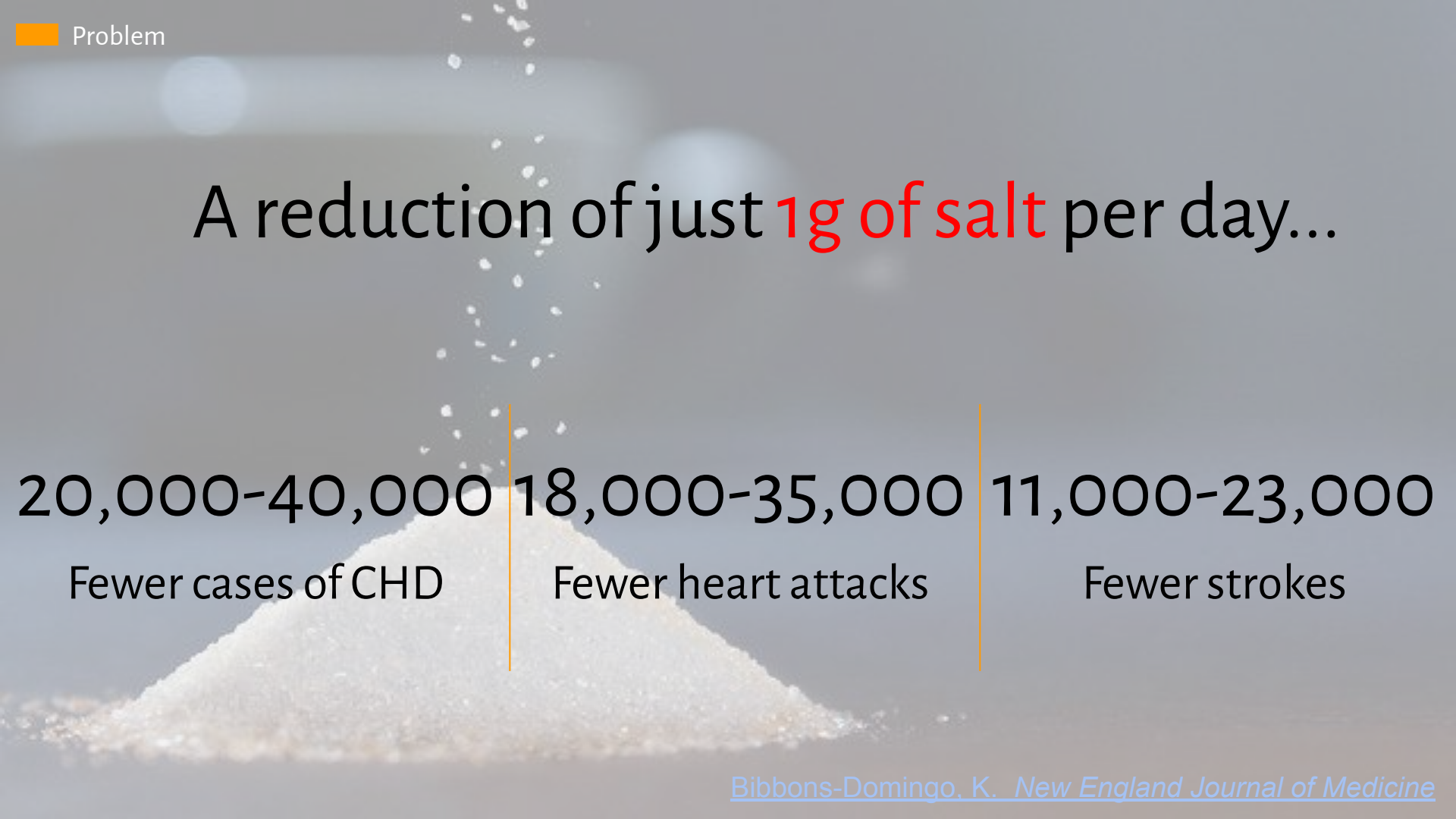




Intake

Enabling drug-free blood pressure reduction.

A reduction of just **1g of salt** per day...



20,000-40,000	18,000-35,000	11,000-23,000
Fewer cases of CHD	Fewer heart attacks	Fewer strokes


Top barrier to reaching low-sodium goals?

“Insufficient insight into
my daily sodium intake.”

[Meuleman, Y. International Journal of Behavioral Medicine \(2018\)](#)

Tracking urinary sodium leads* to lower
sodium intake by 1g / day.

*Sources: [\[1\]](#), [\[2\]](#), [\[3\]](#), [\[4\]](#), [\[5\]](#), [\[6\]](#)



1) Fingerprint scanner identifies you when you flush.

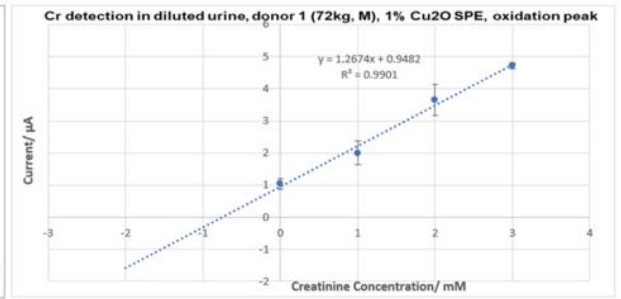
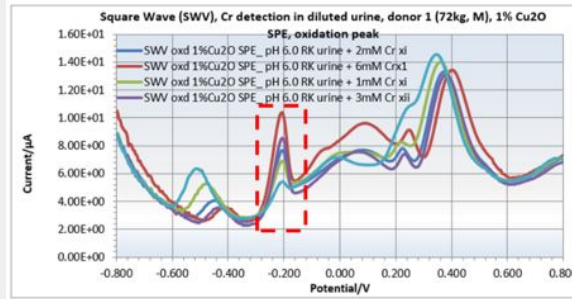
2) Diluted urine sample is collected from the bowl.

3) Diagnostically accurate sodium quantification performed within internet-connected device.

4) Personalized guidance in seconds.

Fully Functional Prototype in Alpha Testing.

Robust and **repeatable**
biosensor results in
real-world, randomly
diluted urine samples.



Patent-Pending

Patent: US Appl. No: 16/430,553 (Biosensor/application)

Two Provisional Patent Applications (1. hardware/device; 2. biometric identification)



IoT Hardware



Disposable Biosensors

```
exports.analyze = functions.https.onRequest  
{  
  try {  
    const nutrition = await IntakeML.fullT  
    res.send(mobileData(nutrition))  
  }  
}
```

AI Driven Analytics

Supported by Major Institutions.



National Institutes
of Health



\$325k (2 SBIR Phase I)

- Beta development and beta trials
- Customer discovery and GTM strategy
- Biostart alum and now in RIoT accelerator

\$1.85M Phase II Pipeline

- Anticipated mid-late 2020
- Market launch
- Manufacture scale-up
- Marketing/sales ramp

Revenue Model

Subscription

\$99 annually

Free device, sensors, monthly connectivity and guidance.

Year 1 Margins ~ 25%

Year 2+ Margins ~ 75%



FDA not required

Faster time to market.

\$300M/yr Beachhead

103M in US with hypertension

80M (80%) have been diagnosed

24M (30%) Actively trying to lower sodium intake

12M (49.5%) are middle-high income

3M (25%) buy tech to monitor health

Positive early market proof points.

*"This technology will improve the quality of our coaching and therefore lead to **higher rates of ongoing customer success**. We can't wait to get started!"*



CEO

Dr. Ferro
Betr Health

*"This device would enable me to monitor client nutrition from my office. I see **significant value**, health benefits, and it would make life a lot simpler."*



Registered Dietitian

Manju, RDN
Nutritionally Yours

*"This would allow for personalized counsel and let my clients take control of their own diet. The **industry is ready** for this kind of innovative solution."*



Fitness Trainer

Alex | Equinox

140

Pre-order
requests.

98

Beta
sign-ups.

Proven founders, impassioned team, expert advisors.



Michael Bender
Cofounder / CEO

Proven tech entrepreneur
Dual BS EE/CE Engineering NCSU



Brian Bender, PhD
Cofounder / CTO

Ph.D. Bioengineering UCLA
BS Materials Engineering NCSU



Rashid Kadara, PhD
Biosensor Engineer

Ph.D. Electroanalytical Chemistry
Cranfield University, UK



Nick Johnson
Mechatronics Engineer

Dual BS EE/CE Engineering
Northeastern University



Rob Bender, MBA
Business Strategy



Sameer Berry, MD, MBA
Healthcare Channel Strategy



Leonard Stern, MD
Clinical Oversight



Patricia Woltz, PhD, RN
Delivery of Care

2020 Anticipated Market Launch.

Easier and more efficacious
than RESPeRATE breathing
control for stress reduction
(>250k sold; \$300/unit)

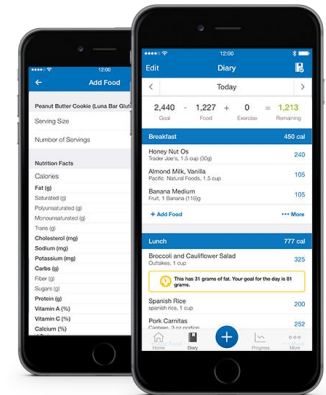


76% of hypertensives in
\$42B drug market would
prefer non-drug solution.



50% of people quit
antihypertensive meds in
6-12 months.

Easier & more accurate
than food journal apps
(MyFitnessPal acquired
for \$475M)





Intake

Stop flushing health data down the drain.

Brian Bender, PhD

brian@myintakepro.com | (910) 988-1333

