

This business is a digital biomarker company dedicated to addressing the impact of modern lifestyle on health with advanced biosensors, engaging user experience and blockchain technologies.

## Snapshot

**Industry** Digital Health/Biomarkers

**Tagline** Digital Biomarkers in People's Hands

**Investment Opportunity** \$15mm, Series A

**Use of Funds** Biosensor production ramp-up, global branding and marketing, additional talent, corporate infrastructure (low CAPEX requirement).

## Management Team

## Exit

We understand the ongoing global health revolution, accelerated by the COVID-19 crisis, and our strategy was designed to boost market penetration and accelerate a potential exit timeline. Target exit would be through Pharma / Payvider acquisition or IPO if appropriate.

## Revenue Model

- Our solution has multiple applications and revenue mix opportunities.
- Our go-to-market strategy focuses on select D2C spaces – weight and stress, and B2B(2C) targets - companies that already use digital biomarkers for biometric screening, corporate health programs, and research / trials.
- We derive recurring revenue from flexible levels of subscription that include biosensors (IoTaaS) and games, with in addition dashboard features and fees on blockchain-secured, compliant sales of data.

## Competitive Advantage

- Our solution is unique, comprehensive, priced competitively and permits the scalability required in vertical, large scale scenarios.
- Although noninvasive, "appointmentless," user-centric, it uniquely complies with highest quality, established data collection protocols.
- Furthermore, our full-stack platform is a qualitative leap forward to enable seamless interoperability and actual access to data.

## Opportunity

- Modern lifestyle gives rise to undetected health disorders that hinder mental and physical well being and productivity, and jeopardize future health.
- 1 in 3 aged 15-40 has "Meta-Inflammation," systemic, yet silent.
- Blood tests are too infrequent – if at all, to detect early underlying signals, and hence to support behavior changes, the single most-effective approach.
- In addition, those do not generate the longitudinal, accessible data which research, clinical trials, AI and other new healthcare approaches require.
- Millennials and Gen-Z believe digital health has the potential to change that.

## Solution

- We empower Millennials, Gen-Z, their employers, payviders, as well as pharma, with an easy, cost effective, unprecedented solution to self-assess and exchange biomarker data, and better understand health and inflammatory response.
- The neurophysiological assessment we bring into the mainstream is backed by 50K+ scientific studies, used in thousands of studies every year.
- We turned a clinical protocol into 5-min smart adaptive games to foster everyday engagement and repetition, and enable interactive lifestyle adjustment.
- We invented and produced the egg™ proprietary biosensor. Data it measures can be transformed into indicators of health outcomes via analytical processes.
- Thus far been limited to clinical settings and siloed, the data our users generate is AI-ready data, and encrypted in decentralized storage for true interoperability.

## Market

- U.S. healthcare spending is projected to double and reach \$ 8.3T by 2040, from \$ 4T in 2019 (Deloitte).
- Over the next 20 years, while market share evolution shows no-growth for today's reactionary care (treatment) – around \$3B, our core market field, preventative care, is expected to grow 5x, from \$1T to \$5T.
- The \$ billion market spaces we address experience double-digit growth, driven by the need for granular, efficient individual / population health markers over time.

## Milestones and Status

- Over the past 5 years, we conducted a \$5+mm, science-backed, cross-functional R&D program – biosensors, blockchain, game, etc., and never stopped taking the pulse of our target markets.
- Today, we meet and exceed the ask for high resolution data, user engagement, data accessibility, privacy and security. We are ready to commercialize our solution from Q3, to match high demand through 2022 and beyond.