

Wellthy

An end-to-end mobile platform
connecting people and restaurants to
meet and eat well together



Wellthy's mission is to create connections between people that are:

Meaningful

A new type of social algorithm that uncompromisingly puts individuals and society first.



Effortless

A "full-stack", end-to-end experience – all in one mobile app.



Designed for "wellth"

Success is measured by improved health and wellbeing of users.



Loneliness is a serious public-health problem

The lonely are not just sadder; they are unhealthier and die younger.

What can be done?

"There are so many university students who just lock themselves in their rooms for days because they feel rejected or that they don't fit in," Ms. Jenkins said. "It's only a matter of time before loneliness turns into depression. And that's where it gets dangerous."

A 2015 survey by the Kaiser Family Foundation and the Kaiser Family Foundation found that 18 percent of U.S. adults, 22 percent in America, "often" feel lonely or lack social connections. A 2015 survey by the Kaiser Family Foundation and the Kaiser Family Foundation found that 18 percent of U.S. adults, 22 percent in America, "often" feel lonely or lack social connections.

Research Links Heavy Facebook And Social Media Usage To Depression

Research consistently documents that social media use is associated with increased loneliness and perceived social isolation, which are both associated with increased early mortality. In this meta-analytic review, our objective is to assess the overall and relative magnitude of these associations.

National Depression Education and Awareness Month begins, it makes sense to consider loneliness as a public health challenge, but one for which we have some answers.

Nearly half of Americans feel lonely or left out, while 57% of all meals are eaten alone.

- Cigna, Market Research

Loneliness kills: A new public health crisis (and what we can do about it)

Shakya, an assistant professor in the division of global public health at the University of California, San Diego, who wasn't involved in the study, says, is another piece of the puzzle.

Shakya was an author of a study published in 2015 that found that loneliness was associated with feelings of social isolation, a study by researchers at the University of California, San Diego.

U.K. Appoints a Minister for Loneliness

lonely people and for those around them. It isn't easy to approach a loved one and express concerns about their smoking habits or obesity, yet many of us do so regardless. But how many of us have approached a friend or loved one to discuss our concerns about loneliness?

Public dialogues about the dangers of smoking and obesity for decades. People who smoke and those who are largely unaware of the risks they face, as are their friends and family.

Consider that when a loved one smokes, there is no one other than urge them to change their habits and come to loneliness, we can actually be the solution: We can visit, and include them in activities and get-togethers. We can have deeper, more meaningful conversations and make them feel loved.

Americans Are A Lonely Lot, And Young People Bear The Heaviest Burden

The issue prompted Prime Minister Theresa May on Wednesday to appoint a minister for loneliness. The results surprised study co-author Brian Primack. "It's social media, it's not just about being alone, it's about feeling isolated," he says. He's director of the Center for Communications Programs at the University of Massachusetts Medical School. The results surprised study co-author Brian Primack. "It's social media, it's not just about being alone, it's about feeling isolated," he says. He's director of the Center for Communications Programs at the University of Massachusetts Medical School.

Upending existing social models with an end-to-end experience that puts wellbeing first

Meet Betty.

She just moved to NYC for a dream job in tech and wants to make local friends.



1. Download Wellthy

Betty downloads the Wellthy mobile app. She creates a profile and logs-in.



2. Match to a meetup

Betty gets matched to a meetup – 1-3 other users and a restaurant – based on profile and preferences e.g. date, time, location, dietary, interests.

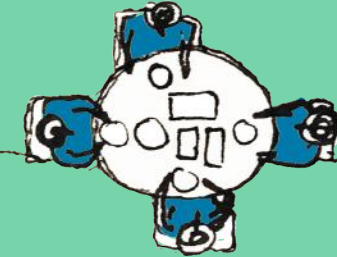
4. Easy mobile payment

When Betty is ready to leave, she splits the bill and pays her portion through the mobile app.



3. Meet and eat well together

Betty arrives at the meetup. She has good conversation and food with other diverse users: an artist, a designer, and a physics student.



5. Feedback &

Betty provides private feedback through the app on users and the restaurant to improve personalization.



6. Meetup... again!

Betty loved the first meetup and has made some great connections through it. So she decides to go to another one.



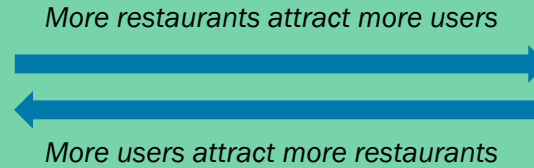
Betty is Wellthy.



Wellthy's two-sided platform: Restaurants as valued business partners



Restaurants use the Wellthy Booking platform to upload details of empty tables 0-5 days in advance (e.g. time/date, no. of tables/seats.)



Users open the Wellthy mobile platform and match with other users and an empty table for discounted meals (e.g. 10-20% off).

Wellthy takes a commission (e.g. 10-20%) from restaurants for every successful “meetup” transaction.

Ex. Revenue: 1,000 users x 26 meals/year x \$25/meal x 15% commission/meal = \$97,500/year

Other potential revenue streams:

- Advertisements: Restaurants buy ads to promote results.
- Tiered Wellthy partner model: Different tiered partnership packages with higher tiers getting access to additional features e.g. ads, insights on users.
- Wellthy Gold membership: Monthly in-app subscriptions for users to access additional features.

Why Won't Facebook Talk About How Often Its Algorithms Are Wrong?

...ness, which, she says, it's not so much about meeting people on the internet as friends, but it's more of a motivational support network direction on how to cope and fix the problem," she said was surprised by how many young people had joined the B-

"There are so many university students who just lock themselves in their rooms for days because they feel rejected or that they don't fit in," Ms. Jenkins said. "It's only a matter of time before loneliness turns into depression. And that's where it gets dangerous."

...onomist and the Kaiser Family in Britain "always" or "often" feel lonely or lack. Another study of 20,000 U.S. adults, 18 and older, by Cigna and market research firm Ipsos, reveals nearly n adults reported "sometimes" or "always" feeling alone left out (47 percent); more than one in four Americans (27 "or "never" feel that people understand them; and 43 ricans "sometimes" or "always" feel their relationships lack ey are isolated. One finding stands out: Generation Z (22 ger) scored the lowest of every age-group and appears to o experiencing significant loneliness. Gen Z may be the tion.

h impacts, several recent studies have found that k factor for decreased resistance to infection, cognitive ditions such as depression and dementia.

co 2010 study found loneliness to be a predictor of ... isolation are both associated

to feel isolated and bereft. he overall and relative

nd to examine possibl dies (January 1980

INFO, Social Work ing used to combat the loneliness arising from for people of all ages in several industrialized

ually, regarding those isolated adolescents: Studies find those who pend more time taking part in in-person social interactions, sports and exercise; doing homework; reading print media and attending religious rvices were less likely to experience feelings of isolation and pression.

National Depression Education and Awareness Month begins, it makes use to consider loneliness as a public health challenge, but one for ch we have some answers.

social isolation that is its hallmark can be all

chologist, I have studied the imp g 50,000 children, teens, and ad ' writes Larry Rosen, a profess versity, Dominguez Hills in an ar at time, three major game-changers nave portable computers, social communication, and smartphones. The total effect has been to allow us to connect more with the people in our virtual world—but communicate less with those who are in our real world."

How to Survive the Next Era of Tech (Slow Down and Be Mindful)

in, as an elderly woman, ... average later told *Los Angeles* magazine that she ills for clues about the life that led to such an er grotesque death, Vickers had made calls n tant fans who had found her through fan cor Internet sites.

already the subject of 10,057 Facebook

been a horror-movie icon, a symbol of Hollyw

the silliest ways; now she

"What we know at this point is that we have evidence relationships with social media use is detrimental to y assistant professor in the division of global , San Diego, who wasn't involved in the ease out the

Shakya well-being over time and found the use of the social network v with factors including physical health, mental health and life sa interactions, meantime, had positive effects.

The Mess at Meetup

... study published in January that tr

For young adults, social media ... Among people in that age group, heavy use of platforms such as Instagram was associated with feelings of social isolation, a study finds. The results surprised study co-author Brian Primack. "It's social media, so are connecting social media use and depression in y ing, these new results seemed counterintuitive.

While face-to-face social connectedness is strongly associated with well-be adults wasn't ... clear what happens when those interactions happen virtually. To investiga and his colleagues surveyed 1,787 U.S. adults ages 19 to 32 and asked them usage of 11 social media platforms outside of work. The survey also gauged ... participants questions such as how often they felt left ... have lowballed their estimate

isc he w "If you are feeling lonely, then take a step to boost That could mean reaching out to old friends or ac whom you have lost touch, such as a text saying 'I catch up. Can we meet Tuesday for coffee?'" sug Lombardo, Ph.D., Author of *Better Than Perfect: 7 Your Inner Critic and Create a Life You Love*. "Or i reaching out to a colleague or neighbor. You might them to an event (such as a local art exhibition or you want to meet new people, try finding a group people. For example, if you love to cook, take a c Or if you are passionate about the symphony, loc opportunities with your local orchestra."

... more than ever and sleeping less. We look like zor we are zombies; we've mar- r life choices.

For me, the solu: Facebook ... where

... issues is not to abanc rms as mere tools. I s

relationships. The n

oose activities tha

I decided to star

... more and mor

... all of us to take y carers, by those

alk to or share

... private programs like Well Conne

... ing to heighten awareness of and addre

"I've downloaded tons of "meetup" apps but have never actually gone out to physically meet someone through the apps. It's too much anxiety and hassle to think about what to say, set up a time and place that works for both parties, and think about what to say some more..."

- Kristen Lee, NYU Law Student, 24

New Studies Show Just How Bad Social Media Is For Mental Health

documents that social comes.1-4 Yet loneliness and s, with mortality risk s, with mortality risk ave protective ... overlooked, despite being vital p... blished risk factors such as cigarette smoking and even exceeding the influence of esity.5 discrepancy between desired and perceived social relationships,6 loneliness can be among older adults, for whom decreases in economic resources, increases in t among older adults, for whom decreases in economic resources, increases in t among older adults, for whom decreases in economic resources, increases in t deaths of contemporaries can heighten the risk of social isolation and loneliness.3 indicate that nearly 1 in 3 older adults report loneliness in the United States.7 s is not a problem exclusively for elders, the oldest old (those aged 80 years and older) s is not a problem exclusively for elders, the oldest old (those aged 80 years and older) s is not a problem exclusively for elders, the oldest old (those aged 80 years and older) tively high rates of loneliness—by some estimates, 40% to 50% report that they are

lonely people and for those around them. It isn't easy to approach or loved one and express concerns about their smoking habit. But Britain, in fact, already has a serious problem with loneliness. research has found. More than nine million people in the country often or always feel lonely, according to a 2017 report published by the Jo Cox Commission on Loneliness.

Public dialogues about the dangers of smoking and of obesity for decades. People who smoke and those who struggle with obesity, yet many of us do so regardless. But how many of us h approached a friend or loved one to discuss our concerns about loneliness?

Consider tha them other th comes to lone visit, and inclu

Online dating lowers self-esteem and increases depression, studies say

... use of creative arts to help participants explore their feelings about loneliness Film Festival, a collection of short films that deal with work... with others by sharing their stories online and in person. The project components. Additionally, th

Carving out the “social restaurant” market, starting with young people in NYC

Why restaurants?

Beyond market size, restaurants are inherently social venues. They’re a prime first “meetup” offerings for Wellthy, with potential to expand into other social offerings e.g. fitness, cooking, community events.

Why young people?

They are a prime early adopters due to multiple common use cases, and mobile competency (digitally native persona), with potential to expand into other target groups e.g. elderly.

	Social platforms	Restaurants
Competitor, 2017 revenue, No. users	<ul style="list-style-type: none">• Tinder (2012), \$400M, 50M users• Bumble (2011), \$100M, 22M users• Meetup (2002), acq. by WeWork for \$200M, 35M users	<ul style="list-style-type: none">• Opentable (1998), \$190M (2013), 16M users• Yelp (2004), 713M, 77M users
Current market outlook	<ul style="list-style-type: none">• 2.46B users (71% of Internet users) on social networks; most meetup apps focus on the dating use case.• 215 min/week are spent on mobile social apps by users. <p>But social platforms have been criticized for algorithms built for content engagement rather than authentic connections.</p>	<ul style="list-style-type: none">• Restaurant industry sales reached \$799B with 4.3%+ YoY in 2017; \$43B In NY.• Increase in mobile reservations and payments (75%+ YOY in 2017) for restaurants. <p>But the industry is competitive with high restaurant turnover and empty tables.</p>
User group: Young people (18-29 yo) in NYC	Young people spend most of their mobile usage on social apps (29%) and make up 88% of users. Yet, they are lonelier than any other generation.	Young people have purchasing power, with a strong preference for eating at restaurants (2.3% total meals) and convenience.

Wellthy’s unique differentiator?

Focusing on user wellbeing first, Wellthy delivers value to both users and restaurants by leveraging the trends and best practices of both markets through an integrated, end-to-end “social restaurant” experience.

Risks and strategic opportunities

Saturated, competitive ecosystem

- Two differentiators: Social impact-driven mission and best-in-class technology innovation

Defining a human-first social algorithm

- Preliminary market and user research
- Create a knowledge graph to utilize data as info

Balancing demand with supply

- Hire sales & partnerships experts, selling value-add of increased revenue from originally empty tables and operation efficiency from Wellthy Booking platform

Safety concerns of meetups

- Feedback allows iteration of social algorithm rewarding reliable users
- “Verified user” feature
- Branding targeted towards desired users and mission

Initial user traction

- Marketing towards young people in high density (users & restaurants) neighborhoods e.g. East Village
- Incentives and promo codes

Continuous engagement

- Features: User-to-user messaging and friends list
- Future vertical growth into user tools for event planning
- Gamified rewards program

Is this even consumer health?

- Social determinants of health contribute to 50% of patients’ health outcomes; socialization (i.e. loneliness) is one of them
- Future horizontal growth focused on voluntary “social prescribing” model

Driven by the Wellthy mission towards future growth

Best-in-class technology allows for competitive advantage and horizontal and vertical growth to serve Wellthy's mission:

1. Social activities

Expanding partnerships to offer other social activity meetups like nutrition, fitness, cooking classes; civic activities; and special events.

2. Target groups

Marketing, branding and new features targeting other at-risk user groups like the elderly and retired.

3. Primary care tool

Three-sided platform where GPs can recommend users to activities through Wellthy Care platform as a form of “social prescribing”.





Thank you

Betty Chang

331-240-5529

betty.chang@mail.mcgill.ca