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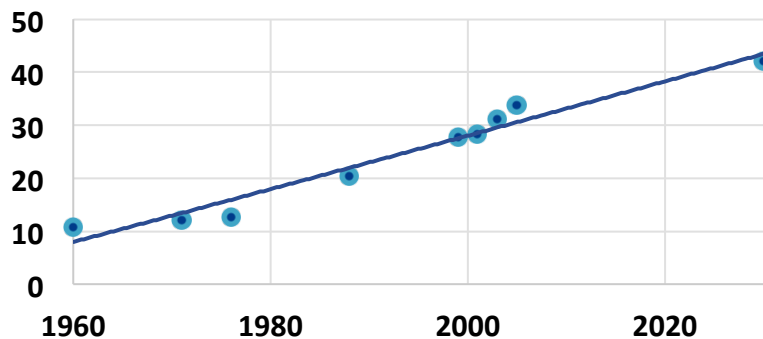
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Context: Americans continue to struggle with obesity; opportunity to curb this trend by leveraging technology and clinical dietitians

Adult obesity rates rise each year, costing US healthcare \$190 billion each year

Obesity Prevalence (%)



- Adult obesity **currently at 34%**, expected to reach **42% by 2030**
- US healthcare incurs **\$190 Billion in costs** from obesity each year¹
- Weight loss industry is **\$60 Billion** market²

Silver lining: medical therapy by dietitian combats obesity; industry not leveraging technology today

Dietitian market is attractive for consolidation

Large market

90,000+ dietitians capture **\$6B** annual revenue³

Growing quickly

4.4% YOY growth rate

Highly fragmented

1.8 FTEs is average size of practice³

Minimal coordination

Dietitians want a technology-based solution

Using handouts

"I give my patients a notebook with recipes, meal plans, and a food log."

Want technology

"I would love an all-in-one software program to connect with my patients – I search all the time and haven't seen one that works."

Piecing together existing tools

"I currently use a combination of Powerpoint, Dropbox, Skype, Text Messaging, and Gmail to virtually connect with my patients."

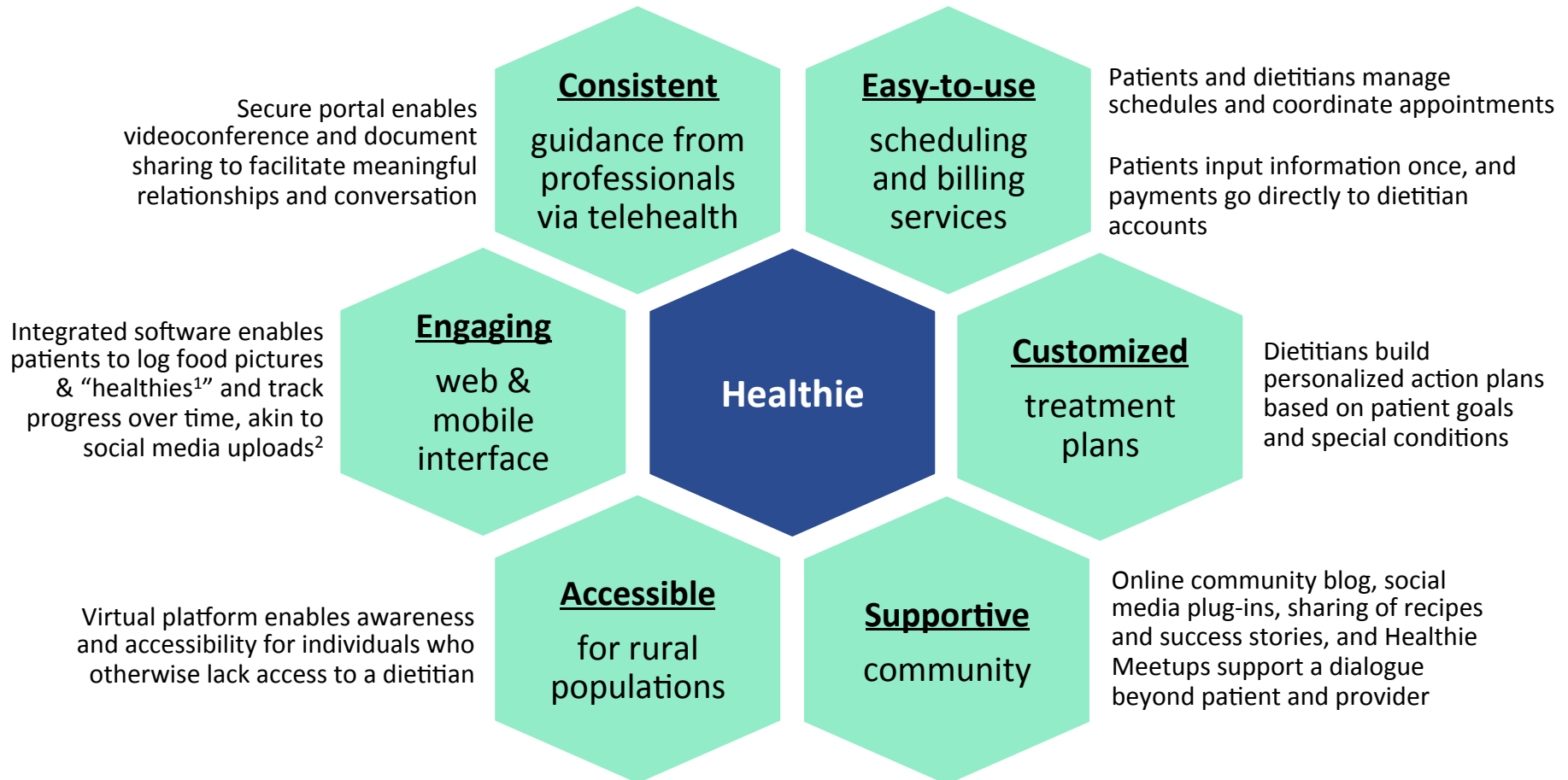
Clear market opportunity to build telemedicine platform for dietitians to enable virtual relationships with patients

1. Incorporates the related impacts of heart disease (27M Americans), Cancer (0.2M deaths / year due to poor nutrition or fitness), Diabetes (25M Americans), Arthritis (50M Americans), and Stroke (0.8M Americans / year). 2. Includes revenue from diet books and regimens, gym memberships and weight loss programs. 3. Includes Dietitians working in clinic and hospital settings. 50,000 dietitian-related businesses in the US. Note: Some names have been changed to protect privacy. Quotes are from primary research conducted in December 2015 and January 2016.

Enter Healthie: America's premiere nutrition telehealth product

Using a novel algorithm to connect patients with dietitians and providing resources to transform health

Healthie will offer a comprehensive suite of resources proven to enable healthy lifestyles



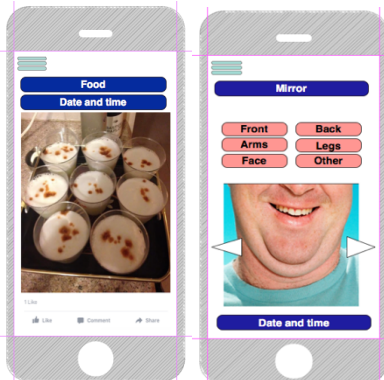
Get Healthie. Be Healthie.

1. Healthie: Social Media term to describe snapshot of user engaging in fitness-related activity. 2. Social Media uploads of pictures, fitness logs, and "healthies" on Instagram have grown >35% YOY in past 5 years.

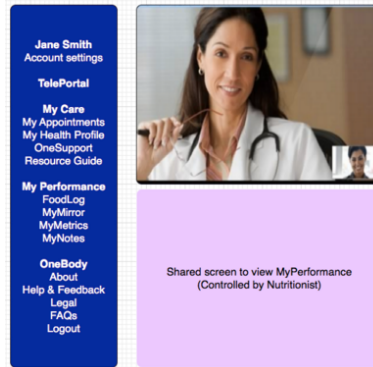
Healthie is a user-friendly, seamless platform for patients and dietitians to practice care

For patients, Healthie is easy, fun, and effective

Upload pictures and data



Videoconference with dietitian



Watch results unfold



For Dietitians, Healthie is a standalone system

Flexible scheduling

Establish calendar

Work remotely

Extend patient reach

Seamless backend software

Billing made easy

Plugs into EMRs

HIPAA Compliant

Face-to-face relationships

Teleconferencing

Superior to Skype & Phone Calls

Patient manager

View patient records

Seamless notetaking during appointments

Share expertise






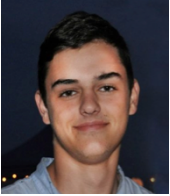











Community forum to promote brand

Web-based MVP has been built and is in basic testing now; initial feedback from patients has been very positive

Building mobile technology platform that incorporates feedback of prospective users is key priority for next six months

Q1 2016		Q2 2016	
Phase 1: App development		Phase 2: App testing & iterations	
Technology Development	<ul style="list-style-type: none">• Design suite of features required for a mobile app• Wireframe iOS app and capabilities (in progress)• Build iOS MVP (leveraging founding team's capabilities)• Costs: \$3-5K for front-end design support	Business	<ul style="list-style-type: none">• Alpha and beta testing to test capabilities and features• Continue to iterate on iOS app based on user feedback• Costs: \$2-4K for testing and continued support
Technology Development	<ul style="list-style-type: none">• Continue to receive input from prospective dietitians and patients (have already interviewed ~70 individuals)• Build relationships with care clinics and hospitals	Business	<ul style="list-style-type: none">• Launch small-scale pilot with segment of users

The Healthie team spans four Penn programs and is well-qualified and enthusiastic about building this platform

		Affiliations	Background
	Erica Business Development	   	<ul style="list-style-type: none"> Wharton MBA 2017 - Health Care Management Duke BA 2011 - Health Disparities and Infectious Diseases BCG – Management Consultant in Healthcare (Provider & Payer Practices) CHAI – Global Analyst for multi-national nutrition initiative with World Food Program & East African Governments Food Bank of New York City = Community Volunteer
	Cavan Technology	  	<ul style="list-style-type: none"> Wharton UG – Finance and Comp Sci - 2019 Tech – Six years of freelance web development (full stack) Gevva Co-founder - Featured on EliteDaily and raised seed funding Defensive End - Penn Sprint Football Marketing Board Member - WUEC
	Preya Clinical Expertise	 	<ul style="list-style-type: none"> UPenn MD-PhD 3rd year - HHMI-NIBIB Interfaces Scholar Harvard MS – Bioengineering; BA - Applied Math & Computer Science Won biomedical research awards which led to meeting President Obama and trip to Nobel Prize ceremonies Experience in patient care, web development, tech commercialization
	Emily Business Development	   	<ul style="list-style-type: none"> UPenn 2018 – Wharton UG & CAS- Biology, Finance, Healthcare Management PwC – M&A Consulting in Hong Kong / US Northwestern University – Biomedical Research US Department of Treasury – Intern in Health Policy
Advisors		<ul style="list-style-type: none"> Dr. Ralph Snyderman: Chancellor Emeritus and CEO of Duke University Health System; Industry leader in Preventive Medicine Dave Matheson: Senior Partner of the Boston Consulting Group; Founding member of Healthcare Practice Kevin Jain: Harvard BA in Economics, Computer Science; Founder and Co-President of Harvard College Future Society; Venture Capital at The Seraph Group; Sales & Marketing for Neomedix biotech 	