

# JIYO

## Transforming Personal & Societal Wellbeing

June 2017

# Reinventing the Body

1. Your body is a process, not a structure
2. Your body is an energy and information field
3. Gene expression is influenced by thoughts, emotions, relationships, social interactions and environment (Epigenetics)
4. You can change the structure of your brain to optimize physical, emotional and spiritual well-being (Neuroplasticity)
5. Only 5% of disease related gene mutations are fully penetrant
6. You can change your relationship with time
7. Awareness is the key to transform and reinventing the body

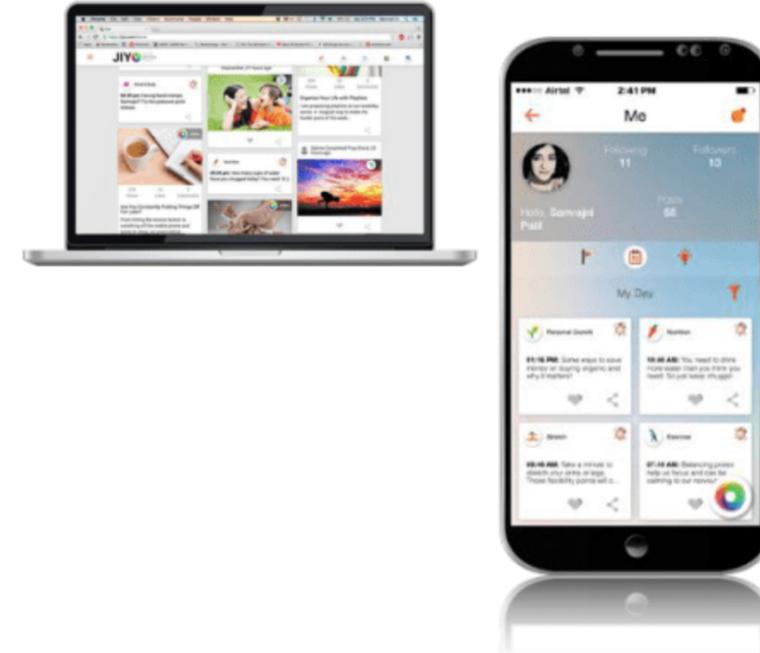


***"The goal of Jiyo is to impact a billion peoples' lives by enabling them to experience a joyful energetic body, a loving compassionate heart, a restful alert mind and lightness of being."***

DEEPAK CHOPRA, M.D.  
Wellbeing | Longevity | Higher Consciousness

# Drivers of Transformation

- Inspiring Content/Knowledge/Wisdom that has practical value and transforms lives
- Social connection both physical and virtual
- Metrics
- Technology
- Products and Services



***"Technology validates the mind body connection establishing clearly that biology is different in different states of consciousness. Every experience physical, mental, emotional and spiritual modulates neural networks and gene expression."***

DEEPAK CHOPRA, M.D.

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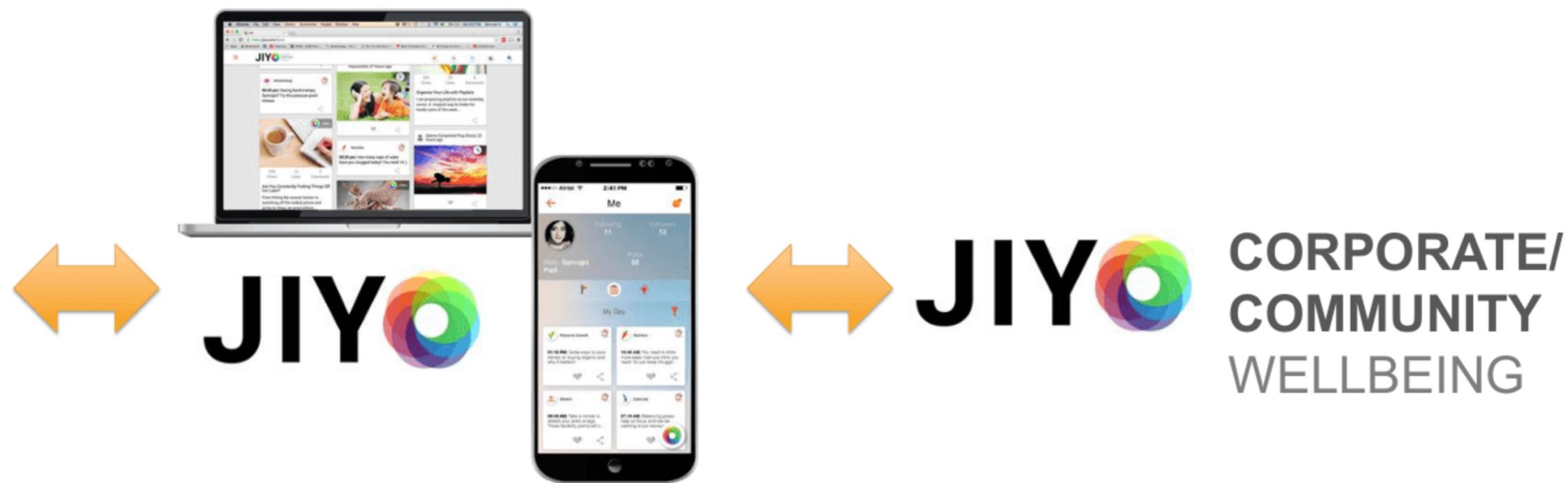
# JIYO – Wellbeing Eco-System

**JIYO**  MARKET PLACE

**JIYO**  CONSULT

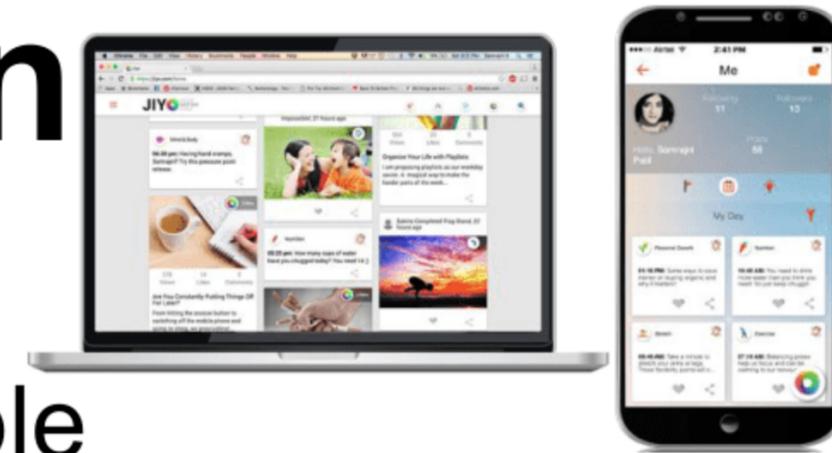
**JIYO**  LEARN

**JIYO**  STUDIO



**Jiyo is a contextual platform that provides consumers with insights to make behavioral changes and enhance their personal wellbeing.**

# The Jiyo Value Proposition

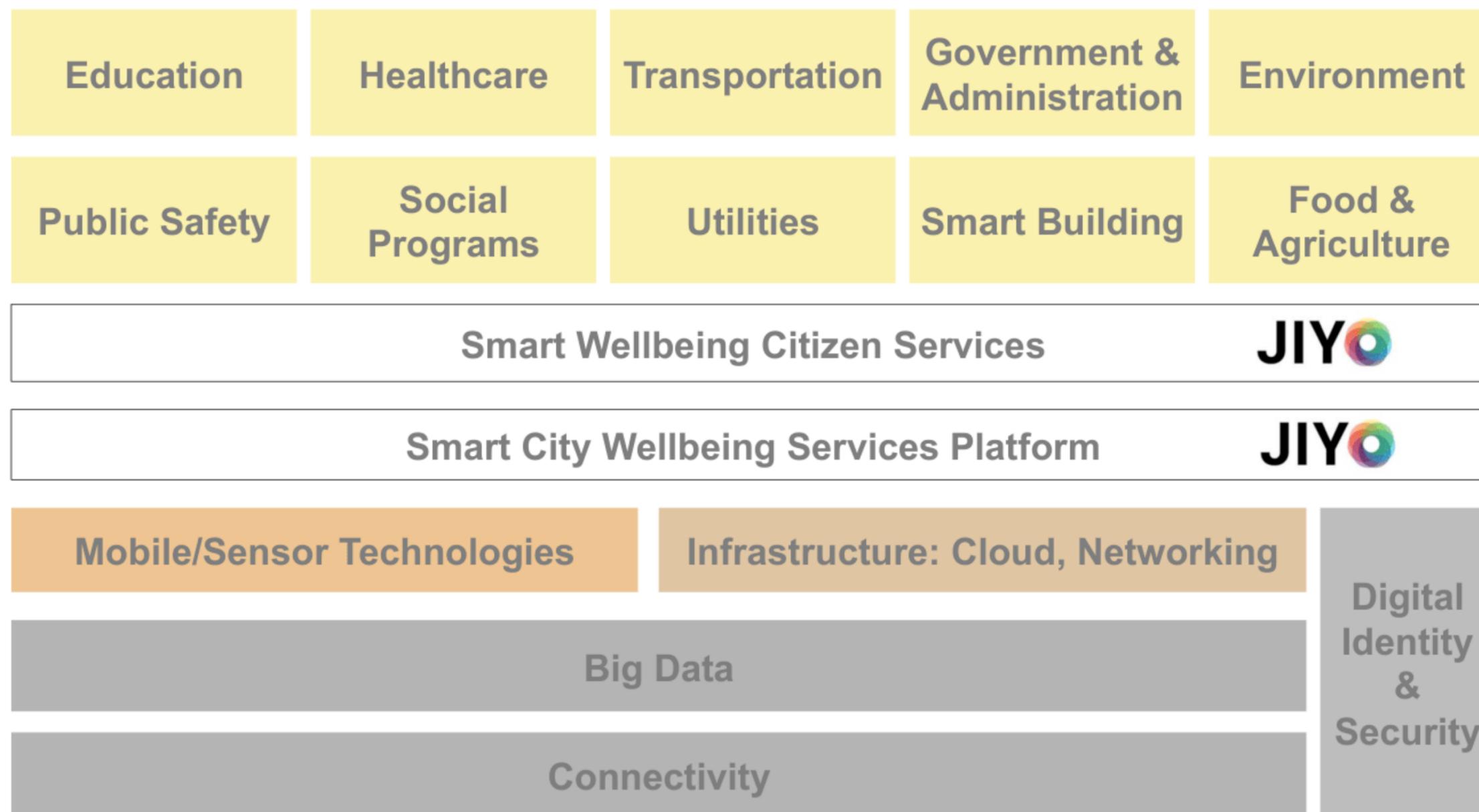


- And integrated approach to wellbeing
- Provide wellbeing tools to Corporations to enable engagement with their employees and partners
- Build better “connectedness” in the organization/community i.e. Online 2 Offline
- Curated content from worlds leading expert in the domain:
  - Perfect Health, Super Brain, Super Genes: Deepak Chopra MD
  - Curated content across: Nourish, Move, Sleep, Love, Meditate, Grow – from global/regional experts
  - Access to wellbeing leaders e.g. Eddie Stern, Kimberly Snyder, Dr.Rudy Tanzi, Mark Hyman, MD, etc.

# The Jiyo Value Proposition (contd.)

- Curated best in class technology integration for MindBody/Human Performance
  - Fitbit, Garmin, Muse, Heartmath, Dreamweaver
  - Jiyo Consult access for 1:1 consultation with experts
  - Mindbody Online Integration
- Curated “wellbeing certified” products available to employees via Jiyo Marketplace
- Metrics & Analytics for organizations/communities to track wellbeing
- Curated Wellbeing programs for Corporations e.g. Perfect Health, Soul of Leadership, Beyond Performance, Living in Flow

# JIYO: Internet of Wellbeing Blueprint

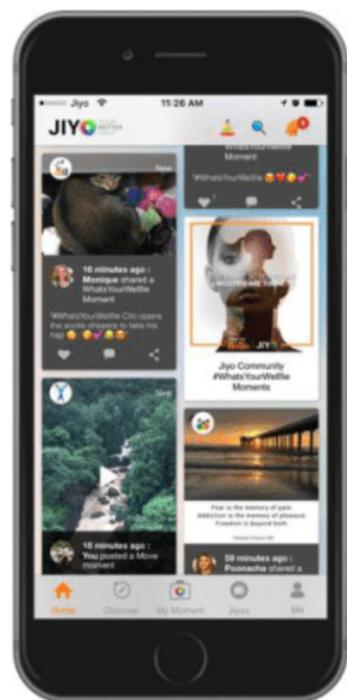


### Jiyo Wellbeing ©

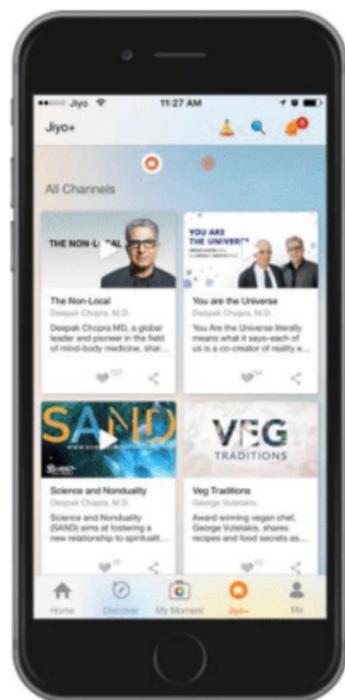
1. Intention
2. Mind Body
3. Movement
4. Nutrition
5. Sleep
6. Eliminate Toxicity
7. Love & Relationships
8. Youthful Mind & Creativity
9. Career
10. Finance

**INTERNET** of  
**WELLBEING**

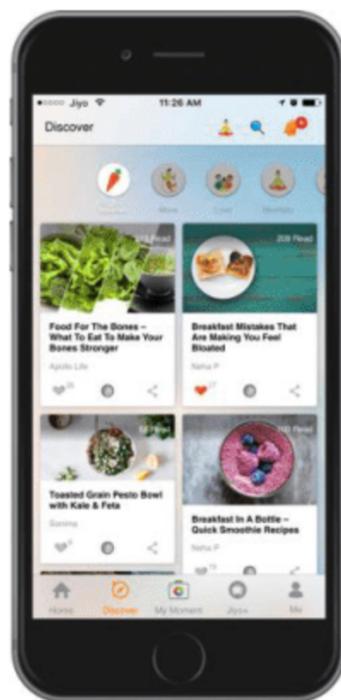
# Web & Mobile Platform



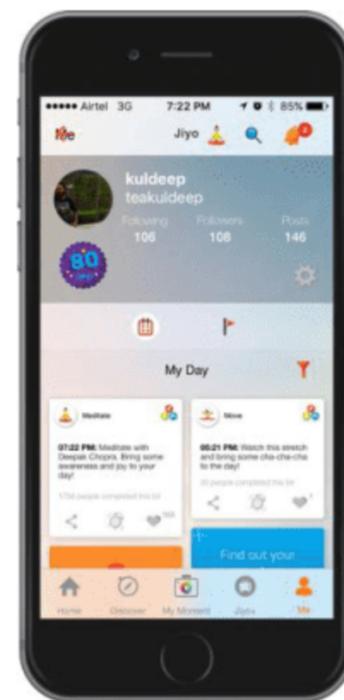
Social Engagement



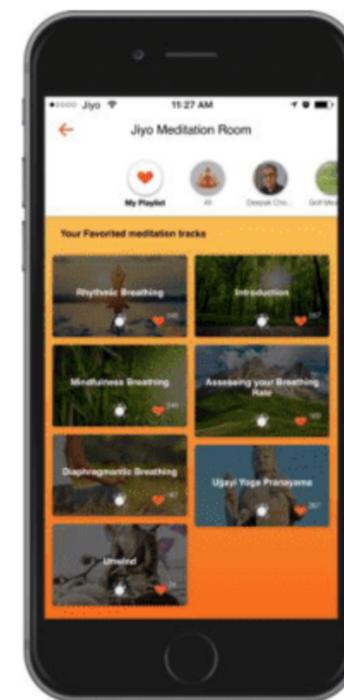
Expert Channels



Curated Content



Personalized Wellness Profile



Meditation Room



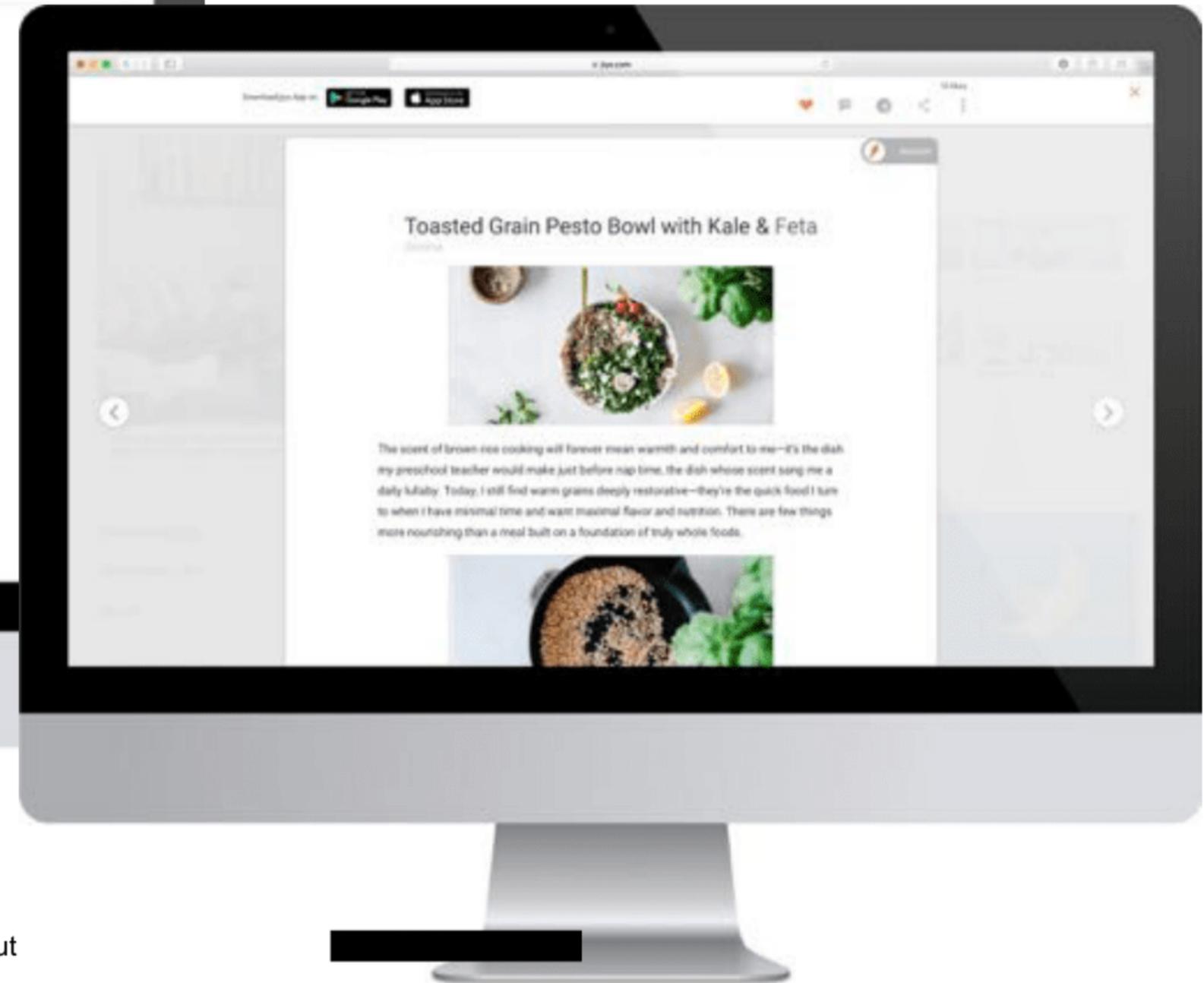
# Curated Content from Experts



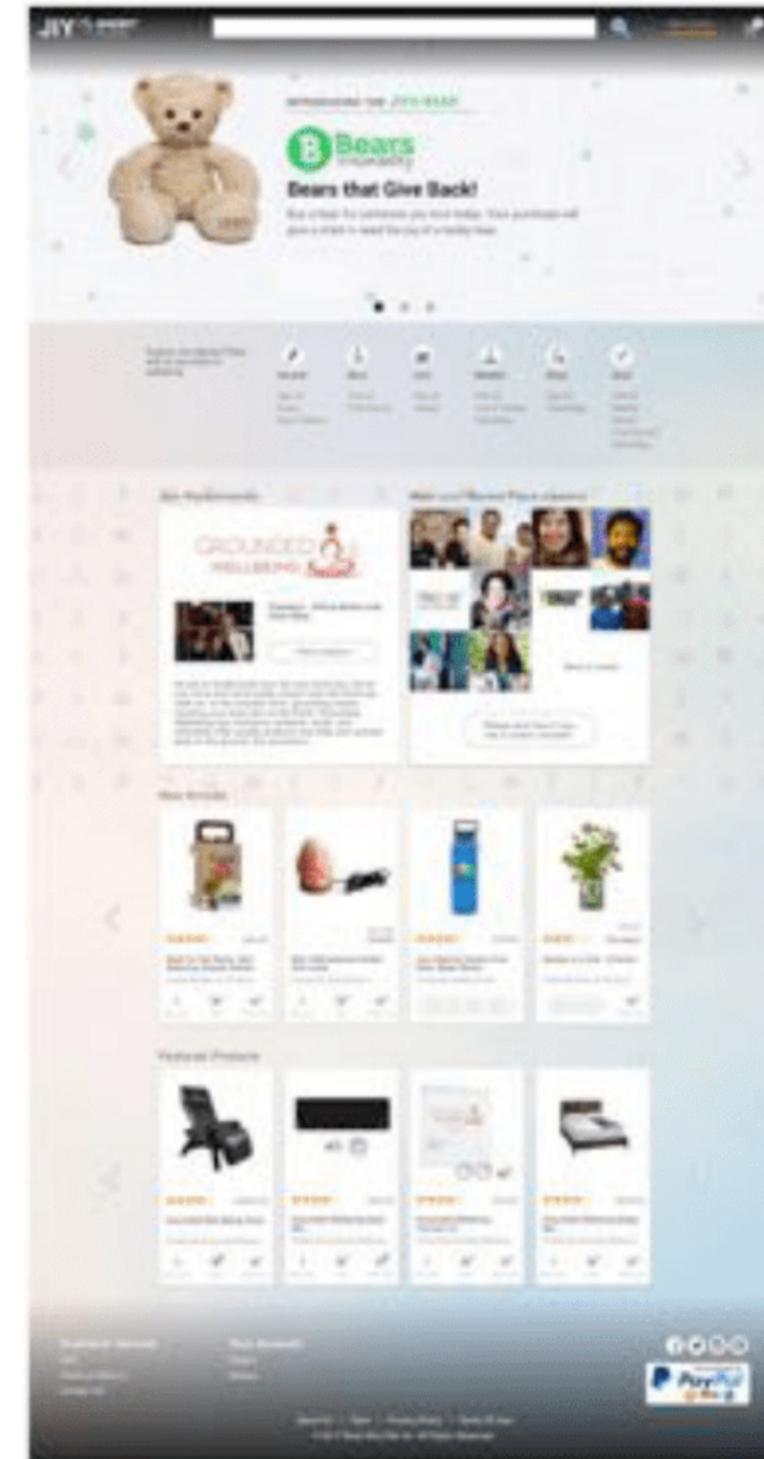
**Articles** ~1148  
**Premium Videos** ~597  
**Meditation Tracks** ~200+  
**Bits ( content)** ~462  
**Bits ( Videos)** ~455

[REDACTED] – Confidential. Do not copy or distribute without prior written consent. (e) [REDACTED]

# Nourish | Move | Love | Meditate | Sleep | Grow



# Jiyo MARKET PLACE



**Jiyo MARKET PLACE**

Search... Move... Live... Meditate... Sleep... Grow... Grounded Wellbeing... Create

HeartMath

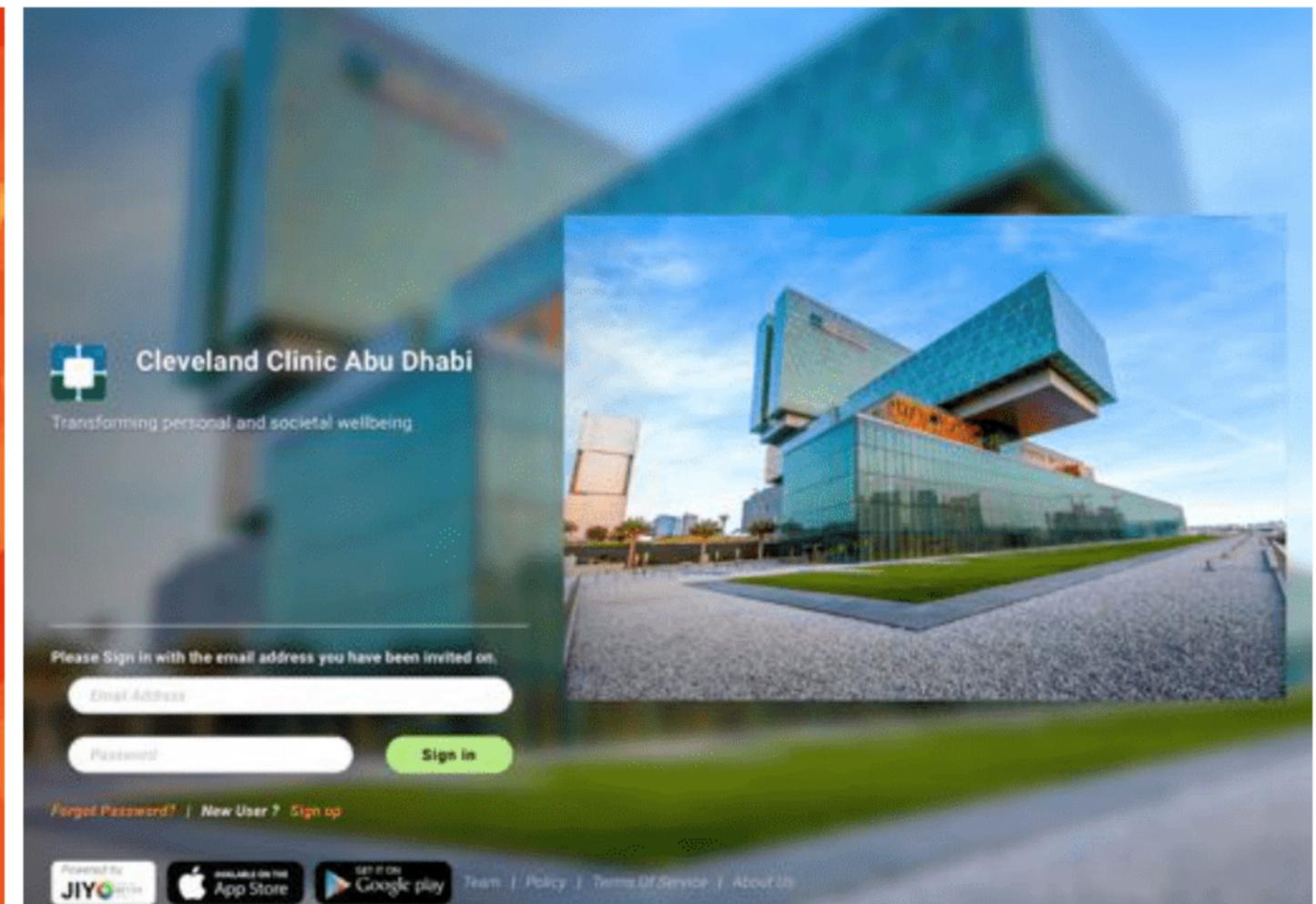
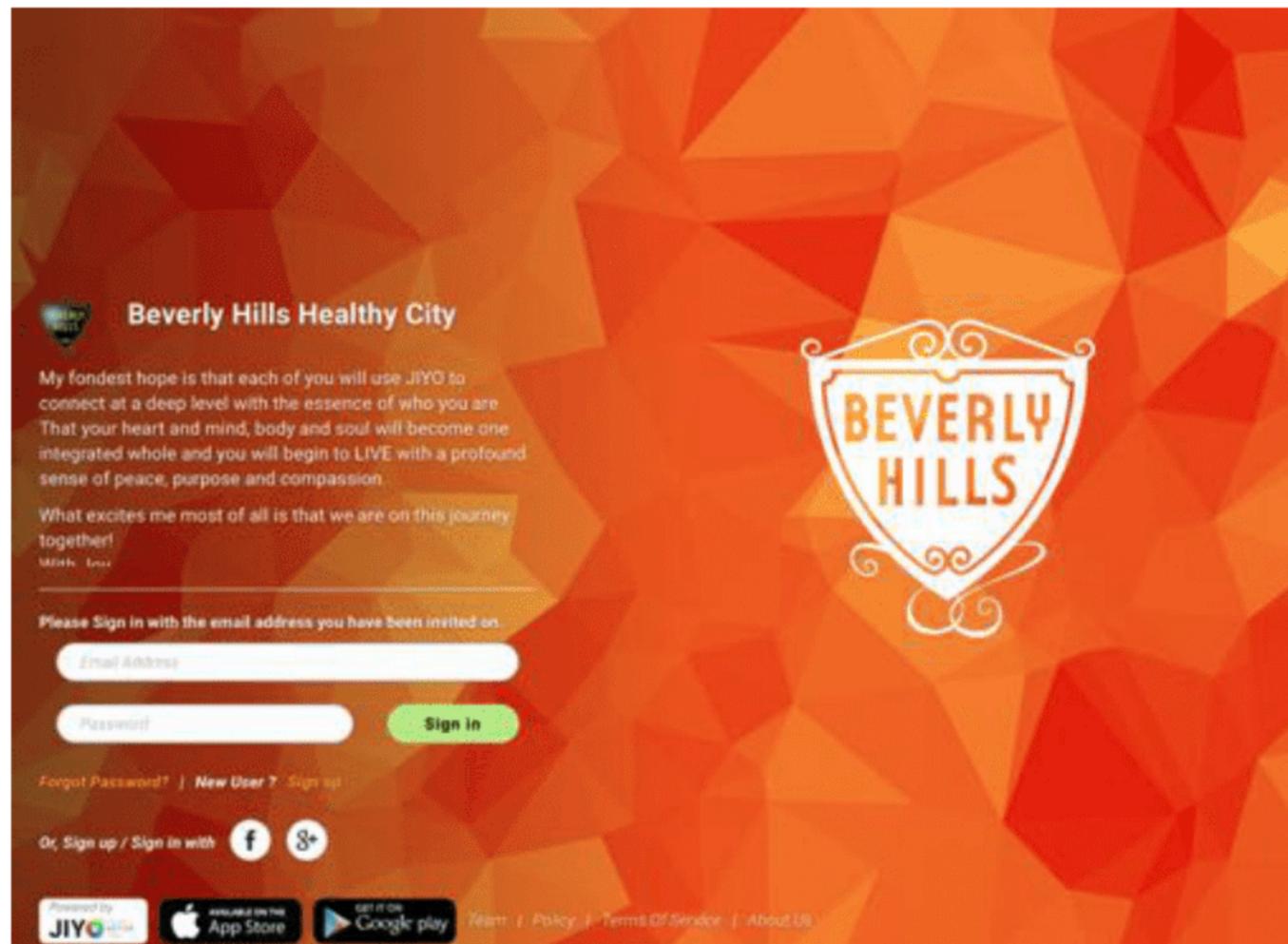
Transform your response to stress through heart coherence.

You can **create more flow** and **less stress** in your life with **Inner Balance**

**New Products**

<p>Back To The Roots Gift W... \$25.00</p> <p>Add to Cart</p>	<p>Mini USB powered Armer... \$19.00</p> <p>Add to Cart</p>	<p>Back To The Roots Grow Y... \$19.00</p> <p>Add to Cart</p>	<p>Palo Santo Raw Incense W... \$14.00</p> <p>Add to Cart</p>	<p>Palo Santo and Copal - La... \$15.00</p> <p>Add to Cart</p>	<p>Garden in a Can - Basil \$9.00</p> <p>Add to Cart</p>	<p>Garden in a Can - Cilantro \$9.00</p> <p>Add to Cart</p>	<p>Back to the Roots Water B... \$24.00</p> <p>Add to Cart</p>
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# Corporate & Community Wellbeing



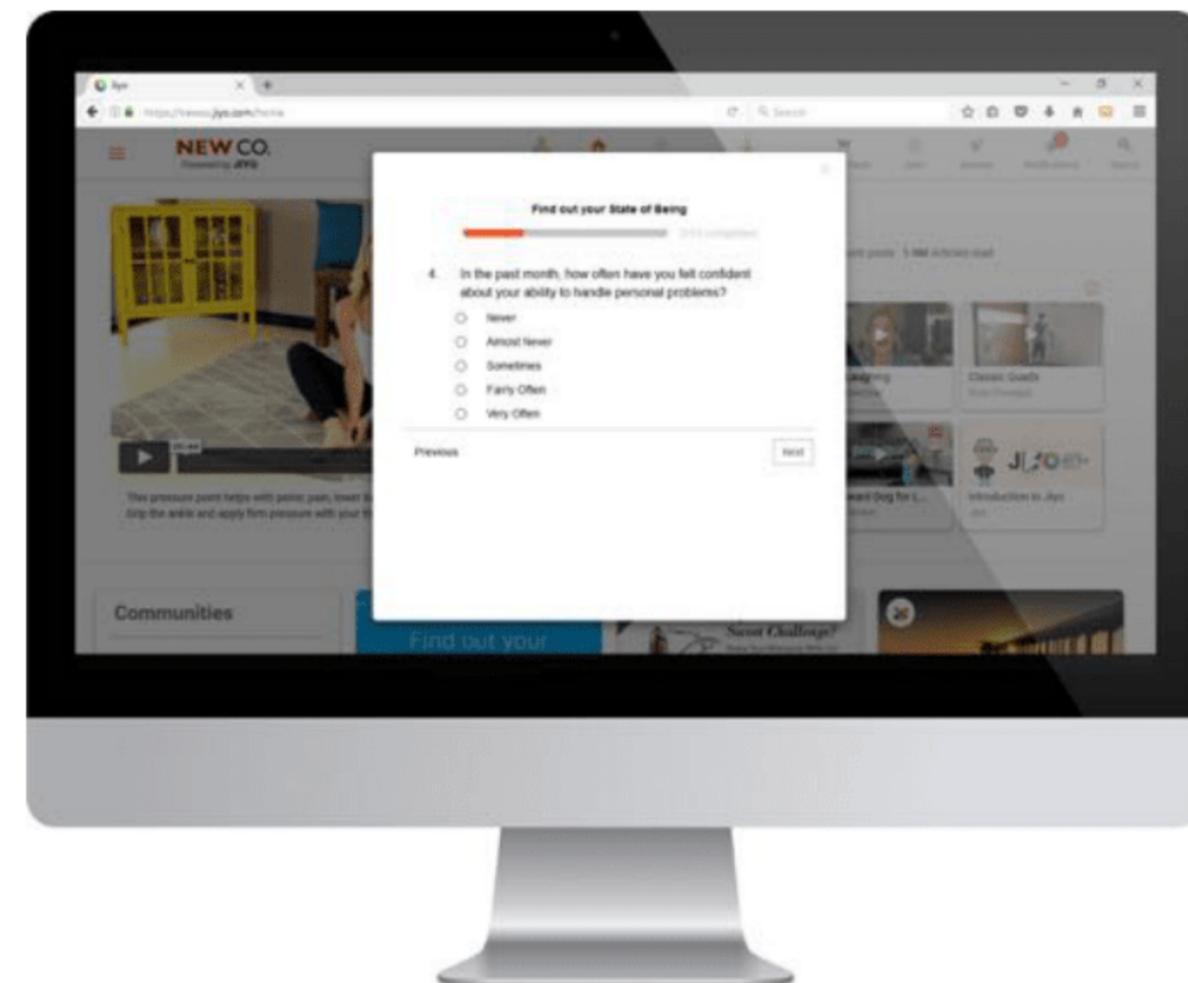
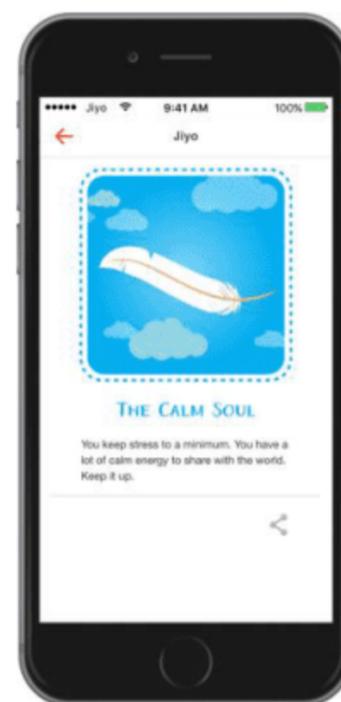
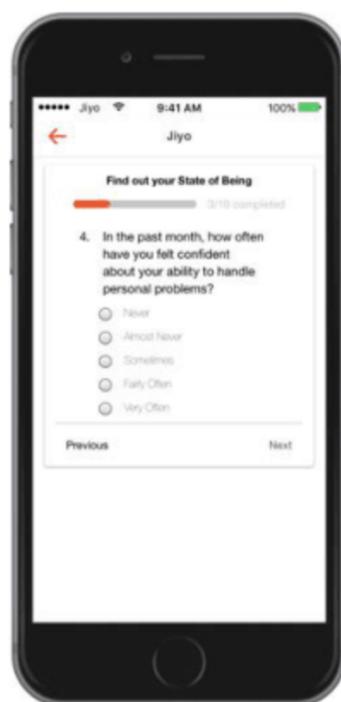
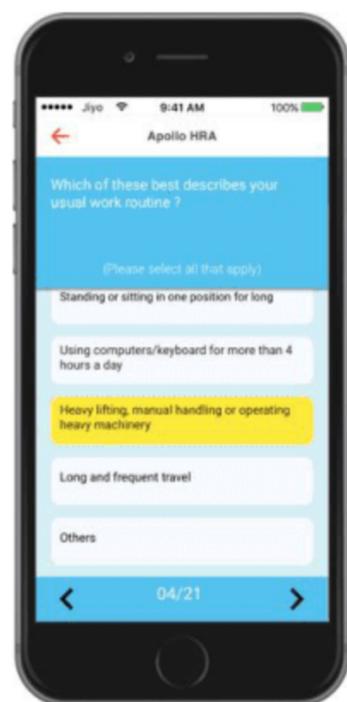
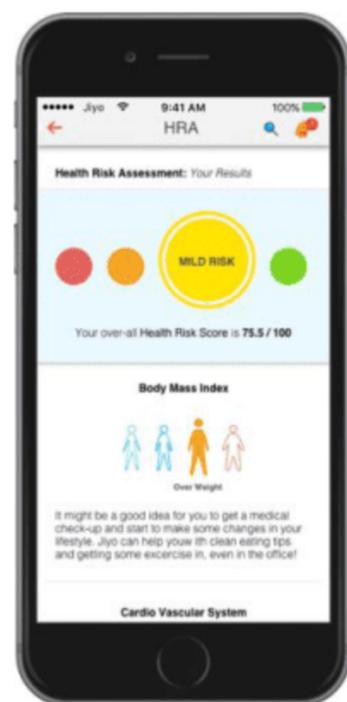
# Comprehensive Wellbeing Management



1. Conduct a confidential Personal Health Assessment – Integrate with personalized behaviors/recommendation
2. Educate (videos, books, webinars, biometric results)
3. Track program participation and activity
4. Makes engagement easy with a mobile app & realtime notification
5. Track and administer incentives and rewards
6. Integrated wellbeing tracking/metrics
7. Provide the tools and integration into wellness trackers/ apps
8. Deliver behavior change campaigns and challenges
9. Encourage social support
10. Create a health promoting culture/community



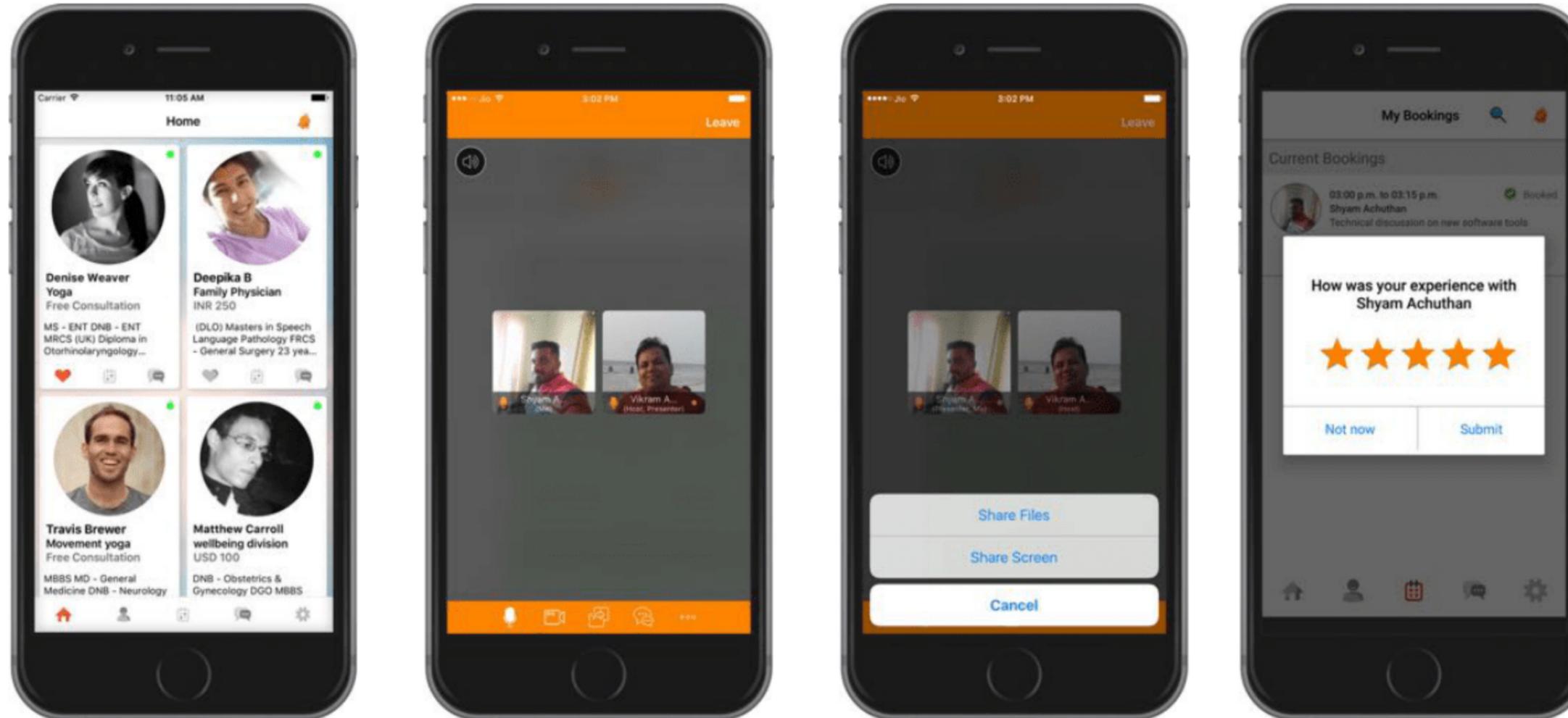
# Integrated Assessment Questionnaires



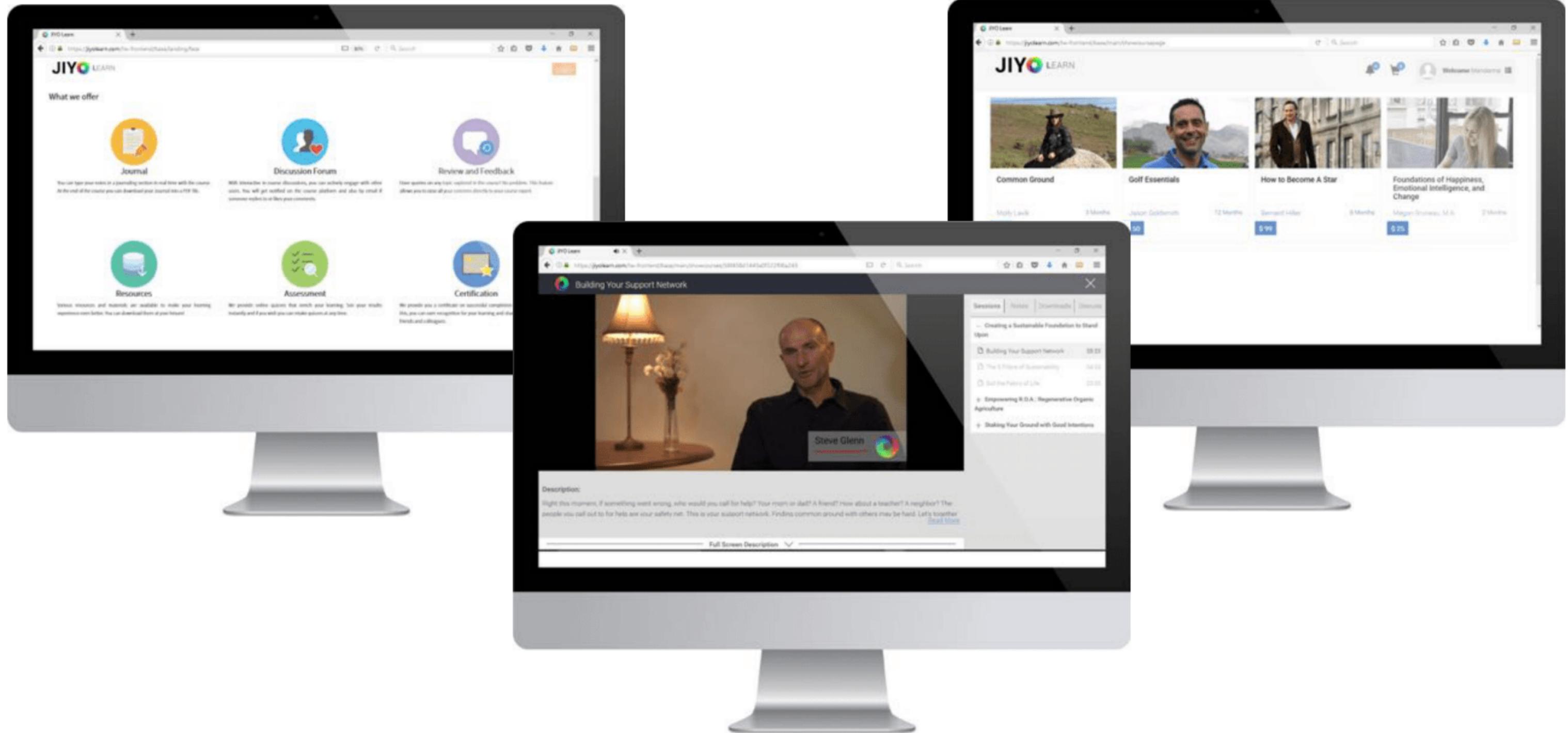
Health Risk Assessment/  
Burnout

What is your Wellbeing?

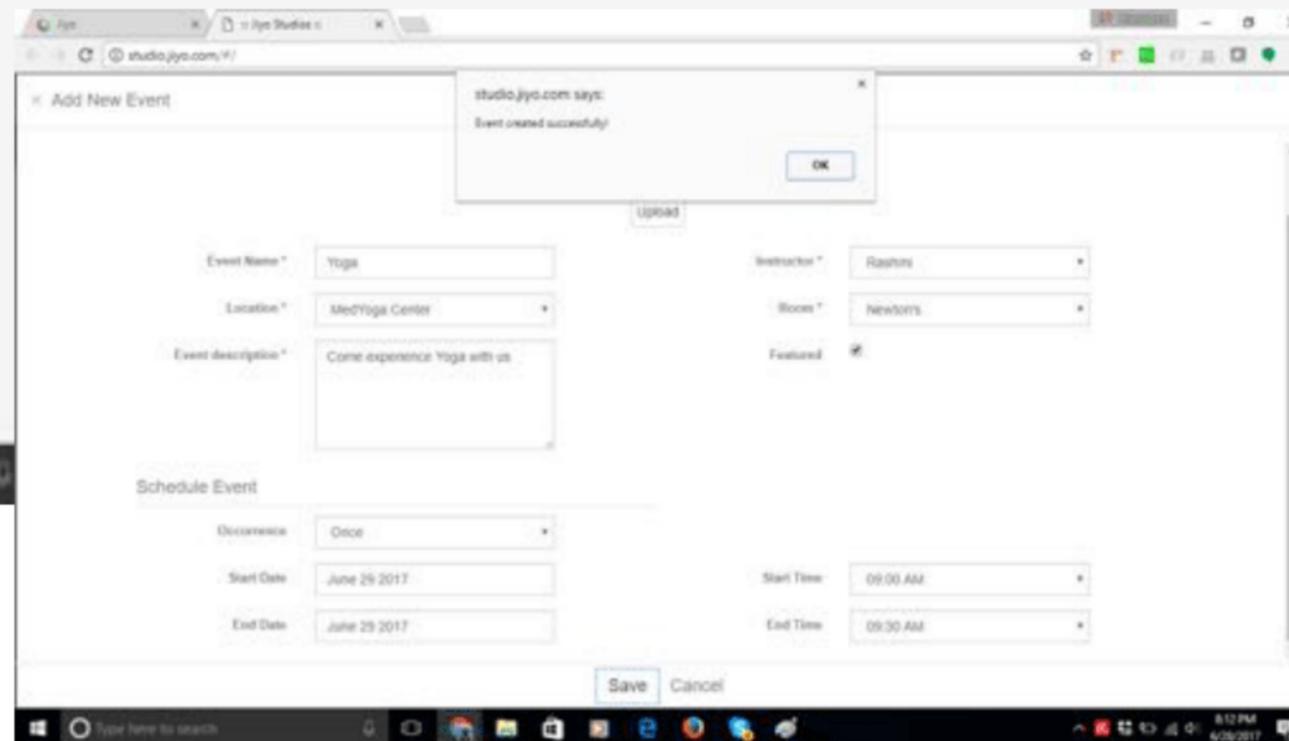
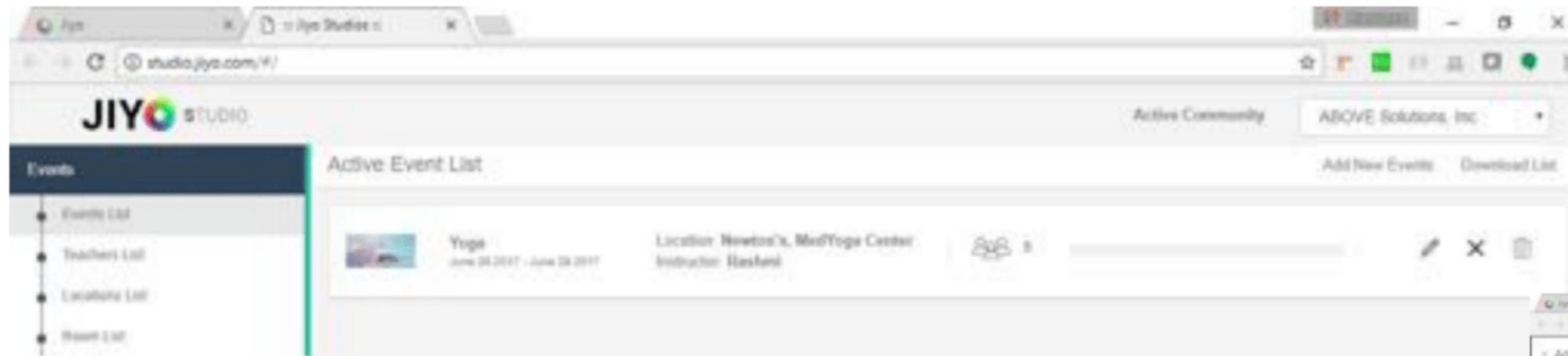
# Mobile Video Consult



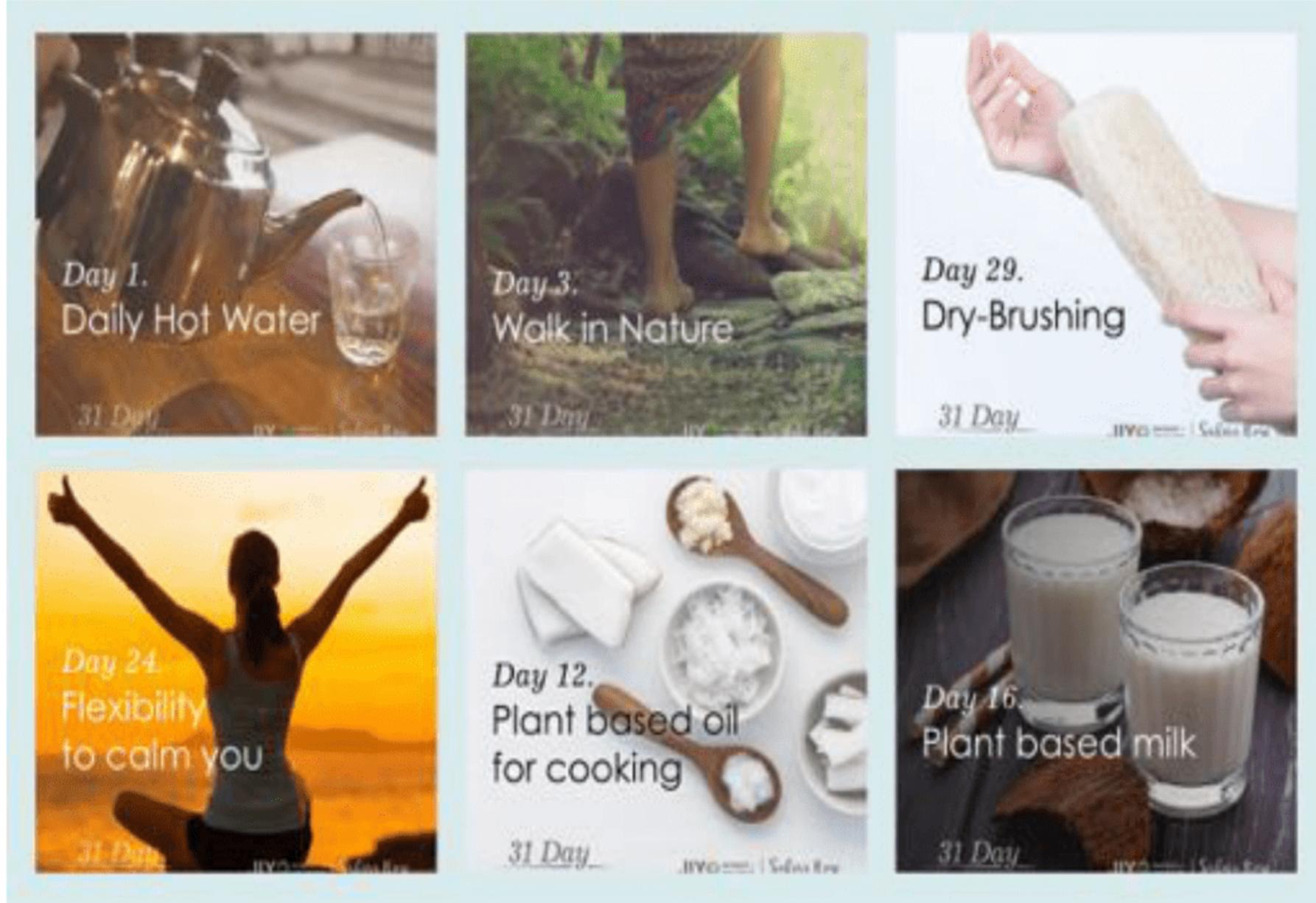
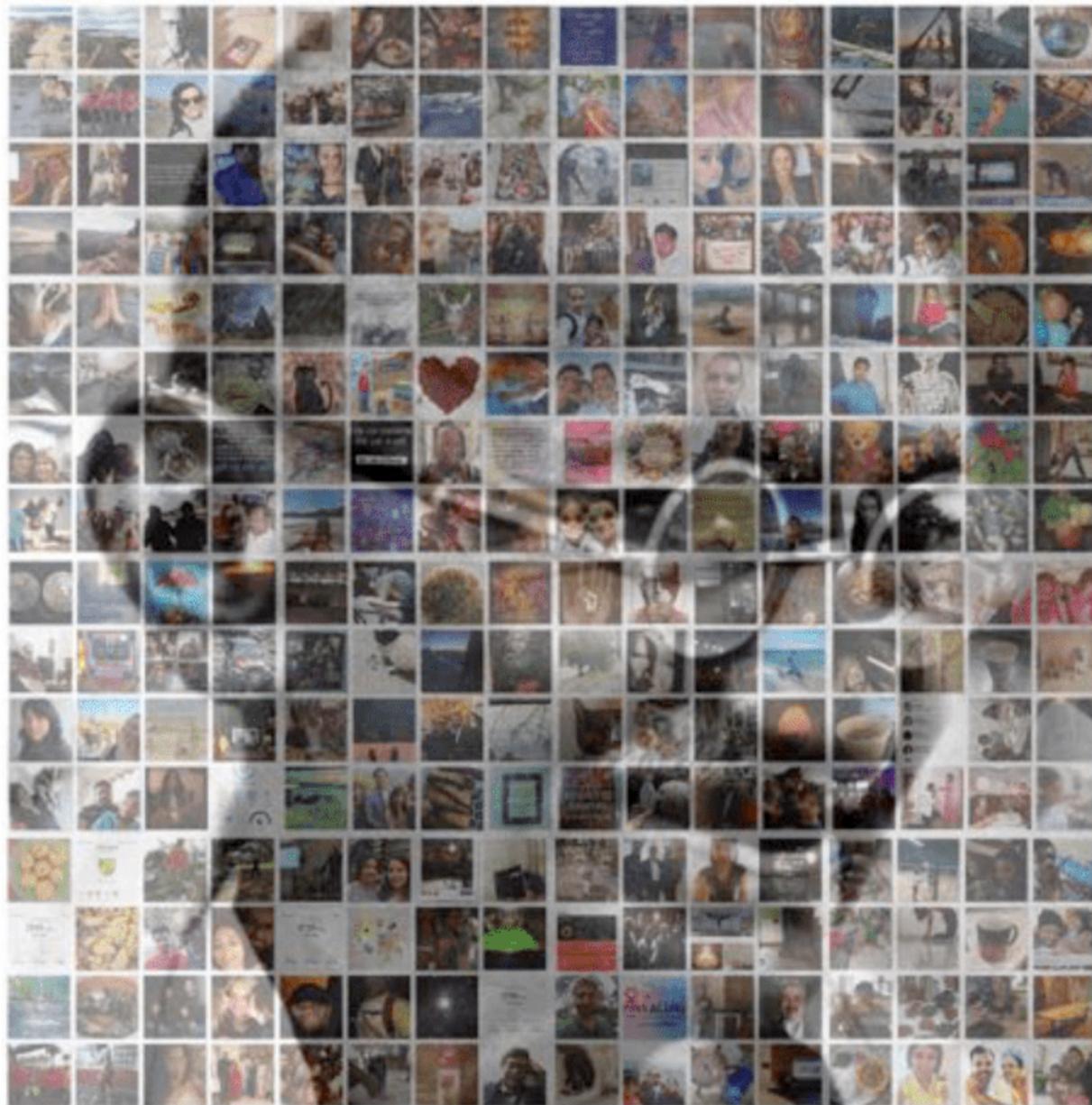
# Integrated Learning Platform



# Employee/Community Engagement



# Campaign Management



# JIYO – Wellbeing Zone



ded Wellbeing Recliner

## 6 Pillars of Physical Wellbeing

- Sleep
- Meditation & Stress Management
- Movement
- Emotions
- Nutrition
- Grounding/Biological Rhythms



# THANKS!

Transforming **Personal** and **Societal** Wellbeing!