



Find Your Fuel

CES 2016 Innovation Award Honoree

Fitness, Sports, and Biotech category

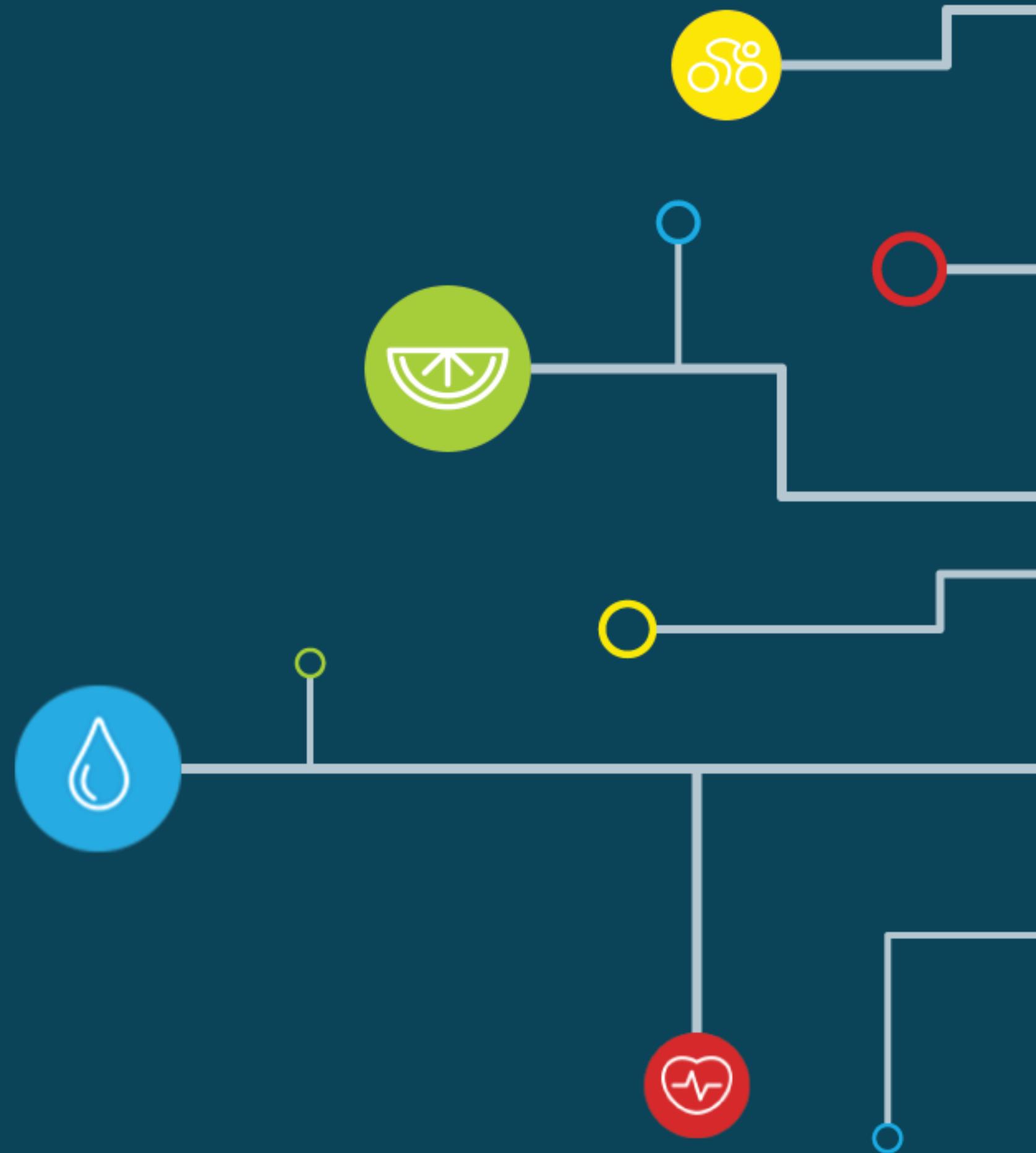
Best Startup Finalist at CES

People's Choice Award Finalist at CES

"Most Terrific" Product at CES

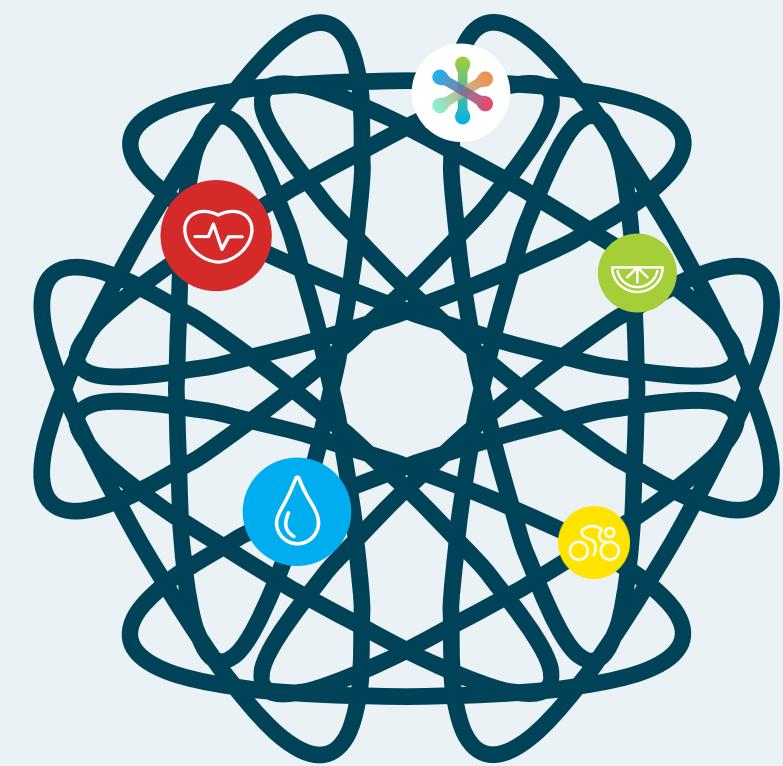
Our Mission

Provide convenient personalized nutrition & wellness to a global customer base

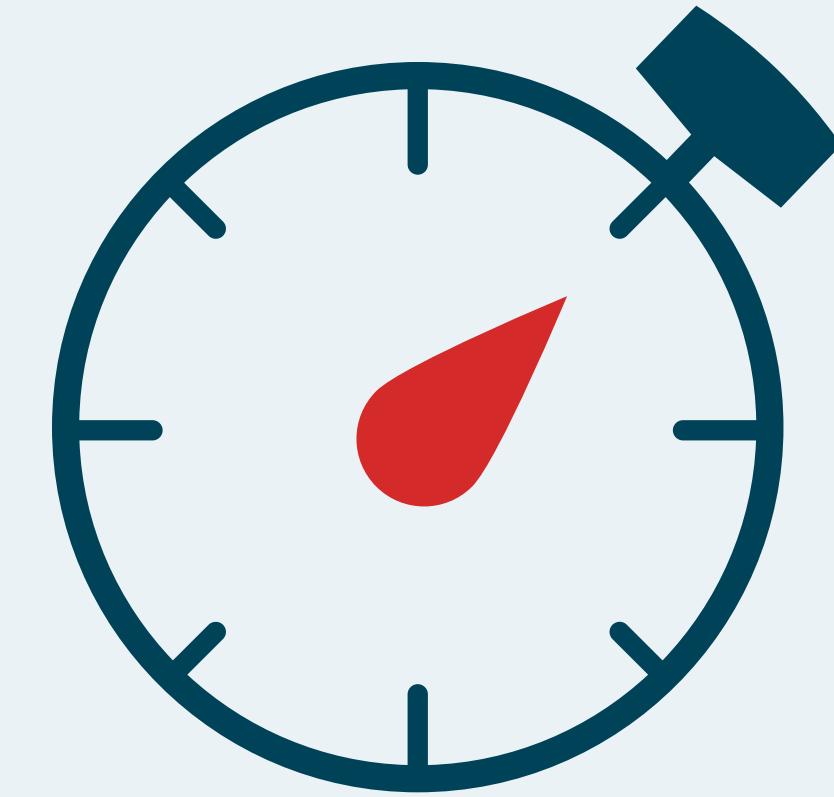


Nutrition | Technology | Healthcare

Wellness, Beverage, and Fitness Markets are Fragmented



Wellness is complicated & individual is not empowered



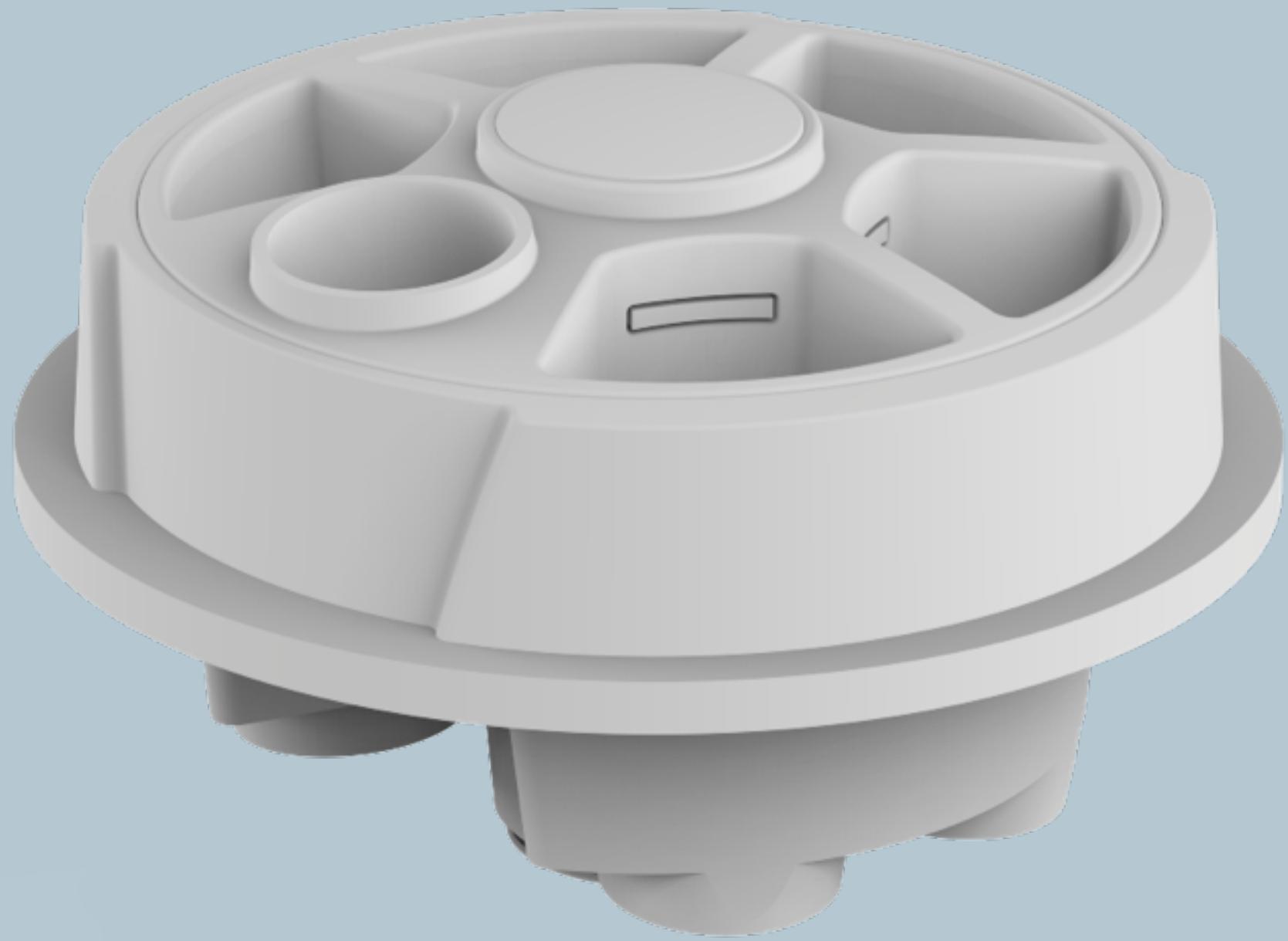
Adherence is a persistent problem & delivery models are antiquated



Wellness technologies overly weighted to activity tracking

A Personalized Experience





**Context-driven,
fractional dispensing**

Hardware Platforms Featuring Unique Dispensing Technology

**20+ US & International patents
pending for LifeFuels
technology**

- Precise & accurate “dosing”
- Versatile dispensing mechanism can be packaged into various form factors
- Integrated data capture & logging



Over 35 FuelPod Partners

Beverage Concentrates & Nutritional Products



FuelPods

Rewriting the rules of consumer brands



- Patented Technology-enabled packaging*
- Read/write tag on FuelPods generates rich consumer usage data
- FuelPods are recyclable & can hold up to 25 servings each

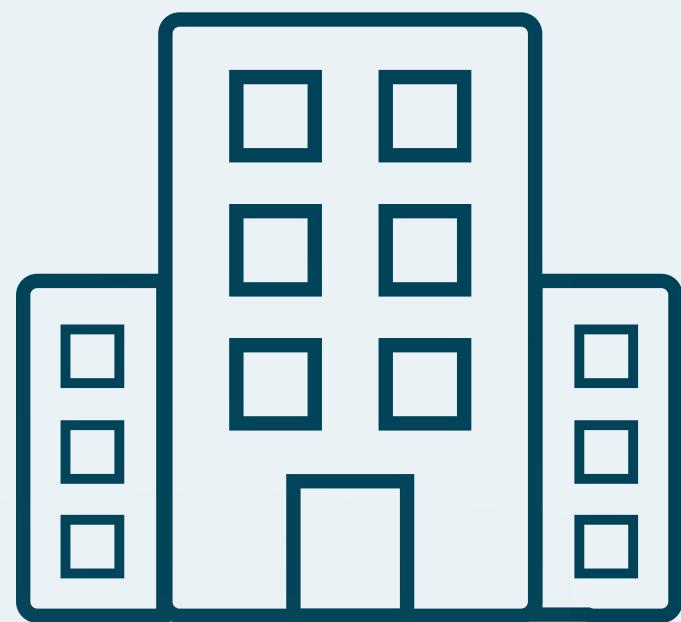
*Patent issued in Europe, Pending in U.S.

First Prototype: “Smart Nutrition Bottle” for collecting automated consumption data



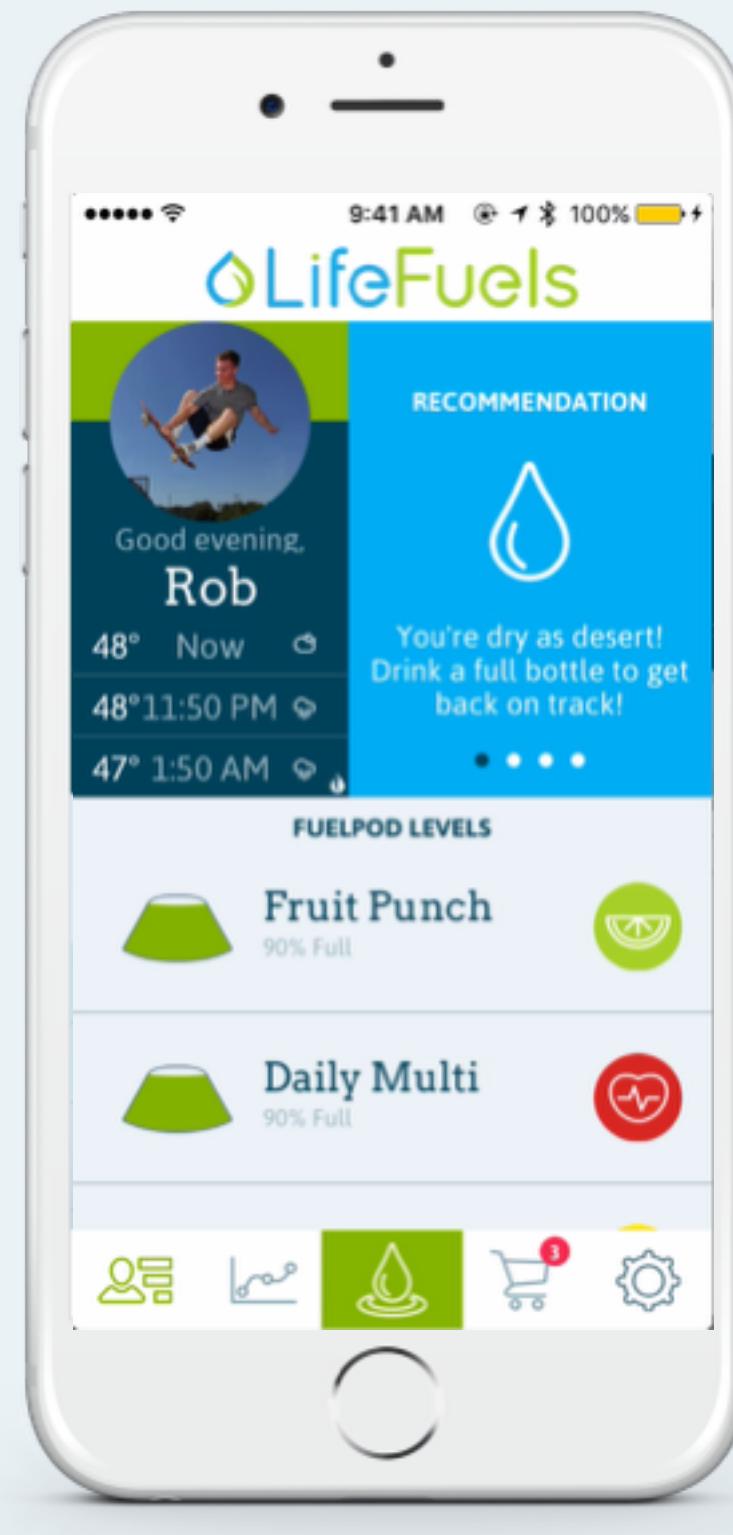


**In-Home
Solutions**

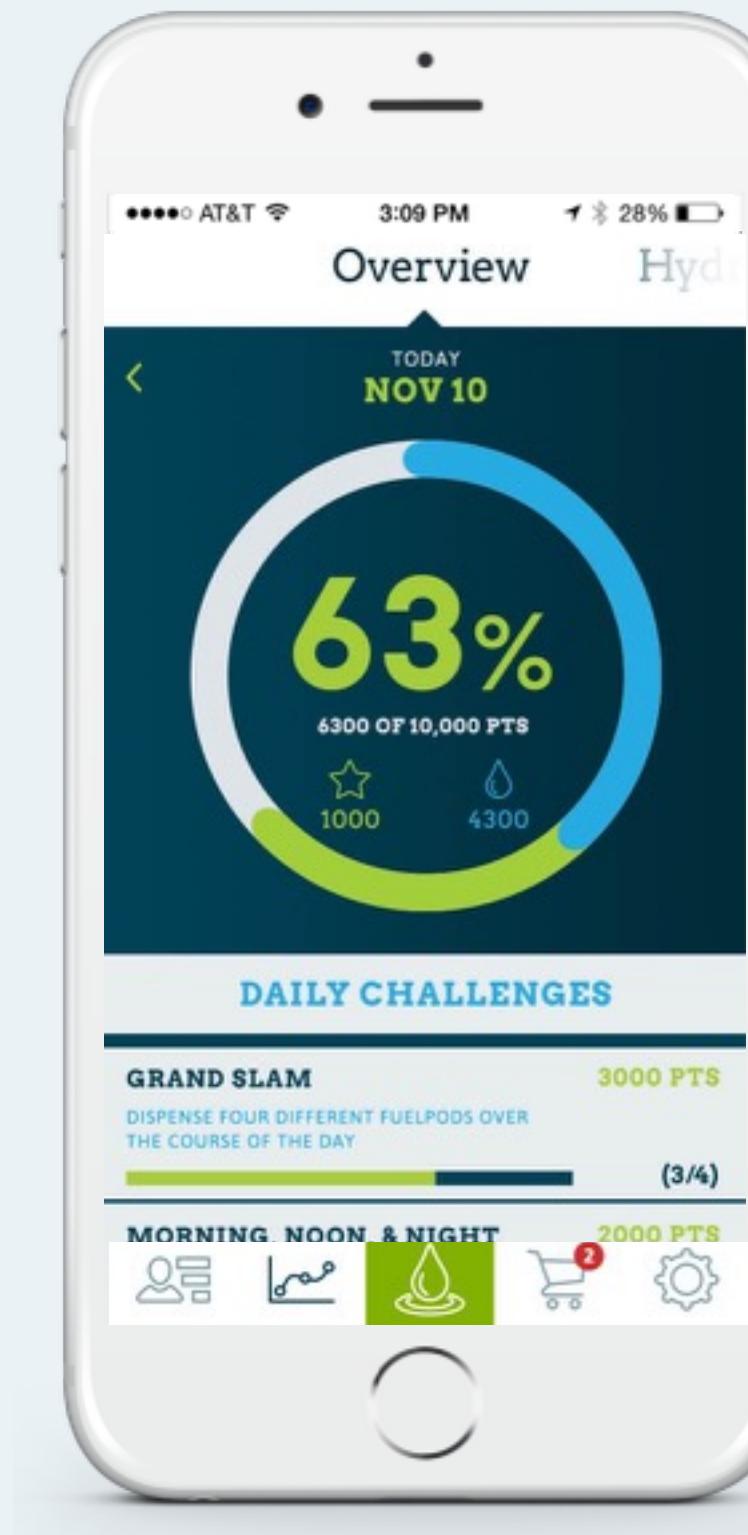


**Office
Solutions**

Personal Health Concierge



Personal
Dashboard

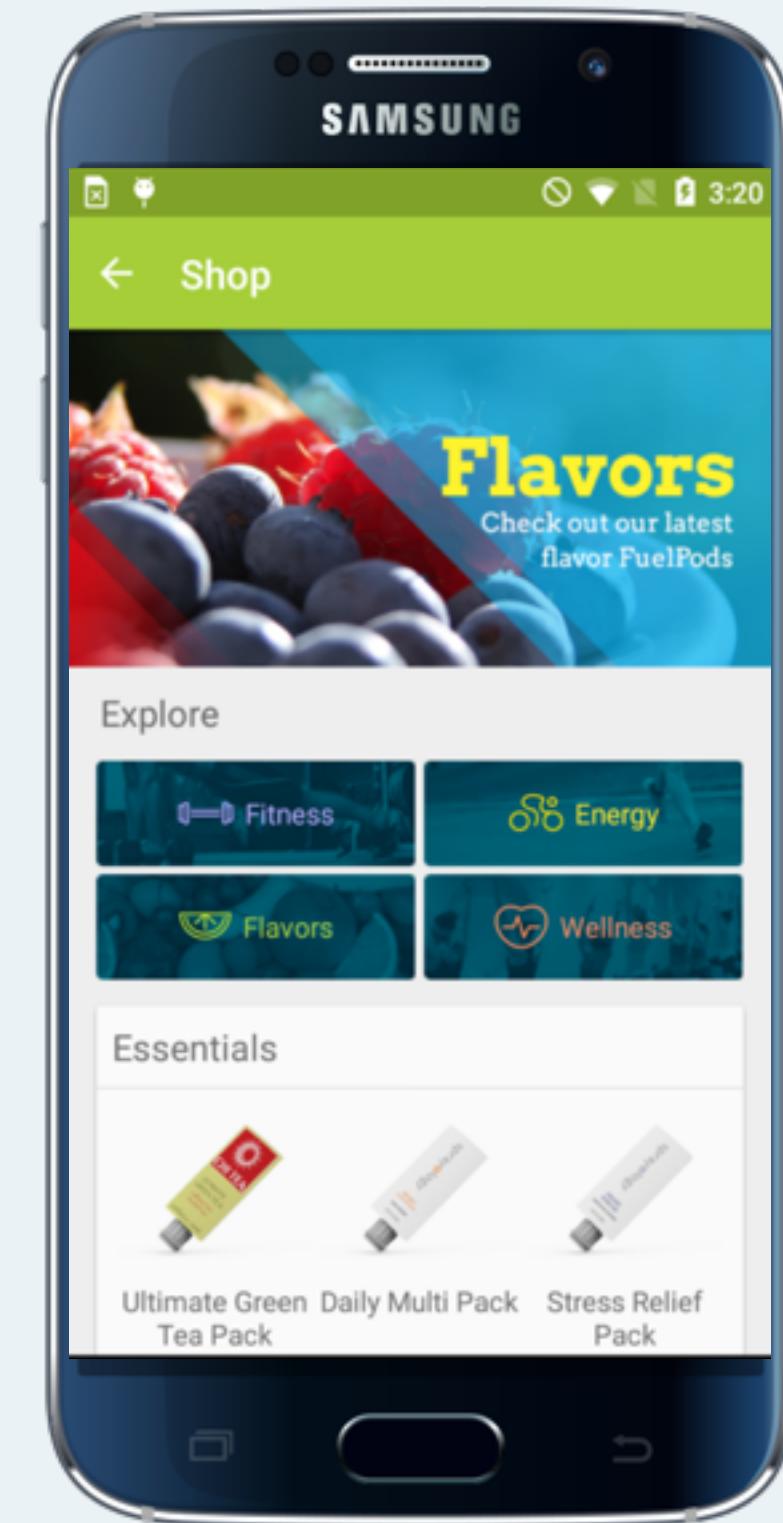


Nutrition & Hydration
Tracking



Dispensing

FuelPod Storefront



FuelPod
Storefront



Product
Information



Checkout

* Available on iOS and Android

Our Users

Habit Builders



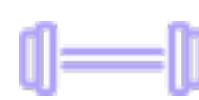
 Staying on track with her **Nutrition**

 Encouraging proper **Hydration**

 Providing healthier **Energy**

Achievers



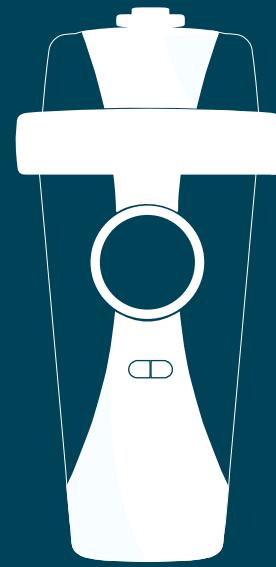
 Connecting **Fitness** and **Nutrition**

 Maintaining a healthy **Diet**

 Providing Actionable **Insights**

Use Case #1

The Everyday Achiever



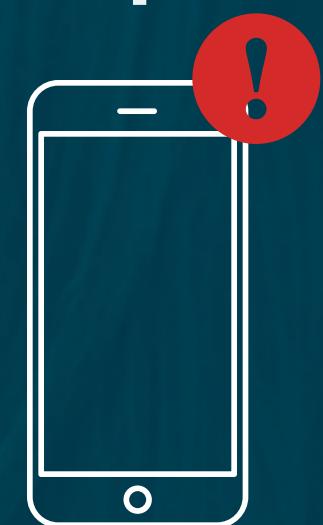
Tuesday Morning: Ryan downloads the LifeFuels app and is prompted to enter his height, weight, gender and age



Tuesday Morning: based on Ryan's demographic profile, and the local weather, the LifeFuels app recommends **92.6oz** of water per day



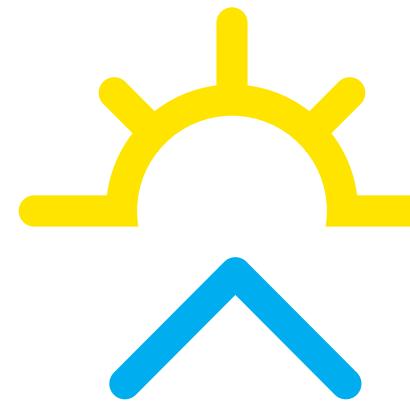
Friday: Ryan logs a 4.2 mile run with his **Activity Tracker**, the LifeFuels app increases his hydration goal by 12oz, and recommends he dispense an **Electrolyte** to aid recovery



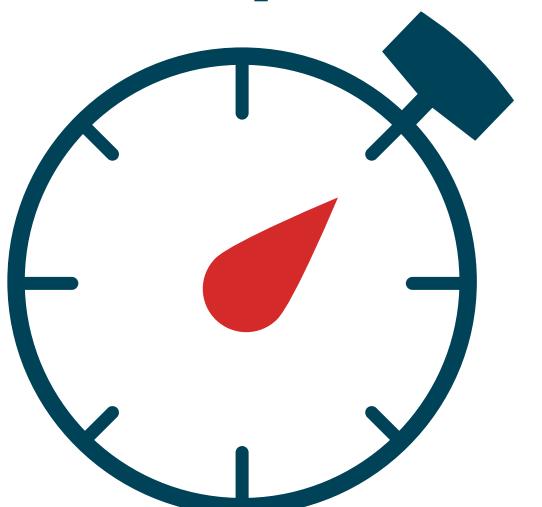
Saturday: Ryan fails to meet his hydration goal for the 3rd day in a row, the LifeFuels app prompts him to dispense **Coconut Water** to motivate him to drink more

Use Case #2

The Habit Builder



Nora wakes up and dispenses her caffeine FuelPod to start the day



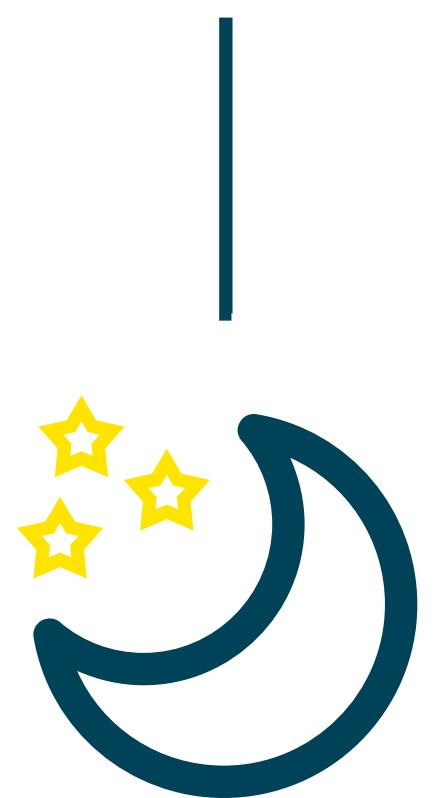
Throughout the day, the bottle dispenses her daily vitamins & prompts her to stay hydrated



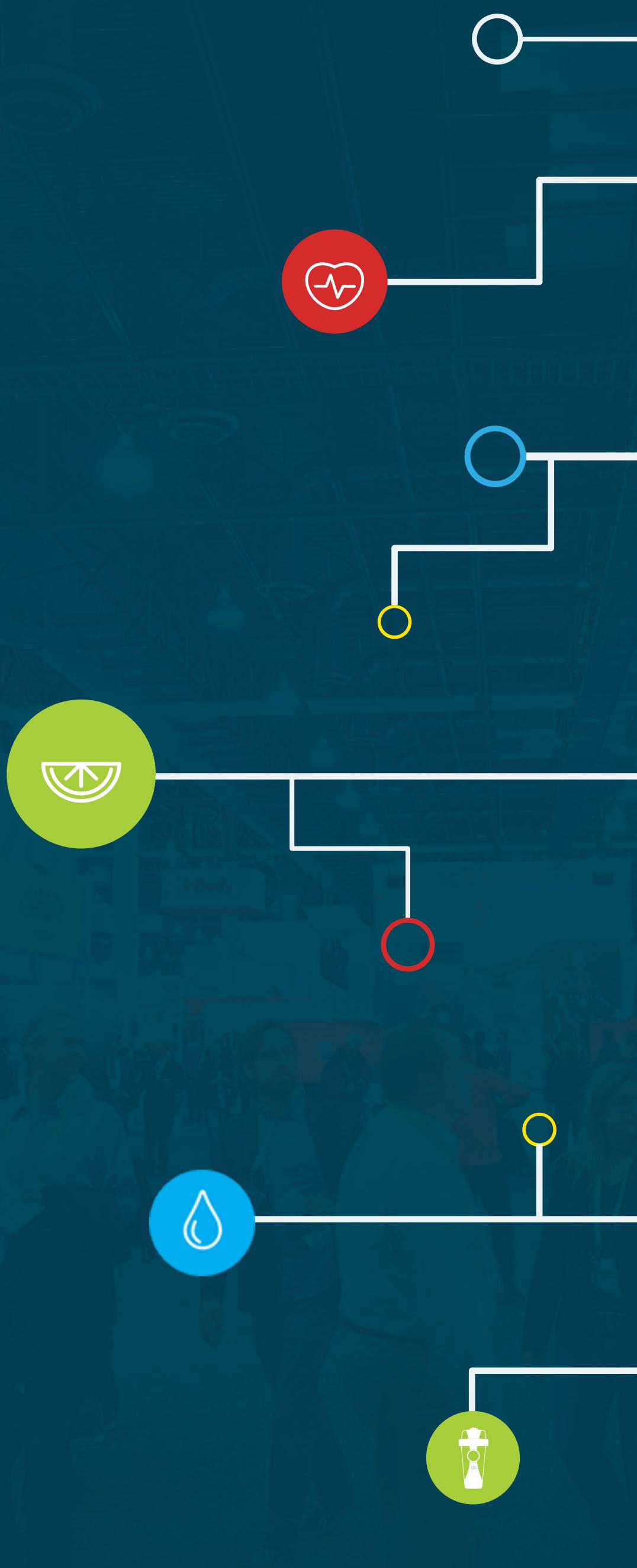
The LifeFuels app notifies her caffeine FuelPod is likely going to run out in three days and she orders more through the app



After Lunch, Nora dispenses a quick post-meal pick me up to keep her energized



As Nora gets ready for bed, she is notified to dispense and drink her FuelPod with magnesium



LifeFuels Opportunity Summary

- **Opportunity:** Data Science-based, personalized nutrition play for consumers & healthcare organizations globally
- **Technology:** Fractional dispensing, automatic consumption tracking, correlations made through machine learning
- **Competitive Advantages:** Novel & proactive IP strategy, Software-based business with devices & innovative packaging that enable simplified data collection & recurring revenue model
- **Risks:** New market approach but primary mitigation strategies have been planned for



#FindYourFuel

