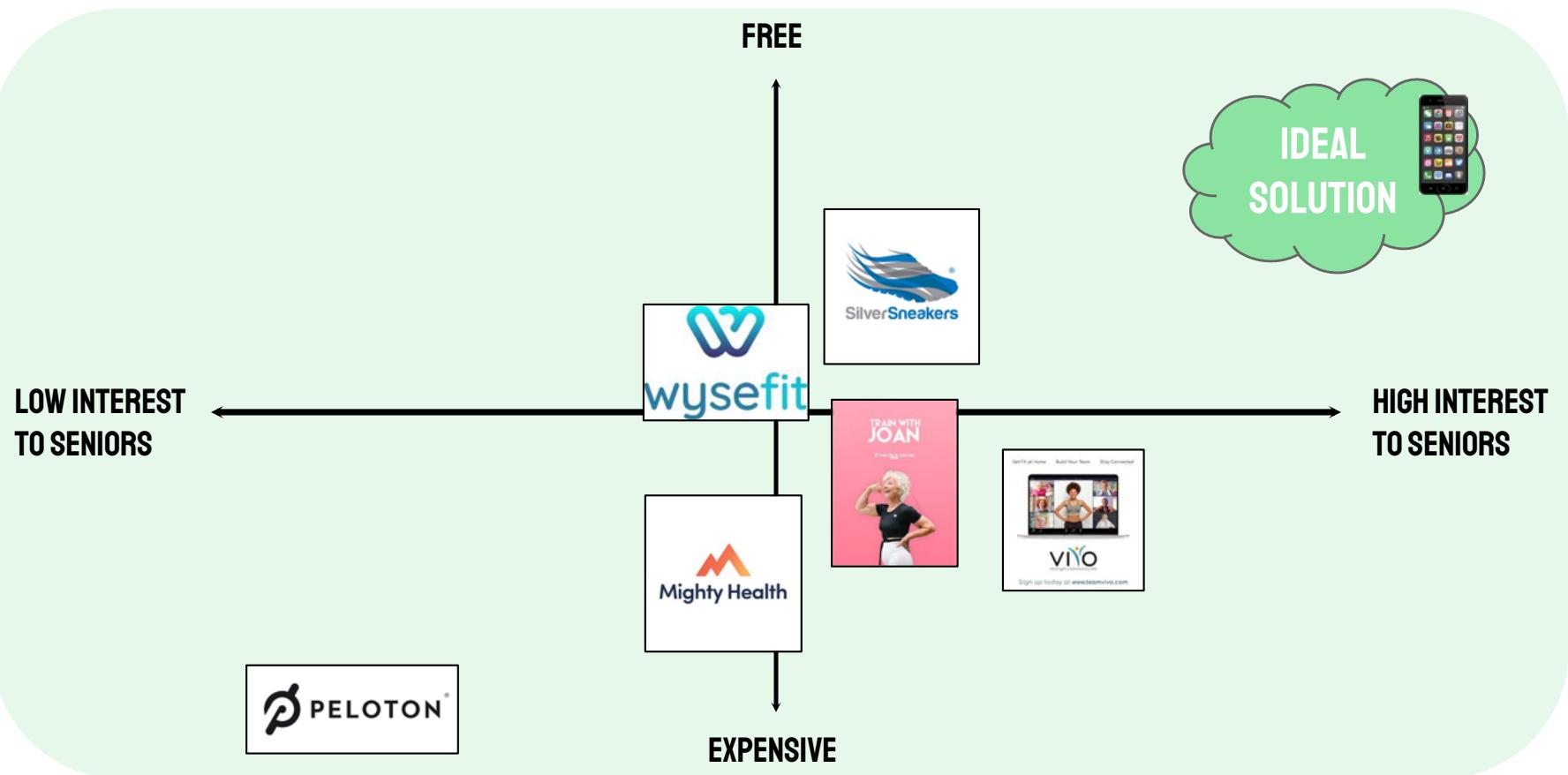


## Future Plans:

Links to your doctor

Data capture from wearables

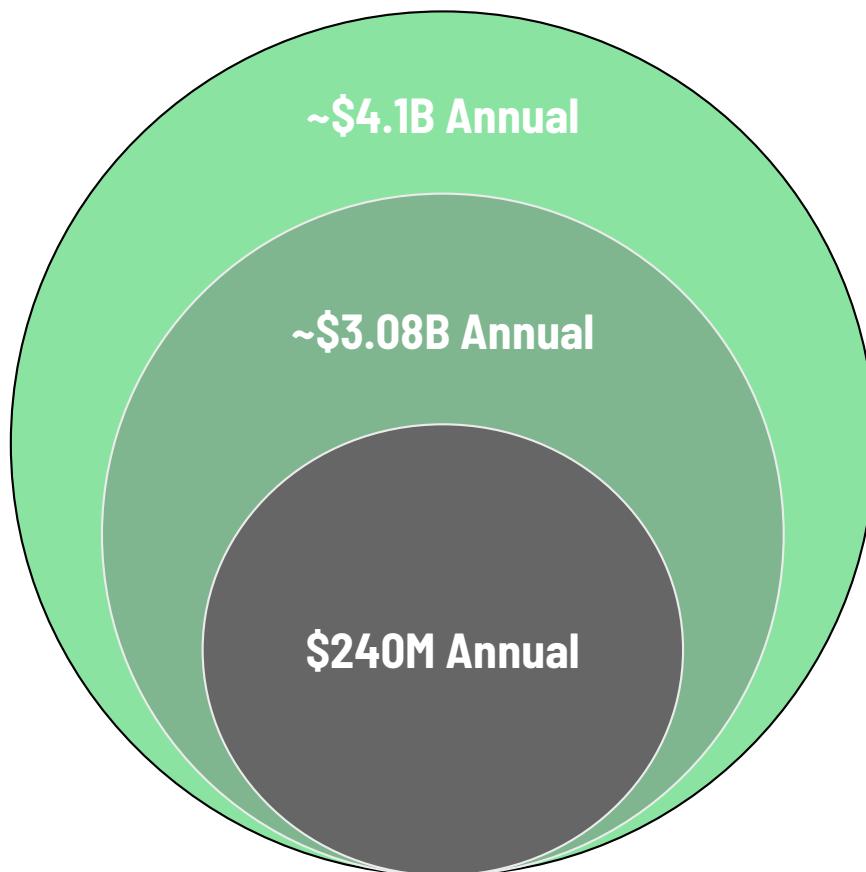
# COMPETITIVE ANALYSIS



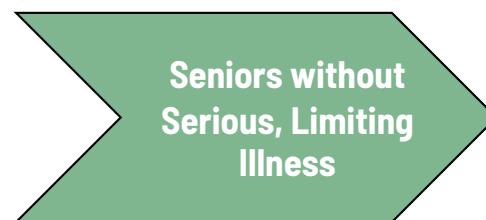
# FEATURES COMPARISON

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

# U.S. TARGET MARKET AND MARKET SIZING



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

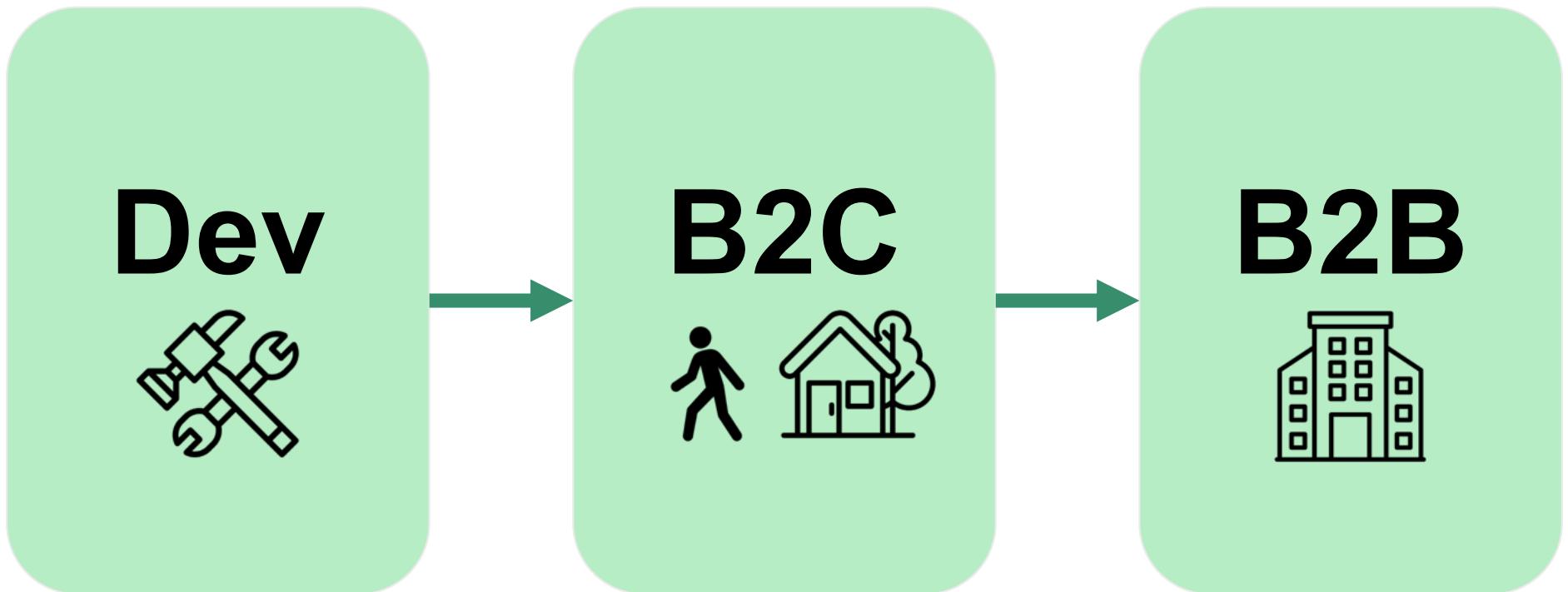


**25.1% of non-institutionalized seniors have fair or poor health, leaving 25,645,760 eligible seniors**

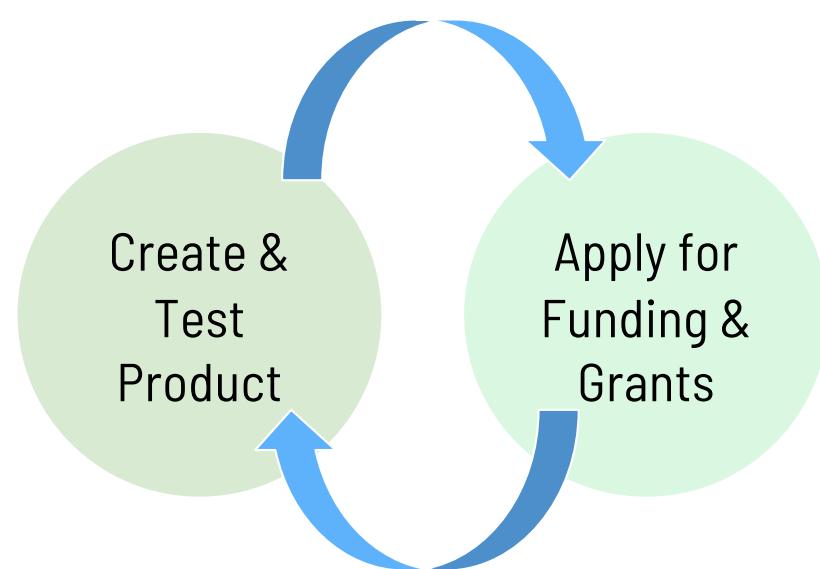
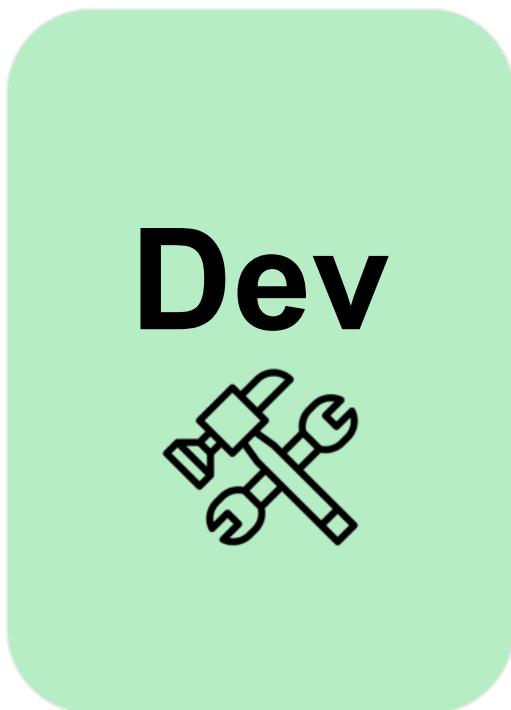


**Silver Sneakers has demonstrated a market penetration of 2 million seniors. We think this is achievable.**

# BUSINESS MODEL - OVERVIEW



# DEVELOPMENTAL PHASE:



Initial Budget:  
\$75K

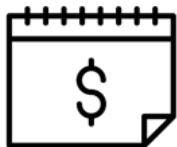
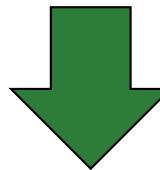
Budget covers app + website  
coding and consultants in  
marketing, physical therapy,  
psychology, & legal

# PRICING



## getMoovin Free

Take photos of  
family & friends  
getting healthy

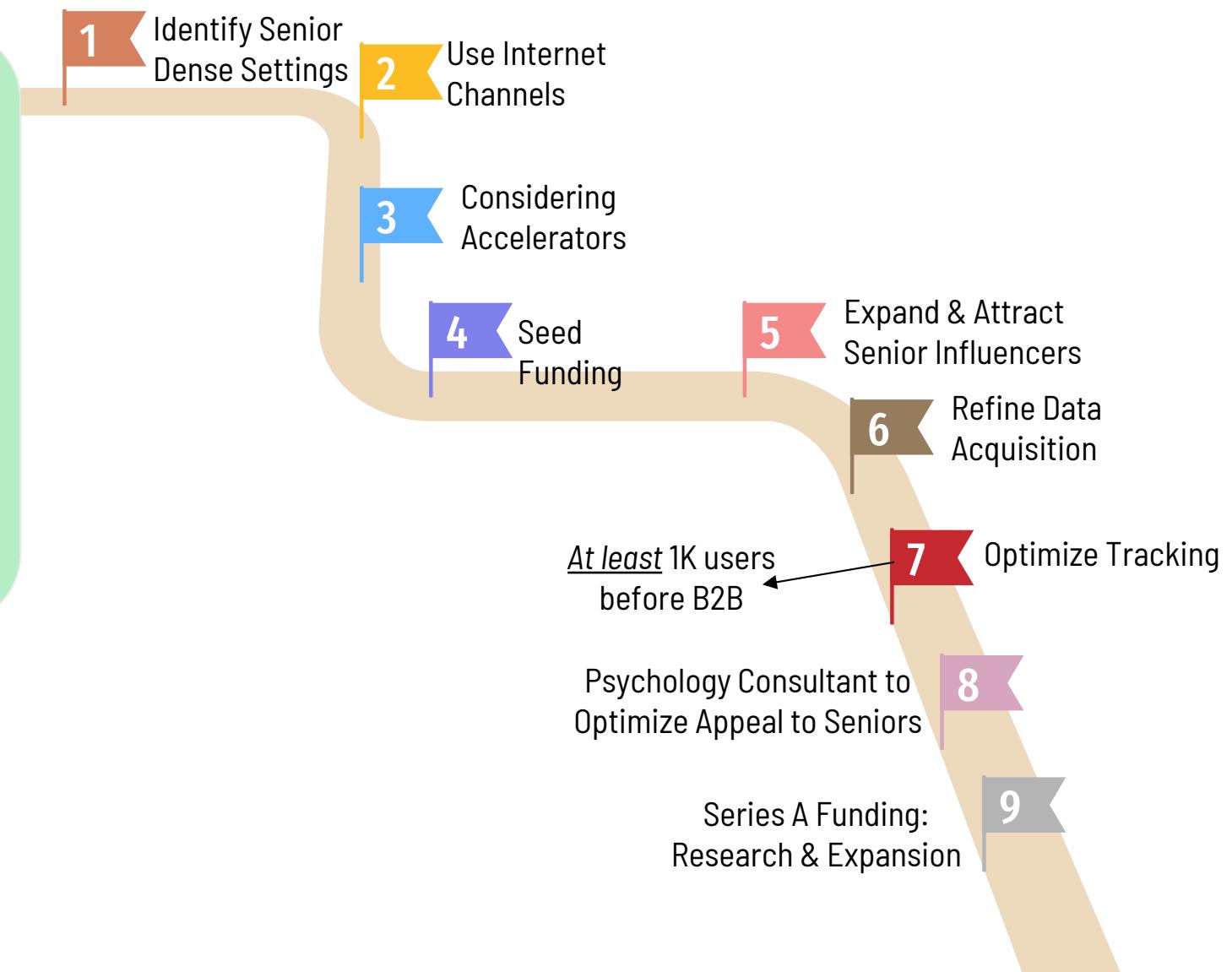


## getMoovin Subscription

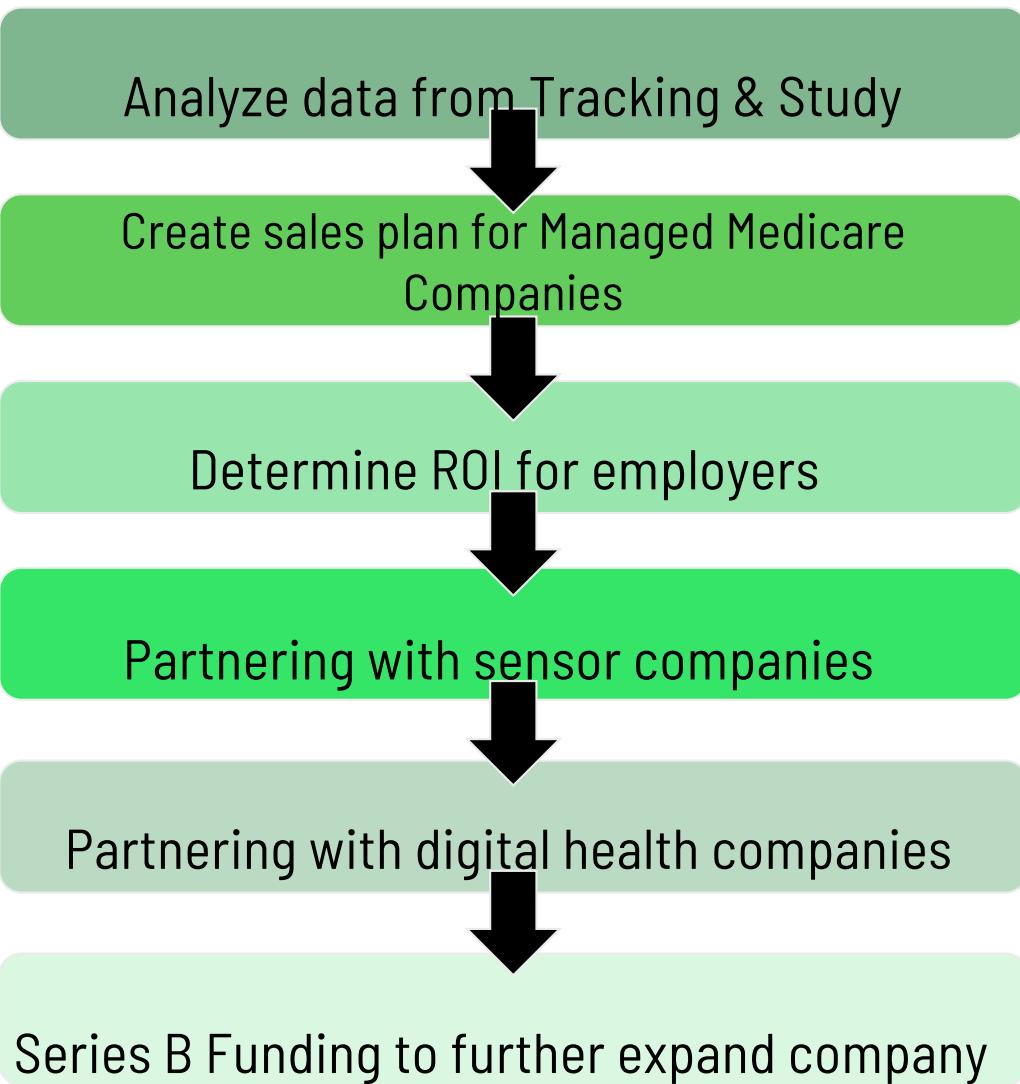
The gift of improved  
Healthspan

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

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



**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



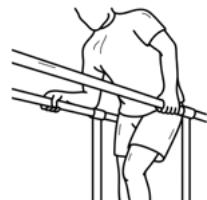
**Health and  
Human  
Performance**



**Orthopedics**



**Geriatrics &  
Internal Medicine**



**Physical Therapy**

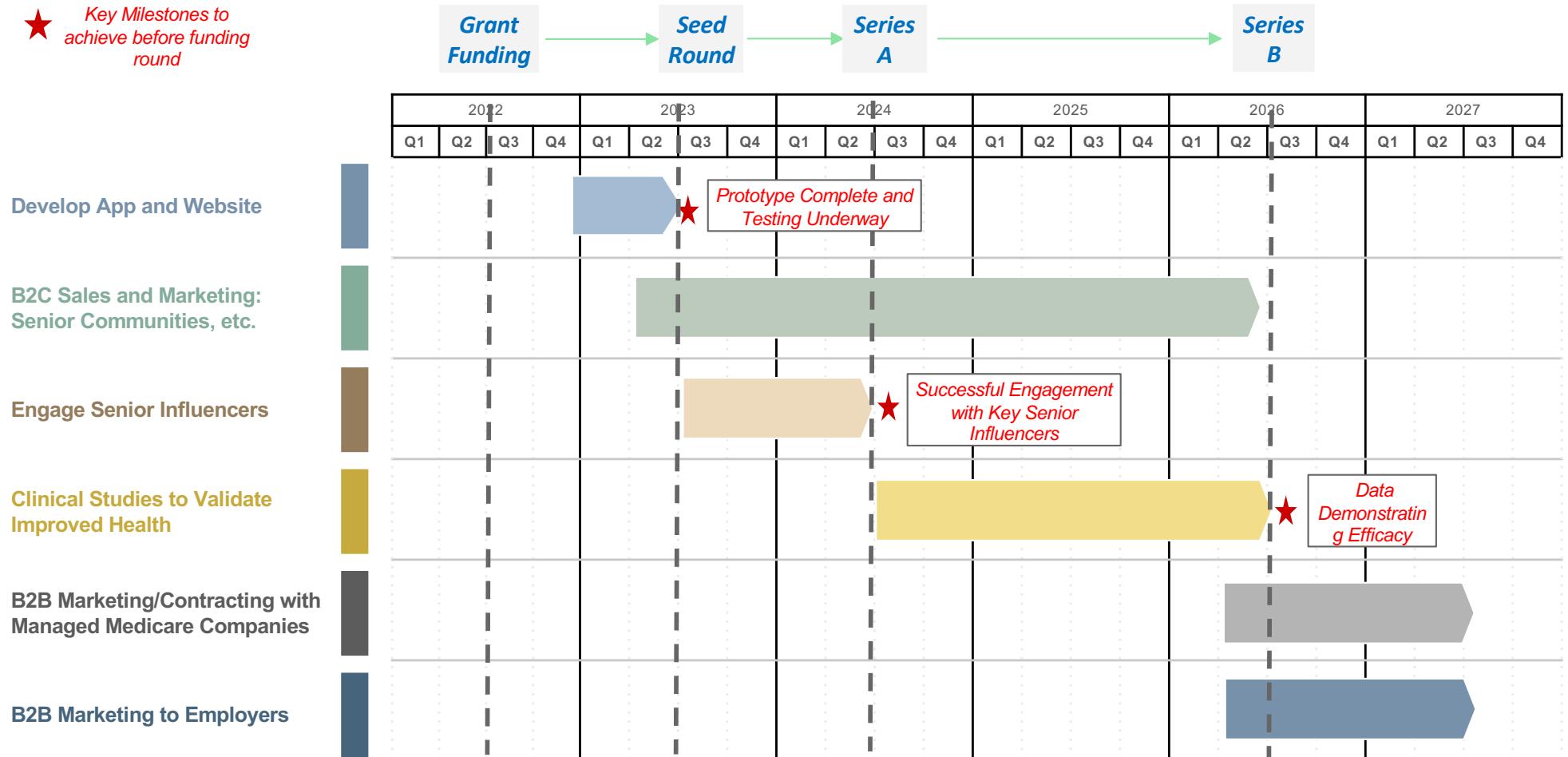




# **Q&A?**

# 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

