



Linked
nutri®

Thinking nutrition in a simply unique way

Pitch

2018



Our Track Record

Entrepreneurs specialized in μ Fluidics, Health Care and Digital Technologies with **more than 10 innovative start-ups created since 2010**

Our Values

- INNOVATION
- TRANSPARENCY
- EFFICIENCY
- RESPONSIBILITY
- KINDNESS

Our Mission

To design personalized solutions for living better and longer.

Our Goal

To produce 1 billion years of healthy life expectancy before 2050



A leadership team with significant professional achievements

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Adrien Plecis, PhD
CEO & CSO
Operations

- **Entrepreneurship and leadership :** Co-funded > 5 microfluidic technology based company generating > 5M€ Annual TU. Managed & recruited > 60 collaborators.
- **Scientific expertise :** 7 years as CSO, 8 patents generated and over 15 scientific collaborative projects
- **Risk assessment / complex program management** (Biodefense department manager for French Ministry of Defense >2M€ annual investment and > 15M€ of contract supervision)



Christophe Horvath, PhD
CTO
R&D / Production

- **Engineering and production :** Developed and brought to market > 15 technological systems in 6 years as R&D manager.
- **Mass production and “Swiss made” profile :** 3 years in Swiss companies from innovative start-ups to cash payment system optimization.



Ludovic Rondini, PhD, MBA
CMO
Product Manager

- **Brand manager and formulation expert:** >25 years of experience as dietary supplement developer and > 100 product launches in FR and BE.
- **Market introduction and sales management :** CEO and cofounder of a Belgium dietary supplement company and a technical consulting company.



A recruitment strategy based on young talents guided by senior consultants

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Danny Liu, PhD
Nutrition R&D Manager
Scientific Collaborations



Lucas Roche, PhD
Robotics & Electronics
Dispenser Development



Elodi Viellet, Ms
Formulation & Biochemistry
Supplement Development



Paul Fetet, MS
Software & Production
Software Development



Maxime Horvais, PhD
Design and UX
Marketing



Mathieu Velve-Casquillas
ERP & CRM
Consultant



Etienne Castanie
IoT & Industrialisation
Consultant



Jérôme Iglesias
E-health / Digital MKT
Consultant



Tewfik Zementzali
IT & Growth Hacking
Consultant



An experienced and involved scientific and strategic board (France)

5



Régis Martin
Entrepreneurship
Cofounder



Jean Deregnaucourt
Industry & Strategy
Strategic Advisor



Michel Canton
Diagnostic & international
Strategic Advisor



Prof. Lecerf
Nutrition and Medical
Strategic Advisor



Christophe Jurczak
VC, AI & Blockchain
Strategic Advisor



Prof. Moussa
Analytical Chemistry
Scientific Advisor



Catherine Aguilar
Nutritionist / Sports
Scientific Advisor



Dr. Isabelle Meurgey
GP/Anti-Ageing
Scientific Advisor



Isabelle de Vaugelas
Pharmacist /KOL/ Japan
Scientific Advisor



Dr. Alexandra Dalu
GP/ Nutritionist
Scientific Advisor



Thinking nutrition in a simply unique way



A growing consciousness of vitamin deficiencies

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Vitamin consumption
2007 → 2015

FR: 16% → 29%

US: 67 % → 75%

Percentage of the French population with a deficiency in ...

Vitamin D : 84.3 %

Retinol : 63.3%

Magnesium : 60.7%

β-carotene : 56.9%

Vitamin C : 51.1%

Iodine : 48%

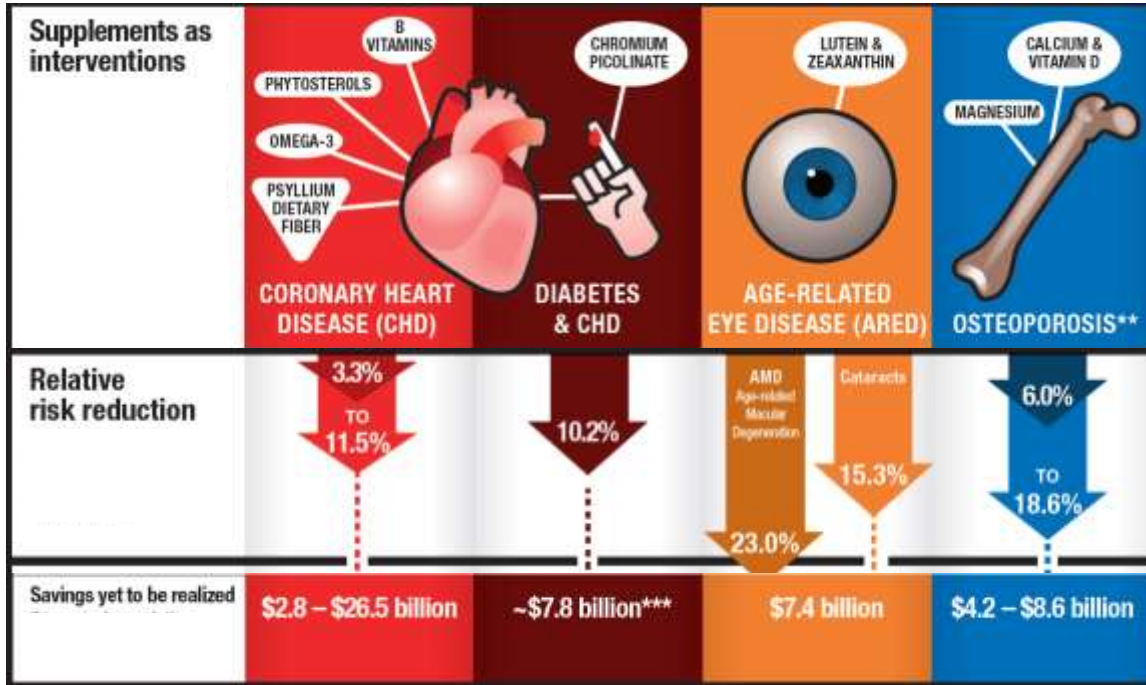
Copper : 46%

Vitamin E, B9, Calcium, Zinc > 30%



A growing interest in dietary supplements for Smart Prevention

8

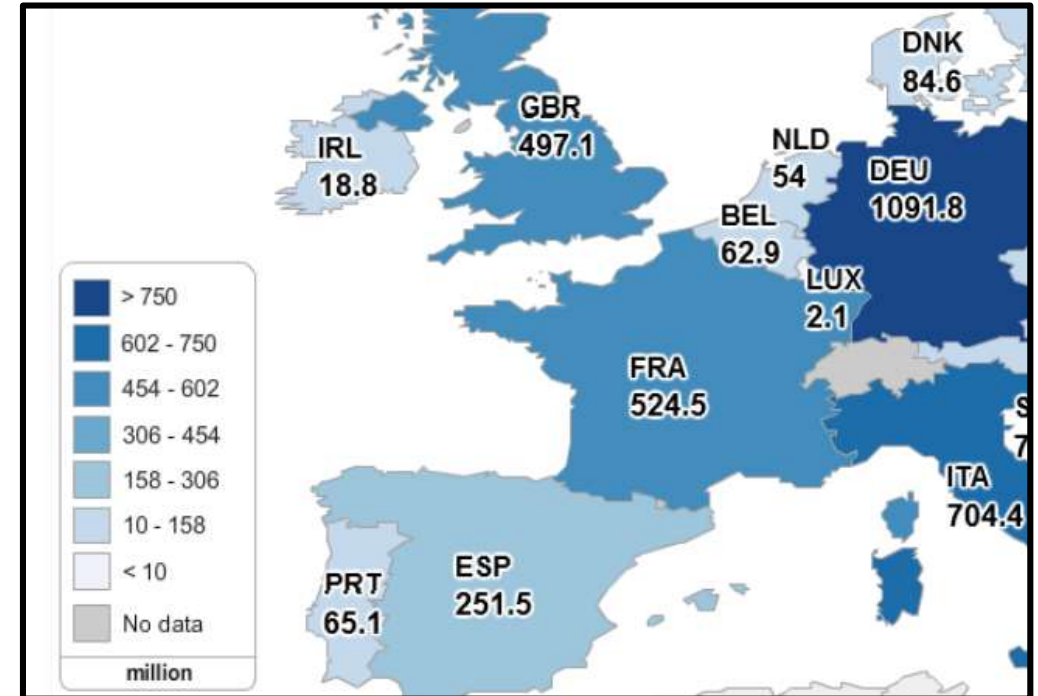


30
clinical
studies

5
clinical
studies

11
clinical
studies

7
clinical
studies

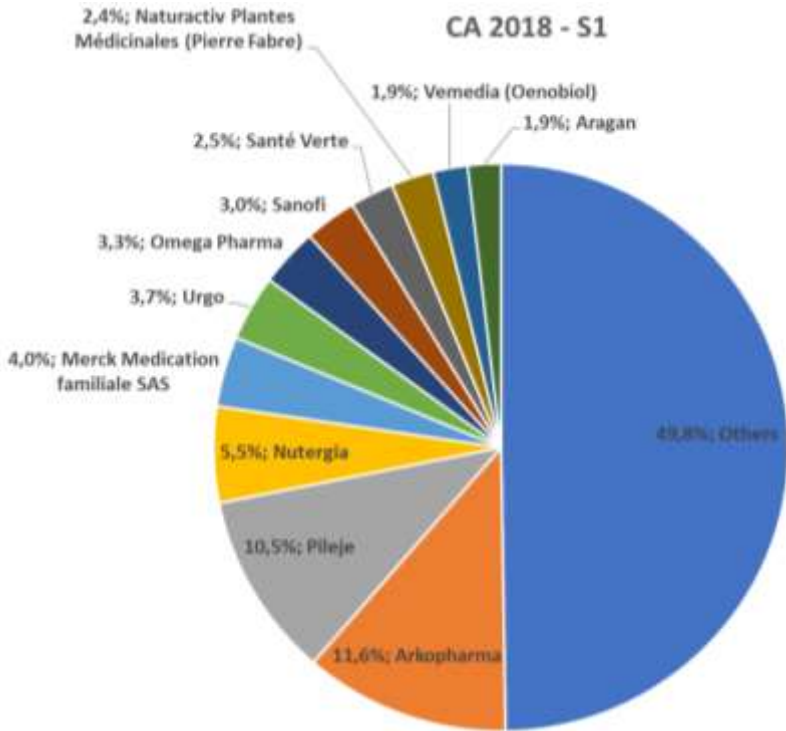


Calcium and Vitamin D Summary,
Potential Health Care Cost Savings (in M€)



A growing market fragmentation to fit personalized needs

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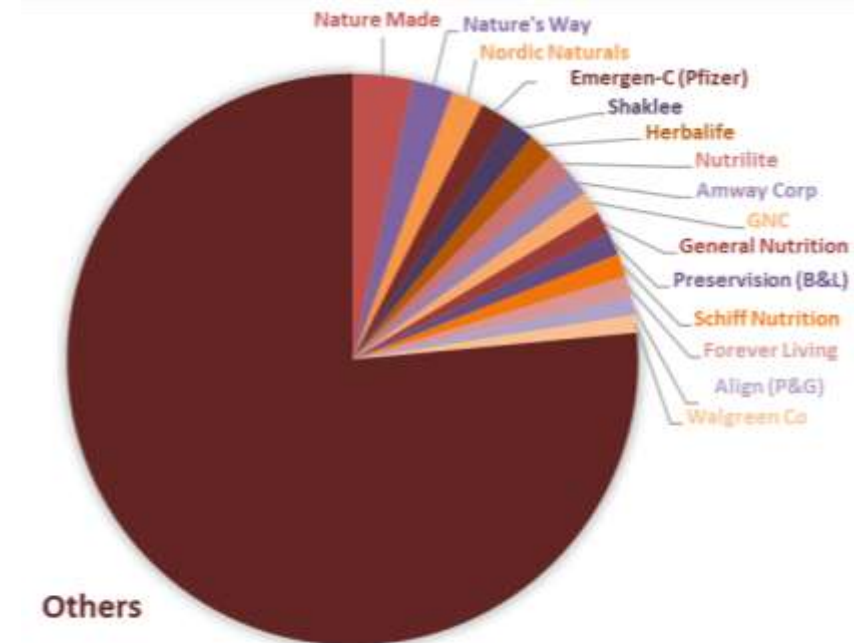
FR Market shares of 11 major dietary supplementation brands
©vitagenic - Données IQVIA 2018

>50 000 products

>100 new products / week

>30% of the French dietary supplement market share is based on products launched in the last 3 years

An innovation driven market

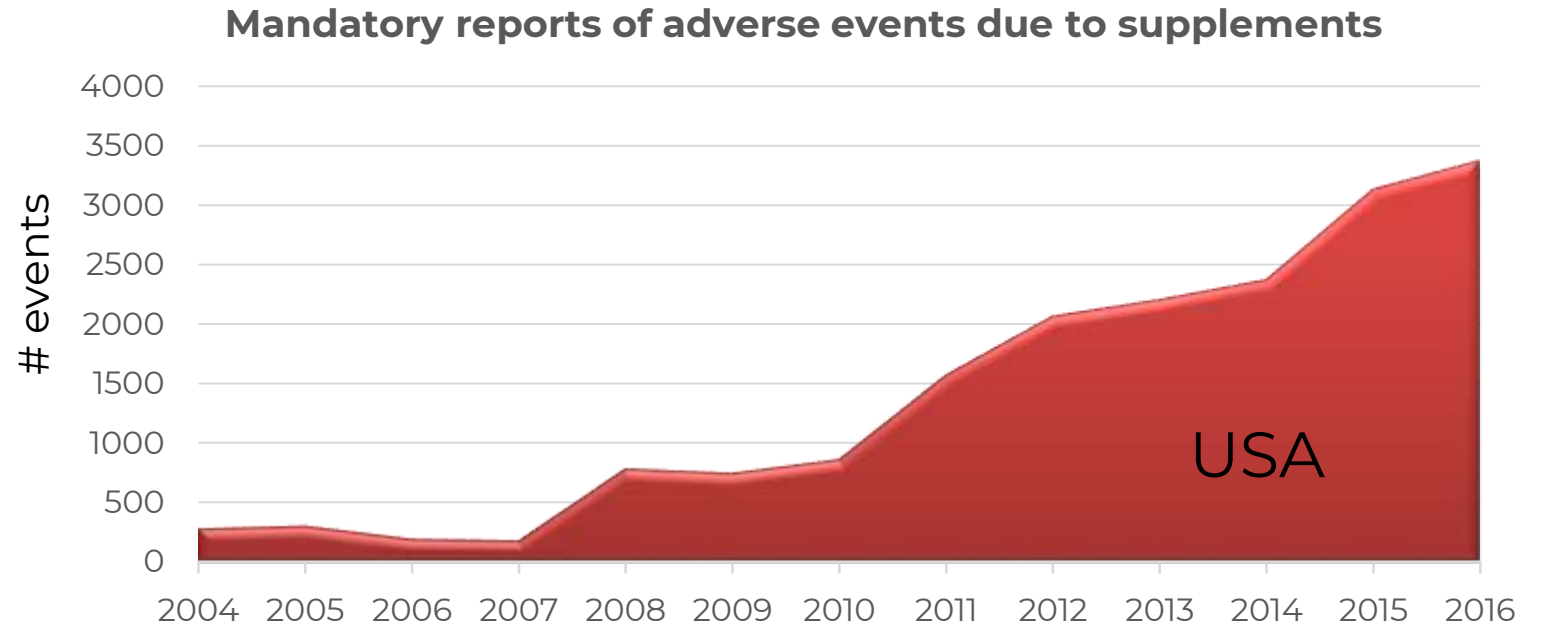


US Market shares of 15 major dietary supplementation brands
Euromonitor International 2017



A growing concern over dietary supplement quality and abuse

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A 2015 investigation of 4 major US retailers (390 tests involving 78 samples were performed) showed that just 21% of the test results verified DNA from the plants listed on the labels. Only 4% of the Walmart products tested showed DNA from the plants listed on the labels.



A growing expectation toward a simpler experience to enhance overall compliance

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Typical personalized supplementation program

5 to 12 pills /day

(with 3 to 6 different micro-nutrients)

37.4 % of people have difficulties in swallowing tablets and capsules*

58.8 % of them have already modified their drugs in a way that may alter safety and efficacy*

75 % of US adults are nonadherent in one or more ways**

**Difficulties swallowing solid oral dosage forms in a general practice population: Prevalence, causes, and relationship to dosage forms, European Journal of Clinical Pharmacology, April 2013, Volume 69, Issue 4, pp 937–948*

*** Take as Directed: A Prescription Not Followed,” Research conducted by The Polling Company. National Community Pharmacists Association December 16, 2006*



A growing need for smarter and safer vitamins

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- 01** Stronger expertise
- 02** Increased personalization
- 03** Higher quality supplements
- 04** Improved compliance



A nutritional all inclusive program starting at 79€/month

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1. Stronger expertise



Quarterly review with a nutrition expert

HCP validated by Linkednutri for their micro-nutrition expertise.

Biological tests negotiated with state of the art labs.

Supplement program definition & general coaching (nutrition, sports, others...)

2. Personalization



A personal dietary supplement dispenser

Microfluidic technology able to generate instant personalized formulas from 6 separate liquid cartridges.

Up to 27 billion different formulas available at home as a 5ml shot in the food or drink of your choice. No more pills !

3. Higher quality



Liquid top quality supplements

No more pills, no fillers, or artificial flavors, fewer preservatives

The purest and best absorbed form of micro-nutrients

Automatic renewal of cartridges: you get only what you need

4. Compliance



A digital experience to boost your program

Online appointments with your HCP

Dashboards with your supplement intakes and all your health parameters

Additional coaching modules on the mobile App



A versatile printing technology that adapts your dose depending on your needs

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- **Up to 5 predefined, directly accessible supplementation modes** adapted to the user's specific lifestyle & needs :
 - **Athletes** : before, during and after competitions
 - **Women** : menstrual cycles, hormone imbalance...
 - **Professionals / student** : stress, exams, partying...
 - **Senior** : pain, chronic disease, ...
- **The dispenser's tactile screen** allows you to easily select your daily supplement regiment from predefined modes.
- **Instantaneous dispensing of your personalized supplement shot in the drink / food of your choice and automatic recording of your vitamin intakes.**



3 programs to progressively fit your needs

15

	Standard	Advanced	Premium
Online appointments & dashboards	✓	✓	✓
AI based nutritional profiling	✓	✓	✓
Supplement individual modes	1	3	5
Personal home dispenser	—	✓	✓
Unlimited micronutrients	—	✓	✓
Annual HCP sessions included**	—	—	4 to 8
Biological tests discount	5%	10%	20%
Additional connected device***	—	—	✓
Price (€/month)	FREE	79€ TTC/month*	149€ TTC/month*

* Monthly subscription does not include an additional, one time fee of 50€ for the first month

** The number of annual sessions depends on the HCP

*** Choose up to 2 connected devices from a list of self-care device partners: withings, FitBIT, ...(Premium offer to be launched in 2022)

A photograph of a female doctor with blonde hair, wearing a white lab coat over a light green shirt, with a stethoscope around her neck. She is smiling and looking towards the camera. In the foreground, an older bald man with a light blue shirt is giving a thumbs up and smiling. The background is a blurred clinical setting with a water cooler and some papers on a wall.

Nutritional expertise excellence



Micro nutritionists : an expertise still rare and difficult to find



HCP with a specific specialization in micro-nutritional expertise

~2000

<1% of all HCP in France

Specialization impossible to advertise



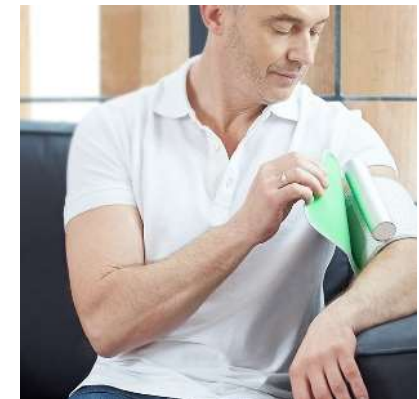
Nutritionists



Sport MD



Anti-Ageing MD



Speciality MD*

* Includes osteopaths, diabetologists, cardiologists, midwives



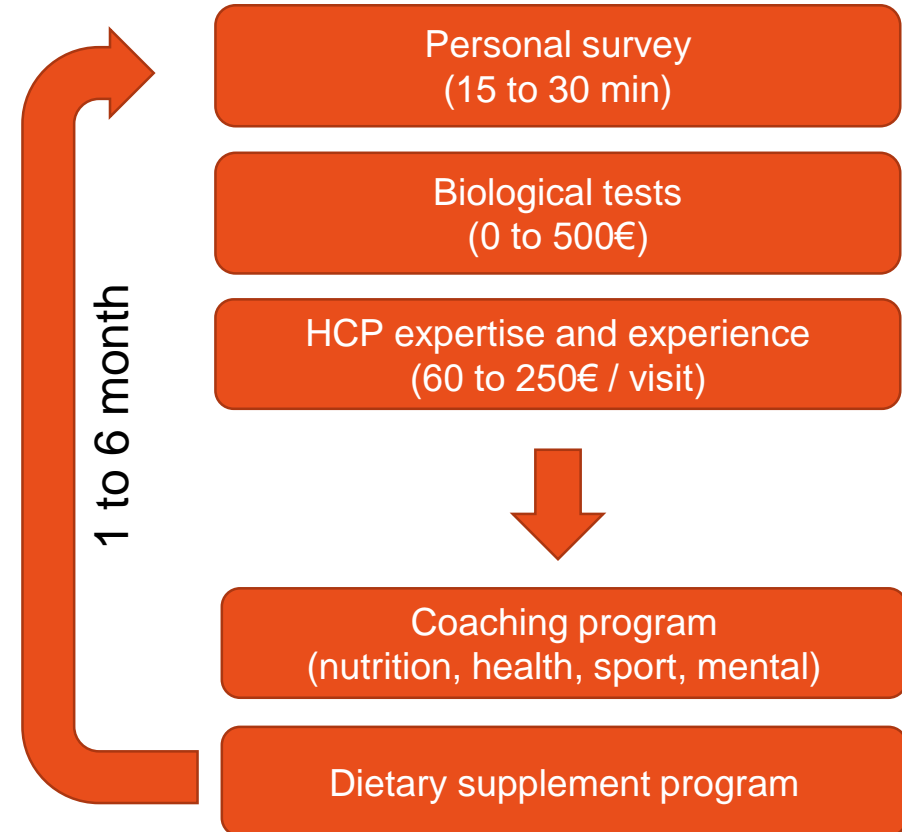
A holistic practice requiring constant adaptation and monitoring

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over 250 input parameters



A dynamic process



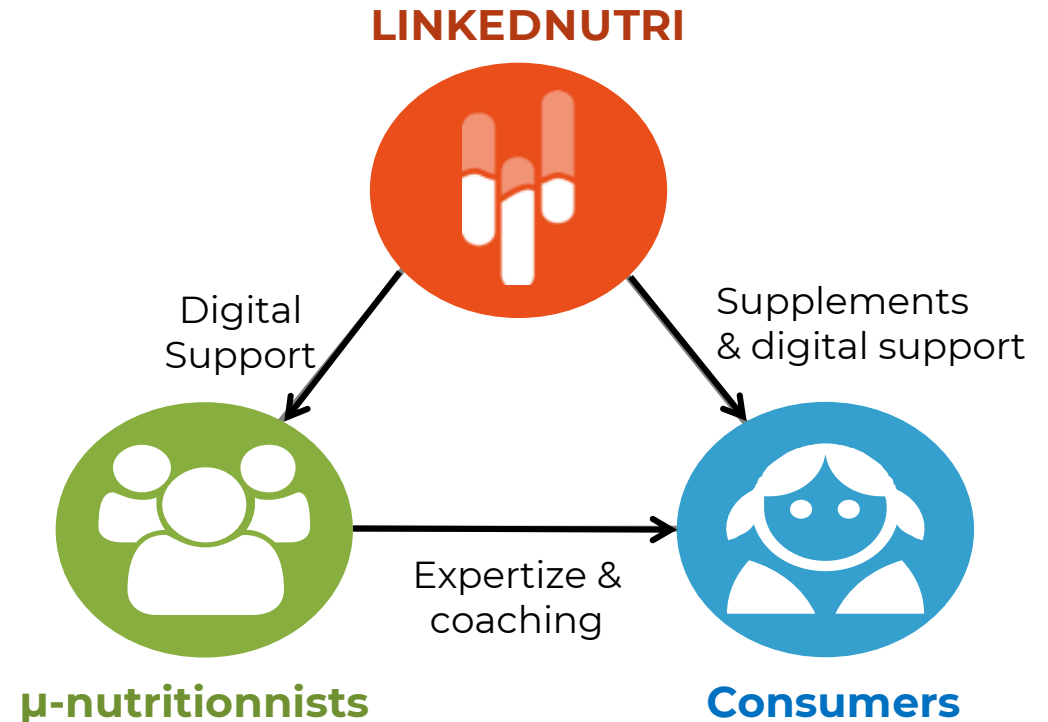


Personalized coaching for every profile during any period of life

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Reasons to choose a specific coach

- Weight management
- Addiction (stop smoking / drinking)
- Pregnancy and Fertility
- Change in nutrition patterns (going vegan)
- Prepare for a competition
- Reduce daily pain
- Protect health capital
- Sleep better
- Reduce stress
- Increase energy level
- Improve performances
- ...





A new way to connect patients and HCPs



The easiest way to find micro-nutritionists

Explore a directory of specialized micro-nutritionists with different coaching methods and philosophies, sort using price, location, and tele-consultation capabilities.



The first directory based on premium HCPs with certified skills

Linkednutri selects only HCPs with the required credentials and ensures continued monitoring of HCP skills. Users can also consult other users' comments.



The most versatile and adaptable coaching experience

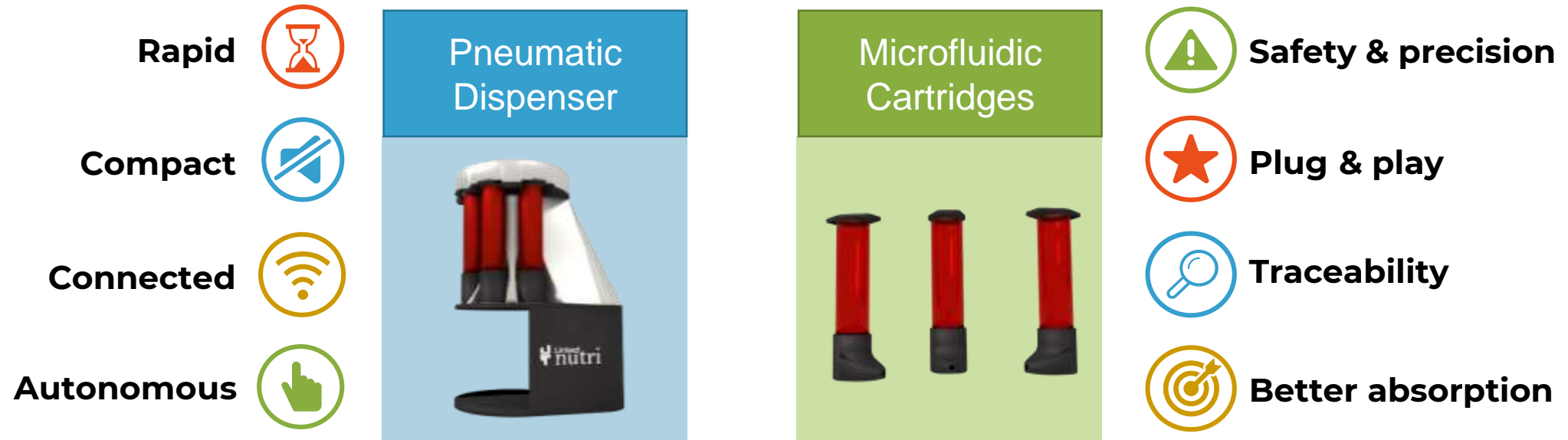
Change your HCP whenever you need to improve a specific aspect of your health, or keep a regular pool of HCPs with combined nutritional and health expertise for a customized coaching experience.



The first home dispenser designed for a personalized supplementation program



A dispenser with medical precision based on a patented & connected technology



Replaces 6 type of pills (up to 18 pills) with 1 shot of ~ 5mL

Catalog of 20 cartridges and 10 dose levels => 27 billion home-based programs

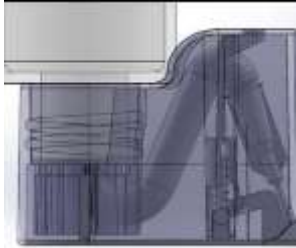


A patented technology with a worldwide exclusivity

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FRENCH PATENT FR1656381 (July 2016)

WW extension (January 2019) : US, CN, JP, EU (85% TAM)



Microfluidic cartridge head
⇒ **5 μ L resolution / 2% precision**



Pressure control algorithm
⇒ **Cartridge level control down to 100 μ L**



Ultra miniaturized manifold
⇒ **Low cost & large scale production**



The safest technology for supplementation

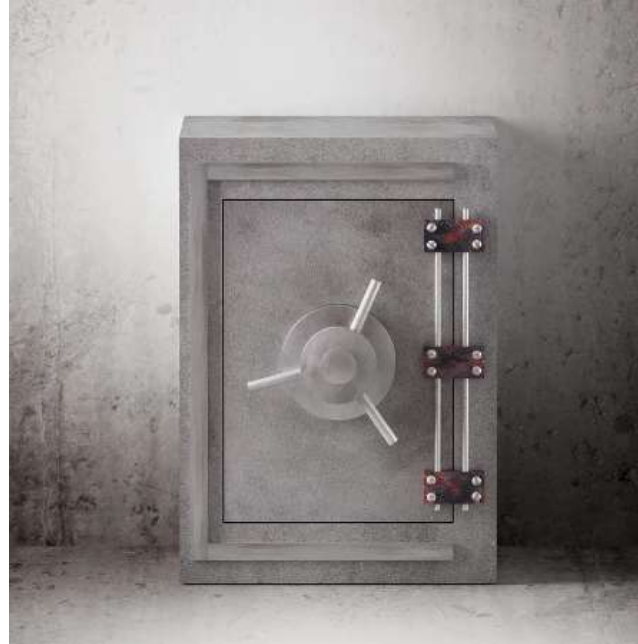
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Medical grade technology

Double control of dose dispensing + automatic recording of supplement dose intake

Security procedure in case of multiple intake attempts – automatic reminder in case of no intake



Contamination-proof

Hermetically sealed liquid cartridges with no possible contamination due to usage / handling

HEPA filter for clean pressurized air, bacteria free



Advanced stability

Medical grade plastic with no chemical leaching

Lower UV and oxygen exposure

Automatic lock on expired cartridges



**Premium supplement liquids for better
assimilation with fewer preservatives**



High assimilation supplement cartridges with low a preservative content

26

80% of HCP recommendations are based on 20
micro-nutrients or micro-nutrient mixes



Essentials

Cartridges with pure
micro-nutrients
(vitamin A, C, D,
magnesium, selenium,
zinc, iron, etc.)



Health & Beauty

Cartridges with a
preselected nutrient
mix dedicated to health
and beauty (arthrosis,
vision, skin and hair,
heart, etc.)



Well-being

Cartridges with a
preselected nutrient
mix dedicated to life
style needs (stress,
detox, sleep,
concentration, etc.)

Our partners for formulation,
cartridge shaping /
packaging and organic plant
sourcing





From on-the-shelf solutions to a progressive internalization of R&D and production

27

On-the-shelf premium ingredients / formulas
Formulation adaptation
External stability check
Plant-based solution
~30% of catalog

20 cartridges

2018-2019

90k€ investment R&D and subcontracting for formulation, stability tests & registration

Production & shaping cost 80k€
(50 k cartridges)

Total 170k€



Sourcing of premium, organic & ethical ingredients
Proprietary Formulation
Internal stability check
Plant-based solution
~50% of catalog

40 cartridges

2021-2022

200k€ investment R&D and subcontracting for formulation, stability tests & registration

Sourcing & shaping cost 600k€
(800 k cartridges)

Total 1M€

Strengths and Opportunities

Lean production scheme

Liquid and semi-liquid formats

Hermetically sealed cartridges

No risk of counterfeit products

⇒ Innovative formulation with fewer or no conservatives

⇒ Licensing of premium dietary supplement brands

⇒ Customized cartridges for large B2B costumers
(Therapy centers)



Linkednutri liquid supplement highlights



The most secure solution on the market

Advanced monitoring of supplement batch quality by external analysis, < 6 month between production and consumption, automatic renewal of cartridges before micro-nutrient deterioration with no risk of counterfeiting / bad storage.



The best absorbed form of micro-nutrient

Liquid supplements are absorbed up to 50 times more than pill-based equivalents, premium formulation including either plant-based matrices or state of the art formulas (liposomal, chelated,...), no additives or artificial sweeteners, just pure micro-nutrients with no intermediate treatment or unnecessary processing



Respecting the body and the planet

No animal products, redundant catalog enables users to choose between advanced technical solutions (chemical-based) and 100% natural programs, plant-derived from organic and ethical agriculture.

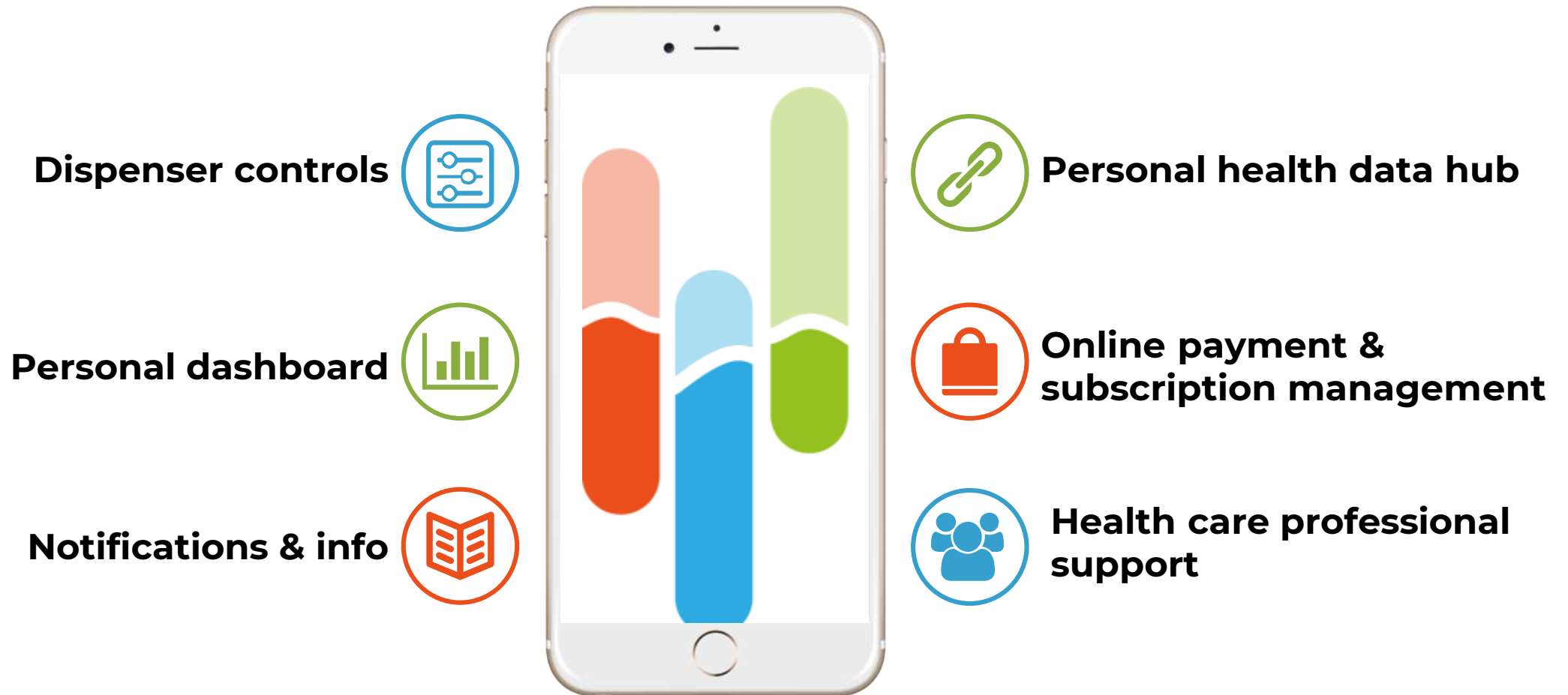


A complete digital suite to enhance your
nutritional coaching experience



A single digital interface for managing your personalized health program

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300k€ initial investment for on-line software launch
Standard interface Q3 2019 – Advanced interface Q1 2020



A free and efficient digital portal for HCPs to simply manage their patients' health

Save Time



Preliminary and follow-up questionnaires on line prior to consultation : start your consultation with a comprehensive summary of your patient health highlights.

Keep track



Keep all your patient data, prescriptions, biological tests and recommendation history in a single on-line file and share the same data with your patients. Follow their health status / connected device.

Go deeper



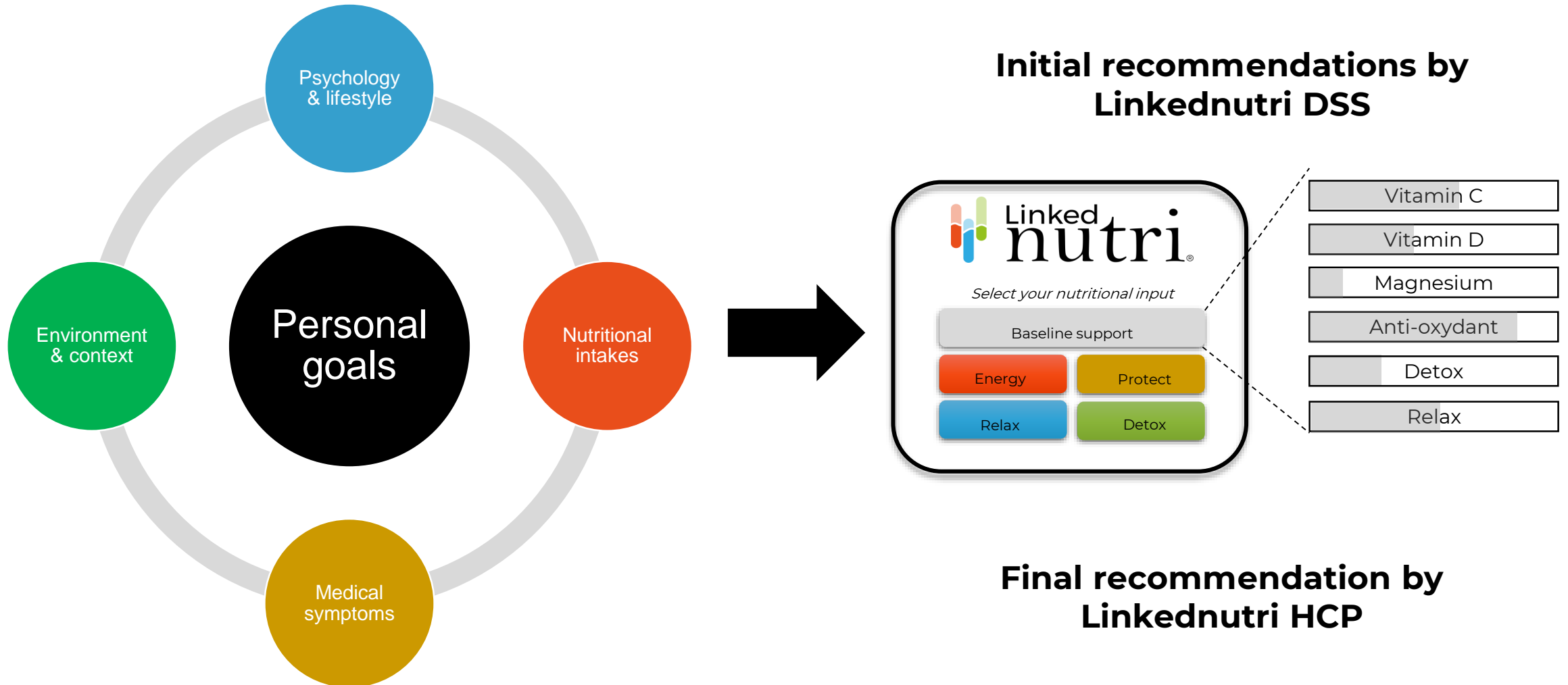
Get access to preformatted graphics, instant and cumulated supplement usage, an integrated Decision Support System (DSS) and receive alerts on persisting symptoms requiring intervention.

+ permanent access to a database of MOOCs and a quarterly scientific newsletters



The first Decision Support System (DSS) for dietary supplementation recommendations

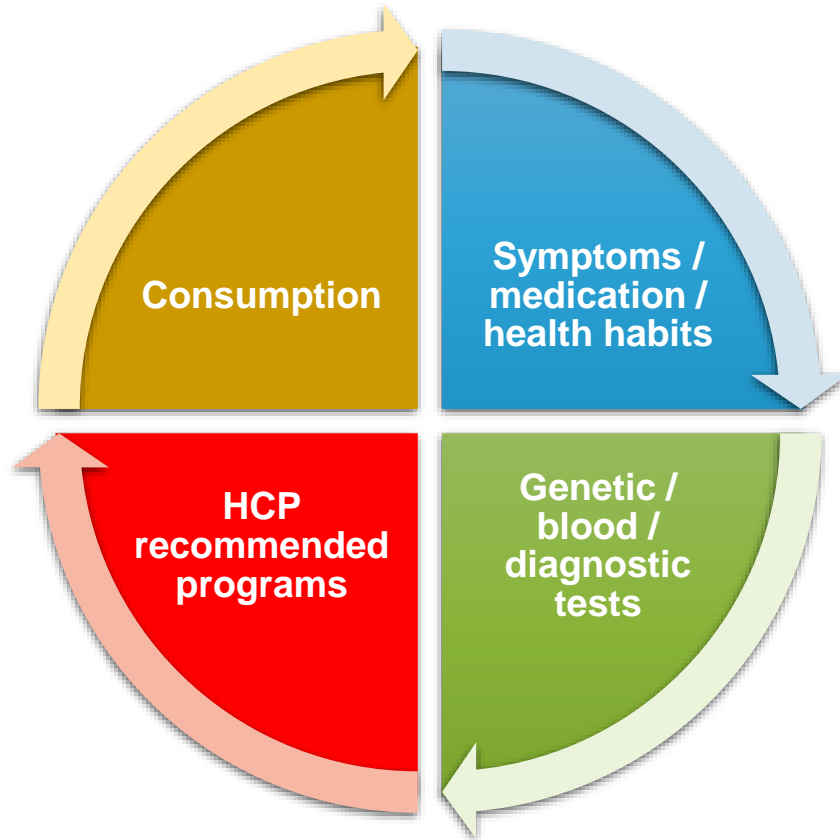
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Digitalized nutrition with a complete feedback loop fitted for machine learning

33



Linked
nutri®



AI-based
prediction
algorithm



Inria
inventeurs du monde numérique

kovers
Mutuelle santé

Research consortium under construction for the clinical evaluation of an AI-based prediction algorithm and the development of an e-health blockchain technology



5000

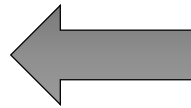
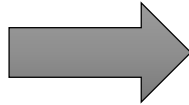
**Premium market introduction via HCP
recommendation, a B2B4C approach**



5 steps to entering the most advanced supplementation coaching program

35

Automatic update of dispenser programs via a Wi-Fi connection



Automatic record of supplement intake by the patient

- 1 Invitation from your HCP to create a free account and use the digital interface**
- 2 Switch from your pill-based program to the Linkednutri Advanced offer**
- 3 Program your personal dispenser with your referring HCP**
- 4 Receive your dispenser and cartridges to start your program**
- 5 Optimize your program regularly with any Linkednutri HCP**



Our Service Available Market (SAM) : a niche market of premium users of dietary supplements

36



>30 year-old
Selfcare adept
Educated
Higher occupations
> Women
> Sport / fitness

Acceptable
monthly budget for
supplements =
100€
(>4 suppl /day)

240 000 premium users visiting
specialized HCPs in France

~20% of micro-nutritionist patients (120 of 600 patients)

2000 Micro-nutritionists in France with 10% annual GR

SAM = 300M€ with 10% annual GR
(~15% of dietary supplement TAM)



A unique offer combining the strengths of digital monitoring and face-to-face consultations

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Assisted self-medication

Linked
nutri.



HCP visit +
Pharma lab

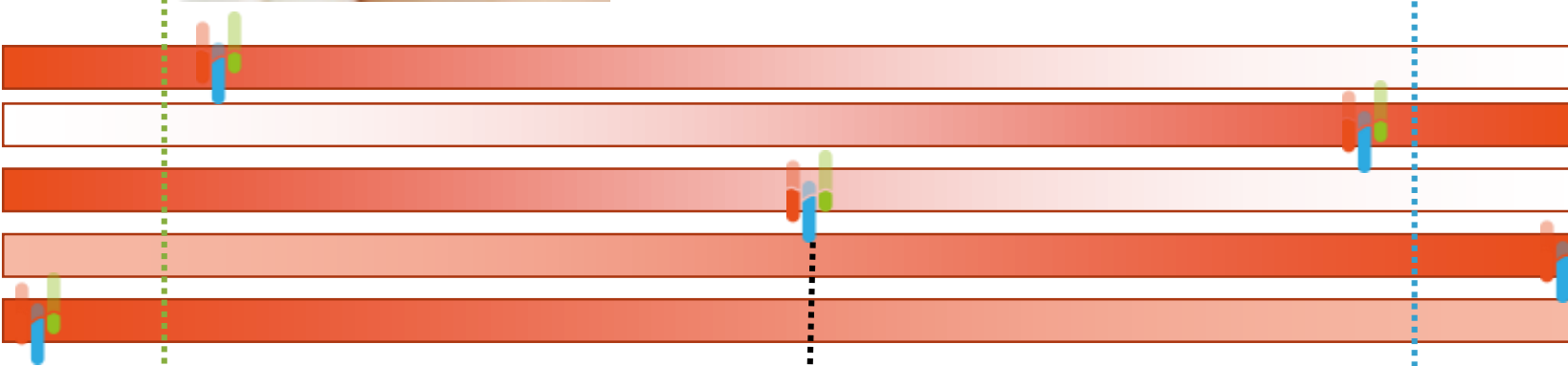
Facility / Rapidity

Expertise

Price

Monitoring

Personalization



~50€ / month

79€ / month

~120€ / month

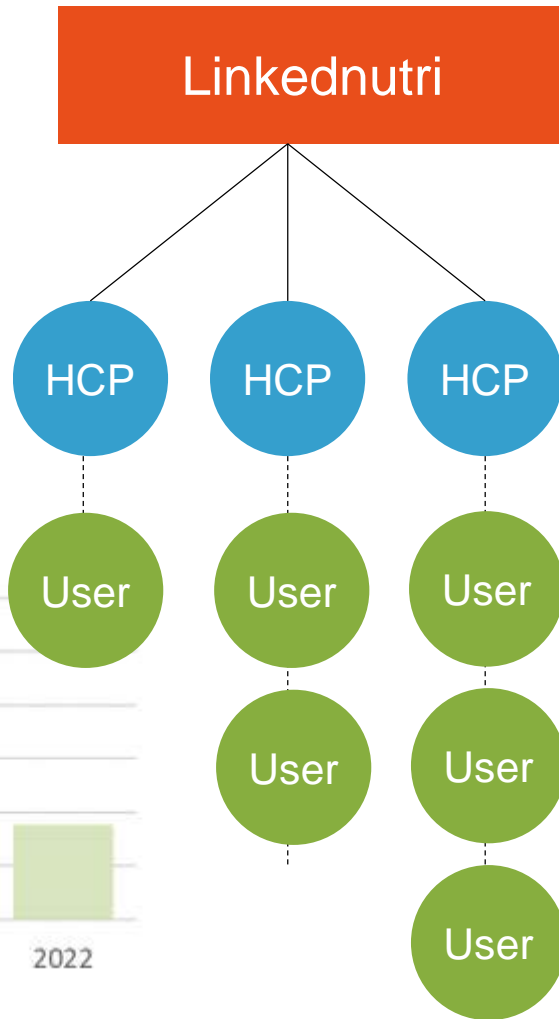
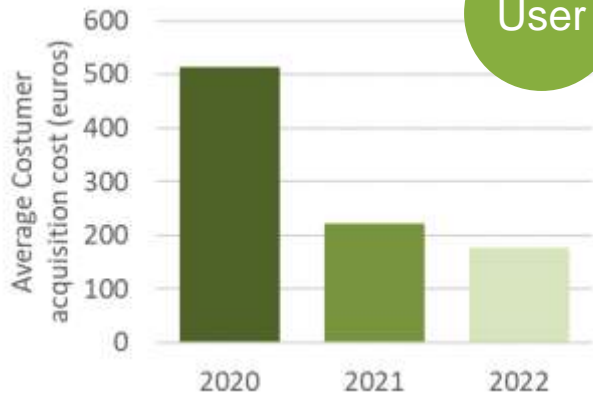


A B2B4C approach with exponential decrease of user acquisition costs

38

**Total MKT / sales
budget =>2022
3M€**

**HCP Acquisition
cost ~8,5k€ + 2.5k€
annually**



Main hypothesis

2 new HCPs / sales reps/ week
6 new users/HCPs/month
User/HCP churn rate ~46%/
year

1HCP = up to 100 k€ TU/year 1 Sales rep~120 HCP





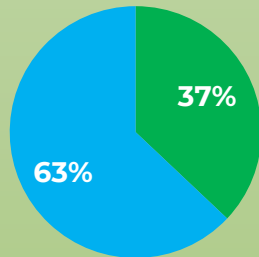
>70% of HCPs specialized in micro-nutrition and surveyed users want a beta test

39

Micro-nutritionists

Response rate

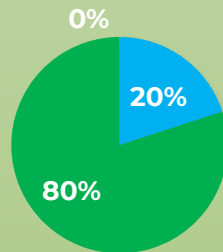
■ Response ■ No response



Of 27 sent emails

Expressed interest

■ no interest ■ interest
■ beta tester

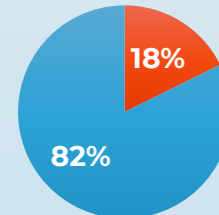


Of 10 interviewed HCPs

Potential end-users

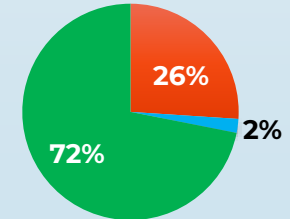
Supplement use

■ regularly or often
■ never or rarely



Expressed interest

■ No interest ■ Interest
■ beta tester



Based on 96 surveys (156 sent emails)

Initial surveys based exclusively on a French panel

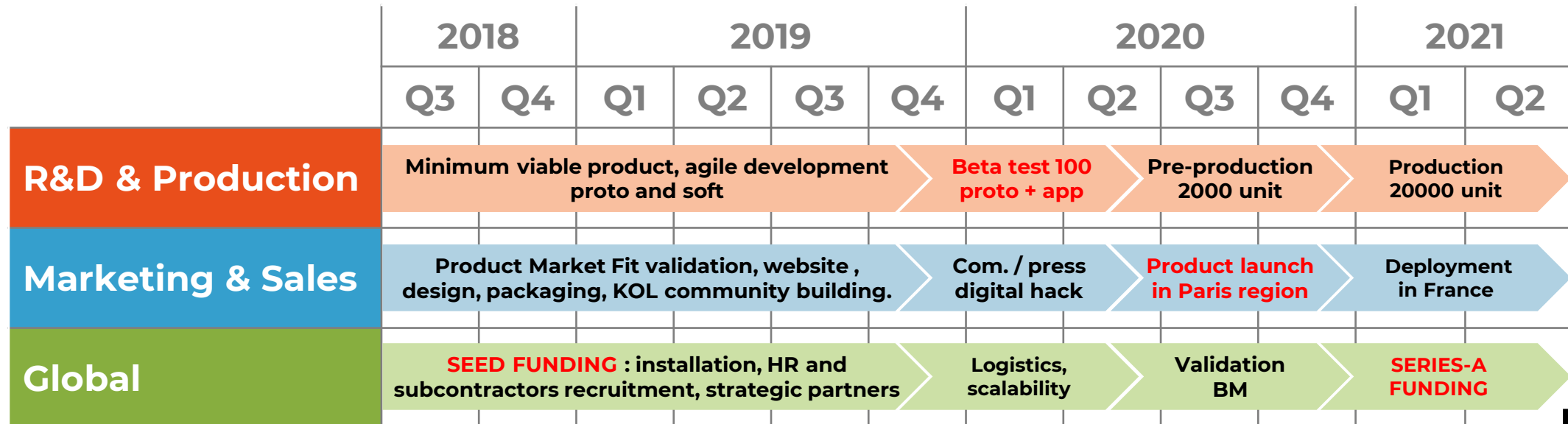


Entering a 30 G€/year SAM in 5 years



Fast track to the market with product introduction in 2020

41



Break even Q2 2021

100 HCP, 4000 users ~1% of premium market

Series-A funding for US/ Asia deployment

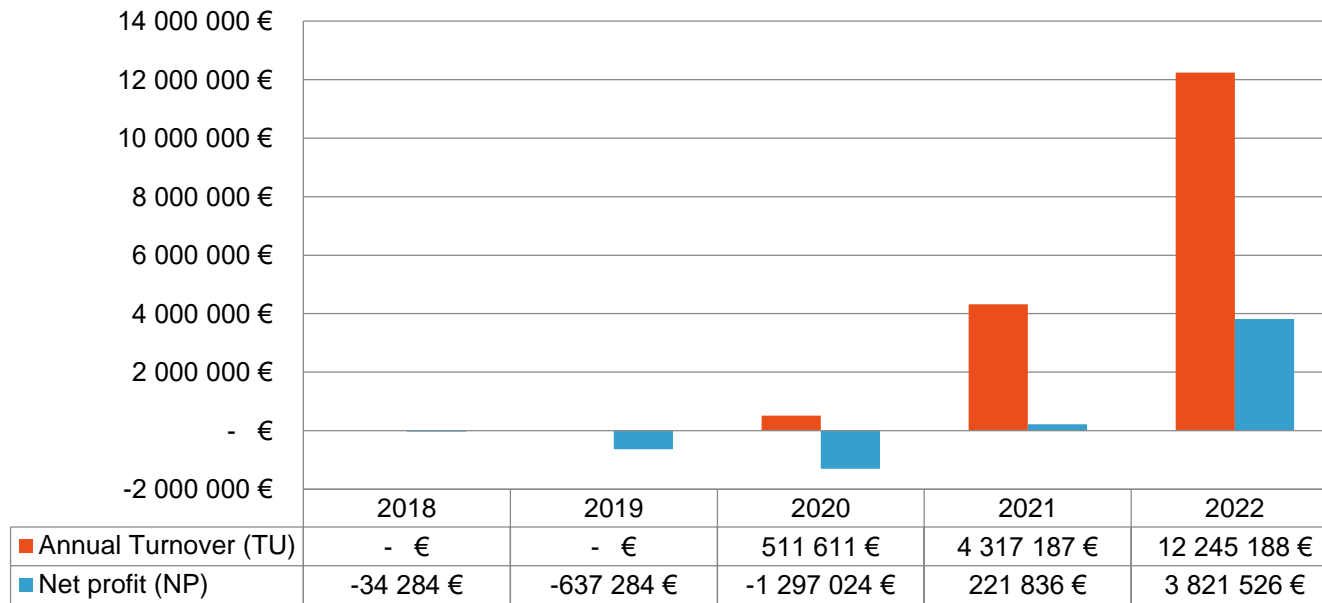




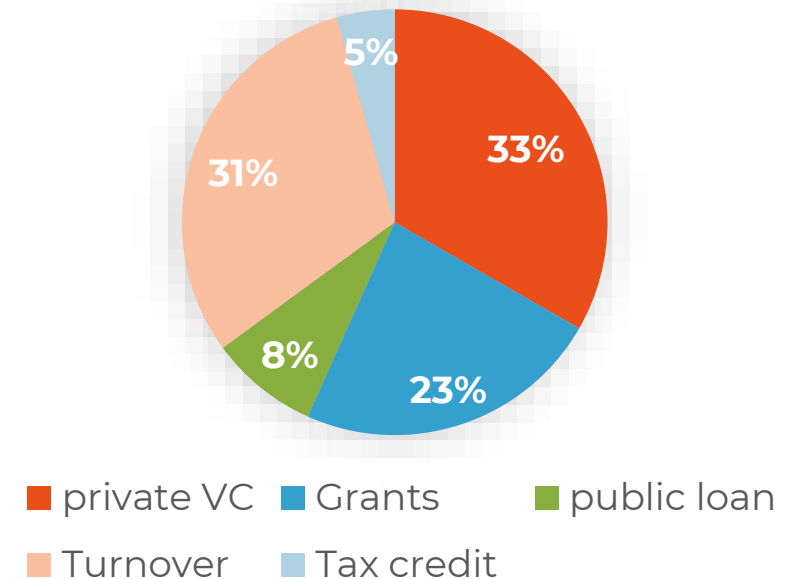
A 6.25M€ launch phase for the validation of the Business Model in France

42

Annual Turnover & Net Profit



Launch phase funding (2018-2021)

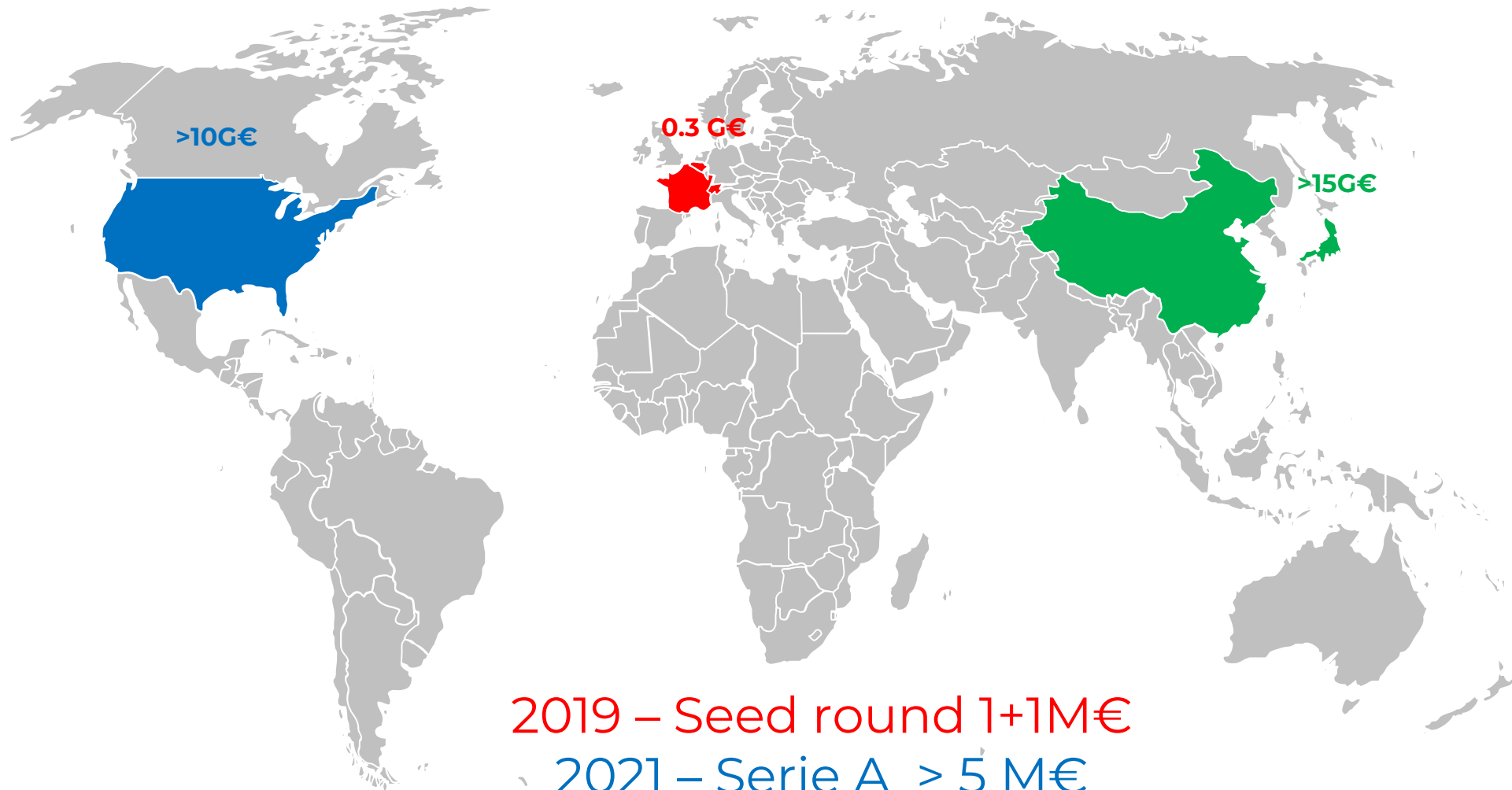


Gross Margin from 45% to 80% (2020 to 2022)
Break even Q3 2021 : 100 HCP & 4000 users
Total budget until break even: 6.25M€

Board investment Q4 2018 : 100 k€
VC Q2 2019 + Q2 2020: 1+1 M€ min
Total Public Grants = 1.5M€



From a 300M€ to a \$30 billion SAM in 5 years



2019 – Seed round 1+1M€

2021 – Serie A > 5 M€

>2023 – IPO / M&A



ANNEXES

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www.linkednutri.com

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