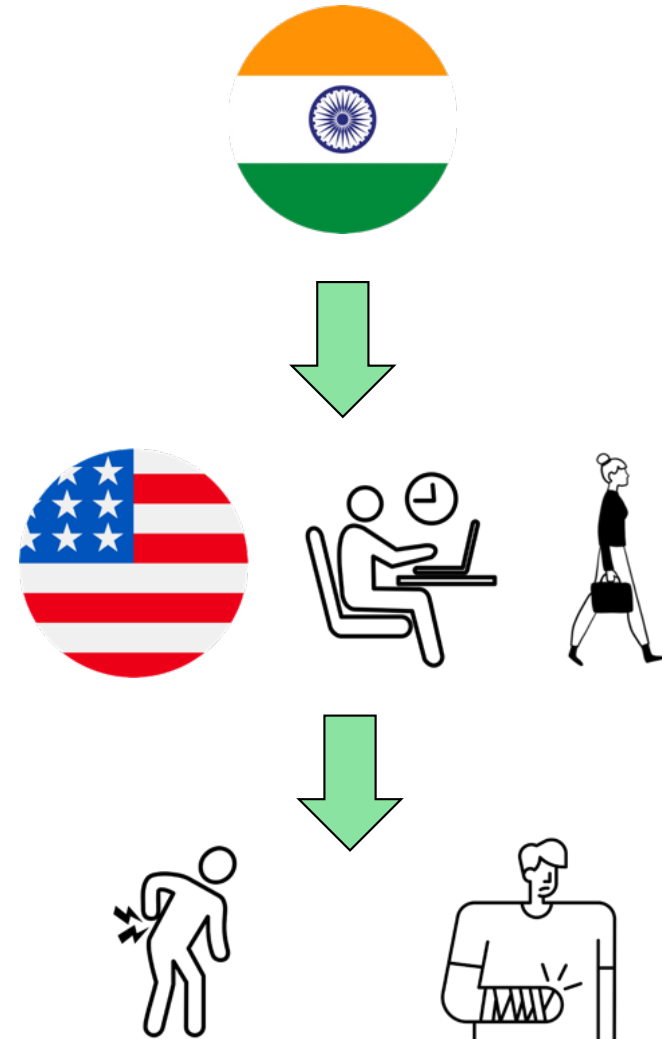
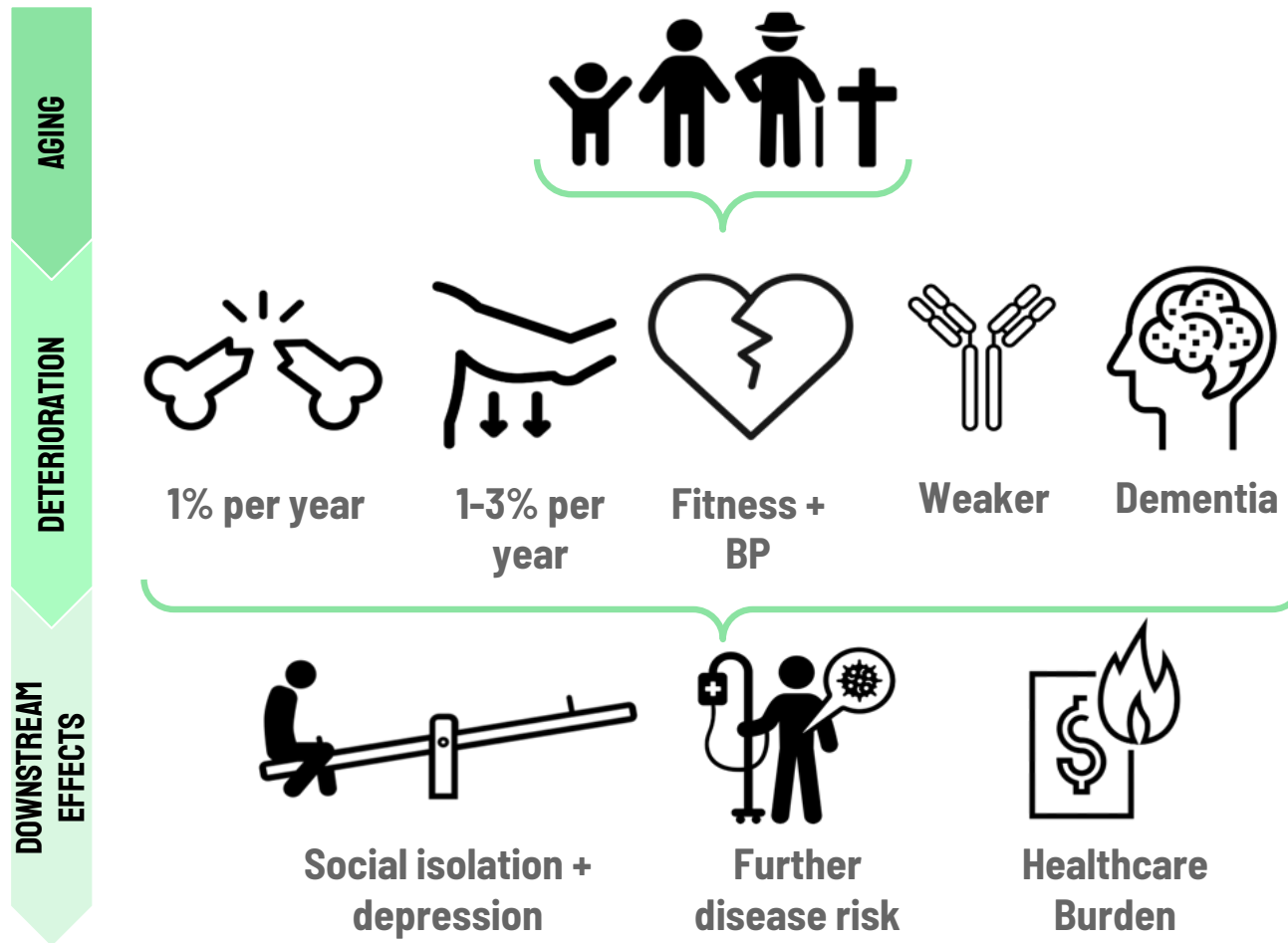


# ANUBHA & ATUL'S JOURNEY



# THE AGING PROBLEM



# CASE STUDY: **ELDERLY FALLS**

**Adults 65+ in the US**

→ **300,000 fall-induced hip fractures per year**

→ **30%- 40% die within the year.**

**This leads to...**

**\$50 billion** in healthcare costs (non fatal falls)

**\$754 million** in healthcare costs (fatal falls)

**This does not include the costs of long-term care, disability, lost work, caregiver issues, or decreased quality of life.**



# A PROBLEM WITH AN EXISTING SOLUTION

"Physical activity is one of the **best** things you can do for your health" ~ CDC



**Physical Health**

Dementia

Hypertension

Type II Diabetes

Cancer

Heart Disease

Improved Immune Capabilities

**Mental Health**

Improved musculoskeletal and bone health

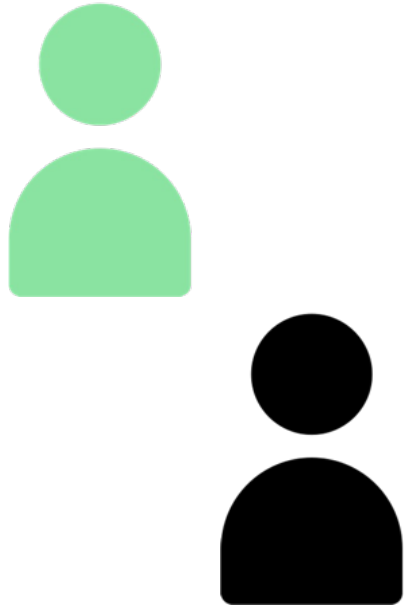
Improved ability to perform daily activities

Improved Cognitive Ability

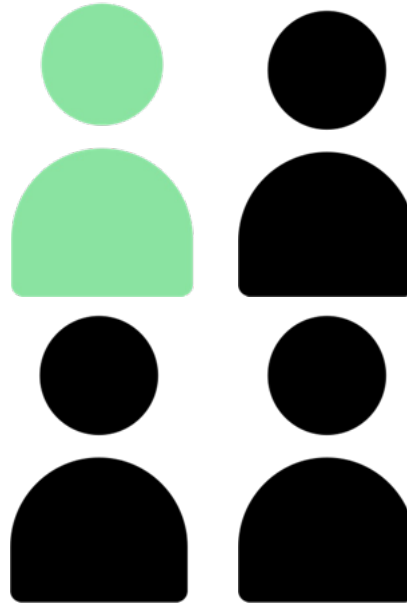
Improved Sleep

**EVEN SMALL INCREASES IN PHYSICAL ACTIVITY CAN PREVENT AND IMPROVE PHYSICAL AND MENTAL HEALTH**

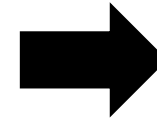
## AND YET...



**One of two** adults  
don't get enough  
aerobic exercise  
~100 Million US Citizens



**Three of four** adults  
 $\geq 65$  years don't get  
enough exercise  
~42 Million US citizens



**\$117 billion in  
annual healthcare  
costs**

# INTERVIEWS & RESEARCH DATA

*INTERVIEWS WITH 40+ SENIORS, 14+ PHYSICIANS/DOCTORS, AND SIGNIFICANT LITERATURE REVIEW*

***WHY ARE PEOPLE NOT EXERCISING?***



***"I didn't know it was important", "I'm busy", "Working out is boring," "It's hard," "Not enjoyable"***

***ANY BARRIERS TO EXERCISE?***



***"I can't get to the gym", "I don't have an exercise buddy", "Time", "Work schedule", "Motivation"***

***WHO COULD TELL SOMEONE TO EXERCISE AND THEY'D LISTEN?***



***"Family", "Wife", "Kids" "Someone who knows me well", "A trusted friend"***

Focusing on the  
physiologic effects of  
aging

Elderly and  
pre-elderly  
populations

No existing  
consistent  
exercise  
habits

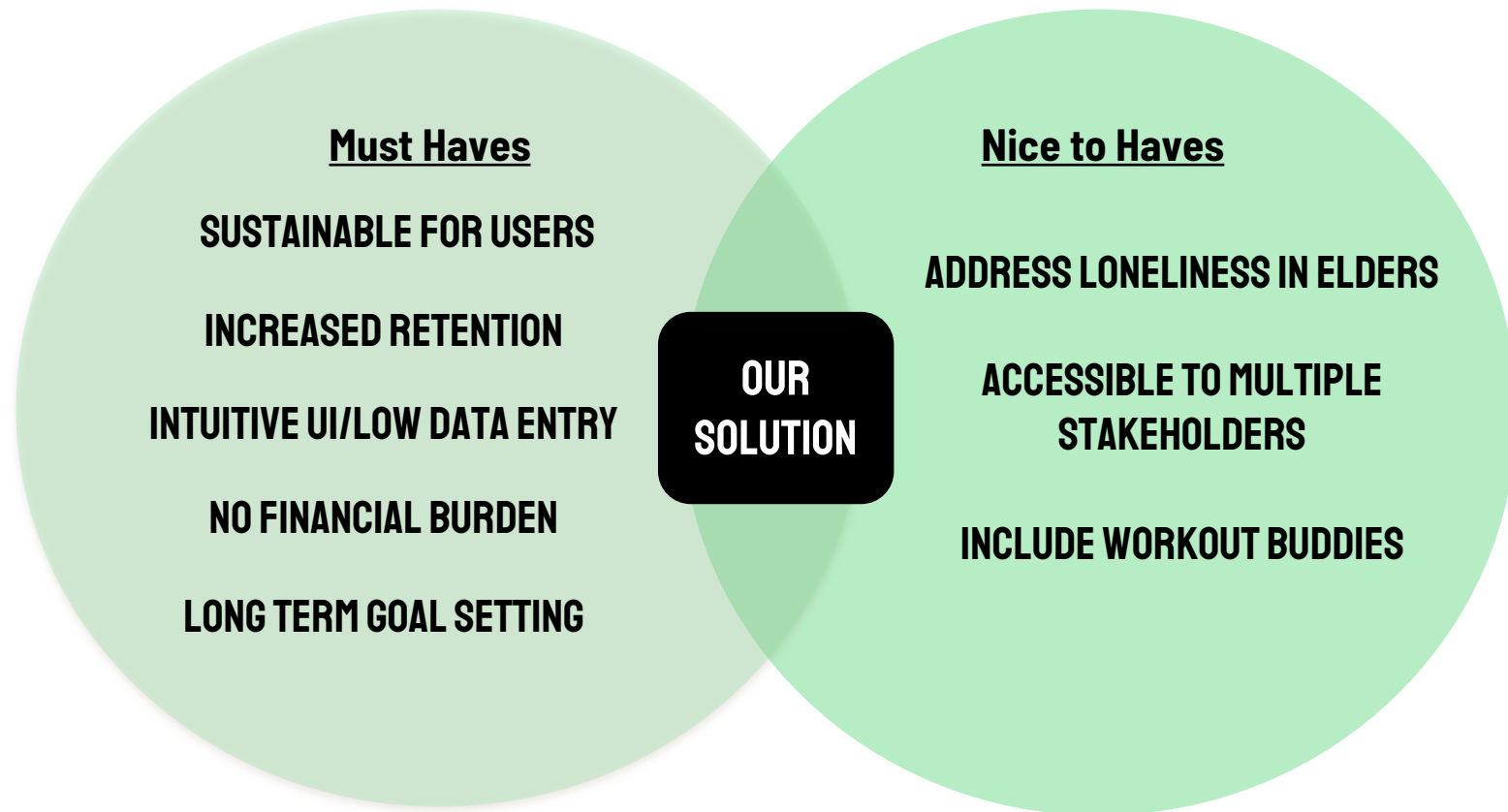
**A WAY TO ADDRESS PHYSICAL DETERIORATION IN THE AGING  
PROCESS IN ADULTS BETWEEN 65 TO 75 YEARS OLD WHO DO  
NOT REGULARLY EXERCISE THROUGH ACHIEVING DAILY  
MOVEMENT.**

Approachable and  
sustainable goal setting





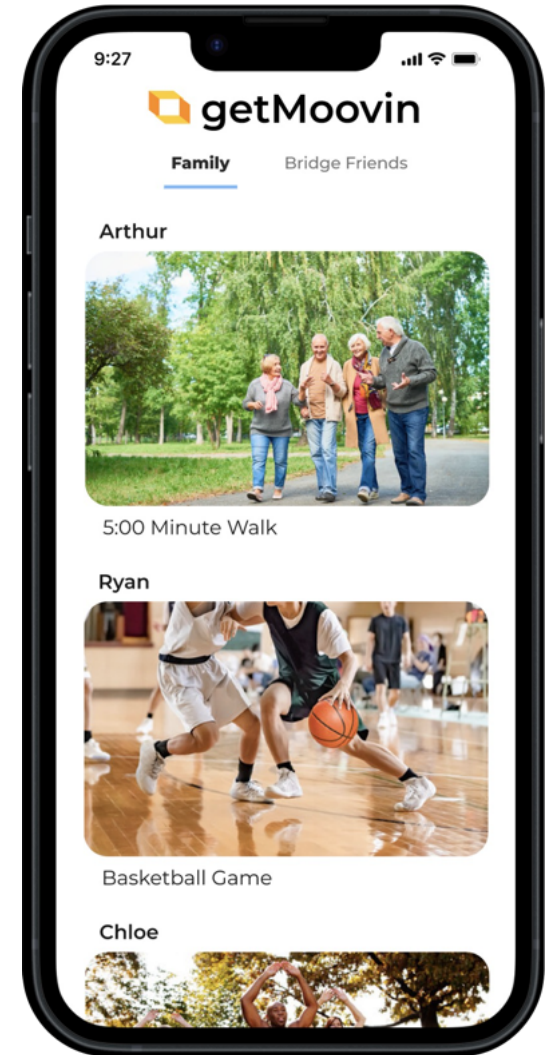
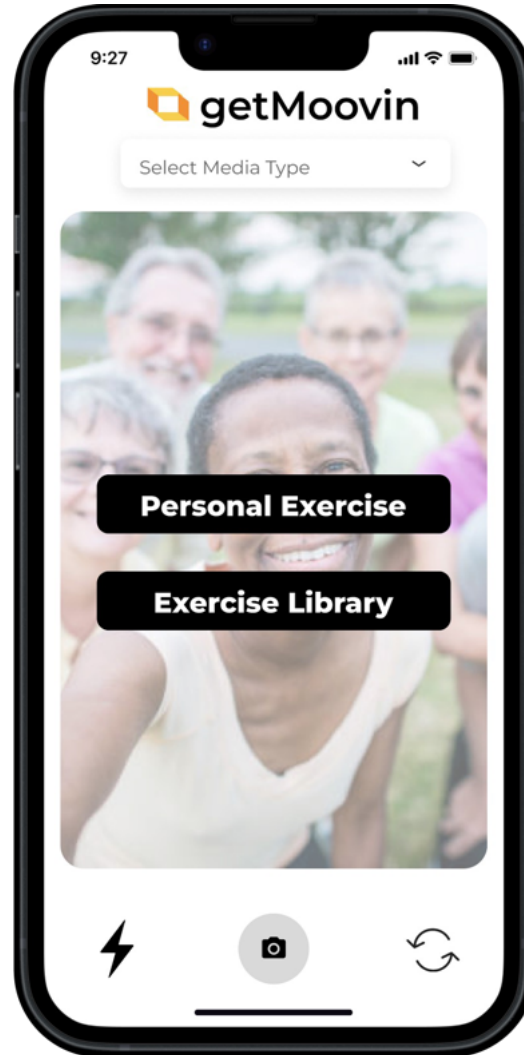
# MUST HAVES AND NICE TO HAVES




**WHAT IF THERE WAS A SOLUTION  
TO THESE PROBLEMS?**

Introducing...

# getMoovin



## **USER EXPERIENCE: FREE**

- 
- 1. NOTIFICATION TO GETMOOVIN**
  - 2. PICK AN EXERCISE**
  - 3. GETMOOVIN WITH ENCOURAGING GIF**
  - 4. POST: PHOTO, BOOMERANG, VIDEO**
  - 5. CHECKOUT HOW FRIENDS & FAMILY ARE MOOVIN**



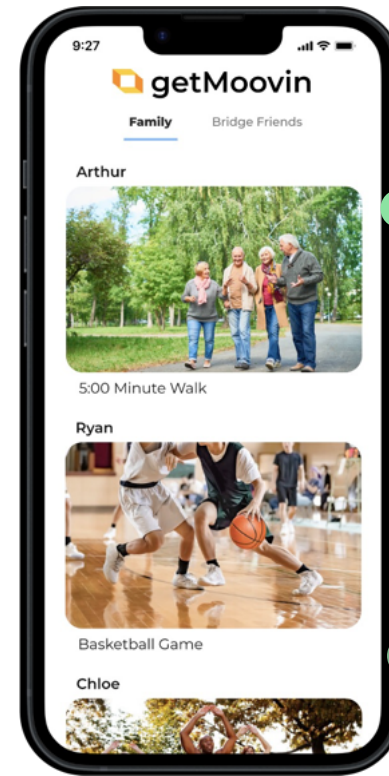
**Daily reminder  
to increase  
user retention**



**Intuitive UI**



**Fun user platform to  
engage with distant  
friends and family**



**Exercise recommendations of  
varying difficulties**

**First group free**

# **SUBSCRIPTION SIDE: THE GIFT OF IMPROVED HEALTHSPAN**

## **2 KEY QUESTIONS**

**Based on your health & family, what age  
will you be for your Ultimate Decade?**

**What do you want to be able  
to do during that decade?**

## WHAT SETS US APART:



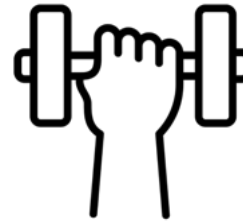
We will help people  
**answer those questions.**



We will “**back cast**” to  
**calculate how fit** they need  
to be to do those things.



We will **test their fitness,**  
**comparing** it to where  
they need to be.



We will give them **specific, fun**  
**activities** to **build and**  
**maintain** their **fitness** for their  
Ultimate Decade.

**THIS IS THE GIFT OF IMPROVED HEALTHSPAN!**

# ADDITIONAL BENEFITS



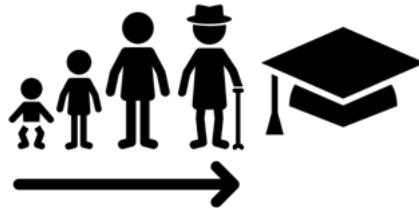
The activities will be geared toward having fun.

Tracking of your progress



Interval Re-Assessments

Aging education to help you take control of your health



Classes on nutrition, sleep, mindfulness, & more



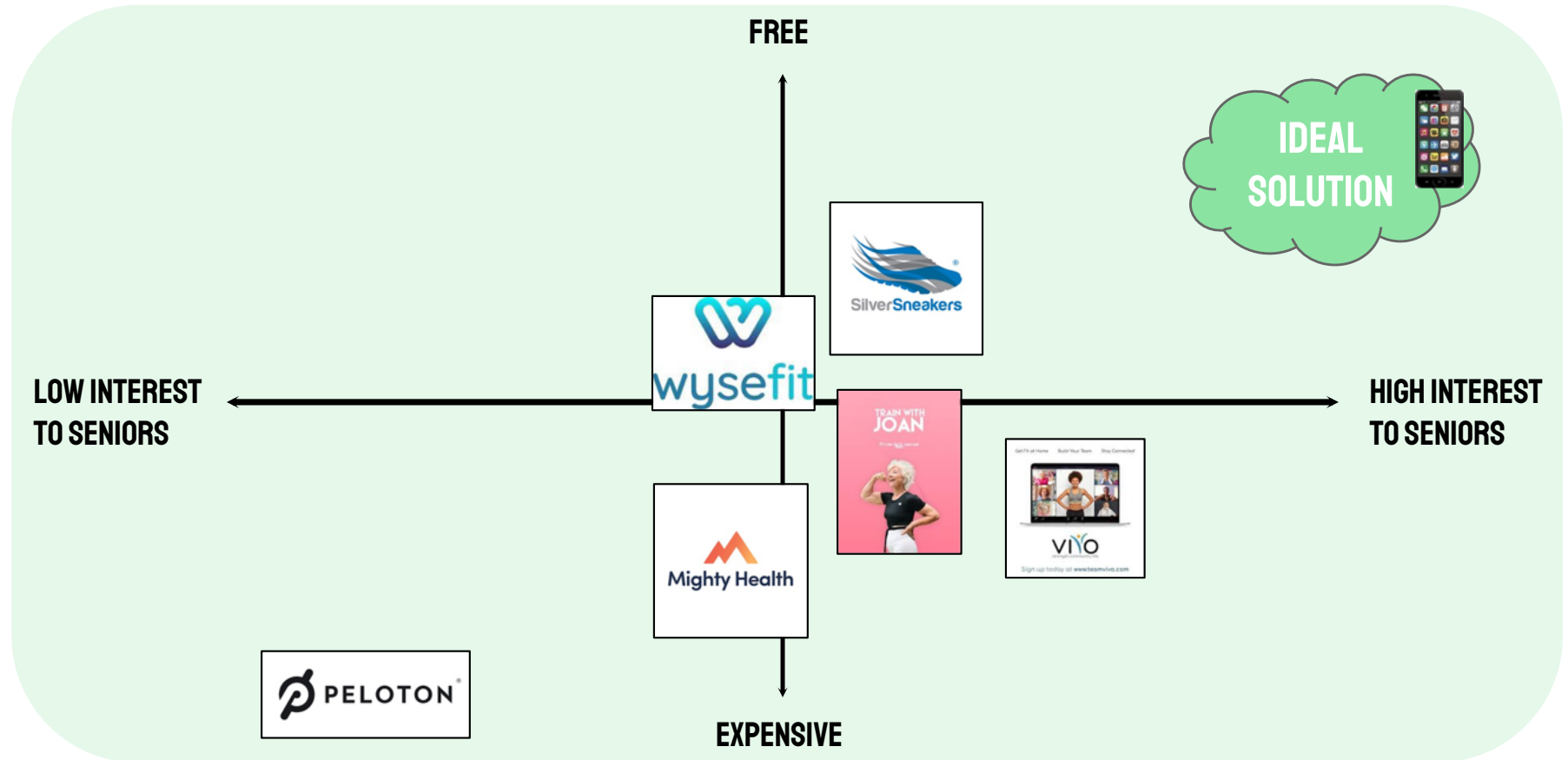
## Future Plans:

Links to your doctor

Data capture from wearables



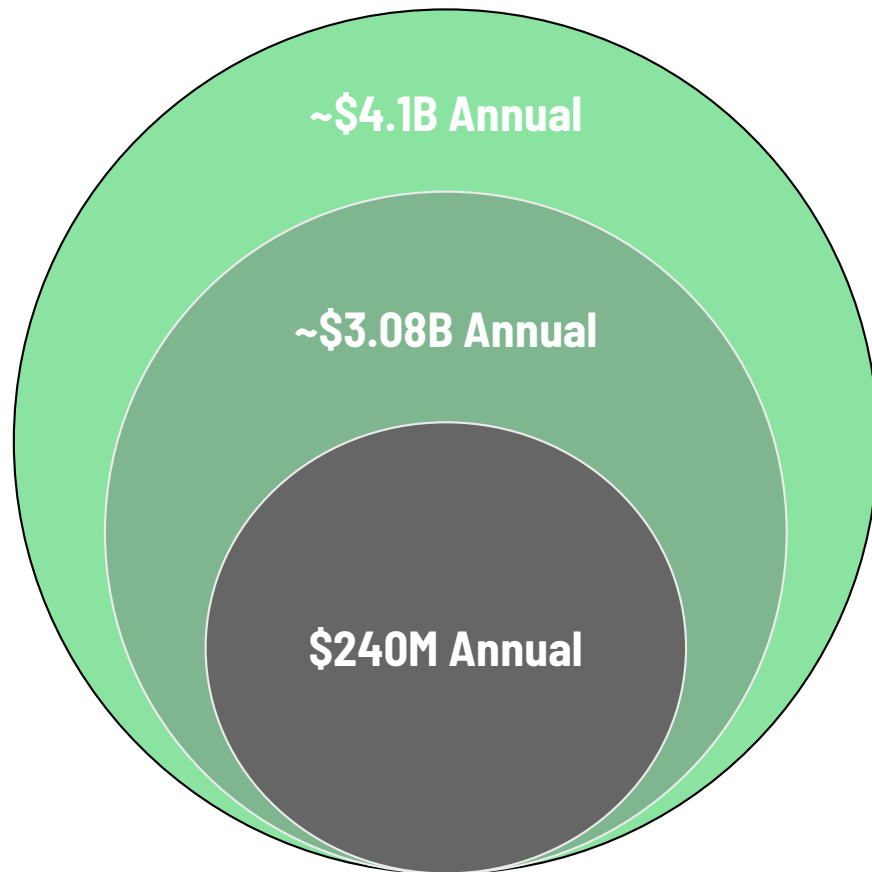
# COMPETITIVE ANALYSIS



# FEATURES COMPARISON

	SilverSneakers	Vivo	getMoovin
<b>Motivation: provide specific, fun workouts</b>	✗	✗	✓
<b>Motivation: integrate the family aspect</b>	✗	✗	✓
<b>Addresses specific aging needs, eg walking faster</b>	✓	✓	✓
<b>Motivation: Community</b>	✗	✓	✓
<b>Meet users exactly where they are, ie fitness level</b>	✓	✓	✓
<b>Education: importance of exercise</b>	✓	✓	✓

# U.S. TARGET MARKET AND MARKET SIZING



56M Seniors with 34M Inactive

**Total Potential Market X \$120 (typical price)**

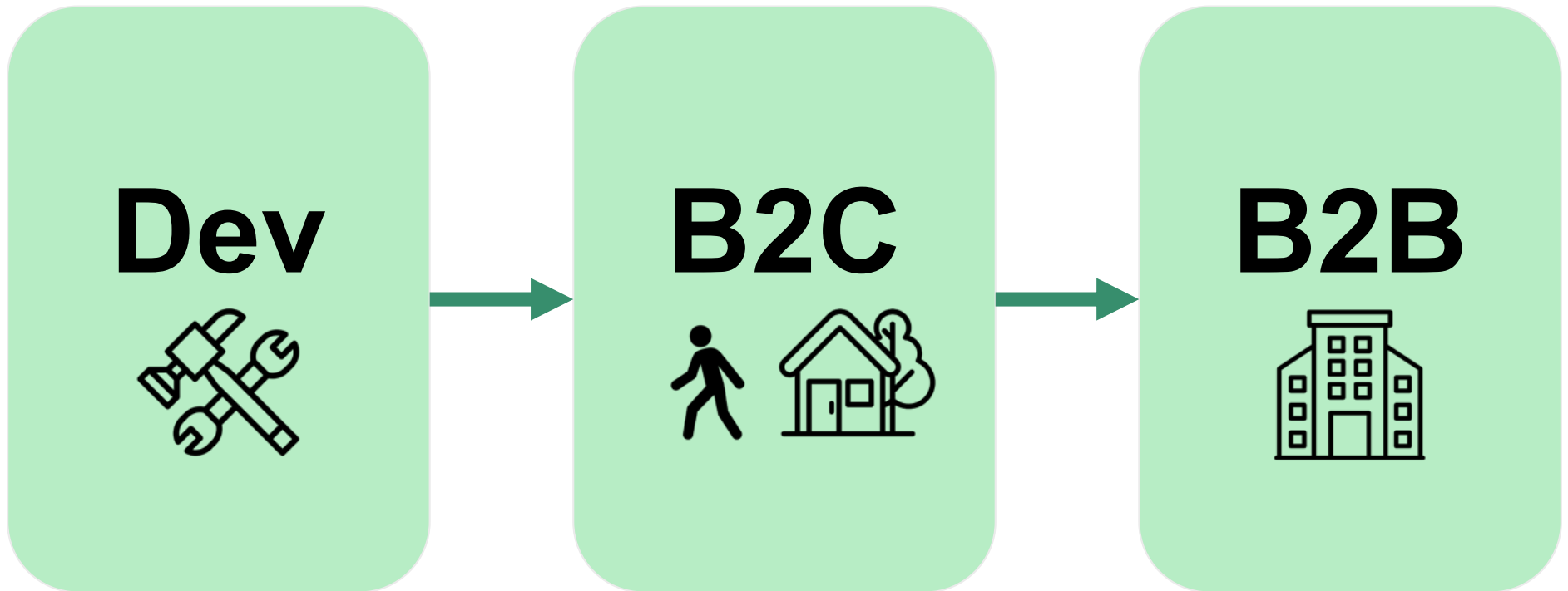
Seniors without Serious, Limiting Illness

**25.1% of non-institutionalized seniors have fair or poor health, leaving 25,645,760 eligible seniors**

Reasonable Target Market Size

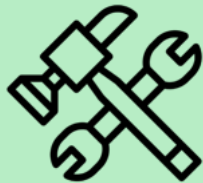
**Silver Sneakers has demonstrated a market penetration of 2 million seniors. We think this is achievable.**

# BUSINESS MODEL - OVERVIEW



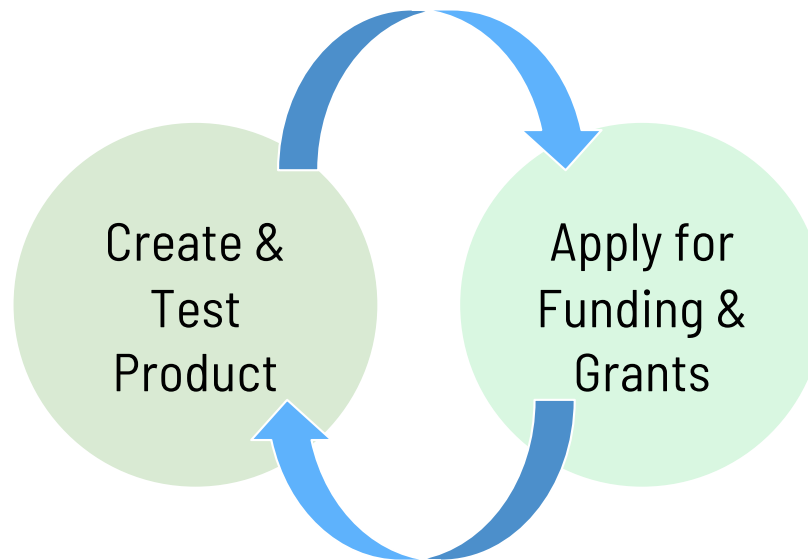
# DEVELOPMENTAL PHASE:

**Dev**



Initial Budget:  
\$75K

Budget covers app + website  
coding and consultants in  
marketing, physical therapy,  
psychology, & legal

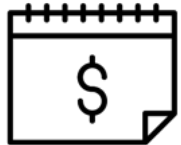


# PRICING



## getMoovin Free

Take photos of  
family & friends  
getting healthy



## getMoovin Subscription

The gift of improved  
Healthspan

\$14/month (\$168/year)  
OR  
\$138 annually

Senior communities or  
families enrolling 10+  
people: 1 month free +  
20% off annual  
subscription

# B2C



1

Identify Senior Dense Settings

2

Use Internet Channels

3

Considering Accelerators

4

Seed Funding

5

Expand & Attract Senior Influencers

6

Refine Data Acquisition

7

Optimize Tracking

*At least* 1K users  
before B2B

8

Psychology Consultant to  
Optimize Appeal to Seniors

9

Series A Funding:  
Research & Expansion

**B2B**



Analyze data from Tracking & Study

Create sales plan for Managed Medicare Companies

Determine ROI for employers

Partnering with sensor companies

Partnering with digital health companies

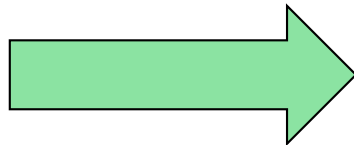
Series B Funding to further expand company



# PILOT TESTING

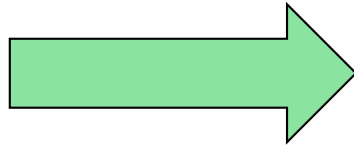
Interviewed **100+** users & physicians

Would you use the product regularly?



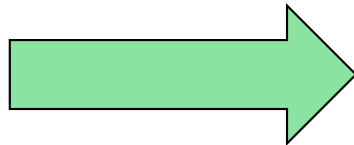
**>95% yes**

How much would you be willing to pay per month?



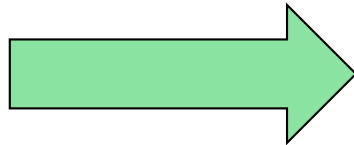
**Up to \$30 if it works**

Do you prefer an AI or human trainer?



**AI or *older* trainer**

Mini Pilot over 2 weeks with 20 people



**95% continued daily. 1 person switched from iPhone to flip phone**



# NEXT FUNDING: WORK PLAN FOR NEXT QUARTER

**01**

## **CONTINUE APP DEVELOPMENT → BETA TESTING**

Current status: backend skeleton + UI designed. Need to iterate, hire interns, test with users, iterate

**02**

## **CONTINUE GETTING INTEREST IN BETA, REACH 30 GROUPS**

We have 10+ interested community centers & 200+ interested users

**03**

## **IDENTIFY CONSULTANTS AND OTHER KEY RESOURCES**

**04**

## **ESTABLISH GOAL OPTIONS & FUN WAYS TO EXERCISE**

**05**

## **APPLY FOR GRANTS, INCUBATORS, OTHER FUNDING**

Big question: How do we recruit app developers when we do not yet have funding?

## **NEXT FUNDING: PROPOSED USE OF \$1000**

**01**

**HIRE APP DEVELOPER + INTERNS FOR ~16 HRS = \$800**

**02**

**PRINT-RELATED EXPENSES FOR PITCHES, EG POSTERS = \$50**

**03**

**CONSULTATION WITH PHYSICAL THERAPIST ~3 HRS = \$150**

**04**

**TRAVEL & FEES FOR EVENTS & MEETINGS - COVERED BY MEMBERS**

# WHY US?

WE HAVE THE EXPERIENCE & VISION REQUIRED TO SUCCEED



**Jack Keene, MD**

- Doc for 40+ years 🏥
- Venture advisor for Longevity + Fitness 🧑🏻



**Ank Agarwal**

- MD @ Stanford 🩺
- Comp bio @ Hopkins 💻
- Eldercare startup backed by White House, 130 clinics



**Annie Ostoic**

- Elec Eng @ Stanford ⚡
- Working on early-stage sleep apnea startup 🛌



**Ben Randoing**

- Biomed Eng @ Duke 🏥
- Mech Eng @ Stanford 🔧
- Consultant @ J&J 📈



**Montanna Riggs**

- Bio Eng @ Stanford 🧬
- ex-Consultant @ BCG 🇮🇹



**Kelly Niethammer**

- Human Bio @ Stanford 🧬
- VP @ Stanford Women in Design 🧑🏻
- VC @ Notation Capital



**Timi Adeniyi**

- Symbolic Systems @ Stanford 🖥️
- Pres @ Stanford Women in Business 🇮🇹



**Natasha Kacharia**

- CS @ Stanford 🖥️
- Design @ Stanford 🧑🏻

# ADVISORY: IO+ EXPERTS



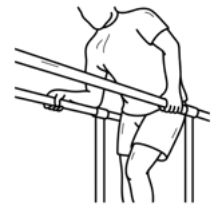
**Health and  
Human  
Performance**



**Orthopedics**



**Geriatrics &  
Internal Medicine**



**Physical Therapy**

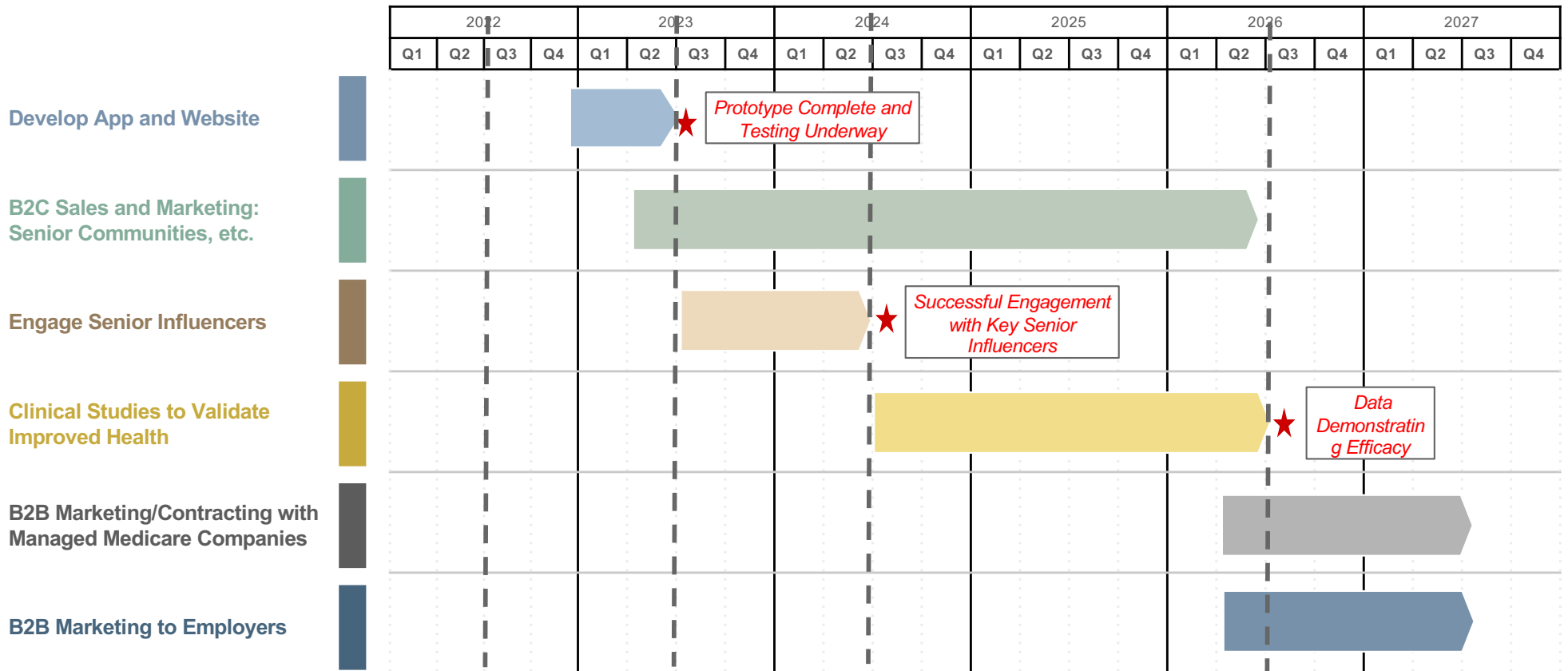




**Q&A?**

## MILESTONES AND PATH FORWARD

★ *Key Milestones to achieve before funding round*



# MARKET SIZE:

