



syd Life AI

**State-of-the-art AI Life Quality Platform With
Predictive AI Health Analytics for NCD
Prediction and Prevention**

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syd

Cost of Poor Life Quality in S. Korea in 2023

\$195 Bn of Preventable Costs borne by Insurers, Corporates, Gov't, Population

Preventable
Medical Costs
All NCDs

\$78 Bn

Preventable
Medical Costs
Mental Health

\$11 Bn

Annual Indirect
Costs, All NCDs
inc. **Absenteeism**
& Presenteeism

\$117 Bn



Source: Yokoyama K, Iijima S (2011) Mental health and modern society—Economic loss by mental disease in our country—. Hoken no Kagaku 53, 585–9

Word Bank, World Health Organisation and syd life AI Estimates

1. About syd™



About syd™

Who is syd™

- ✓ syd™ is the globally most trusted AI Life Quality technology
- ✓ syd™ leverages **proprietary 70Bn Parameter LLM** and **>1 million scientific research papers** to measurably improve the Life Quality of individuals, organisations and society
- ✓ Active in 26 Countries

Our Impact

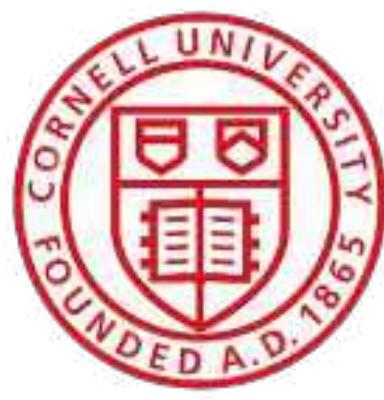
- ✓ **96%** of Members feel better after speaking to syd
- ✓ **98%** of members improve their Life Quality
- ✓ **48%** Decrease in levels of Stress, Anxiety and Depression*
- ✓ **23%** Increase in productivity*
- ✓ 10-25x ROI for organisations*

Our Investors

- ✓ Institutional investors include the **UK Government**, **Logevity Tech (San Francisco)** & **Hub71 (Mubadala)**
- ✓ Investors also include **10 unicorn entrepreneurs** and leaders in Health and Tech across the UK , Europe, UAE & USA

* Over 12 Months

Academic Partners



Clinically Tested in the UK National Health Service



NHS

Three Month Crossover
Randomized Control Trial Results
(10,000 trial size)

16%

reduction in clinical anxiety
(3 months period)

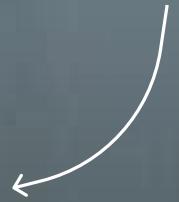
14%

decrease in clinical stress
(3 months period)

12%

decrease in clinical depression
(3 months period)

Impact 5x higher than
seeing a therapist



syd's Life Quality Index™

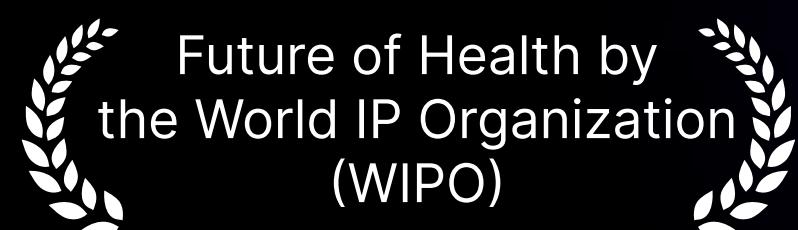
Purpose

The Gold Standard in Life Quality
Covering 9 Dimensions

Brain power

Self-awareness

Global Awards



Financial health

Career

Physical health

Emotional health

Social life

Environment

syd

2. syd life AI Technology



Our Technology Science-Driven AI for Life Quality

First ever
proprietary 70
billion parameter
LLM specialised
in Life Quality

Validated Gold
Standard Life Quality
Index across 9
interdependent
dimensions

Research
pipeline of 1.2
million scientific
papers, across
5,000 journals -
updating every
24 hours

Digital twin
technology
analysing 753 KPIs
per individual

Real-time
continuous
access to clinical
data in
preventative
health

Robust AWS
infrastructure
ensuring
scalability,
security, and HIPAA
compliance

syd AI Engine

syd is a Life Quality & preventive health technology powered by proprietary AI, 1 million scientific research papers and real world evidence.

We improve people's **Life Quality** by the power of **research, AI, and technology**, making Life Quality and health **affordable, accessible and sustainable**.



Up to 40% decrease in NCD risks

20% increase in Life Quality

12-25x ROI

Brokers **Corporates** **Healthcare**
 Insurers **Education** **Government**

syd LQI LLM: Combining Science & AI for Prediction

syd Automated Research Pipeline – Leveraging >1.2 M Research Papers

syd™ state-of-the-art AI models combine Natural Language Processing (NLP) tools and syd's proprietary Large Language Model (LLM) – the world's first LLM on Life Quality, leveraging over 1 million scientific research papers.



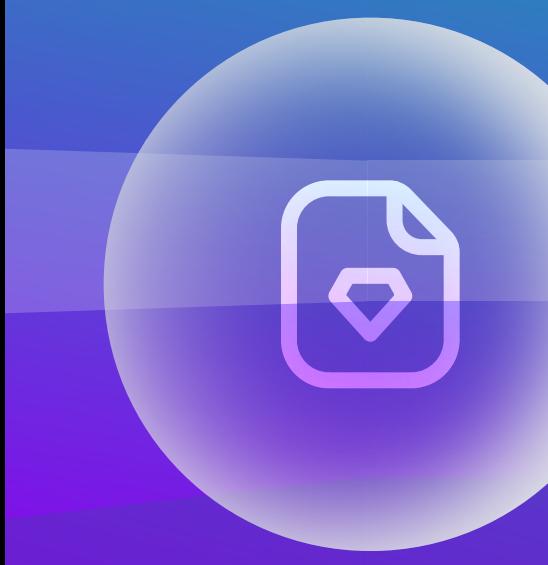
Gathering of research studies

Gather research from databases with over 1,000,000 relevant articles



Scoring of research studies

Articles are scored using a proprietary syd™ algorithm that considers citations and media metrics



Filtering highly scored studies

Use NLP algorithms to filter and prioritise articles on relevant topics



Selecting top studies

Select the top-ranked articles based on syd™'s evidence and content requirements



Curating studies

Highly-scored and carefully curated research literature is at the core of everything within syd™



Integration with syd™

Curated information is integrated into syd™ to update study content, recommendations, KPI estimation models, and more...

Proprietary evidence scoring and normalization of effect sizes

Recommendations

Behavioral models for success

Articles

syd LQI LLM: Highly Specialised Model

	Cost Efficiency	Reasoning ability	Memory	Research Backed	Training Data	Bias	Personalities	Voice	Tools	Personalization	Style tuning
syd life AI	Very High	Yes	Yes	1.2M Research Papers	Research + Real World Evidence	Low	7	7 different voices	Yes	>750 KPIs/person	Yes
Chat GPT	Low	No	Limited	No	Internet	High	0	Yes	Limited	No	No
DeepSeek	High	Yes	No	No	Internet	High	0	No	No	No	No

Sensitive Population Data Sets that syd Can Integrate With (1/2)

Hospital & Health Data

- Hospital Admission & Discharge Data
- Hospitalization Rates
- ER Visits
- Length of Stay
- Readmission Rates
- Population Health & Screening Programs
- Preventive Screenings
- Vaccination & Lifestyle Intervention Data
- Social & Environmental Data
- EHRs & Medical Records
- Patient Demographics
- Medical History
- Lab Test Results
- Vital Signs
- Medication History
- Treatment & Outcome Data
- Surgery & Procedure Records
- Disease Progression Data
- Mortality & Survival Rates
- [Others...]

Insurance/Claims Data

- Claims & Billing Data
 - Medical Claims
 - Pharmacy Claims
 - Procedure & Treatment Codes
 - Diagnosis Codes
 - Cost & Utilization Data
 - Hospitalization Costs
 - ER Visit Frequency & Costs
 - Surgery & Treatment Costs
 - Risk & Predictive Factors from Claims History
 - Chronic Condition Flags
 - High-Cost Claimants
 - Claim Denials & Approvals
 - Disability & Long-Term Care Claims
 - Preventive & Wellness Program Data
 - Screening & Wellness Program Participation
 - Chronic Disease Management Programs
 - Telehealth & Remote Monitoring Claims
- [Others...]

Genetic Data

- Genomic Sequencing Data
 - Whole Genome Sequencing (WGS)
 - Whole Exome Sequencing (WES)
 - Polygenic Risk Scores (PRS)
 - Diagnosis Codes
 - Specific Gene Mutations & Variants
 - Cardiovascular Diseases
 - Diabetes
 - Cancer Susceptibility
 - Neurodegenerative Diseases
 - Epigenetic & Gene Expression Data
 - DNA Methylation Patterns
 - MicroRNA & Transcriptomics
- [Others...]

Sensitive Population Data Sets that syd Can Integrate With (2/2)

Personal Financial Data

Income & Employment Data

- Income data
- Employment Type – Office jobs vs. labor-intensive work
- Unemployment History

Spending & Financial Behavior

- Healthcare Expenditure – out-of-pocket medical payments
- Nutrition & Grocery spending – processed vs. whole foods
- Fitness & Wellness Spending
- Mental Health-Related Spending
- Other Discretionary Spending
- Non-discretionary living expenses

Debt & Financial Stress Indicators

- Debt-to-Income Ratio
- Loan & Credit Card Balances
- Bankruptcy History

Personal Financial Data (Cont'd)

Insurance & Savings Data

- Health Insurance Coverage
- Savings & Retirement Plans
- Government Assistance & Subsidies

Wealth Management & Investment Products

- Investment Portfolio Data
- Real Estate Holdings
- Retirement & Pension Funds
- Private Wealth Management Accounts
- Trust Funds & Estate Planning

[Others...]

syd AI Engine: Combining the Data Sets for AI Prediction



Biometrics

- Steps
- Sleep duration
- Heart rate
- Distance
- Calories
- Body fat
- Blood pressure
- (...)

Mood

- Sad
- Stressed
- Upset
- Bored
- Calm
- Glad
- Satisfied
- Happy
- Excited
- (...)

Pre-conditions

- Cardiovascular disease
- Diabetes
- Asthma
- Smoking
- Obesity
- Injuries
- (...)

Hospital & Health Data

- Allergies
- Problems
- Adverse Reactions
- Demographic
- Family History
- Medications
- Diagnosis
- Procedures
- Lab results
- Radiology Results
- Vital Signs
- Immunisations

Personal Financial Data

Precision KPIs

- Stress
- Anxiety
- Depression
- Loneliness
- Pain
- Budgeting
- Motivation
- Presenteeism
- Sun exposure
- Body satisfaction
- Mindfulness
- Memory
- Pain
- (...)

Insurance/Claims Data

Risk assessment

- Stress
- Anxiety
- Depression
- Obesity
- Type 2 Diabetes
- Cardiovascular disease
- Back/Neck pain

Genetics (optional via syd testing)

- Systolic blood pressure
- Rheumatoid arthritis
- Heart disease
- Hypertension
- Type 2 Diabetes
- Depression
- Bone density
- Asthma
- LDL/HDL cholesterol
- (...)

Dietary preference

- Vegan
- Vegetarian
- Kosher
- Halal
- (...)

Environmental factors

- Location
- Weather
- Air pollution
- Environmental noise exposure

Allergies

- Nuts
- Gluten
- Dairy
- (...)

3. Predictive Health Analytics

syd Life AI Predictive Analytics Covering all Major Risk Factors

Risk Factors	Covered by syd
Tobacco use	Yes✓
Alcohol use	Yes✓
Poor diet	Yes✓
Low Physical Activity	Yes✓
High Blood Pressure	Yes✓
High Fasting Plasma Glucose	Yes✓

Risk Factors	Covered by syd
High Cholesterol	Yes✓
High BMI	Yes✓
Low Bone Density	Yes✓
Vitamin Deficiency	Yes✓
Mineral Deficiency	Yes✓
Air Pollution	Yes✓

syd Life AI Predictive Analytics

Covering all Major NCDs (part 1/4)

NCD – LV1	NCD – LV2	Covered by syd
Cardiovascular	Coronary artery disease	Yes✓
	Stroke	Yes✓
	Heart attack	Yes✓
	Heart failure	Yes✓
	Peripheral arterial disease	Yes✓

syd Life AI Predictive Analytics Covering all Major NCDs (2/4)

NCD - LV1	NCD - LV2	Covered by syd
Cancers	Lung cancer	Yes✓
	Colorectal cancer	Yes✓
	Stomach cancer	Yes✓
	Liver cancer	Yes✓
	Breast cancer	Yes✓
	Cervical cancer	Yes✓
	Head and Neck cancer	Yes✓
	Prostate cancer	Yes✓
	Skin cancer	Yes✓
	Testicular cancer	Yes✓
	Kidney cancer	Yes✓

syd Life AI Predictive Analytics Covering all Major NCDs (3/4)

NCD - LV1	NCD - LV2	Covered by syd
Musculoskeletal	Low back Pain	Yes✓
	Neck pain	Yes✓
	Rheumatoid arthritis	Yes✓
Respiratory	Chronic bronchitis	Yes✓
	COPD	Yes✓
	Emphysema	Yes✓
Metabolic	Asthma	Yes✓
	Type 2 diabetes	Yes✓
	Obesity	Yes✓

syd Life AI Predictive Analytics Covering all Major NCDs (4/4)

NCD - LV1	NCD - LV2	Covered by syd
Mental Health	Stress	Yes✓
	Anxiety	Yes✓
	Depression	Yes✓
Neurological	Neurodegenerative diseases	Yes✓
	Epilepsy	Yes✓
	Migraines	Yes✓
Other NCDs	Insomnia	Yes✓
	Fractures	Yes✓

Impact Comparison

Traditional Models vs syd Life AI

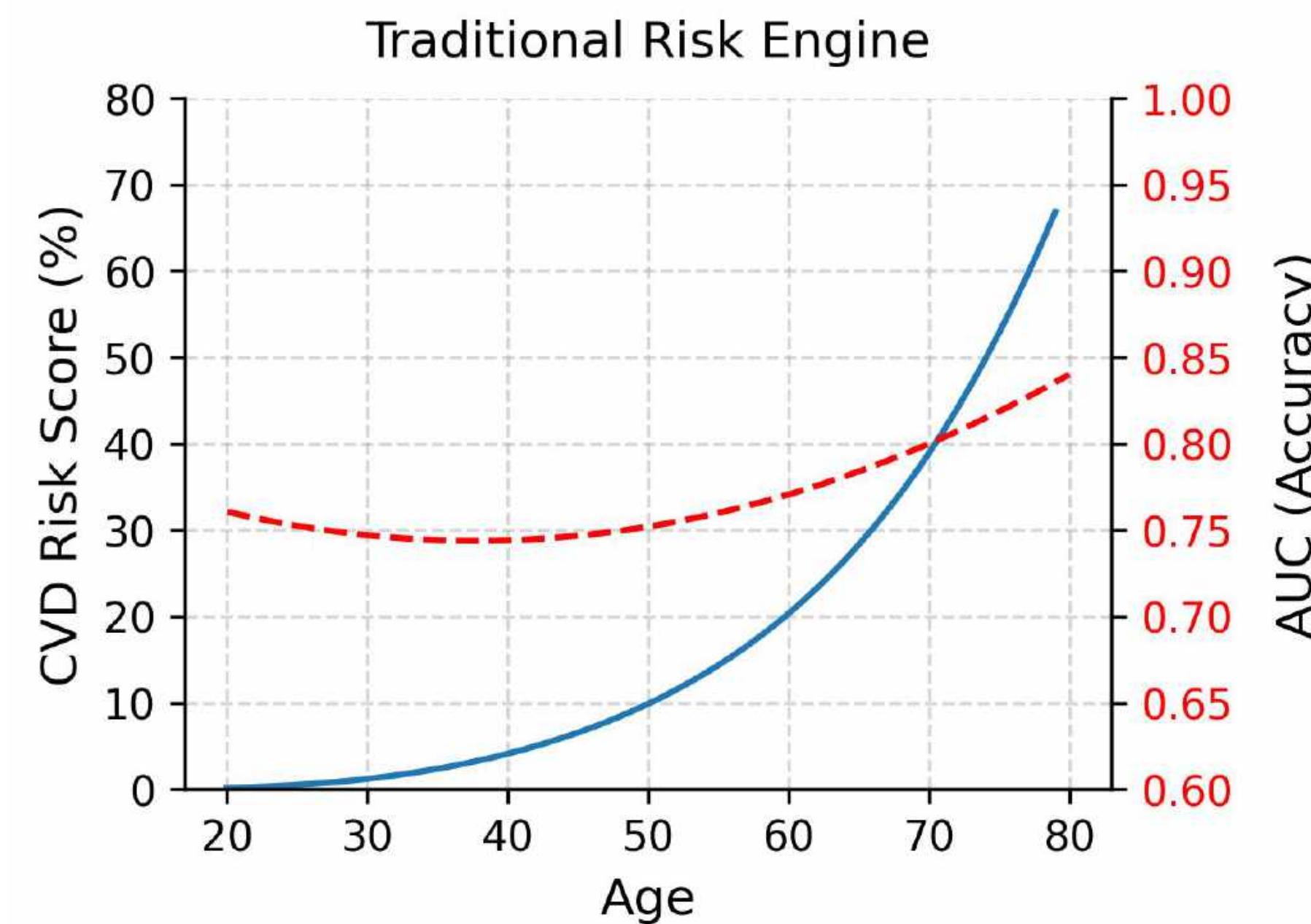
	Traditional Models	syd Models
Dimensionality (number of variables)	Low (<20)	High (>750)
Genetics-adjusted	Few models	All models (70+ traits)
Cross interactions	No	Yes
Continuous evaluation	Limited (scalability)	Day-to-Day
Scientific Accuracy	Low (one off data set/non-continuous)	High (>1.2M research papers - daily/continuous data input & research)

Impact Comparison

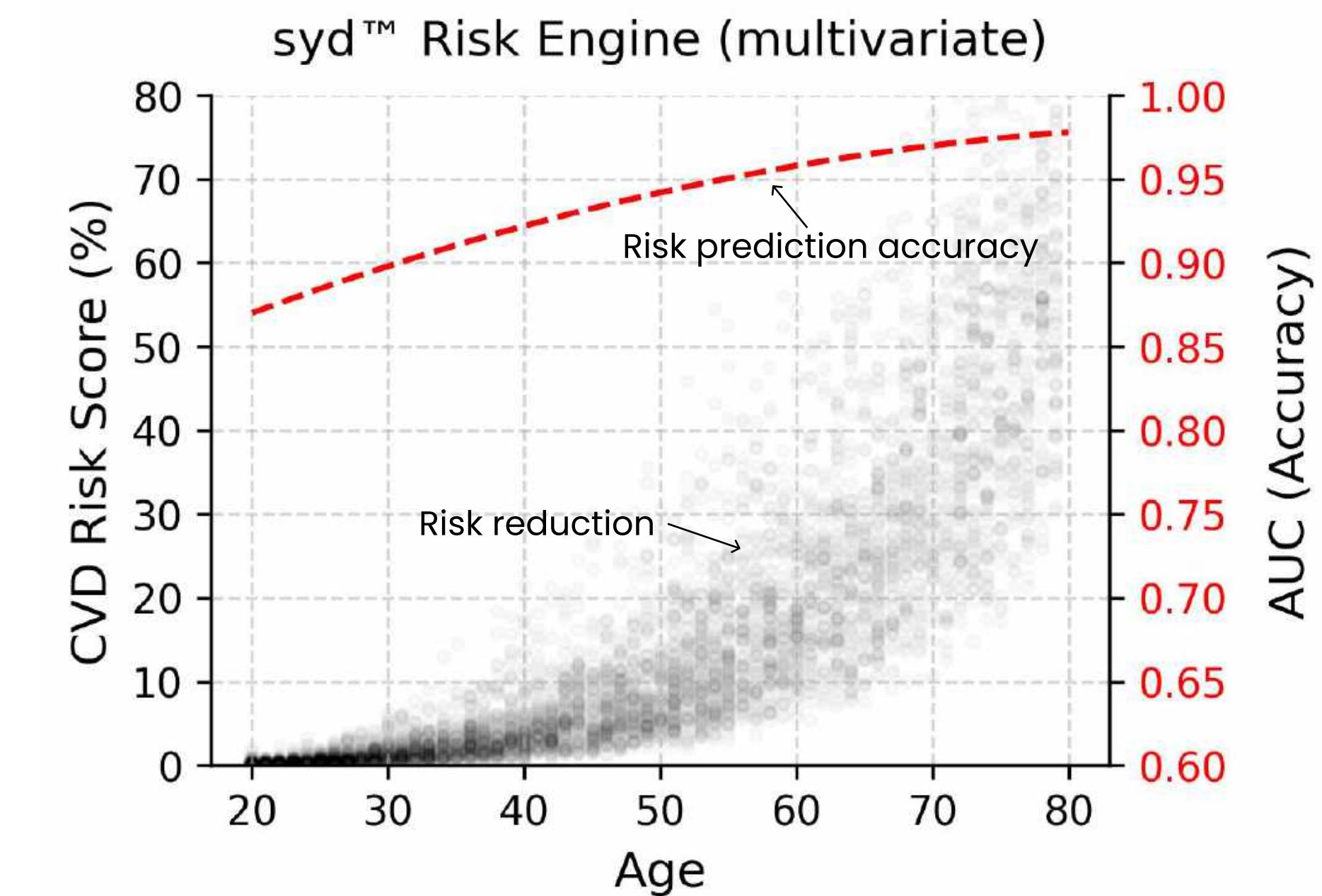
Traditional Models vs syd Life AI

	Traditional Models	syd Models
Passive data collection	No	Yes (sleep, exercise, blood pressure, weight, etc)
Conversational-based prediction	No	Yes (syd conversational agent)
Voice-based prediction	No	Yes (Audio speech analysis)
Facial-scan-based prediction	No	Yes (HR, RR, HRv, SpO2, etc)
Just-in-time (JIT) flagging	No	Yes
Forecasting horizon	Weeks-Months	Months-Years

syd Enabling Higher Predictive Accuracy & Greater Risk Reduction across Age Groups



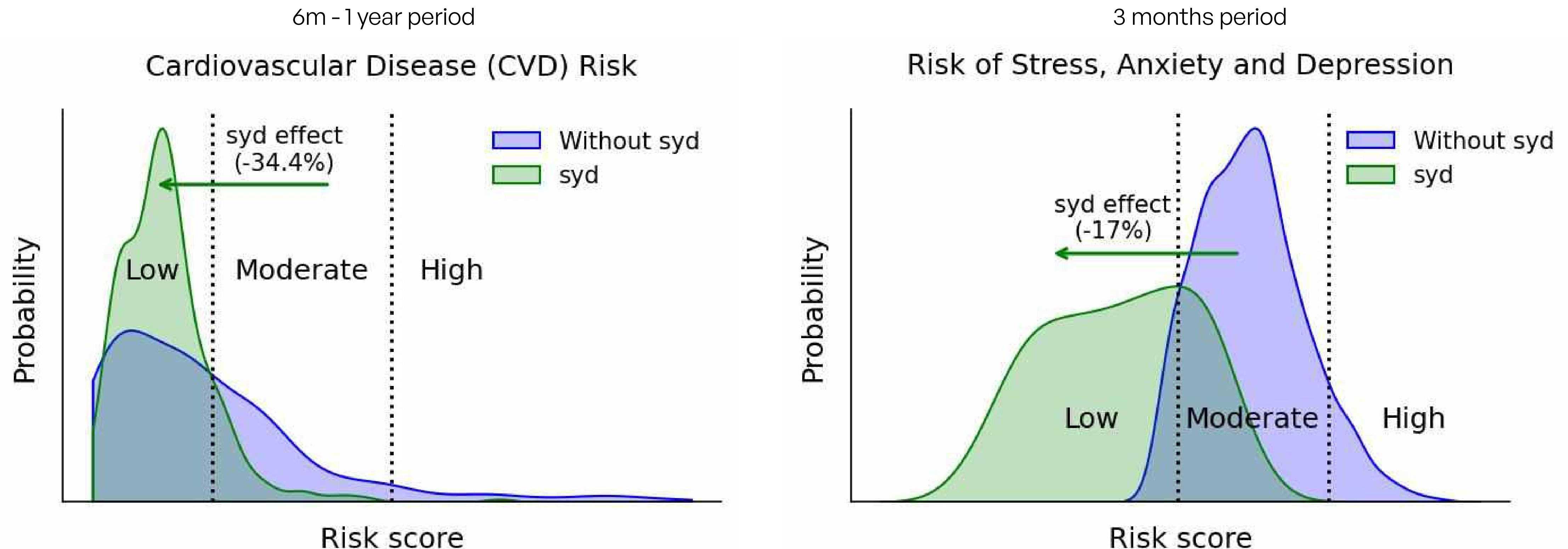
- Low dimensional**
- Accounts for small proportion of the population variance
 - Lower accuracy (AUC)



- High dimensional (750+ dynamic variables)**
- Accounts for high proportion of the population variance
 - High accuracy across age groups (AUC)

4. Prevention of NCDs with syd

Example of Population Risk Reductions With & without syd



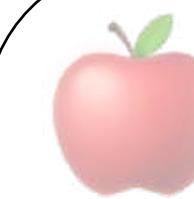
Actionable Risk Reduction Interventions

Examples of Population Specific Recommendations (1/2)



Cardiovascular Disease

- **Incorporate Biomarker Screening:** Biomarkers such as natriuretic peptides can help identify individuals at risk of CVD. The insurer can recommend biomarker screening for their members to facilitate early detection and intervention. For example, annual screening for all diabetic adults with natriuretic peptides is recommended.
- **Provide Culturally Tailored Education and Counselling:** Partner with syd Life AI to offer culturally sensitive education and counselling on CVD risk factors, including prevention strategies, and management techniques. Partner with local health providers to offer traditional Korean medicine practices (한의학) and beliefs to enhance program effectiveness and resonate with people.



Obesity and Type 2 Diabetes

- **Offer a Diabetes Prevention Program:** Implement a structured lifestyle change program based on the Diabetes Prevention Program (DPP) curriculum 1. This program has been shown to be effective in reducing the risk of developing type 2 diabetes among high-risk adults by 58%.
- **Incorporate Family-Oriented Education:** Offer diabetes prevention education programs that involve family members. This approach can enhance program effectiveness by creating a supportive home environment and promoting healthy habits within the family unit.

Actionable Risk Reduction Interventions

Examples of Population Specific Recommendations (2/2)



Cancer

- **Promote Cancer Awareness & Prevention:** Conduct regular cancer awareness campaigns to educate policy holders about cancer risk factors, prevention strategies, and the importance of early detection.
- **Address Social Determinants of Health:** Recognize and address social determinants of health that may impact cancer risk and access to care among policy holders. This can include providing resources for financial assistance, transportation, and health literacy.
- **Develop a Comprehensive Proactive Cancer Risk Management Program:** Integrate genetic testing options, personalized risk assessment tools, and enhanced access to recommended cancer screenings, aligning with the focus areas of South Korea's National Cancer Screening Program



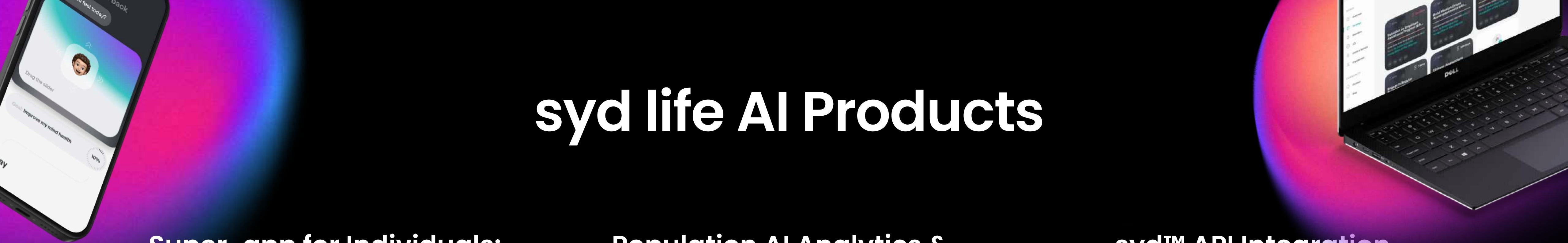
Stress, Anxiety, and Depression

- **Incorporate Culturally Adapted Third-Wave Psychotherapies:** Culturally adapted third-wave psychotherapies, such as Korean Mindfulness-Based Stress Reduction (K-MBSR) and Korean Acceptance and Commitment Therapy (K-ACT), have shown promise in improving mental health outcomes in South Korea.
- **Offer Mindfulness and Stress Reduction Programs:** Provide access to mindfulness-based stress reduction programs, meditation sessions, or yoga classes to help individuals manage stress and improve their mental well-being. Consider incorporating culturally relevant practices like Korean Mindfulness-Based Stress Reduction (K-MBSR) Program for Mothers or traditional relaxation techniques to enhance program effectiveness.

5. syd life AI Products



syd life AI Products



Super-app for Individuals: syd™ super-app or Whitelabel



AI-powered digital mentor for mentoring across 9 Life Quality Dimensions, integrating CBT Therapy, available 24/7 for support



Pyper - Personalised, actionable and 100% Science , evidence backed recommendations



Access to overall Life Quality Index score and 9 life quality dimensions



Integrating Facial Biomarker technology, Speech Emotion Recognition, Food Nutrition Analysis, CBT Therapy



Member results: 20% increase in Life Quality, 23% boost in energy & 48% reduction in stress, anxiety and depression

Population AI Analytics & Prediction for Organizations, Insurers & Gov'ts



Organisational Dashboard delivering real-time aggregated and anonymised population insights



Predictive data and risk identification, covering 9 LQI dimensions and preventable health conditions



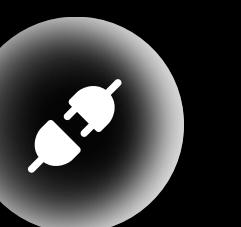
Evidence-based & tailored organisational strategies for increased Life Quality, preventive healthcare, adherence & ROI



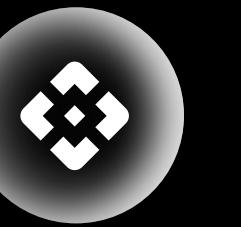
Organisation results: 23% increase in productivity, 15% increase in retention, and 12-20x ROI

Govt's / Populations: 17% improvement in mental health conditions in 3 months

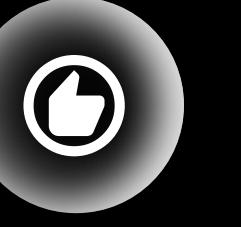
syd™ API Integration



Leveraging syd's proprietary AI models and Life Quality LLM, we connect directly to your human resources organisational, customer, or client data, enabling hyper-personalised predictive analytics and insights



A unified intelligence layer that integrates syd's KPIs and 70 billion parameter LLM alongside your existing data for richer insights



Deeply tailored recommendations with benefits for life quality, preventive health and beyond



syd™ Empowers Individuals, Organizations, Insurers & Governments to Make Smarter Choices

1 Data

1,200,000+ research papers

753 KPIs across 9 Dimensions

20+ Biometric Inputs

70 Billion Parameters

2 syd Proprietary AI Engine

Super-app with AI Mentor Chat

3 All-in-one Life Quality solution

Population Analytics Dashboard with Predictive AI



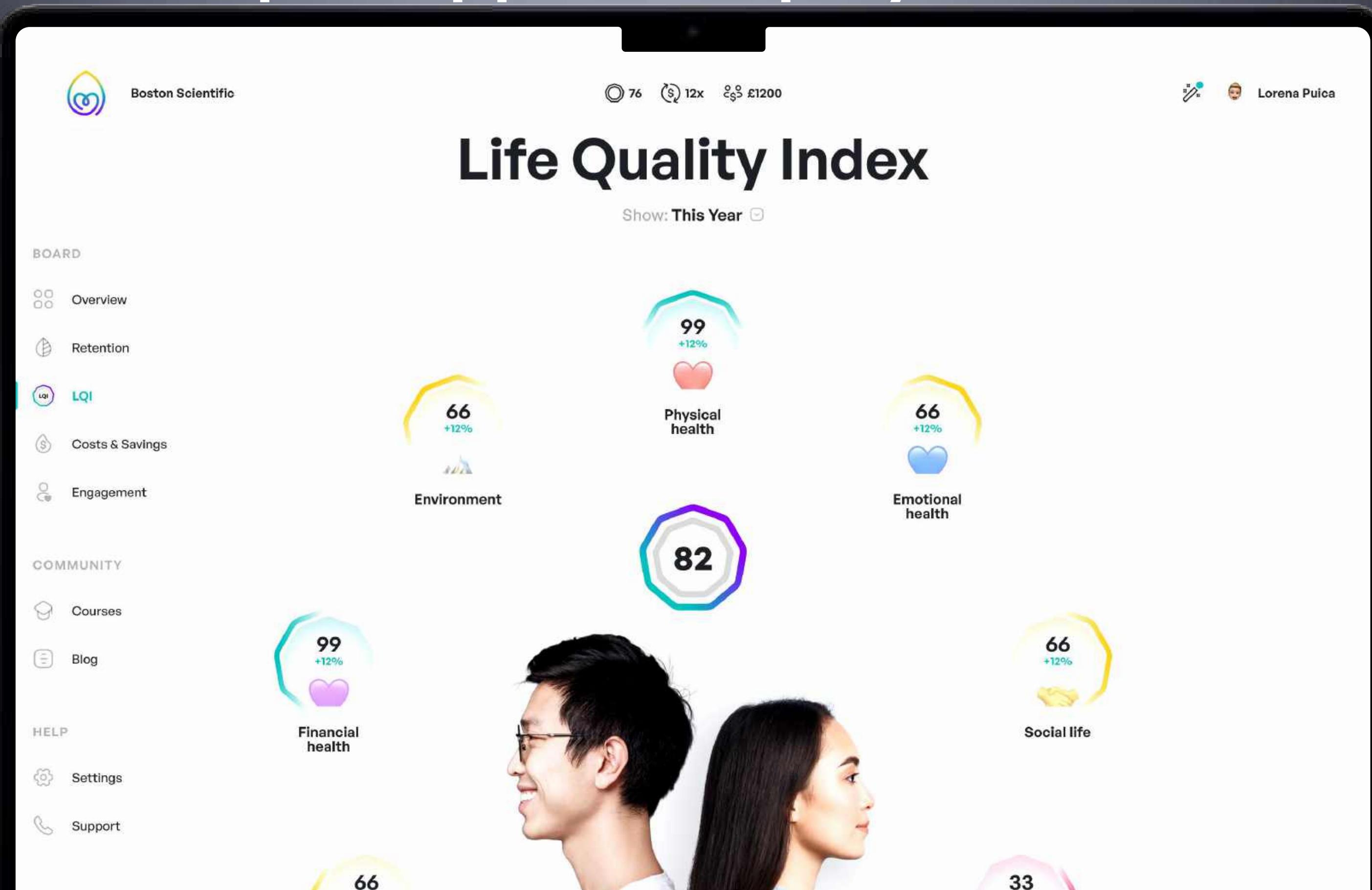
Hyper-personalised insights and recommendations are delivered directly through the

super app



Anonymised & aggregated population insights
from the super-app are displayed on the

Dash



board

01

Know your people



02

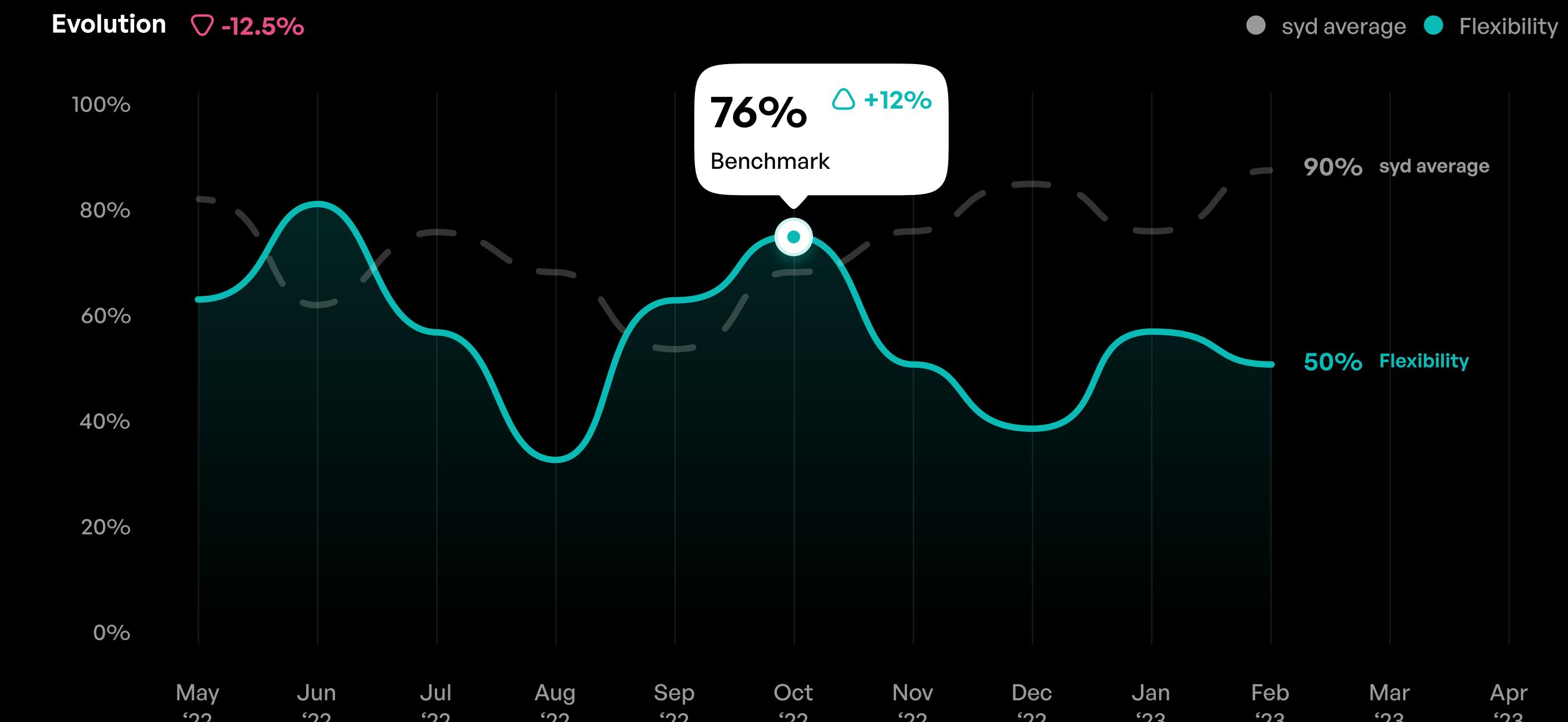
Uncover areas of improvements

03

Predict & Prevent

04

Attract & Retain

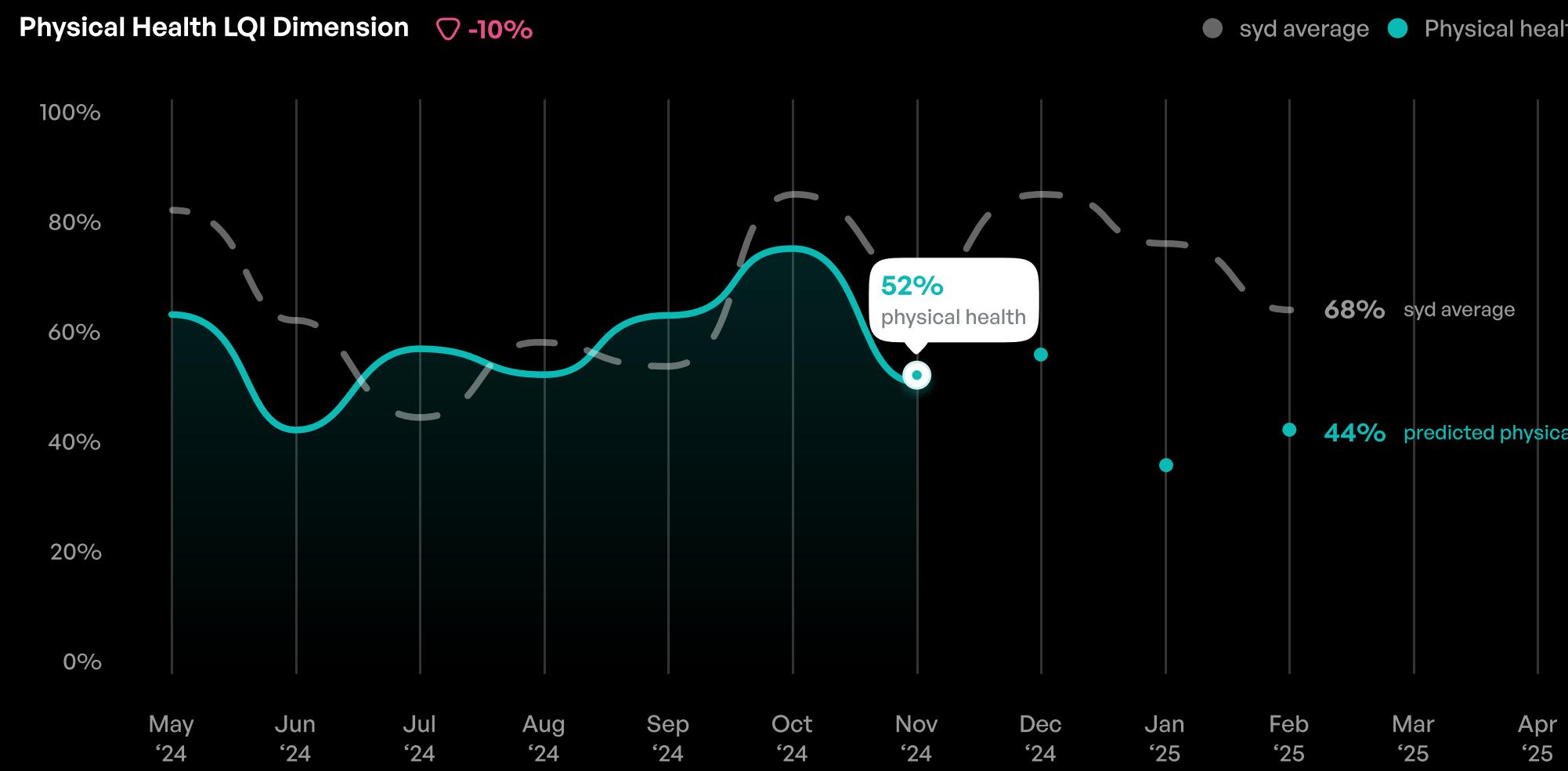
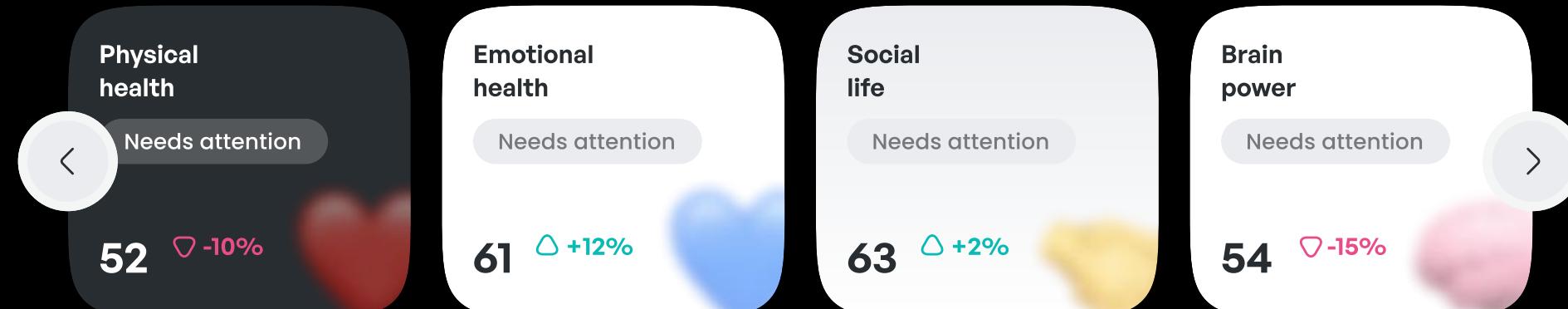


Advanced Predictive Analytics

LQI / Physical health

Show: All genders

This year

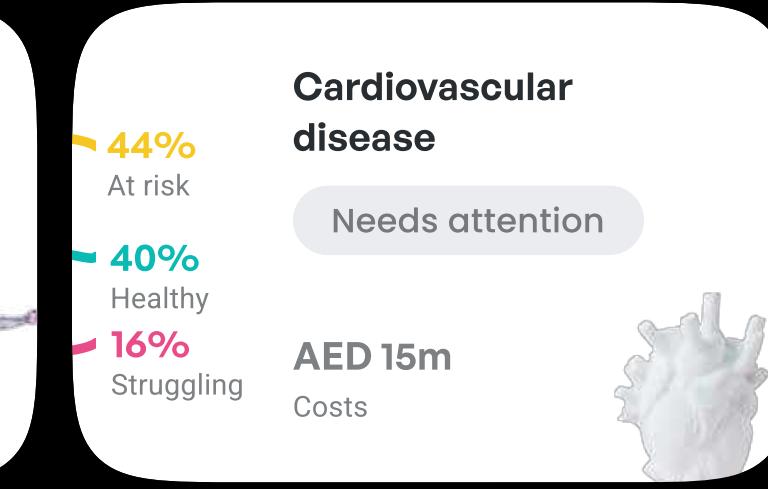
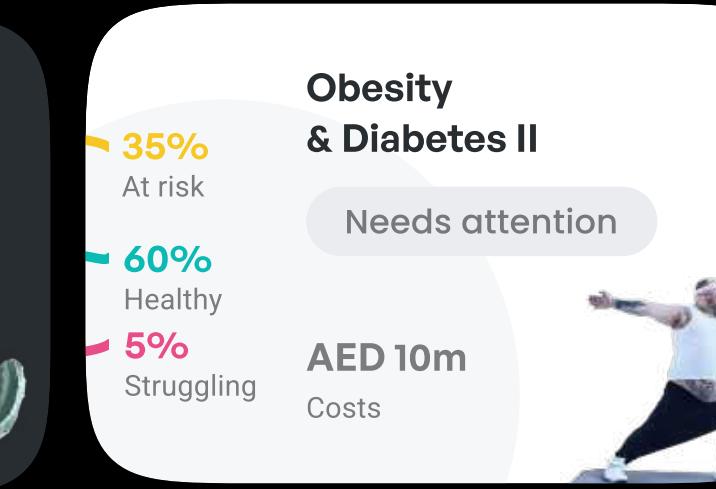
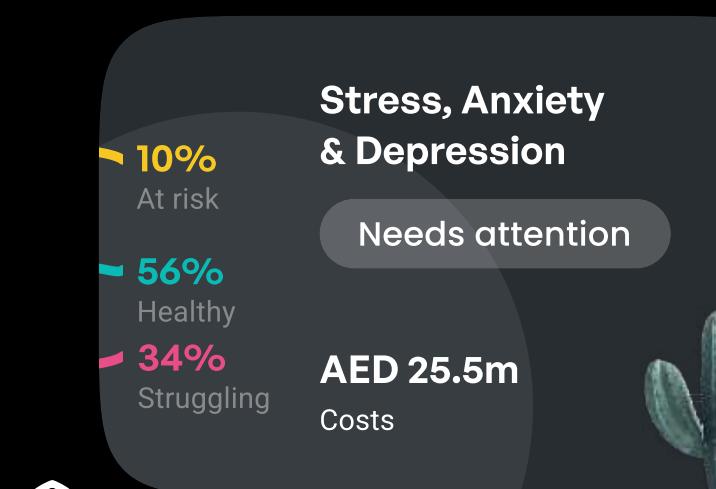
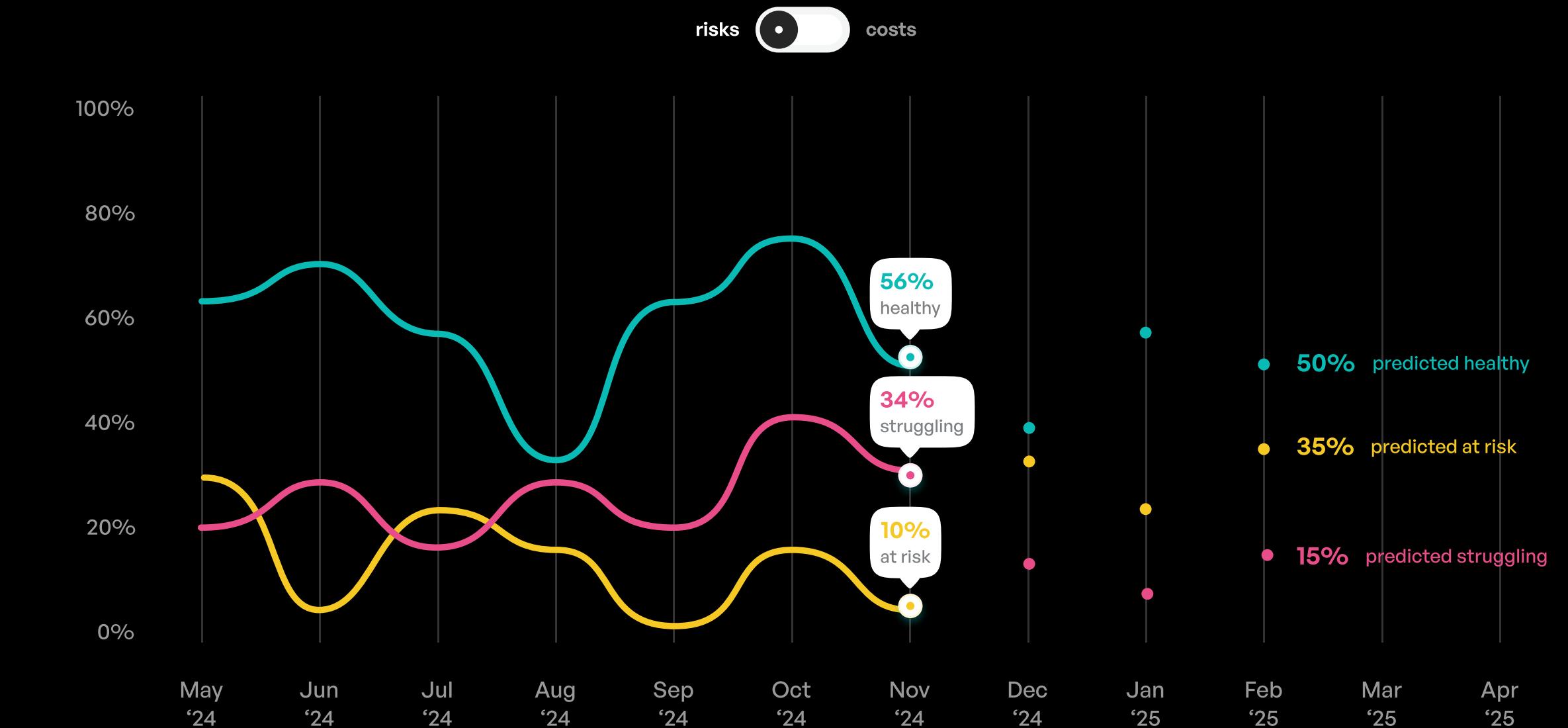


ⓘ Understand the breakdown of the lifestyle conditions estimated costs for your organisation



Stress, Anxiety & Depression ▽ -12.5%

● Healthy ● At risk ● Struggling



Reducing NCD Risks for Insurance & Healthcare

-22%

Mental Health Conditions Risk

-17%

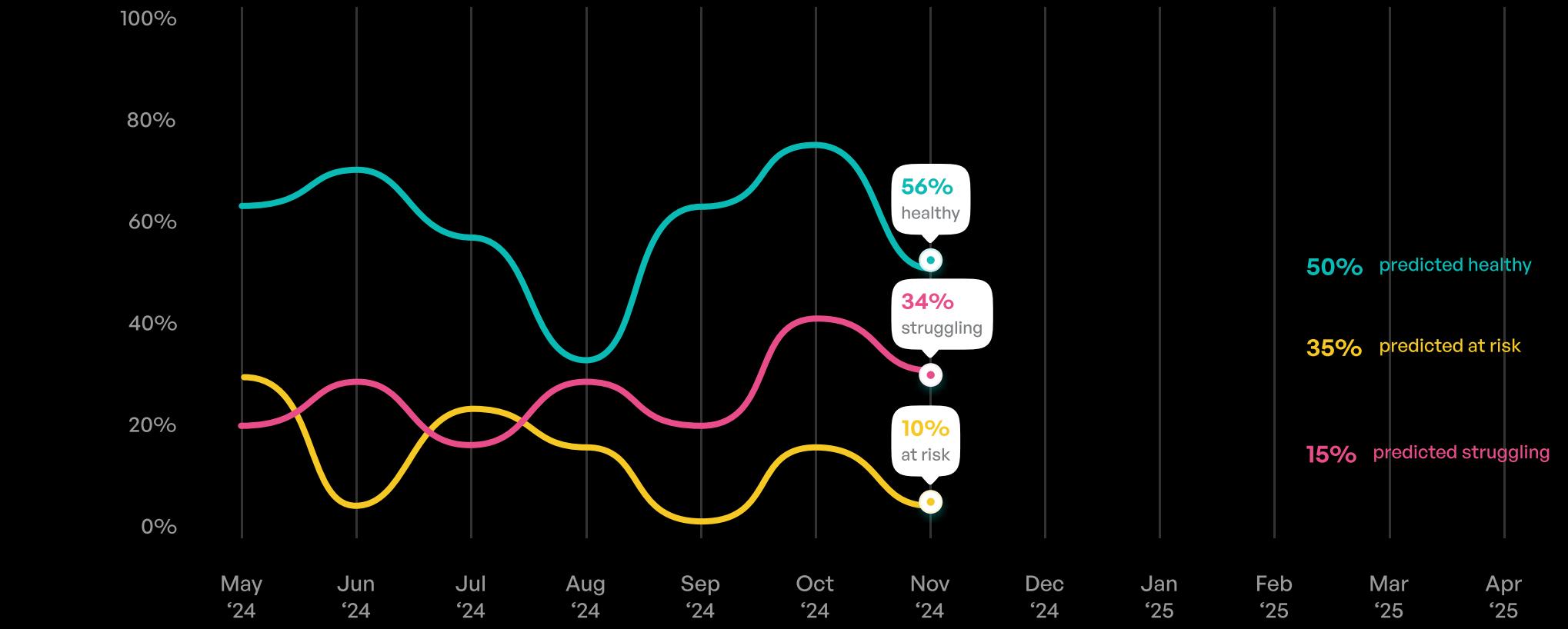
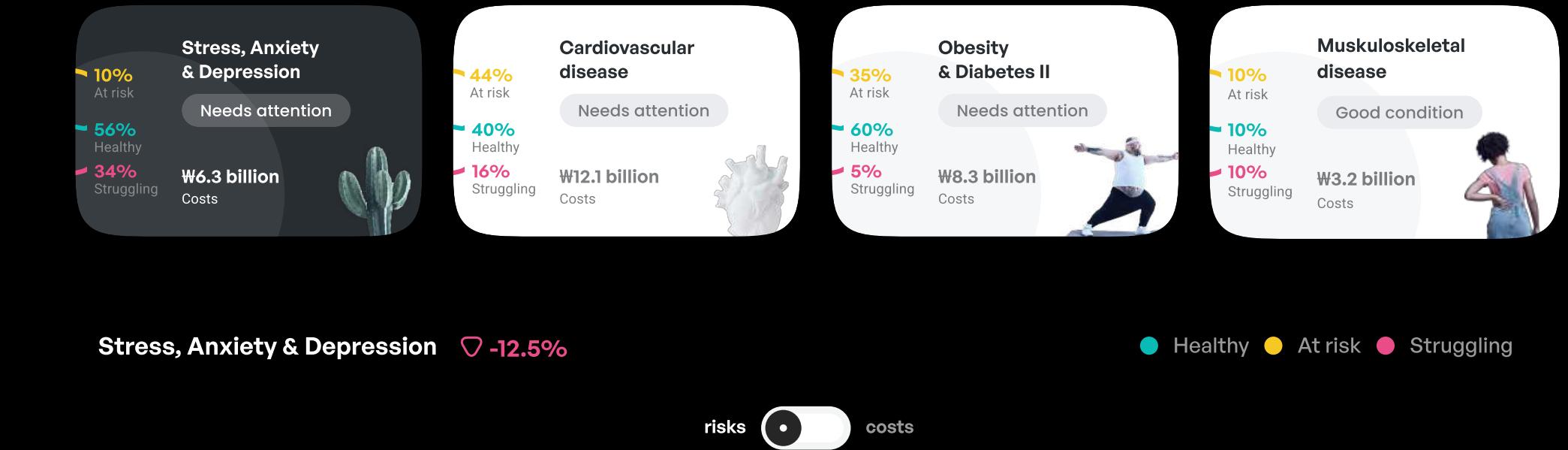
Cardiovascular Disease Risk

-28%

Type II Diabetes Risk

-15%

Musculoskeletal Disorders Risk



syd™ Impact for Individuals

Increase in Life Quality

20%

23%

individuals



delivered impact

48%

Reduction in stress,
anxiety and depression

Increase in energy

syd™ Impact for Organisations

Increase in
productivity

23%

15%

organisations



delivered impact

12-20x

Increase in retention

Return on Investment

syd Engagement

DAU/MAU ratio



80%

industry avg: 30%

MAU (monthly active users)



63%

calm & headspace: 36%

day 7 retention rate



62%

industry avg: 12%

day 30 retention rate



35%

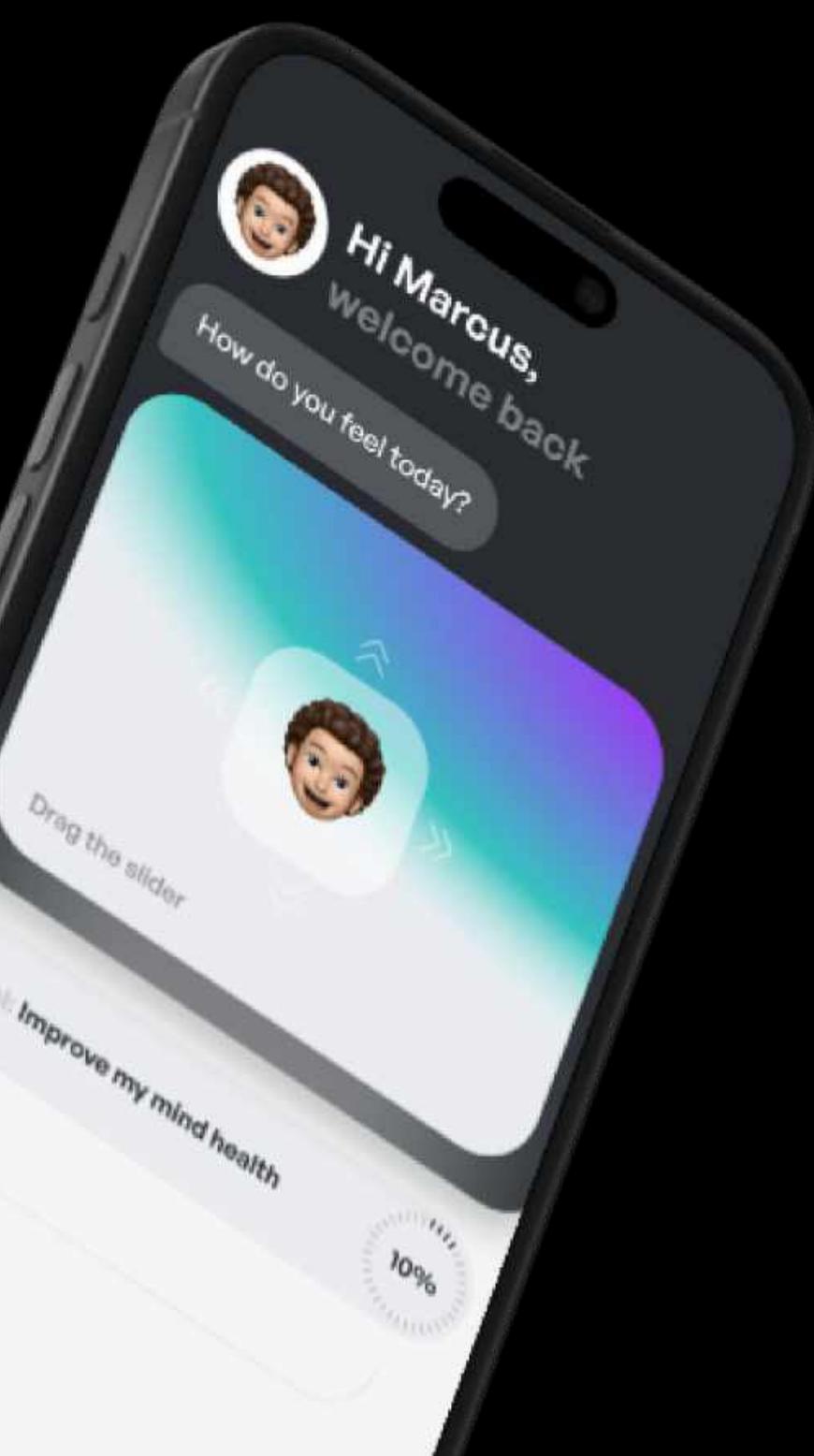
industry avg: 3%

avg time/day spent in app



4 mins

industry avg: 2.5 mins



Radical Privacy Policy



is



**SOC 2
TYPE II
CERTIFIED**



Thank you
Lorena@syd.life

