

**From:** Steven Sinofsky <[REDACTED]>  
**To:** "jeffrey E." <jeevacation@gmail.com>  
**Subject:** Re:  
**Date:** Wed, 01 Nov 2017 16:32:33 +0000

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Yes no problem. but will be tomorrow. London for PA's shindig.

On Nov 1, 2017, at 4:31 PM, jeffrey E. <jeevacation@gmail.com> wrote:

steve can you give some guidance

On Wed, Nov 1, 2017 at 12:20 PM, Masha Drokova <[REDACTED]> wrote:

I'm looking to invest at the company doing AI-based glucose monitoring system for people with diabetes. We made tech evaluation, talked to a few experts and more a question about the market and regulations. Likely no, because it's complex area, but still thinking of them.

May be someone in your network who knows this area and can advise on this kind of tech?

### **Center Health**

Deck: [REDACTED]

Our memo: [REDACTED]

Center Health is building an AI-based glucose monitoring system for the 1 in 11 Americans who suffer from diabetes, based on machine learning and their personalized AI, Aria. Users subscribe to their disposable test strips, a \$14B/yr US market, which are delivered monthly, as Aria learns about their diabetes and prompts behavioral changes to lower blood sugar. The system is an order of magnitude cheaper than existing technologies, premised on leveraging data to help users see what daily elements are affecting their blood sugar, and predicting dangerous highs and lows before they happen.

#### *Pros*

- Existing glucometers from big companies are very old-fashioned and outdated, those companies make their revenue from overpriced strips
- Direct competitors, such as iHealth and Dario have negative customer reviews and minor
- Uses FDA-approved circuits to get the approval in an automated manner

#### *Cons*

- Enormous pressure both from the industry players and companies such as Apple and Google that try to develop non-invasive glucose monitoring that will wipe out test strip products
- Hardware startup without a product to sell yet, finalizing the development
- Young team

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please note

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