

From: Poonacha Machaiah <[REDACTED]>

To: Jeff Epstein <[REDACTED]>

Subject: Jiyo Wellbeing Platform & Insurance Provider Synergy

Date: Sun, 02 Jul 2017 19:48:11 +0000

Attachments: Jiyo-Overview-Wellbeing-Insurance.pdf

Dear Jeff,

It was a pleasure to meet you in San Diego. As per our meeting with you and Deepak, I wanted to share some information on the Jiyo Wellbeing platform (co-founded by Deepak Chopra, MD). I would appreciate your kind introduction to potential partners in the insurance segment, since we have a compelling value proposition with respect to wellbeing lifestyle management (presentation attached).

Some of the key areas of synergy are as follows:

- Augment Insurance companies/corporations with wellbeing content and programs from Jiyo -- Curated by Deepak Chopra, MD and industry leading experts (Nourish, Move, Love, Meditate, Sleep) e.g. United Healthcare is providing their subscribers with dollars for following a fitness (steps) routine. We can augment it with curated content and programs from global wellbeing domain experts ([REDACTED]).
- Leverage Jiyo mobile app to measure the "lifestyle" of a subscribers (steps, calories, sleep) and also integrate measurement of stress via qualitative integrated questionnaire (perceived stress scale) and technology such as facial micro expression tracking via Jiyo (Wellfie) and also leveraging "voice stress analysis" -- Based on user opt in for these features it will help companies track and incentivize healthy behavior/lifestyle.
- Wellbeing Community - Products/Services: Leverage Jiyo community to encourage interaction with "like minded" people in accomplishing their wellbeing objectives and also access to curated products i.e. via Jiyo store ([REDACTED]) and also access to wellbeing service providers e.g. fitness gyms, yoga studios
- Metrics & Dashboard: The platform enables providers (insurance companies, corporations) to manage subscribers of their communities and track metrics with respect engagement and customize products/services based on user "lifestyle" and also integrate this into their "rewards" programs.
- Platform:
 - [REDACTED] (app available on IOS/Android)
 - Curated Video channels: [REDACTED]
 - Wellbeing Articles: [REDACTED]
 - Curated marketplace: [REDACTED]

Thanks again for your kind support and do let me know if you need any further information.

With gratitude,

Poonacha

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[REDACTED] -- "Transforming personal and societal wellbeing"