

# Healthspan Heroes

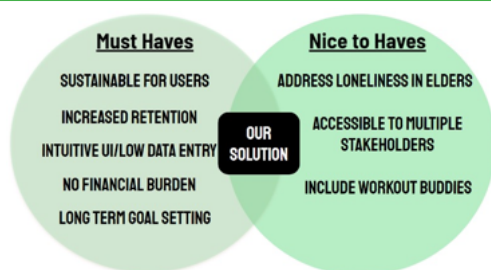


## The Gift of Improved Healthspan

### SUMMARY

- **Problem:** America's elderly are experiencing decades of immensely poor quality of life, and early deaths, even though both of these can be mitigated or prevented by simply exercising
- **Solution:** An app that provides prompts to exercise and workouts that meet users' longevity goals
- **Competitive Advantage:** Fun to use, inexpensive, achievable exercises, community-oriented, & sustainable
- **Value and Sustainability:** Users and caregivers continuously benefit, as do senior housing and VBC insurances
- **Future Activities and Milestones:** Develop app beta & reach 2000 users → transition to B2B

### PROBLEM, NEED STATEMENT AND NEED CRITERIA



Aging causes 1% loss of muscle mass & bone density/yr, with several other health conditions or early death. Exercise mitigates or prevents this.

**The Need:** A way to address physical deterioration in the aging process in adults between 65-75 years old who do not regularly exercise through achieving daily movement.

### SOLUTION

#### Our platform:

- is FUN for family & friends
- prompts users with daily reminders
- assists users to easily share photos, boomerangs, or videos
- encourages sharing daily exercise progress that motivates peers
- offers a paid side of the app for additional key features including identification of users' longevity goals and ways to achieve them



### COMPETITIVE ADVANTAGE

getMoovin is inexpensive, meets users' fitness levels, and creates family+elderly fitness community. Competitors do not meet *all* of these.



### VALUE AND SUSTAINABILITY

Most importantly, elderly people (users) will regain mobility, community, and their health. Family caregivers will have reduced caregiver burden, stress, and healthcare spending. Stakeholders are motivated to pay by *improved life quality* (users + caregivers), *work quality* and *employee longevity* (employers), *savings* (VBC insurance companies), and *referral fees* (senior living).

### FUTURE ACTIVITIES AND MILESTONES

**Next Steps:** continuing app development & beta testing, obtaining funding, and generating additional interest from senior facilities.

We will expand our pilot to 2000+ total users to: a) see what users would like to be changed, and b) gather data proving efficacy to partner with employers, managed medicare companies, and other digital health companies.

### TEAM

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