

From: Steven Sinofsky <[REDACTED]>

To: Jeffrey Epstein <jeevacation@gmail.com>

Subject: RE: Physiio 20-slide deck

Date: Tue, 02 Jul 2013 15:26:56 +0000

Importance: Normal

Cool stuff. thanks for sending.

I think the wrist device should only be a sensor and transmit over bluetooth to your phone. building a whole phone in the device is over-engineering and everyone with epilepsy has a phone (to call for help or otherwise). In addition, there are opportunities for a person to have more than one type of monitor and not look like batman with a belt.

Melanie says that this is well-known and only for a certain class of seizures.

Their org chart is huge for a new venture.

Feels a bit gucci to me. Medical stuff can be like that since it is all covered by insurance.

The leading company for this stuff at the consumer level is Jawbone, but there are a ton of new companies doing medical stuff (see my CES trip report - <http://blog.learningbyshipping.com/2013/01/13/learning-by-sharing-snark-free-ces-observations/>).

(Thats the sort of stuff I've been writing).

Date: Tue, 2 Jul 2013 07:30:42 -0400

Subject: Fwd: Physiio 20-slide deck

From: jeevacation@gmail.com

To: [REDACTED]

----- Forwarded message -----

From: **Joichi Ito** <[REDACTED]>

Date: Sat, Jun 29, 2013 at 8:24 AM

Subject: Fwd: Physiio 20-slide deck

To: Epstein Jeffrey <jeevacation@gmail.com>

Jeffrey,

This is a deck for the epilepsy / EDA spinout. Do you know anyone who might be interested in funding this?

- Joi

Begin forwarded message:

From: Rosalind Picard <[REDACTED]>
Subject: Physiio 20-slide deck
Date: June 12, 2013 23:09:18 -0400
To: Joichi Ito <[REDACTED]>

Hi Joi - It was great to catch up a bit yesterday. Here are slides you can share or send me feedback on. We'd like to raise ~5.5M but can get the business back up and serving the research market and driving revenue with about 2M if that is available sooner from someone.

Thanks for your support and advice -

Best,
Roz

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Professor, MIT Media Laboratory
Director of Affective Computing Research
Co-founder, Affectiva, Inc.
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Tips for mastering email overload - pls read - <http://hbswk.hbs.edu/archive/4438.html>

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